

# THE WATER COUNCIL

Created by leaders in both business and education, The Water Council is convening the region's existing water companies and research clusters, developing education programs to train talent, and building partnerships that cut across all sectors and geographic boundaries. The Water Council is advancing Milwaukee's global position by becoming a magnet that attracts creative talent, innovative ideas and is recognized as a water leader in tomorrow's world.

## A NOTE FROM THE CO-CHAIRS

Back in 2007 when The Water Council was first formed, our primary goal was to develop a rock solid base of industry and research leaders that would continue to drive the innovation of the water cluster. We had three broad objectives: boost public/private business partnerships, develop a water generation through our local schools, and encourage technological innovation.

Our much-anticipated water accelerator center is undergoing renovations and is scheduled to open in 2013. The dream we had five years ago to create a "Silicon Valley of Water" is coming to fruition. We're passing milestones faster than we ever expected, and we plan to hit the ground running in 2013.

These developments and others are a reflection of the growth we have seen as a business cluster in the last year. Membership continues to grow; education programs continue to train new talent in unprecedented ways; and Water Council members continue to attract international investors. All the while we've been learning what efforts bring the most measureable success in growing our world water hub.

As recognition of our growth, we've changed our name to, simply "The Water Council". While our recognition and influence has extended to the national and international stage, you'll notice that our "M" logo is still the same, as a tribute to our Milwaukee home and roots.

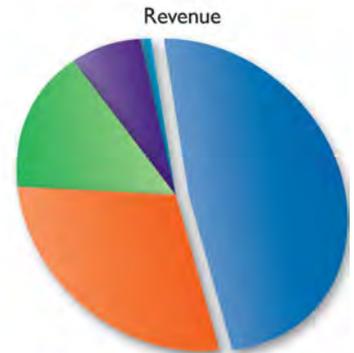
The new year will have much in store for us. There are a number of developments just around the corner that promise to propel our water cluster toward dramatically increased growth and even greater international recognition. We couldn't have done it without our tremendous board of directors, financial supporters, members and the partners who have shared our vision since day one. Thank you.

Rich Meeusen, Co-Chair  
The Water Council

Paul Jones, Co-Chair  
The Water Council



● Programs -- \$393,000  
● Special Events -- \$129,000  
● Member Services -- \$8,900  
● Marketing -- \$88,000  
● Operations -- \$32,000



● Grants -- \$353,000  
● Membership Revenue -- \$203,000  
● Water Summit -- \$113,000  
● Contributed Income -- \$55,000  
● Miscellaneous -- \$7,000

## WATER RESEARCH & BUSINESS ACCELERATOR CENTER

August marked the beginning of an historic chapter for The Water Council and the Milwaukee region as renovations began to convert a downtown Milwaukee warehouse into an unparalleled water research and business accelerator building. The center, scheduled to open in the summer of 2013, will be housed in a 98,000 square foot, seven-story building at 223 West Pittsburgh Avenue (recently renamed Freshwater Way) in the Reed Street Yards area of Milwaukee's Walker's Point neighborhood. The \$21 million project will completely refurbish a century-old brick and timber warehouse into first class office and research space. The building will become the workplace for approximately 200 people and a catalytic project for the redevelopment of the Reed Street Yards and Walker's Point neighborhood.



The center will feature a 45 person lecture hall, exhibition space for new prototypes and high-tech core facilities. These core facilities, such as a state-of-the-art water flow testing stand provided by Badger Meter, are critical to supporting the cutting-edge water research and product development activities of the cluster and will enable researchers and businesses to do testing on-site instead of spending time and money in other locations.

The Center will house large multi-national companies, small water technology businesses, academic research programs, business solution providers, start-up entrepreneurs and students of all levels. Creating connections between people working within the entire freshwater ecosystem is what makes the Center so unique. Programming for water technology entrepreneurs, members and the community will energize, coalesce, and advance Milwaukee's water cluster.

## ECONOMIC DEVELOPMENT

### *Fostering Entrepreneurship*

Through the support of the Wisconsin Economic Development Corporation, the Water Council announced the establishment of the Global Freshwater Seed Accelerator which is the world's first mentor-driven seed accelerator focused on startups that address global challenges in freshwater.

### *Reed Street Yards*

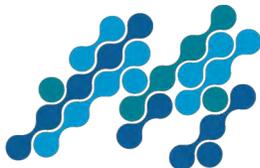
The Water Accelerator building redevelopment is considered a catalytic project for the Reed Street Yards Tax Incremental District, setting the stage for the City of Milwaukee to move forward with the infrastructure improvements to establish the water technology research park—and the Milwaukee region—as a global showcase for water management.

### *Market Expansion*

Milwaukee's water cluster is attracting new and startup companies, and growing from within. Companies of all sizes are seeing significant market expansion both domestically and internationally.

### *International Promotion & Development*

The Water Council spoke and exhibited at a number of international conferences, including: UN Rio+20 Corporate Sustainability Forum; International Green Economy Association's 3rd Annual Global Green Economy Prosperity Forum; and International Water Association's World Water Congress. Milwaukee's water cluster experienced increased international business development opportunities with delegations visiting Milwaukee and Wisconsin leaders heading abroad.



## TALENT DEVELOPMENT

### *STEM*

The Council is collaborating with the University of Wisconsin System in building an integrated STEM program that unifies five System campuses with Wisconsin's water industry. This initiative is part of a national campaign led by the Business-Higher Education Forum to implement new industry higher education solutions for the U.S. workforce.

### *Internships*

In partnership with the Milwaukee Area Internship College Consortium, we have made it easier for businesses to start and run internship programs. The program fostered nearly 100 internships this year with a number of the individuals going on to full-time employment.

### *Water Career Cluster and Pathway*

To facilitate students' understanding of the career possibilities in water and associated education requirements, the Council created a Career Pathway Team. This team of educators, water utilities, businesses and industry has launched a Water Career Cluster map from high school to Ph.D. and cutting across 12 industries.

### *Water Technician - Technical Diploma*

Together with Milwaukee Workforce Board and Milwaukee Area Technical College, the Council has supported development of the Water Technician diploma. This curriculum will be directed toward High School graduates with less than an Associate Degree.



## TECHNOLOGY DEVELOPMENT

### *National Science Foundation's Industry/University Collaborative Research Center*

As the center continues to foster collaborative technology development between industry and universities, in 2012, center participants applied for three new patents and created two new companies. Current projects include: microbial fuel cells, microchemical sensors, contaminant removal, and real-time water quality monitoring.

### *Partnerships to Promote Commercialization*

The Water Council continues to create and enrich partnerships with other organizations to promote commercialization of emerging technologies. Examples include: ImagineH2O (California), Global Midwest Alliance (Chicago), Environmental Protection Institute (Hunan, China), and Wisconsin Economic Development Corporation.

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