



THE WATER COUNCIL

Your global water technology hub.

2017 ANNUAL REPORT

An aerial photograph of the Milwaukee skyline, featuring several prominent skyscrapers and the Pabst Pavilion on the waterfront. The image is overlaid with a large, semi-transparent blue hexagon containing a quote. The quote is in white, all-caps text. The background shows the city's architecture and the water of the Milwaukee River.

“WE HAVE HAD ABOUT 4 YEARS IN
A ROW WHERE THE U.S. TRIATHLON COMES
TO COMPETE IN MILWAUKEE. THEY HAVE TOLD US
THAT IT'S THE CLEANEST URBAN WATER ENVIRONMENT
THAT THEY COMPETE IN. SO NOW WE HAVE PEOPLE
COMING TO MILWAUKEE FOR THE CLEAN
ENVIRONMENT THAT WE CREATED.”

- Kevin Shafer, Executive Director of Milwaukee
Metropolitan Sewerage District

2017 ANNUAL REPORT

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HUB

HUB

Noun | \ 'həb \

- A center of activity
- The central and most active place
- A common connection point

EXAMPLES

- She was at the hub of water tech activity.
- Wisconsin's water scene is exploding, and Milwaukee is the hub.

● "I prefer to have Danish companies go to a smaller city like Milwaukee, versus the very large cities, because of the concentrated water technology support system available."

- Consul General Jakob Andersen,
Consulate General of Denmark in Chicago

ABOUT US

Headquartered in the Global Water Center in Milwaukee, Wisconsin, next to the world's largest freshwater system, The Water Council (TWC) is a non-profit organization that drives economic, technology and talent development to support the global water industry.

As the leading U.S. cluster, and one of the most powerful water technology hubs in the world, the organization convenes global water leaders and supports more than 180 members from small and mid-sized businesses and large global corporations

to engineers, entrepreneurs, utilities, government agencies, academia and non-profits, with valuable services, programming and networking opportunities.

Established as a 501(c)(3) in 2009, the driving force behind The Water Council's success is the vibrant spirit of collaboration between public, private and academic sectors with a strong, shared commitment to finding innovative solutions to critical global water challenges.



MISSION

To achieve economic growth through improving World Water Health.

- Develop solutions to address world water challenges
- Grow sales, exports and jobs
- Attract businesses and talent to the region
- Reposition Milwaukee

VISION

Be the globally connected epicenter of freshwater research, innovation, education and business development.



VALUES

Teamwork

Delivering opportunities that make an impact

Creativity and openness

Thinking big and bold

What's all the 'Hubbub' about?

HUBBUB

Noun | hub·bub | \ 'hə-,bəb \

A situation in which there is much noise, excitement and activity

EXAMPLES

They returned to the **hubbub** of the city after a peaceful weekend on the lake.

She moved to Milwaukee to be part of the **hubbub** of the water cluster.

MESSAGE FROM OUR CO-CHAIRS

Dear Members & Supporters,

Back in 2007 when The Water Council was first conceptualized, our primary goal was to develop a rock solid base of industry and research leaders driving innovation in the global water industry, and organize them to create new business, economic and R&D opportunities for south-eastern Wisconsin. We identified three broad objectives which continue to guide us today: talent, technology and, most importantly, economic development.

Ten years later, our world water hub is passing milestones faster than we ever expected, and we anticipate 2018 will bring even more “hubhub.”

This history and progress is not a ‘solo’ story. It has many players, partners and resources that enable and magnify the impact. Without question, one of the key defining factors of our cluster is the phenomenal collaboration between business, government, academia, non-government organizations and citizens. We’re stronger together.

By bolstering our work with a bold, visionary, collaborative brand, The Water Council is strategically focused on continuing our growth as the global center of gravity. Next year we’re focused on: technology development, water stewardship, international business attraction and creating more opportunities for entrepreneurs and small businesses to help them grow.

We’re looking forward to 2018 and know we couldn’t have done it without our tremendous members, partners, board of directors, staff and financial supporters who have shared our passion since day one.

Thank you for your continued support of our efforts.

Sincerely,



Paul Jones, Co-Chair
Retired Chairman,
A. O. Smith Corporation



Rich Meeusen, Co-Chair
President/CEO/Chairman,
Badger Meter, Inc.



TWC team at Water Leaders Summit 2017.



Dennis
Webb &
Elizabeth
Thelen at
Zurn HQ



Milwaukee's Walkers
Point neighborhood.
Photo: Lee Matz.

"I LOVE THE VIBE DOWN THERE
[WALKER'S POINT NEIGHBORHOOD IN
MILWAUKEE] AND THE ENERGY OF WHAT'S
BEEN GOING INTO IT FOR THE LAST DECADE.
IT'S CLOSE TO A LOT OF REALLY COOL STUFF THAT'S
HAPPENING, SO I WANTED TO BE
A PART OF THAT."

- Mike Eitel, on opening a
Latino-inspired version of his successful
Nomad World Pub



Global visitors to
Milwaukee's water
hub in October 2017.

FINANCIALS

Statement of Activities

	Year ended December 31, (in thousands of dollars)	
	2017 unaudited	2016
REVENUE		
Grants, Contracts & Contributions	\$1,405	\$1,488
Membership	665	633
Global Water Center	526	532
Water Summit	202	240
Other	44	38
Total Revenue	\$2,842	\$2,931
EXPENSES		
Programs	\$2,141	\$2,208
Operations	109	92
Global Water Center	517	667
Water Summit	130	104
Marketing	59	81
Total Expenses	\$2,956	\$3,152
Changes in Net Assets	(114)	(221)

The charts above provide unaudited financial information as of December 31, 2017.

Although the net result improved from 2016, The Water Council incurred a net loss on activities of \$114,000. Although expenses in 2017 were reduced overall by 6%, revenues decreased by 3% due to a combination of a decline in foundation funding as well as lower Water Summit revenue.

Statement of Financial Position

	Year ended December 31, (in thousands of dollars)	
	2017 unaudited	2016
CURRENT ASSETS		
Cash and cash equivalent	\$699	\$799
Accounts receivable	236	196
Pledges receivable	120	40
Prepaid expenses	46	22
Total Current Assets	1,101	1,057
NET PROPERTY AND EQUIPMENT	255	297
LONG-TERM ASSETS		
Investment in GWC II LLC	–	20
Pledges receivable-net of current	200	22
Total Long-term Assets	200	42
Total Assets	\$1,556	\$1,396
CURRENT LIABILITIES		
Accounts payable	\$195	\$115
Program liabilities	190	135
Line of Credit	250	–
Deposits	30	28
Deferred revenue	112	225
Total Current Liabilities	777	503
NET ASSETS	779	893
Total Liabilities and Net Assets	\$1,556	\$1,396

2017 BOARD OF DIRECTORS

Rich Meeusen, Co-Chair

President/CEO/Chairman
Badger Meter, Inc.



Paul Jones, Co-Chair

Retired Chairman
A. O. Smith Corporation



Julia Taylor, Treasurer

President
Greater Milwaukee Committee



Todd Adams

President & CEO
Rexnord



Kirk Allen

President & CEO
Sloan Valve Company



Tom Barrett

Mayor
City of Milwaukee



Steve Booth

President & CEO
Robert W. Baird & Company, Inc.



Preston Cole

Commissioner,
Department of Neighborhood
Services, City of Milwaukee



Glen Daigger

President
One Water Solutions LLC



Katherine Gehl

Former President & CEO
Gehl Foods



Mary Jean Huston

State Director
The Nature Conservancy



Dennis Klein

CD Smith Construction



Michael R. Lovell

President
Marquette University



John Matthews

Principal
Matthews Strategic Services, LLC



Mark Mone

Chancellor
University of Wisconsin-Milwaukee



Puon Penn

Executive Vice President
Wells Fargo Technology
Banking Group



Kevin Shafer

Executive Director
Milwaukee Metropolitan
Sewerage District



Jim Stern

Executive Vice President
A. O. Smith Corporation



Lee Swindall

Vice President,
Sector Strategy Development
Wisconsin Economic Development
Corporation



Deon van As

Vice President,
Global Supply Chain Excellence
MolsonCoors



2017 STAFF

DEAN AMHAUS, President & CEO ●



TAYLOR BASEHEART, Communications Manager ●



COLIN FLANNER, Intern ●



KAREN FROST, VP Economic Development ●



DR. DAVID GARMAN, Chief Technology Officer ●



MATT HOWARD, VP Alliance for Water Stewardship North America ●



AMY JENSEN, Chief Financial Officer & Chief Operating Officer ●



MEGHAN JENSEN, VP Marketing & Communications ●



ANGELA MAY, Executive Assistant & Office Manager ●



ISAIAH PEREZ, Membership Manager ●



ELIZABETH THELEN, Director of Entrepreneurship & Talent ●



DYLAN WALDHUECER, Graduate Intern ●



OUR INITIATIVES

ALLIANCE FOR WATER STEWARDSHIP NORTH AMERICA

Developing world-class water stewards and enhancing the sustainability of freshwater resources through the International Water Stewardship Standard (“AWS Standard”).



The Alliance for Water Stewardship is an international multi-stakeholder organization dedicated to enhancing water stewardship. With The Water Council as the official North American regional partner, AWS connects leading organizations in North America with each other and their counterparts from around the globe who are committed to advancing the responsible use of freshwater. As a result, AWS North America works collaboratively to develop North American water users and managers into world-class water stewards who protect and enhance freshwater resources for people and nature.

AWS North America's programs are designed to raise awareness, build capacity and provide a forum through which

knowledge on water stewardship can be generated, accessed and shared, while helping organizations and communities address shared water challenges. At the heart of the program is the stakeholder-endorsed AWS Standard. The AWS Standard is the world's only comprehensive water use standard that can be used by industrial, agricultural and commercial sites. The six-step process acts as a strategic framework to help water users identify and mitigate water-related risks both inside and outside their facilities. This Standard is internationally recognized with claims verified by third-party conformity assessment bodies and is being implemented world-wide including hundreds of sites in North America.

BREW ACCELERATOR & BREW CORPORATE

World's leading seed accelerator focused on innovation-driven startups solving global water challenges.



Launched in 2013 by The Water Council, the BREW (Business – Research – Entrepreneurship – in Wisconsin) Accelerator unleashes water innovation by funding water technology startups from around the world with commercialization potential. This accelerator pairs a unique water-focused startup community with skilled resources of Milwaukee's world water hub to help entrepreneurs accelerate results, inspire action to create further opportunity and disrupt the status quo.

BREW Corporate Accelerator, an expansion of the BREW, partners with global corporations, including Veolia and A. O. Smith Corporation, looking for new technologies to solve a specific challenge. By combining funding with access to executive-level mentors, corporate R&D and intensive business training, BREW Corporate accelerates the development of high-caliber startups. Startups compete in a challenge revolving around specific areas of interest identified by each corporation and those who show the highest likelihood of solving the challenge are selected for the program.

SUCCESSSES SINCE 2013:

- 34 Startups trained
- 90% In business
- 12 Startups launched (meaning they have a proven product or service that's for sale)
- \$8.3M Capital raised
- \$13.7M Additional funding raised (grants, equity, etc.)
- 90 Jobs (full-time positions)
- 100+ Pilots
- 40 Patents (18 issued and 22 pending)
- 11 Preferred partners in support network
- 3 rounds of BREW Corporate with partners A. O. Smith and Veolia

ENERGY WATER NEXUS

Identifying strategic energy water market opportunities.

The Water Council and the Mid-west Energy Research Consortium partnered to create an Energy Water Nexus (EWN) Roadmap focused on the interdependency between energy and water, and to identify opportunities for the Midwest region and members to further develop a leadership role in this converging market space. This report is a first-of-its kind compilation of currently available national and global data and seeks to provide a usable tool for members to identify specific EWN



applications, benefits, target markets, industry categories, technologies, products and active companies within the market space. Additionally, this report will allow members to focus on, reposition and analyze products and services within the framework of the growing global and regional EWN market space. A public summary of the report is available and a more in-depth version is available to top tier members of The Water Council.

GLOBAL WATER CENTER

State-of-the-art water business and research facility.

Opened in 2013, the Global Water Center (GWC) is a 98,000 sq. ft. (9,104 m²) facility located in downtown Milwaukee, Wisconsin housing water-centric research, office and collaboration facilities for universities, existing water-related companies and new, emerging water technology companies. With over 45 tenant organizations, the GWC continues to be a magnet for U.S. and foreign dignitaries, global water technology businesses, economic development organizations and students from all levels. The development of the GWC was an important milestone as it established a highly visible headquarter base for The Water Council and a landing pad for organizations to participate in the leading U.S. water technology hub.



The GWC is the cornerstone to Reed Street Yards, a Water Technology Business Park, located across the street. The Yards is a global destination for businesses and one of Wisconsin's first Eco-Industrial Business Parks, a concept that seeks to balance natural resources and economic development. Once a former brownfield, the Yards is a 17 acre (6.9 hectares) water technology business park for mixed-use urban office, educational, research and technology focused on the international water industry. Visitors to the area can meet and learn about organizations including A.O. Smith, Zurn Industries, Marquette University, Veolia, GRAEF, University of Wisconsin-Milwaukee, Green Infrastructure Center of Excellence and a number of students, startups and researchers from around the world.

GLOBAL WATER PORT

Innovate from anywhere, collaborate with anyone.

The Global Water Port is an online research and collaboration powerhouse – and the only tool of its kind – developed to enhance connectivity within the water technology sector and among those interested in finding solutions to water-related challenges. In 2017, users from 72 countries accessed the Port, tapping into thousands of water-related databases and resources. Powered by the *innovationExchange*[™] and enabled by its affiliate *inno360*[™],



a cognitive intelligence and predictive research engine equipped with IBM Watson[™], individuals from any industry, organization or enterprise can use The Water Council's Global Water Port to inform, accelerate and evolve water technology innovation.

OUR INITIATIVES CONT.

OASIS COWORKING COMMUNITY

Landing pad for global water companies entering North America and U.S. businesses looking to launch, grow and discover new opportunities.



The Oasis Coworking Community is a shared, collaborative workspace housing companies from around the world and around the region seeking to tap into the growing network of industry resources located in Milwaukee's water technology cluster. The Oasis is approximately 8,000 sq. ft. (743 sq. m.) and located within the Global Water Center – a seven story, 98,000 sq. ft. (9,104 sq. m.) facility housing water-centric

research, office and collaboration facilities for over 45 organizations. The workspace provides a variety of flexible term lease arrangements and affordable pricing to accommodate entrepreneurs and small businesses in Wisconsin, as well as national and global organizations. BREW Accelerator winners and graduates reside within the Oasis.

AMENITIES:

- Fully furnished and ready-to-go desk space
- High-speed internet
- Locked storage
- Concierge desk
- Mail services
- Access to technical assistance, research partnerships and seminars
- Access to 5th floor kitchen, auditorium, Paul & Pat Jones Board Room and Flow Lab

PILOT PROGRAM

Testing and commercializing emerging water technologies.



Through the support of funding from Wells Fargo, Milwaukee Metropolitan Sewerage District and Fund for Lake Michigan, The Water Council launched the Pilot Program to support the progression of new water technologies from the lab to real world demonstration sites for practical application. The Pilot Program provides support, services, site selection and funding to help develop and validate new, cutting-edge products from prototype to small-scale production and manufacturing.

Selected projects must address integrated water solutions through innovation, application and demonstration while maintaining a cost-efficient, scalable and deployable model. The Water Council's Pilot Program is able to accelerate the deployment of technologies needed to solve problems, create new business and improve water quality on a regional and global scale.

RESEARCH & COMMERCIALIZATION

An "executive search firm" for water technology innovation.



Launched in 2016, The Water Council's Research & Commercialization (R&C) Program connects top tier members to an ecosystem of experts and innovations as well as technical and programmatic support to advance technology development to meet the direct needs of industry. The program accelerates innovation, commercialization opportunities and adoption of technological water solutions for a wide range of industries

including utilities, agriculture and manufacturers. Through a nationwide scouting team, detailed database and clearinghouse, and product matching and development teams, the R&C Program saves members time and money, expands access and identifies emerging technology and processes from federal, university and private labs and entrepreneurs from around the world.

Small Business Channel

A national network linking small and medium water technology businesses to critical resources.

Through a U.S. Small Business Administration Regional Innovation Cluster award, The Water Council's Small Business Channel promotes the growth and development of small businesses operating in the water technology sector – first in the Midwest and then across the United States. Links to critical resources such as capital, networks, trained workers, supply chains and technical assistance are readily available through

the Channel. Participating in a menu of services through The Water Council enables small water technology businesses to shift from working in isolation to connectivity with the larger water technology industry and provides the opportunity to significantly enhance credibility and networks resulting in growth and profitability.



Talent Campaign

Making the water industry sexy.

The Water Council's Talent Campaign increases student awareness and engagement within the water technology industry by coalescing all levels of education institutions and identifying opportunities for students to connect within the professional water sector. Through talent-focused workshops and the infusion of water-based industry connections and economic thinking into existing partner programs, the Talent Campaign provides young water professionals and future water leaders with the tools necessary to approach prominent issues in global water health and compete in the 'blue' jobs market. The Campaign also provides industry with the opportunity to have

a voice in water education, learn how to develop internship programs and increase access to trained talent. The Water Council is the official industry partner for the National Science Foundation's Sys-STEM program with the Business-Higher Education Forum, on the leadership board of the Wisconsin Water Thinkers Network and part of the Milwaukee7 Talent Campaign with a goal to achieve 200,000 career-based learning experiences by 2020. Wisconsin's water hub holds a high concentration of water-based certificates and degrees in a variety of facets including business, research and technology.



Water Leaders Summit

Annual convening in Milwaukee of local, national and global thought leaders and practitioners shaping the future of water innovation.

The Water Leaders Summit is a collision point for water experts, influencers and practitioners looking for new technology, talent, business development opportunities and inspiration. Engaging, curated conversations with global leaders with deep experience are the focal point and distinguish the Summit as a key water industry event. Since 2007, the Summit creates a channel for water leaders from around the world to stimulate a creative exchange of ideas, discuss vital current global water issues and advance innovative solutions shaping the future

of water technology. Past speakers include visionaries from Ford Motors, DOW Chemical, Ecolab, United Nations, NASA, UC Berkeley, San Diego County Water Authority, U.S. Environmental Protection Agency, U.S. Small Business Administration, Walmart, IBM, MillerCoors, DC Water, International Water Association, Las Vegas Valley Water District, JPMorgan Chase, Vienna University of Technology, CH2M Hill, Veolia, Portuguese Water & Waste Services Authority and Encourage Capital.



HUB FACTS

THOUSANDS
reached through TWC
global programs, services
and networking
opportunities

WORLD LEADING
Global Water Center,
a state-of-the-art facility
with business accelerator space
and R&D labs housing over
45 universities, businesses
and non-profits
in the water industry

4 U.S. WATER PRIZES
awarded to Wisconsin
organizations: Kohler,
MillerCoors, Milwaukee
Metropolitan Sewerage
District and The Water
Council

17 acre/6.8 hectare
Global Water
Technology
Business Park

200+
water
technology
companies

HUNDREDS OF
engineering and environmental
consulting firms with expertise in water
like GRAEF, GZA GeoEnvironmental,
OBG Company, Ruckert & Mielke
and Stormwater Solutions
Engineering

THIRTY MAJOR
public and private
educational institutions
throughout Wisconsin
offering more than
50 water-focused
degree programs

UNITED NATIONS
Global Compact City
designation + one of five
Innovating Cities

\$1.6 MILLION
BREW Accelerator
training
entrepreneurs

HEADQUARTERS
of the Alliance for Water
Stewardship North
America

MARQUETTE UNIVERSITY
Water Quality Center bringing
together researchers, government, private
foundations, industry and others to solve
problems related to lake, river and
groundwater quality

A ROBUST INDUSTRY
network more than a century
in the making

**PUBLIC
and PRIVATE
COLLABORATION
AT ITS BEST**

MMSD CAPTURED AND CLEANED 99.999998% OF DIRTY WATER IN 2017

The Milwaukee Metropolitan Sewerage District (MMSD) captured and recycled 72 billion gallons of dirty water in 2017, cleaning it and returning it to Lake Michigan. Out of every drop of water that entered the regional sewer system last year, MMSD captured and cleaned 99.999998%.

The goal nationally is to capture and clean 85%. One sewer overflow of 1,450 gallons of untreated wastewater occurred on July 12, 2017 from a regional sewer. **In other words: 1,450 gallons is less than the amount of water it takes to produce a pair of jeans or about ½ the size of a concrete mixer truck's drum.**

Businesses need water to survive and Milwaukee can deliver

Foxconn announced a \$10 billion investment in Wisconsin demonstrating that Southeastern Wisconsin can deliver the quantity and quality of water the company requires.

"MY FIRM RECENTLY MADE A LARGE INVESTMENT IN DOWNTOWN MILWAUKEE. THE WATER COUNCIL AND THE AMOUNT OF ENERGY SURROUNDING THEIR WORK IS ONE OF THE KEY DIFFERENTIATORS THAT WE REALLY LIKED."

— James A. Fox, CEO, North Wells Capital, Chicago



MEMBERS & PARTNERS

In 2017 our membership continued to expand not only beyond the Great Lakes region but also across the U.S. and globe. With a net gain of 19 members over the past year, TWC continues to develop the membership experience to help set us up for growth and diversity in the future. Thank you to our amazing members and partners who are creating the 'hubhub.'

MEMBERSHIP STATS

185 MEMBERS

- Academic Partners – 9
- Businesses/Industry – 89
- Municipal Utilities – 4
- Nonprofits/Associations – 28
- Public Sector – 4
- Startups – 51

9 COUNTRIES

- Australia
- Brazil
- Canada
- China
- France
- Ireland
- Mexico
- United Kingdom
- United States

14 U.S. STATES

- | | |
|---------------|----------------|
| California | Minnesota |
| Colorado | Montana |
| Illinois | New York |
| Kentucky | North Carolina |
| Louisiana | Ohio |
| Massachusetts | Oregon |
| Michigan | Wisconsin |

2017 MEMBERS

Explore and connect with each organization by visiting our new Global Directory at www.thewatercouncil.com.

MEMBERS & PARTNERS CONT.

Bold = Tier 1 Members in 2017

A. O. Smith Corporation

ABB Inc.
Acceleration Advisors LLC
Advanced Chemical Systems
Aero-Stream LLC
African American Chamber of
Commerce of Wisconsin
Alliance for Water Efficiency
American Transmission Company
Andrus Intellectual Property Law
LLP
Anguil Aqua Systems LLC
Apsara Capital LLP
Aquarius Systems
Aquor
Argon Industries Inc.
ASA Analytics
Badger Meter
Badger Mining Corporation
Baker Manufacturing Company LLC
BIOGILL Environmental PTY
LIMITED
Bradley Corporation
Cadens LLC
CannedWater4Kids Inc.
Carthage College
CD Smith Construction Services
City of Milwaukee
Clearas Water Recovery
Concordia University Wisconsin
Continuum Architects + Planners
CornCob Inc.
Covanta Environmental Solutions
Dana Investment Advisors

Dentro Consulting LLC
Discovery World Ltd.
DMR International Inc.
Dow Water & Process Solutions
Earthwise Environmental Inc.
Ecoli-sense
Electro Scan Inc.
Elkay Manufacturing Company Inc.
Employ Milwaukee
Energy Tech Innovations LLC
Environmentally Sensitive Solutions
Inc.
Evoqua Water Technologies LLC
First Supply LLC
Fond du Lac Regional Wastewater
Treatment & Resource Recovery
Facility
FPZ Inc.
Fund for Lake Michigan
Gateway Technical College
General Capital Group
Global Water Works
Grace Matthews Inc.
GRAEF
Greater Milwaukee Committee
Grucon Group
GZA GeoEnvironmental Inc.
Hanging Gardens LLC
Harbor District Inc.
Hausmann Enterprises LLC
Hmong Wisconsin Chamber of
Commerce
Hughes Equipment Company LLC
Husch Blackwell LLP
Iconac

InPipe Energy
InSinkErator
ITU AbsorbTech Inc.
J.H. Findorff Son Inc.
Johnson Controls Inc.
JPMorgan Chase & Co.
Kohler Co.
KPMG
Lakewood Instruments LLC
Lapley & Associates Ltd.
LiquiTech Inc.
MAASS Midwest
Marcus Center for the Performing
Arts
Marlo Incorporated
Marquette University
Matchpoint Inc.
Matthews Strategic Services LLC
Mequon Nature Preserve Inc.
Metamateria Technologies
Michael Best & Friedrich LLP
Microbe Detectives
Mid-West Energy Research
Consortium
Milwaukee 7
Milwaukee Area Technical College
**Milwaukee Metropolitan Sewerage
District**
Milwaukee Riverkeeper Inc.
Milwaukee Valve Company
MolsonCoors
Mortenson Kim
Naiad Physics Corporation
Nanolytix

Northern Lake Service Inc.
North Shore Water Commission
NSF International
Nutrient Recovery & Upcycling LLC
OBG Company
Odyssee Environnement
Opti RTC Inc.
Optiktechnik
OriginClear
OxyMem
P & A Technologies Inc.
PAK Technologies Inc.
Park Bank
Paschke Water Analytics
PaveDrain LLC
Pellucid Water LLC
Pentair
Pewaukee Lake Water Ski Club
Phigenics LLC
PlasmaE
Plunkett Raysich Architects LLP
PowerTech Water
Pulsed Burst Systems LLC
Qingdao Guanghua Environmental
Technology Co. Ltd.
Quansor Corporation
Racine Metal-Fab Ltd.
Reinhart Boerner Van Deuren s.c.
Rexnord
Rice Technology LLC
Riveredge Nature Center
Robert W. Baird & Company
Rock the Green
Rockwell Automation

Rotary Club of Milwaukee
Ruekert & Mielke Inc.
Sage Water LLC
Short Elliott Hendrickson Inc.
Skidmore, Owings & Merrill LLP
Sloan Valve Company
Smart Waters
Sodimate Inc.
SofTap
Southeastern Wisconsin
Watersheds Trust Inc.
Southeastern Wisconsin Regional
Planning Commission
Spancrete Machinery Corp
SpareH2O Inc.
SRL-Environmental, LLC
St. Thomas More High School
STAR Water Solutions
Stonehouse Water Technologies
LLC
Stormwater Solutions Engineering
LLC
Strategic Frontiers LLC
Symbiont Science Engineering &
Construction Inc.
The Gateway to Milwaukee/
Aerotropolis
The Nature Conservancy
The Probst Group
Tigre
Total Water Treatment Systems
ToxSorb
Tri-Phase Automation
Triwater Holdings
Twin Disc Inc.
University of Wisconsin - Milwaukee

University of Wisconsin - Parkside
University of Wisconsin -
Whitewater
UWM Research Foundation
Vandewalle & Associates Inc.
Vegetal iD
Veolia
Vioptic LLC
VISIT Milwaukee
Water Resources Monitoring Group
LLC
WaterConnect
Watersurplus
Watertech of America Inc.
Watertronics LLC
WatrHub Inc.
Waukesha County Business
Alliance Inc.
Waukesha County Technical College
Waukesha Water Utility
WEC Energy Group
WellIntel Inc.
Wells Fargo
WI Business Incubation Association
Wipfli CPAs and Consultants
Wisconsin Department of Natural
Resources
Wisconsin Economic Development
Corporation
Wisconsin Potato & Vegetable
Growers Association
Wisconsin Water Association
Wisran
Xela Innovations LLC
Xylem Inc.

MEMBERS & PARTNERS CONT.

2017 GLOBAL & STRATEGIC PARTNERS

We work closely with a number of strategic partners to effect progress, momentum and outcomes. In 2017 we added seven new global partners, represented below with *.

17 GLOBAL PARTNERS

Non-profits and governments focused on solving global and regional water challenges, where the services and products of our members can benefit communities around the world.

12 STRATEGIC PARTNERS

U.S. based non-profits and governments that can assist with business, talent and technology development opportunities for our members.

Alliance for Regional Development

Alliance for Water Stewardship (North Berwick, Scotland)

Aqua-Valley (Montpellier, France)

AWR Environmental Research Institute (Yixing, China)*

Ben-Gurion University of the Negev* (Beersheba, Israel)

China-US Spongy City Research Institute (ChuZhou, China)*

ChuZhou Municipal Government (ChuZhou, China)*

Daegu Metropolitan City* (South Korea)

Defense Alliance

German Water Partnership (Berlin, Germany)

inno360 Inc.™

International Water Association (London, United Kingdom)

Israel Innovation Authority* (Jerusalem, Israel)

JPMorgan Chase & Co.

Korea Water Forum* (Seoul, South Korea)

Nanjing Eco High-Tech Island (Nanjing, China)

Overseas Private Investment Corporation

Syndicat des Eaux d'elle de France (Paris, France)

The innovationExchange™

Tianjin Economic-Technological Development Area Eco Center (Tianjin, China)

United Nations Global Compact (Melbourne, Australia)

University of Wisconsin-Madison Law & Entrepreneurship Clinic

U.S. Water Partnership

Water Alliance (Leeuwarden, the Netherlands)

Water Environment Federation

Wells Fargo

Wisconsin Center for Manufacturing and Productivity Inc.

Wisconsin Historical Society

Wisconsin Manufacturing Extension Partnership

2017 SUPPORTERS & FUNDERS

TWC has much gratitude for the supporters and funders who believe in our mission and help us do our best work for the cluster.

A. O. Smith Foundation

Badger Meter Foundation

Fund for Lake Michigan

JPMorgan Chase Foundation

Milwaukee Metropolitan Sewerage District

National Renewable Energy Laboratory (IN 2 Channel Partner Community Award)

National Science Foundation

Neroli Salon & Spa/The Institute of Beauty and Wellness

Rexnord Foundation

Richard & Ethel Herzfeld Foundation

U. S. Small Business Administration

University of Wisconsin – Oshkosh

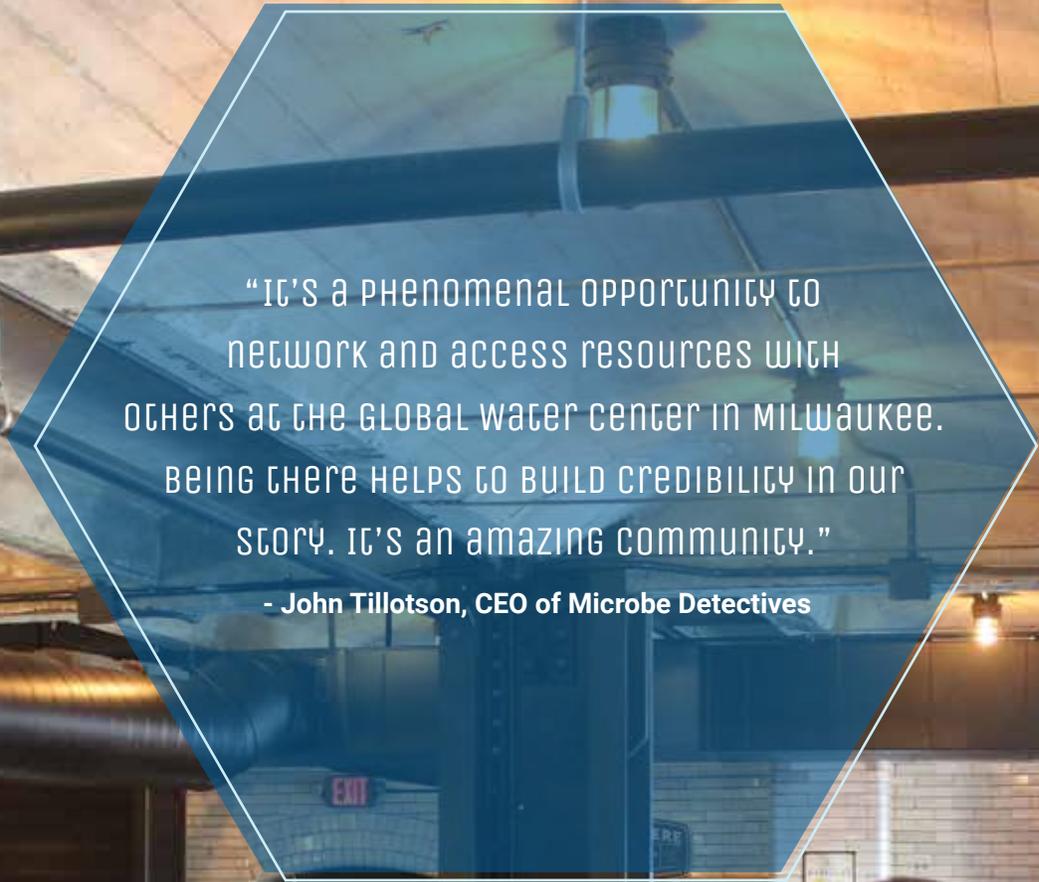
Water Accelerator, LLC

We Energies Foundation

Wells Fargo Foundation

Wisconsin Economic Development Corporation (Targeted Industry Projects Grant)

Wisconsin Manufacturing Extension Partnership



“IT’S A PHENOMENAL OPPORTUNITY TO NETWORK AND ACCESS RESOURCES WITH OTHERS AT THE GLOBAL WATER CENTER IN MILWAUKEE. BEING THERE HELPS TO BUILD CREDIBILITY IN OUR STORY. IT’S AN AMAZING COMMUNITY.”

- John Tillotson, CEO of Microbe Detectives



Karen Frost and Buckley Brinkman networking at our Member Appreciation social.

2017 ACHIEVEMENTS: GROWING INNOVATION CAPACITY

THE ADVOCACY

WASHINGTON, D.C. - 1st water policy event held in D.C. presented by A. O. Smith Corporation and TWC

Leaders from our water tech cluster held meetings with members of the Wisconsin U.S. Congressional delegation including Speaker of the House Paul Ryan (R), U.S. Senators Ron Johnson (R) and Tammy Baldwin (D), U.S. Representatives Sean Duffy (R), Mike Gallagher (R) and Mark Pocan (D) as well as with the Special Assistant to the President on Infrastructure, DJ Gribbin, to share how entities in Wisconsin's water tech cluster can assist the federal government and their constituents.

WISCONSIN – 1st cluster-focused legislation called Wisconsin WINS Act

Businesses and organizations in Wisconsin's water tech, food and beverage, power and controls and healthcare clusters signed on to support the Wisconsin Workforce and Innovation Network for Success (WINS) Act. Sponsored by WI Senator Albert Darling and Representative Adam Neylon, the WINS Act would create a \$500M evergreen fund to help start new businesses, stimulate capital investment and encourage new headquarters in Wisconsin.

THE COMMUNITY

MILWAUKEE HARBOR DISTRICT UNVEILED PLAN ENVISIONING URBAN SPACE, HIGH-TECH JOBS

After two years of planning and polling of Milwaukee stakeholders, Harbor District Inc. released a long-range plan that envisions new urban neighborhoods sprouting along the water and modern, high-tech manufacturing facilities. "This has the potential to be such a signature place for Milwaukee," said Harbor District executive director Lilith Fowler. "When you look around the nation, as we've been looking at other waterfront models, there are not a lot of other places that are really celebrating their industry, celebrating their port in ways that bring people." (Sean Ryan, Milwaukee Business Journal, Nov 2017)

EARTH MONTH WITH NEROLI SALON & SPA AND AVEDA INSTITUTE OF BEAUTY & WELLNESS



Each year Neroli Salon & Spa, The Institute of Beauty and Wellness in Milwaukee, and Aveda Institute Madison celebrate Earth Month by teaming up with a local non-profit that supports clean water. With a strong commitment to innovative and educational water projects, and developing a water-conscious generation, they selected The Water Council as their non-profit partner for 2017. From a Catwalk for Clean Water, to a silent auction, to a service-a-thon, 100% of the proceeds were donated to The Water Council to support talent development projects.

Local organizations and initiatives our staff is engaged with:

- American Marketing Association
- Association for Public Land-Grant Universities
- Business Marketing Association
- Discovery World
- Milwaukee Startup Week
- Milwaukee 7: Marshalling our Resources
- Rotary Club of Milwaukee
- Southeastern Wisconsin Watersheds Trust
- State Department's Road to Global Entrepreneurship Summit
- Tempo Milwaukee
- University of Wisconsin – Platteville Advisory Board for Environmental Engineering
- Walker's Point Association
- Water Centric Cities Initiative
- Wisconsin Technology Council – Wisconsin YES
- Wisconsin Water Thinkers Network
- Women of Water

National committees our staff participates on:

- LA2028 Olympic Committee, Sustainability and Legacy Advisory Committee
- UN Global Compact Cities Programme, Global Advisor
- U.S. Department of Commerce's Environmental Technologies Trade Advisory Committee
- U.S. EPA's National Advisory Council on Environmental Policy & Technology

THE CONFERENCES

China taps Milwaukee Metropolitan Sewerage District and The Water Council's expertise for help in creating 'sponge cities'

– Don Behm, Milwaukee Journal Sentinel, Nov 2017

ONE WATER, ONE WORLD: THE U.S.-CHINA CONFERENCE ON WATER & SPONGE CITIES

Wisconsin Economic Development Corporation's 1st conference series overseas in Beijing and Nanjing, China in partnership with The Water Council was held to highlight how Wisconsin innovators can help China with their severe water challenges. We brought 9 Wisconsin water tech companies with us as speakers including GRAEF, Milwaukee Metropolitan Sewerage District and PaveDrain® and welcomed over 400 attendees.

SPOKE AT 14 CONFERENCES in North America about water stewardship including Wall Street Journal Water Summit, National Association of Environmental Managers Sustainability Conference and U.S. EPA National Advisory Council for Environmental Policy & Technology Annual Meeting.

HOSTED A PROCUREMENT & GOVERNMENT contracting session with the Defense Alliance and the Wisconsin Procurement Institute.

WORLD WATER CITIES FORUM IN GYEONGJU, SOUTH KOREA

Hosted by Mayor Kwon Young-jin of Daegu Metropolitan City, the Forum included 300 representatives and water professionals from 11 cities and 3 international water organizations. TWC spoke on a panel and had a signing ceremony to finalize the Sister City Agreement between Milwaukee and Daegu Metropolitan City. We also signed the World Water Cities Cooperation Declaration, an agreement signed by representatives of 10 cities around the world to confirm the commitment to enhance and expand cooperation between cities to help ensure more stable supplies of water resources throughout the world.

FOSTERING PUBLIC-PRIVATE INNOVATIONS IN THE U.S. WATER MARKET

Organized our 1st water policy event held in Washington, D.C. in partnership with A. O. Smith Corporation to discuss safe drinking water, novel water infrastructure approaches and the ability to tap into our cluster's strengths in utility practices, academic programs, technology and talent. We also urged officials to consider how watershed management programs could cross over political districts to focus on watershed boundaries.

WATER LEADERS SUMMIT – A SECURE FUTURE NEEDS WATER

The 10th anniversary of the Water Leaders Summit featured leaders from DOW, Ford Motors, Ecolab, Arizona State University, D.C. Water and more who spoke about water security as a creative tool instead of a defensive crouch. Event moderator Charles Fishman, author of "The Big Thirst," led discussions about how to keep control of water systems in an out-of-control digital world to 300 water professionals from around the world. In 2018, the Water Leaders Summit will take place on June 27-28 at the Harley-Davidson Museum® across the canal from the Global Water Center.

WEFTEC + TOUR OF MILWAUKEE

While 20,000 water quality professionals were in Chicago for the Water Environment Federation's (WEF) Technical Exhibition & Conference, we teamed up with WEF to host a tour of Milwaukee's water-centric city and a networking lunch with TWC members the day after the conference. Our goal for the round-trip tour was to connect and communicate: connect companies in our region with businesses, utilities and global organizations visiting from outside the region and communicate the uniqueness of the ecosystem in Wisconsin ripe for opportunities in water.

AWS GLOBAL WATER STEWARDSHIP FORUM

The 2017 Global Water Stewardship Forum was aimed at businesses facing water-related risks relating to operations, supply chains, local stakeholder groups and end of line consumers; public sector organizations working in water-relevant areas of policy; investors and financial service providers seeking to enhance their risk management processes; development agencies and NGOs with water-related programs and sustainability service providers who support the implementation or assessment of standards and CSR programs. Like last year's inaugural Forum, 2017's sold out even as registration was expanded by 20%.

THE GLOBAL REACH

ADDED 2,300 targeted contacts to our database

INCREASED TWITTER followers by **657**

4,130 mentions on social media

466 mentions in the news across **18** countries

MILWAUKEE METROPOLITAN SEWERAGE DISTRICT presented with “Leading Utility of the World” award – May 2017 by Global Water Leaders Group

TWO INTERNATIONAL COMPANIES, BioGill from Australia and Environmental Products and Services from Ireland, chose the Wisconsin Water Tech Cluster for their first North American operations

PARTICIPATED IN the Israel Trade Mission with Wisconsin Governor Scott Walker, Wisconsin Economic Development Corporation, UW-Milwaukee and Milwaukee Metropolitan Sewerage District

RECEIVED FUNDING FROM UW-Oshkosh to support Foreign Direct Investment (FDI) activities in Europe and executed an agreement for contracted FDI, business and partnership development activities

PARTICIPATED IN Brookings’ Global Cities Initiative with Milwaukee 7 to study the impact and opportunities of the water technology cluster

HOSTED HUTCHISON KINROT, an Israel start-up incubator and global partner of TWC, for a series of business matchmaking meetings for their portfolio companies

COMPLETED THE OASIS Coworking Community plan with space ready for occupancy in early 2018

SIGNED 5 NEW global partnership agreements with **7 global groups**:

- **Ben Gurion University** for an international site of Milwaukee’s National Science Foundation Industry/University Cooperative Research Center.
- **Israel Innovation Authority** to develop a pilot program between Wisconsin and Israel.
- **Daegu Metropolitan City** and **Korea Water Forum** to encourage people-to-people exchange, promote joint projects, and provide technological support for the development of water-related technologies and facilities.
- **AWR Environmental Research Institute** (Yixing, China) to implement a networking and information infrastructure to facilitate cooperation and relationships for a well-managed flow and exchange of ideas and business opportunities.
- **China-US Spongy City Research Institute** (ChuZhou, China) and **ChuZhou Municipal Government** to support water-related business development and utilize the China-US Spongy City Research Institute as a water economic development platform to provide US water environment companies with access to the Chinese water market.



THE IMPACT

34 water tech startups have been helped through the BREW Accelerator since 2013 (prior to this there were *maybe* 2 water tech startups in our network)

5 international water tech companies opened U.S. offices in Milwaukee in 2017:

- Aquor, Mexico
- BioGill, Australia
- Ecoli-Sense, Canada
- Environmental Products and Services, Ireland
- STAR Water Solutions, Australia

82 countries visited the Global Water Center since 2013

seeded UW-Milwaukee's first water research conference and UW-Whitewater's first water business conference

TWC staff worked on **189 projects, activities and events** in 2017 focused on technology, talent and economic development opportunities for members

- Toured **91** groups through Milwaukee's Water Technology District
- Connected **31** organizations to our ecosystem for specific business development opportunities
- Created **9** global opportunities for members to enhance exposure or create partnerships
- Participated or spoke at **58** conferences to create awareness of our water tech hub, products and expertise



10th Anniversary of the Water Leaders Summit 2017.

THE RESEARCH & DEVELOPMENT

UW-Milwaukee's Junhong Chen named one of the world's most impactful researchers

Nov 2017 by Clarivate Analytics

TWC awarded \$486K in grants to 5 companies to help pilot technologies in Wisconsin

VISITORS FROM 72 COUNTRIES accessed the Global Water Port which holds thousands of water-related resources

\$7 MILLION OF RESEARCH conducted annually at the UW-Milwaukee School of Freshwater Sciences, a one-of-a-kind school with 21 research laboratories and the largest academic research institution for the Great Lakes



SOLAR WATER WORKS piloted their portable, self-powered, self-contained alternative to traditional water treatment technologies that enables treatment in locations where power is not available or cost prohibitive



CORNCOB showcased their cutting-edge membrane filtration system during a technology demonstration at the Milwaukee Metropolitan Sewerage District, creating safe drinking water out of samples from the Menomonee River and other nearby wastewater sources as part of Milwaukee Water Week

ENERGY-WATER NEXUS

TWC released a technology roadmap on the Energy-Water Nexus (EWN) with the Midwest Energy Research Consortium that assists companies with what to focus on, how to reposition and analyze their products and services within the framework of the growing global markets.

NEW FACILITIES

Member company and manufacturer A.O. Smith Corp. broke ground on a 42,700-square-foot corporate technology center in Milwaukee, Wisconsin that includes water heater and boiler

performance test labs, water treatment labs, an air test lab and specialized development labs that support A.O. Smith's advanced research and development in the areas of potable and hydronic water heating, water treatment and air purification. "Whenever we talk about the fundamentals for A. O. Smith's success, innovation is always a major part of the discussion," chairman and CEO Ajita Rajendra said. "One of the reasons for this company's success for more than 143 years is our ability to identify changing customer needs and develop new products and new services to meet those needs." (Todd Bragstad, Milwaukee Business Journal, Oct 2017)

MEMBER COMPANY INSINKERATOR unveiled new plans for \$63 million of investments including their new \$34 million headquarters and lab facility in Mount Pleasant, Wisconsin which is 5 miles from the flagship manufacturing plant. \$29 million is earmarked to expand the Racine manufacturing facility "and make room for future growth." Claiming it can compete globally from its manufacturing base in southeastern Wisconsin, where it invented the first garbage disposal 90 years ago. InSinkEerator president Chad Severson said "We can be competitive here. We do it every day." China, Britain, Australia and New Zealand are among the growth markets that InSinkEerator expects to drive demand for made-in-Wisconsin disposals. (John Schmid, Journal Sentinel, May 2017)

Water EQUIPMENT & POLICY RESEARCH Center (WEP)

Located within the Global Water Center and operating under the auspices of the National Science Foundation's Industry/University Cooperative Research Center program, the WEP Research Center welcomed four new members in 2017:

NALCO WATER

NEW ZERO

WATER QUALITY ASSOCIATION

WATTS WATER

WEP FUNDED 15 research projects with **\$674,000** with one copyright application submitted and one invention disclosure in 2017.

TO DATE NEARLY \$9 MILLION in WEP grants have supported 85 students with participation/assistance from 34 university research faculty since its inception in 2010.

THE STARTUPS & SMALL BUSINESSES

BREW ACCELERATOR STATS SINCE 2013:

34 Startups trained | 90% In business | 12 Startups launched (meaning they have a proven product or service that's for sale) | \$8.3M Capital raised | \$13.7M Additional funding raised (grants, equity, etc.) | 90 Jobs - full-time positions | 100+ Pilots | 40 Patents (18 issued and 22 pending) | 11 Preferred partners in support network | 3 rounds of BREW Corporate with partners A. O. Smith and Veolia

METAMATERIA

advanced to the top 10 for the George Barley Water Prize presented by the Everglades Foundation and Scott's MiracleGro Foundation. In 2018 they'll be pitching in Ontario, Canada to prove their technology's ability to remove phosphorus in cold water climates.



WELLNCEL

unveiled a new suite of groundwater-level data services designed to accelerate network expansion, data analysis and fact-based outcomes and actions.



RICE TECHNOLOGY

David Rice of and Dr. Marcia Silva from UW-MILWAUKEE, both located in the Global Water Center, developed a real-time multipurpose sensor to detect water contaminants, and are among 10 finalists in a NASA program aimed at finding ideas to solve critical problems on Earth and in future space exploration.



PILOTING AND TESTING NEW TECHNOLOGIES

\$486K in grants provided to businesses testing new water-related technologies since 2015



STONEHOUSE
WATER TECHNOLOGIES

Stonehouse Water Technologies raised \$1.55M to begin manufacturing their patent-pending technology for an energy-efficient water purification system.



Stormwater Solutions Engineering received a top 3 finalist award for Small Women-Owned Business of the Year from Wisconsin Governor Scott Walker.

PILOT PROGRAM FUNDING PARTNERS



THE STEWARDSHIP APPROACH

MillerCoors to raise sustainability standards at Milwaukee brewery

– March 2017 by Milwaukee Business Journal

Kohler received 2017 U.S. Water Prize for sustainability efforts

– June 2017 by U.S. Water Alliance

WHAT IS THE ALLIANCE FOR WATER STEWARDSHIP STANDARD?

The Alliance for Water Stewardship (AWS) is a global partnership dedicated to promoting the responsible use of freshwater, and TWC is the North American partner and home to AWS North America. AWS developed an internationally-consistent water stewardship system that drives, recognizes and rewards improved water

stewardship performance. At the heart of their work is the AWS Standard, a voluntary framework for major water users to understand their water use and impacts, and to work collaboratively and transparently for sustainable water management within a catchment context.

HOW CAN I PARTICIPATE?

Organizations can become members of AWS through TWC, they can implement the AWS Standard within operations, certify their facilities and provide employees

the opportunity to get trained by AWS. Individuals can also participate in training to become accredited AWS consultants.

NORTH AMERICA-BASED MEMBERS (91 GLOBALLY)

A.O. Smith Corporation
Alberta Energy and Environmental Leadership Initiative
Badger Meter
CARE USA
Coca-Cola
Continental Automated Buildings Association
Council of Great Lakes Industries

Ecolab Inc.
Evoqua Water Technologies
Future 500
General Mills Inc
International Bottled Water Association
Marquette University
Mars, Inc.
McDonald's Corporation

Merck
Milwaukee Metropolitan Sewerage District
MolsonCoors
The Nature Conservancy USA
Nestle Waters North America/Nestle USA
NSF International
The Pacific Institute

Project WET
Rexnord Corporation
SCS Global Services
Sloan Valve Company
Southeastern WI Watersheds Trust Inc.
The Pinero Group LLC
University of Wisconsin - Milwaukee

AWS FACTS

150+ FACILITIES in North America actively implementing the AWS Standard

3 CERTIFIED SITES in North America with 5 more sites awaiting official issuance of certificate in Canada and the US

1ST AWS implementation occurring in Mexico

32 INDIVIDUALS trained in 2017 (105 since 2015)

3 TRAINING SESSIONS at Atlanta's Coca-Cola Headquarters, L.A.'s Cleantech Incubator and Milwaukee's Global Water Center

GLOBAL WATER CENTER became first-ever commercial building to implement the AWS Standard

AWS NORTH AMERICA strategic partners: LA2028 Olympic Committee, Electronic Industry Citizenship Coalition, Water Institute of the Gulf, Mining Association of Canada, California Water Action Collaborative, Continental Automated Buildings Association and International Bottled Water Association

MAJOR COMMITMENTS to AWS for 2018 from: General Mills, MillerCoors, Nestle Waters NA, Coca-Cola, Ecolab, Zurn, Vancouver Aquarium and the Global Water Center

THE TALENT

K-12 AND COLLEGE STUDENTS ENGAGED BY TWC IN 2017 (APPROXIMATE AGE 11-24):

- over 950 students plus 150 staff, teachers and parents in Career Based Learning Experiences
- 550 students toured Milwaukee's Water Technology District
- 400 students in partner events

3 FOCUS GROUPS with members on defining a new value proposition for the Talent Campaign

NEW PARTNERSHIP WITH JPMorgan Chase and 3 Historic Black Colleges and Universities focused on internships, research and entrepreneurship

2ND ANNUAL WATER TECH DAY for Southeast Wisconsin Girl Scouts

2ND YEAR OF THE SYSTEM program with UW-Milwaukee and three area Technical Colleges

2ND ANNUAL CONFERENCE for the Wisconsin Water Thinkers Network

6TH TEACHER WATER and STEM Day at private water company

PART OF THE MILWAUKEE 7 "GROW. HERE." Talent Campaign to achieve 200,000 Career Based Learning Experiences by 2020

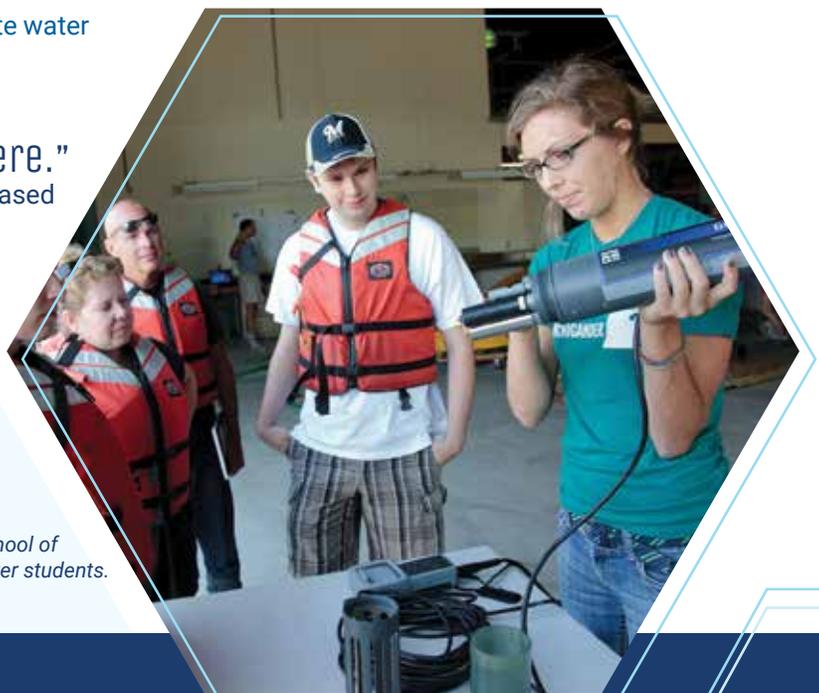
1ST HIGH SCHOOL STUDENT TWC chapter formed at St. Thomas More in Milwaukee

MELISSA MARRA met her future employer at a TWC Member Meeting while attending as a UW-Parkside student

DYLAN WALDHUEFFER, recent UW-Whitewater and UW-Milwaukee School of Freshwater Sciences grad, led the Global Water Center through the first-ever Alliance for Water Stewardship certification of a commercial building

INAUGURAL 'WATER WARRIOR OF THE YEAR' AWARD

Dennis Webb, owner of Sage Water and retired executive at Badger Meter, became the first-ever "Water Warrior of the Year" award recipient, presented during The Water Council's 10th annual Water Leaders Summit in Milwaukee, Wisconsin. Dennis is a fundamental resource within the Global Water Center since it opened in 2013, serving as the Executive in Residence for the BREW Accelerator program; Lab Manager of the demonstration Flow Lab at the GWC; and a sought after mentor by future student water leaders and entrepreneurs alike. Dennis has guided and connected countless startups to real results.



UWM School of Freshwater students.

2017 PHOTO MEMORIES



TWC in D.C.



Students with Mayor Barrett



WEDC Water Conference in China



BREW Winner at George Barley Water Prize Competition



Wisconsin at WEFTEC



Lt. Governor Rebecca Kleefisch, BREW Winner and Bob Heideman



Isiah Perez welcoming guests to a member meeting



TWC Speaking in China



TWC in S. Korea

Our member's successes tell our story.

BIOGILL® & PAUL HATTEN



John West, Executive Chairman, Annie Weidert, Regional Manager – Americas, Paul Hatten, CEO

HARNESSING THE POWER OF NATURE

Wastewater can be a costly challenge to manage. And for many food and beverage producers and processing facilities, wastewater is not a part of their in-house expertise. When onsite treatment is required, technologies that are highly effective, robust, reliable and simple to operate and maintain are highly sought after. Enter BioGill.

BioGill is a clean-tech company manufacturing biological, above ground, attached growth bioreactors for secondary wastewater treatment. This innovative technology harnesses the power of nature with its patented nano ceramic media called “gills” that supply a multitude of attachment sites, creating the perfect air/liquid habitat for nature’s best recyclers and decomposers—microorganisms. Ultimately, the technology gives microbes an ideal environment to grow and colonize into a healthy treating biomass that consumes pollutants in the waste stream.

Developed in research laboratories of the Australian Government, BioGill has been operating since 2012 and today has units operating in more than 25 countries. The company is already helping breweries, wineries, meat processors and other industrial facilities in meeting increasingly strict compliance standards and to achieve significant savings in discharge fees. For aging and under-performing sewage treatment plants, the

technology also offers an easy retrofit to add capacity and boost existing plant performance.

With its head office located in Sydney, Australia, a sales and operations office based in Singapore and a contract assembly hub in Shanghai, China, the BioGill team knew it was time for a U.S. office to be established.

“We looked at many locations and states for our U.S. operation, but Milwaukee and Wisconsin best suited our needs,” said Paul Hatten, CEO of BioGill. “While we have many sites and proven projects around the world, the U.S. is a relatively new market for us. The Water Council has proven to be a powerhouse of knowledge, contacts and advice. In the end, it was an easy decision and made perfect business sense to locate in Milwaukee.”

In January of 2017 the company established BioGill North America Inc., and in July opened its Milwaukee office within the Global Water Center, employing Annie Weidert as Regional Manager for the Americas. In October BioGill exhibited at WEFTEC, along with The Water Council, in Chicago. After the company delivered a technical paper at the event there was a tsunami of interest in the technology, which has led to the expansion of its U.S. team by adding a second full-time employee in January 2018.

CONNECTION AND COLLABORATION

Hatten believes the collaboration with Milwaukee's water technology district has already benefitted the BioGill team in many ways. In fact, The Water Council has connected them with multiple resources, including industry and academic networks as well as market research and logistics support.

"We're not reinventing the wheel, we're learning from others and we have access to many resources. Business connections have already been made with fellow Water Council members and Global Water Center tenant companies. When recruiting, we receive many applicants from Milwaukee, in comparison to other cities, due to the sheer magnitude of skilled talent in the water industry right here in the city."

Accessing the state's highly-skilled and trained talent is a critical part of the equation, but having a BioGill office located in Milwaukee also offers the company numerous opportunities to pursue research partnerships and internships with local universities. In addition to having water-focused research labs located right upstairs in the Global Water Center, there also are three engineering schools, including UW-Milwaukee, Marquette University and the Milwaukee School of Engineering located within blocks of the BioGill office.

Hatten also appreciates the convenient, central location of Milwaukee within the U.S., and how easily accessible it is to get to, from and around. As the need for wastewater solutions continues to grow, the company knew a central location in the U.S. would be key to servicing customers throughout the nation. And, a location so nearby many of its customers was also important to its growth within key markets.

"It is fitting for BioGill to be in 'Brew City' because craft breweries are a key market focus for us," added Hatten. "Our technology is highly successful in reducing nutrient loads in brewery wastewater and offers an affordable, scalable and easy solution for brewers. Wisconsin and neighboring states such as Michigan, Illinois and Minnesota all have

a high number of craft breweries—making Wisconsin an ideal location for us."

The technology also has applications in sewage treatment. About 2.4 billion people, roughly one-third of the world's population, still don't have access to proper toilets. To help fill this void, BioGill is partnering with an award-winning Chinese portable toilet manufacturer, Eco-San, to develop simple, low-energy closed-loop sanitation systems for developing countries. Eco-San is a winner of the Bill and Melinda Gates Foundation Toilet Challenge, which aims to improve the health and lives of people by delivering safe and sustainable access to sanitation. Eco-San already exports products to South Africa and many South East Asian countries.

Hatten believes that the company's biological treatment technology offers an affordable, effective alternative at a time when it's more critical than ever. "Globally, 80 percent of wastewater flows back into the ecosystem without being treated or reused—that's a staggering figure," said Hatten. "Being part of The Water Council means that collectively we can create a larger voice in raising awareness, sharing resources and promoting proven solutions."

"ONE OF MY BELIEFS IN BUSINESS IS THAT ONE PLUS ONE SHOULD EQUAL THREE. TO SUCCESSFULLY SCALE UP IN BUSINESS, YOU NEED TO LOOK FOR WAYS TO VALUE ADD, LEVERAGE AND NETWORK. AND THAT'S WHAT THE WATER HUB IN MILWAUKEE HAS DELIVERED TO US. WE'RE PLUGGING INTO AN INFLUENTIAL AND WELL-ESTABLISHED INDUSTRY NETWORK, HELPING US TO MAKE BETTER INFORMED DECISIONS AS WE GROW OUR CLIENT BASE IN THE U.S."

– Paul Hatten, CEO

MELISSA MARRA

OBG & UNIVERSITY OF WISCONSIN-PARKSIDE



Marra with the UW-Parkside Geology Club.

A GEOSCIENCES PATH

When Melissa Marra completed her associate's degree she headed straight to the University of Wisconsin-Parkside in Kenosha to obtain her bachelor's degree in environmental geosciences. The geosciences major is growing in popularity, especially in Wisconsin—a state that contains an extensive system of groundwater and surface water that can easily be incorporated into the curriculum at schools throughout the state. Working closely with The Water Council (TWC) and other state organizations, geosciences professors at UW-Parkside provide research opportunities to students through real-world training.

While attending UW-Parkside, Marra became more familiar with the state's position as the hub for freshwater research and quickly immersed herself in TWC's Student Chapter. "Through quarterly meetings with The Water Council and other significant water-focused organizations in the state, I made a lot of great contacts," said Marra. "The Water Council arranged multiple networking opportunities, providing me with the opportunity to make important connections that led me to where I am today."

One of the first events Marra attended was TWC's Speed Networking Event, which sparked her interest to become even more involved with the organization. Eventually, she was elected as president of TWC's Student Chapter at UW-Parkside. Marra's determination and initiative put her in a position to leverage the numerous opportunities TWC offers through its student chapters throughout the state.

"The Water Council has an amazing staff that supports and encourages students as they achieve their career goals," shared Marra.

"FOR YOUNG PEOPLE CONSIDERING A PATH LIKE MINE, I WOULD SUGGEST BEING PROACTIVE IN LOOKING FOR OPPORTUNITIES TO BUILD YOUR RESUME. BECOME INVOLVED IN YOUR COMMUNITY AND TAKE ADVANTAGE OF PROFESSIONAL OPPORTUNITIES LIKE PARTICIPATING IN TWC'S STUDENT CHAPTER. BECAUSE YOU JUST NEVER KNOW WHO YOU'LL MEET OR WHO MIGHT OFFER YOU YOUR NEXT JOB."

– Melissa Marra

PRIMED FOR SUCCESS

While attending one of TWC's quarterly member meetings, Marra met leaders from OBG Company located in Milwaukee's Water Technology District. While she earned her degree, Marra maintained a relationship with the company and not long after graduation, when a position became available for an Environmental Technician, she was hired.

Marra was excited to join the team at OBG, which consists of environmental engineering and consulting professionals who deliver solutions for the development, management, restoration and sustainability of natural resources. Marra's background and education in geology and knowledge of groundwater issues made her a perfect fit to provide environmental consulting services to the company's clients in the public and private sectors.

Marra credits her professors and the courses at UW-Parkside for helping her to determine her career path in environmental consulting with OBG, and organizations like TWC for supporting her career goals and providing her with networking opportunities. But she also gives credit to the

state of Wisconsin as being an excellent place to start a water-focused environmental career. "There are many schools within the University of Wisconsin System that offer majors pertaining to the environmental and water industries," said Marra.

It's abundantly clear that Marra has a bright future ahead of her in the field of water technology, innovation and environmental consulting.

"Water is the most important resource on the planet and I see it involved in my future in many ways," added Marra. "I plan to further my career in the environmental consulting industry to utilize remediation technologies to restore and clean up contaminated water sources."

"THROUGH QUARTERLY MEETINGS WITH THE WATER COUNCIL AND OTHER SIGNIFICANT WATER-FOCUSED ORGANIZATIONS IN THE STATE, I MADE A LOT OF GREAT CONTACTS. THE WATER COUNCIL ARRANGED MULTIPLE NETWORKING OPPORTUNITIES, PROVIDING ME WITH THE OPPORTUNITY TO MAKE IMPORTANT CONNECTIONS THAT LED ME TO WHERE I AM TODAY."

– Melissa Marra



Marra networking as a student at a Quarterly Member Meeting in 2015.

MICROBE DETECTIVES & JOHN TILLOTSON



*Elizabeth Thelen,
David Garman and
John Tillotson
sampling re-use
beer from Milwaukee
at WEFTEC 2016.*

A PASSION FOR INNOVATION

If you ask John Tillotson what motivates him, his answer probably won't surprise you—his passion for innovation, clean water and environmental sustainability has influenced every phase of his career. As the CEO of Microbe Detectives and a coach for The Water Council's BREW Accelerator for start-ups, Tillotson has coached more than 20 startups throughout his tenure at the Global Water Center (GWC).

Tillotson's impressive past includes roles as the CMO of Phigenics, an innovator in preventing waterborne diseases from building water systems; VP of sales and marketing for nPhase, an Internet-of-Things cloud platform; product and marketing manager at Nalco, one of the world's largest water treatment chemical companies and a toxic use reduction consultant for the Massachusetts Toxics Use Reduction Institute and the United Nations Institute of Training and Research. Impressive to say the least. During his years with Phigenics, Tillotson met Dean Amhaus and eventually toured the GWC.

"After my tour of the Global Water Center, someone asked me what I thought about it – I told them that I felt like I was at Disney World®," said Tillotson. "I had not seen anything like it in my more than 20 years in the water industry. I found it extremely exciting!"

When Tillotson was preparing to start his own business, his first call was to The Water Council who introduced him to the founder of Microbe Detectives, a BREW startup located in the GWC. Soon after, Tillotson signed on with the company as CEO and co-owner with Trevor Ghylin, PhD.

"IT'S A PHENOMENAL
OPPORTUNITY TO NETWORK AND
ACCESS RESOURCES WITH OTHERS AT THE
GLOBAL WATER CENTER IN MILWAUKEE.
BEING THERE HELPS TO BUILD CREDIBILITY
IN OUR STORY. IT'S AN AMAZING
COMMUNITY."

– John Tillotson, CEO

DRIVING TRANSFORMATIVE CHANGE

Founded in 2013, Microbe Detectives is a graduate of The Water Council's BREW Accelerator and a winner of the Wisconsin Innovation Awards. The technology provides comprehensive microbial evaluations for water quality and disease management. It applies advanced DNA sequencing to identify and quantify nearly 100 percent of the microbes in a sample of water, delivering actionable insight. In comparison, other existing technologies such as culture or microscopy, can only identify about 1 percent or less of microbes. Microbe Detectives enables groundbreaking opportunities to reduce costs, improve energy output and generate new revenue streams in wastewater, anaerobic digestion, process water and other biological systems.

"The technology we are working with is driving transformative change across all of life sciences. We have specialized the application of this technology to address water management issues and are literally the first-mover in North America."

For years, Tillotson and Ghylin have worked closely with the Great Lakes Genomics Center at UW-Milwaukee's School of Freshwater Sciences and have tapped into the many resources available to them through The Water Council. As a BREW graduate and GWC tenant, Microbe Detectives has become an important part of the water technology community in Milwaukee. In fact, Tillotson was recruited by Elizabeth Thelen of The Water Council to be a coach for the BREW Accelerator.

"We really are a close community and are supportive of one another," said Tillotson. **"The Water Council has been very helpful in our brand development efforts. I've also been fortunate to serve as a BREW coach going on three years now, where I've learned a ton and developed fantastic relationships."**

The Microbe Detectives team plans to keep its operations in Milwaukee due to The Water Council, the GWC and related water communities nearby within Milwaukee's Water Technology District. These resources and support systems have been effective assets to the business that the company continues to benefit from.

Tillotson also cites collaboration as an essential component of Microbe Detectives' success. "To me, collaboration is a disruption to the traditional water industry model, which is why I like it. It represents the future." Microbe Detectives has developed a process that simplifies and improves accuracy in recognizing potential threats to the water supply being tested, and is used by both modern municipalities and developing-world communities. This highly innovative technology has, and will continue to, change the world. Companies like Microbe Detectives can be found throughout Milwaukee and the GWC. This mecca of water technology has become a destination and a home to some of the most groundbreaking tech startups in the industry.

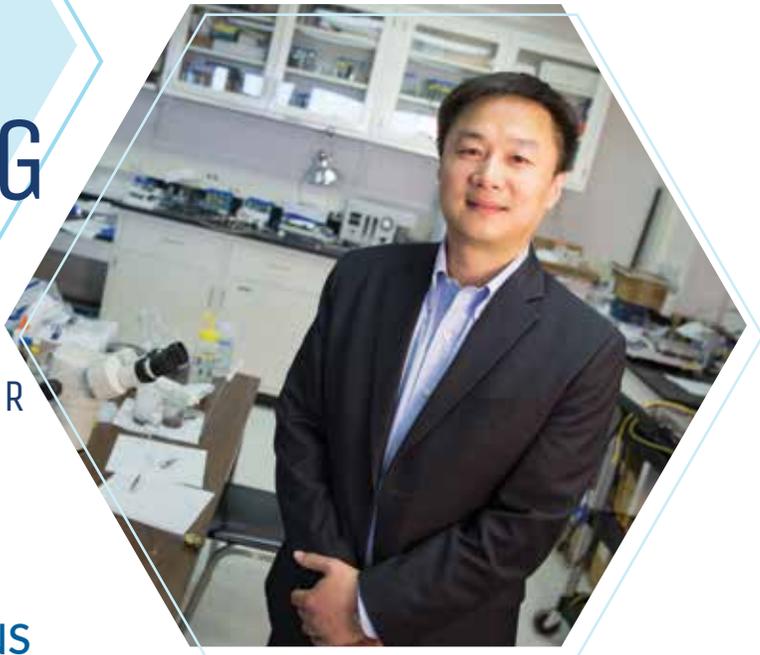
"I'm not aware of anything in the world even remotely similar or effective to what's happening here at the GWC," said Tillotson. "Where else can you find 22 water tech innovators that have been selected in a highly competitive environment to incubate their technologies and businesses over a nine-month program? Adding to this innovation are corporate sponsorships by industry giants like A. O. Smith and Badger Meter and research being conducted by UW-Milwaukee and Marquette - all within one building where 40+ water companies reside along with the School of Freshwater Sciences' multi-million-dollar genomics lab. **It's literally the Disney World® of water technology. You've got to see it and live it to know it. I'm certainly glad I have. I feel extremely lucky.**"



SUCCESSSES

DR. JUNHONG CHEN

INDUSTRY, GOVERNMENT &
ACADEMIC ROLES + ENTREPRENEUR



SEARCHING FOR SOLUTIONS

University of Wisconsin-Milwaukee (UWM) distinguished Professor Junhong Chen is no stranger to research. Chen has spent more than a decade dedicated to perfecting sensor technology and its function across a multitude of industry applications. But most recently, Chen devised a groundbreaking way to use his sensors for water technology.

He joined the faculty of UWM in 2003, and later took over as the Center Director of the Water Equipment & Policy Center, a nationally recognized Industry/University Collaborative Research Center (I/UCRC) dedicated to solving the world's pressing water problems. During this time Chen also launched NanoAffix Science LLC, a new company to commercialize his water sensor technology research.

Junhong Chen is among 3,300 researchers from 900 institutions who have produced a high number of papers that rank in the top one percent most-cited in a field over an 11-year period. This recognition amounts to having "won peer approval in the form of high-citation counts," according to Clarivate Analytics, and it means the listed researchers' discoveries inspire and challenge colleagues in their field to further advance the work.



UWM's Junhong Chen named one of the world's most impactful researchers

By Laura Otto | NOVEMBER 17, 2017 | SCIENCE & TECHNOLOGY | ENGINEERING

Above: Dr. Junhong Chen named one of the most cited academic researchers in the world, November 2017. (Photo credit: UWM Photo/Troye Fox)

BRINGING RESEARCH TO LIFE

Working with The Water Council (TWC), in collaboration with the I/UCRC, Chen was able to greatly expand the scope of his research with NanoAffix.

Chen's sensor technology allows for the rapid detection of contaminants in water sources, both commercially and in private residences. Once commercialized, Chen hopes families will be able to buy the sensors for their home water sources to easily test quality and avoid potential widespread water contamination crises like that in Flint, Michigan.

Through partnerships with utilities, he says the technology could allow municipalities to monitor water quality for whole cities in real-time. This would help protect public safety on the drinking water side and allow wastewater utilities to use the exact amount of chemicals or energy needed to sanitize water, instead of the current system of guessing and testing again, enabling cities to save both money and energy.

However, reaching this level of commercialization is often a tough journey, since connecting school labs with capital is notoriously difficult. Chen is grateful to work in space located within TWC's flagship Global Water Center, where he can utilize the labs and equipment and has access to industry experts to advance NanoAffix's important sensor research even further toward a launch into the marketplace.

Going forward, Chen hopes more companies will leverage the resources provided by TWC and the I/UCRC to create more technologies that have the ability to change the world and conserve our world's most precious resource: water.

“THE WATER COUNCIL HAS CREATED A REALLY UNIQUE PLATFORM TO ACCELERATE WATER TECHNOLOGY COMMERCIALIZATION. THIS TYPE OF COMMERCIALIZATION ITSELF TAKES AN ENTIRE EFFICIENT INNOVATION ECOSYSTEM: YOU NEED TO HAVE THE MANPOWER, THE FACILITIES AND FUNDING TO ENABLE THIS ECOSYSTEM. CREATING THE GLOBAL WATER CENTER WAS A MAJOR STEP FORWARD AND NOW THERE ARE RESOURCES TO FURTHER DEVELOP THESE TECHNOLOGIES.”

– Dr. Junhong Chen

SUCSESSES

LISA SASSO

PROJECT MANAGER,
MILWAUKEE METROPOLITAN
SEWERAGE DISTRICT



A LIFELONG PASSION FOR WATER

Growing up in Wisconsin inspired a passion for water and the outdoors in Lisa Sasso. With access to countless lakes, rivers and streams, she fostered this love of the environment and water from a young age, which is why when it came time to pick a career, Sasso followed her heart. Leveraging the state's unique programs for water technology workforce development, she

enrolled at the University of Wisconsin-Whitewater (UW-W), one of the only universities in the nation that combines water and business curriculum. While on campus, Sasso's mom told her about the university's new water resources emphasis, which was available for Sasso's Integrated Business and Science major. She saw the opportunity to marry her academics to her love of water and entered the program.

"I am very happy to be located in the water capital of the world. When I am outside Milwaukee and talk to other cities and organizations about what I do and where I'm from, they talk about all the excitement in Milwaukee and how forward-thinking we are, and that is very fulfilling."

– Lisa Sasso



FOSTERING A CAREER IN WATER MANAGEMENT

Wisconsin's complete ecosystem of research, business and governmental bodies encourages water innovation, and helped fuel Sasso's career ambitions. After adding the water resources emphasis to her major, Sasso joined The Water Council (TWC) Student Chapter at UW-W. Membership in the chapter gave Sasso the chance to network with peers who shared her passion for water, as well as introduce her to TWC's members and staff. The relationships she created in the chapter led to Sasso accepting an internship at TWC's headquarters in Milwaukee, giving her the opportunity to access another perspective on water and deepen her dedication to pursuing a career in the industry.

When the time came for graduate school, Wisconsin's water cluster came into play yet again, as Sasso met with officials from University of Wisconsin-Milwaukee's School of Freshwater Sciences, the only freshwater-focused school in the nation. She embarked on a rigorous professional track, which combined classroom instruction with real-life internships to round out her learning experience.

By leveraging her contacts in the industry, Sasso

landed an internship with the Milwaukee Metropolitan Sewerage District (MMSD). During her two years at MMSD, Sasso was able to grow even further in her career. She said she loved being able to work and learn somewhere that she could clearly see the impact she was making on society, whether that was through new conservation measures, stormwater management or other water-related endeavors.

After graduating in 2014 from the School of Freshwater Sciences, Sasso started working full-time at MMSD, this time focusing on managing and monitoring stormwater. Sasso's water-centric academic and professional career showcases how Wisconsin's water industry cluster, The Water Council, and academic partners develop and nurture talent today to solve tomorrow's water woes.



*Lisa Sasso and Meghan Jensen
when studying at UW-Whitewater*

SUCCESSES

DOUG BUCH & PAVEDRAIN®



BUILDING IT BETTER

While driving north on I-65 in the fall of 2007, Doug Buch had an epiphany. So he pulled over, sketched up his innovative idea and today he's the CEO of PaveDrain®—a Permeable Articulating Concrete Block (P-ACB) system that creates a performance pavement that integrates its patented arched reservoir to maximize on-site stormwater capacity. From his days working as a consultant for ECS (Erosion Control & Stormwater) Solutions, Buch knew the importance of infiltrating stormwater back into the ground and the micro-ecosystem

that thrives in the open graded aggregate beneath permeable systems.

Buch knew that getting rainwater back into the ground was only part of the goal and felt that developing a balancing act between green infrastructure and gray infrastructure was a great place to start. While aquifers all over the world are drying up, the PaveDrain® system allows for a more natural infiltration path, recharging local groundwater and reducing first flush pollutants.

But starting a business, developing a new technology and sharing the full story of a product can be daunting for an entrepreneur. That's why PaveDrain®'s association with The Water Council (TWC) and its location in the Global Water Center in Milwaukee has been so beneficial. In fact, according to Buch, had it not been for his connection with The Water Council and his location at the Global Water Center, PaveDrain® may not have survived.

"I like to refer to the Global Water Center as the ultimate place to connect the dots; people, products, projects. I've made a ton of mistakes along the way, but deciding early on to be located in the Global Water Center was not one of them."

PAVEDRAIN® CAN HELP THE ENVIRONMENT AND CREATE JOBS ALL AT THE SAME TIME. "WHEN YOU ADD IN THE SHORT- AND LONG-TERM ECONOMIC SAVINGS PAVEDRAIN® CAN HAVE ON BOTH MUNICIPAL AND PRIVATE LAND OWNERS, IT STARTS TO HAVE A POSITIVE EFFECT ON A LOT OF DIFFERENT SOCIAL AND ECONOMIC GROUPS."

– Doug Buch, CEO

THE EPICENTER OF WATER TECHNOLOGY

After some very lean and tough years from 2011-2014, PaveDrain® received several orders for projects in the area that were a direct result of connecting with TWC. And, as the company began exploring overseas licensing opportunities TWC helped Buch secure a grant through the Wisconsin Economic Development Corporation (WEDC), which allowed him to attend Singapore International Water Week. As a direct result of the grant, the PaveDrain® team spent ten days in Singapore which ultimately led to their first international license in China.

Following the success in China, PaveDrain® went on to win the inaugural China BlueTech award for market readiness. The annual awards provide a platform for innovative water/wastewater technology companies to establish their industry leadership and access an ecosystem of Chinese industry experts, corporations and investors.

In 2015, PaveDrain® enhanced its overseas strategy by participating in ExporTech for Water Tech, a program delivered in partnership by TWC, WEDC and the Wisconsin Manufacturing Extension Partnership, at the Global Water Center. ExporTech helped PaveDrain® define both short- and long-term international goals by developing a customized global growth plan for the company's products in key markets.

Despite the ongoing success of the PaveDrain® system, the company continues to look for ways to improve. In January 2017, PaveDrain® won a \$200,000 grant through the Pilot Program for small companies funded

by TWC in conjunction with the Milwaukee Metropolitan Sewerage District, Fund for Lake Michigan and Wells Fargo. Through the grant, PaveDrain® will work directly with another proven technology and BREW Accelerator* graduate, MetaMateria Inc., to study phosphorous removal from stormwater runoff.

"By winning the China Blue Tech award and through my connection with The Water Council, PaveDrain® had the opportunity to exhibit in the Innovation Pavilion at WEFTEC (Water Environment Federation's Technical Exhibition and Conference) where I was introduced to a BREW Accelerator participant from MetaMateria Inc.," said Buch. "They had the technology but didn't know where to go with it. We needed the technology and had a pretty good idea where to implement it. It has been a win-win for both of us."

"After meeting with Dean Amhaus [CEO of TWC], it became very apparent to me that the opportunity to network with personnel from other companies and influential people would occur if I relocated Pavedrain® to the Global Water Center. It is considered a badge of honor to be here, and garners a certain amount of instant respect from prospective customers and clients."

– Doug Buch, CEO



Crews installing PaveDrain® at the Harley Davidson® facility on Juneau Ave in Milwaukee.

SUCCESSES

JOSE RAMIREZ

CEO, MIKROFLOT TECHNOLOGIES
AND OPTIKTECHNIK

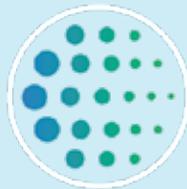


IMMERSED IN WATER TECHNOLOGY

Jose Ramirez, the CEO and driving force behind both Mikroflot and OptikTechnik, found his love for the environment while working to receive his M.S. and Ph.D. in chemical engineering from the University of Colorado-Boulder. After graduating, he refined that dedication toward finding technological solutions to environmental problems at a small startup in Toronto. As the startup grew and licensed its technology to more and more companies, Ramirez took a new job at Racine-based JohnsonWax Professional, one of the licensing companies. In just 12 years, he worked his way

up through the company, and eventually oversaw the Global Research & Development division. At this point, Ramirez realized he missed being close to the technology and working in a smaller environment, so he left his position in JohnsonWax's Chicago facility and struck out on his own—leading him to Milwaukee and The Water Council's BREW (Business Research Entrepreneurship in Wisconsin) Accelerator.

MIKROFLOT
Technologies



OptikTechnik

COLLABORATIVE ATMOSPHERE AT THE GWC YIELDS 12 STARTUPS

Ramirez first heard about The Water Council (TWC) and the Global Water Center from a BREW Accelerator advisor who was interested in some of his technologies. He liked what he heard and ventured from Chicago to Milwaukee to see the space. On his first tour of the Center with TWC President Dean Amhaus, he was introduced to University of Wisconsin-Milwaukee biological sciences Professor Rudi Strickler, and the two began discussing possible ways to solve technical challenges faced by his start-up, Mikroflot Technologies. The company specializes in a wastewater treatment technology for small companies lacking on-site treatment options looking to avoid expensive services that haul wastewater away or have their municipalities treat it. Combining Ramirez's knowledge of industrial applications with Strickler's experience in aquatic biology accelerated product development for Mikroflot Technologies.

Despite living in Illinois, Ramirez said the collaborative environment TWC has created at the Global Water Center is far too special not to make the one-hour drive each way, every day. This environment paid even more dividends as Strickler and Ramirez put their heads together again to spin the idea for a second startup, which further addresses issues that some of Mikroflot's customers were facing.

The duo tapped the labs and talent resources available from the Global Water Center to launch OptikTechnik, which aims to simplify and streamline the on-site water treatment process. To help OptikTechnik reach its full potential, Ramirez also applied and was selected for the BREW Accelerator program created by TWC. The program helped Ramirez hone in on his business plan and encouraged him to apply for the Governor's Business Plan Contest (GBPC), in which he went on to become a semi-finalist for both of his companies.

The increased exposure, from both the BREW Accelerator and GBPC, led to interest from local companies looking for partnerships and trials with the duo. Going forward, Ramirez said he hopes both companies will penetrate the U.S. and international markets as planned, while creating more partnerships that strengthen Milwaukee's collaborative water cluster.

"FOR EARLY STAGE COMPANIES IN THIS SPACE, BEING LOCATED IN THE GLOBAL WATER CENTER GREATLY MAXIMIZES YOUR CHANCES OF SUCCESS, BECAUSE IT WILL HELP YOU FOCUS AND ADJUST YOUR BUSINESS PLAN IN ACCORDANCE TO REALITY," RAMIREZ SAID. "IF YOU CAN MAKE IT INTO ONE OF THE BREW ACCELERATOR PROGRAMS, EVEN BETTER."

—Jose Ramirez, CEO

CRAIG WEHR

PRESIDENT, ZURN INDUSTRIES



A LEGACY OF WATER INNOVATION

Zurn Industries' legacy of innovation dates all the way back to 1900. John A. Zurn had just purchased patents and tooling for a new backwater valve that prevented the flow of storm and other wastewaters back into a building's drainage system. That backwater valve was just the beginning of Zurn's legacy of innovation, water conservation and treatment. Today, Zurn's innovative product lineup offers solutions for water safety, water control, water efficiency and also, enable the pre-treatment of sanitary wastewater.

Zurn's caught the attention of multi-industrial Rexnord, who purchased the company and entered the water management industry in 2007. Nine years later in 2016, Rexnord relocated Zurn's headquarters from Pennsylvania to the global hub of water innovation: Milwaukee, Wisconsin.

"SOUTHEASTERN WISCONSIN HAS BECOME AN ECOSYSTEM WHERE BUSINESSES, UNIVERSITIES AND OTHER GROUPS CAN COME TO COLLECTIVELY SOLVE GLOBAL WATER CHALLENGES. AND MILWAUKEE HAS CREATED AN ENVIRONMENT FOR SIMILAR COMPANIES, LIKE ZURN, TO ACCESS WORLD-CLASS TALENT, INNOVATION AND TECHNOLOGY DEVELOPMENT."

– Craig Wehr

GROWING ROOTS IN MILWAUKEE

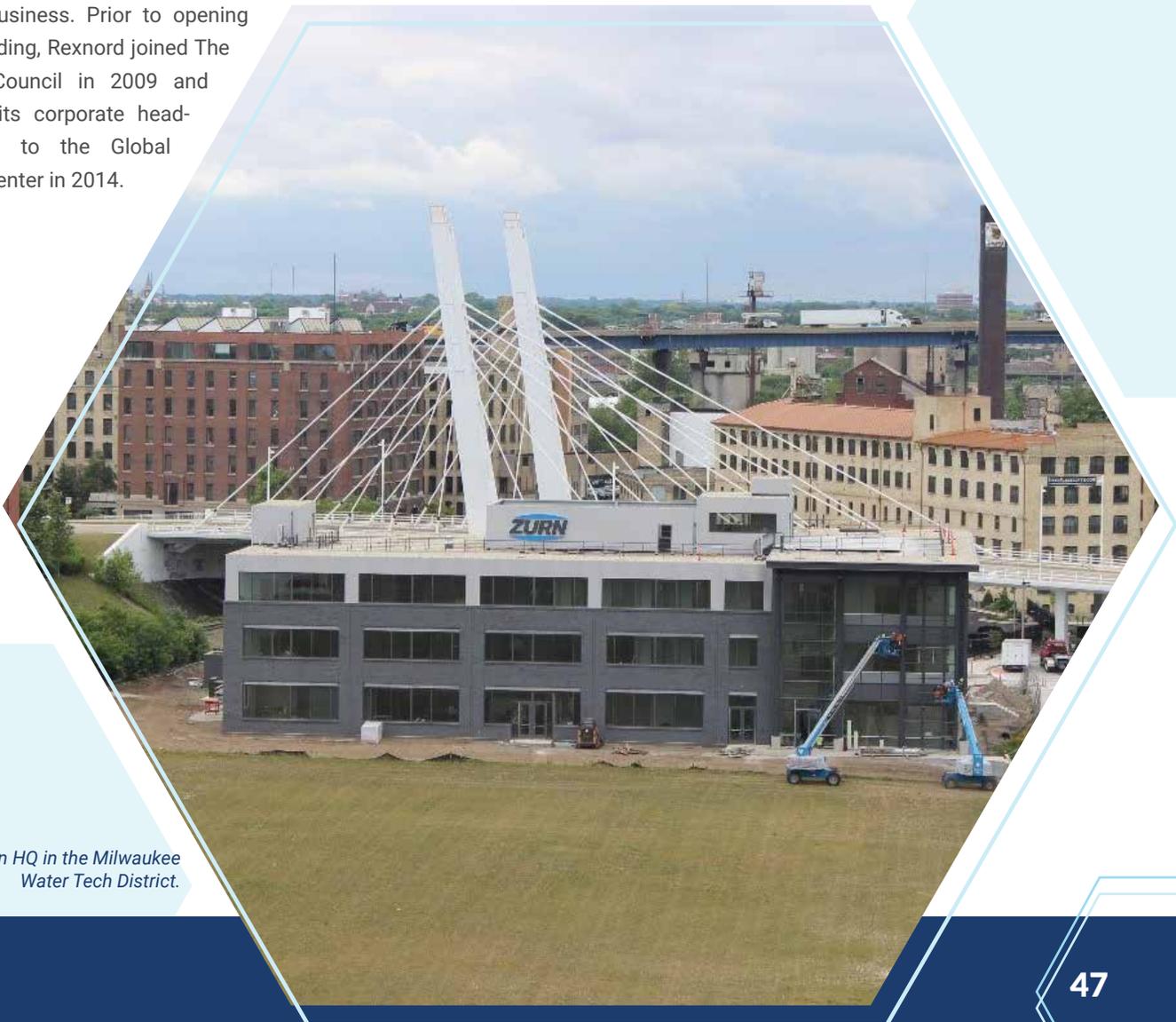
After moving to Milwaukee, Zurn Industries President Craig Wehr said it quickly became apparent to the company that “something special in the water space” was happening in the area. Milwaukee proved to be a natural fit for both Zurn and Rexnord who has called Milwaukee home since 1891.

Once the redevelopment of Milwaukee’s Global Water Technology Park was proposed, Zurn and Rexnord saw an opportunity to anchor themselves in the middle of this growing economic powerhouse. In 2015, the company announced plans to build a new three-story 52,000-square-foot (4,831 square meters) building.

The facility was completed this fall and features an expansive training and customer experience center and will serve as a destination for customers, designers, architects and industry influencers. Zurn’s presence in Milwaukee reinforces Rexnord’s dedication to its water business. Prior to opening this building, Rexnord joined The Water Council in 2009 and moved its corporate headquarters to the Global Water Center in 2014.

This construction also aided the complete revitalization of this previously economically dormant area in Reed Street Yards, located in the Walker’s Point Neighborhood, near downtown Milwaukee. The new Global Water Technology Park in Reed Street Yards enhanced an already-prospering water technology environment in Milwaukee, helping companies like Zurn access world-class talent, innovation and research partnerships to solve the world’s most pressing water challenges.

In addition to the renowned research and innovation capabilities, Milwaukee is home to a vibrant mix of restaurants, housing and businesses that make it a place where employees want to live and work. Since making a home in Milwaukee, Wehr expects Zurn’s growth trajectory to continue thanks, in part, to Wisconsin’s robust and collaborative water technology cluster.



Zurn HQ in the Milwaukee Water Tech District.

BE A PART OF THE HUB and the 'HUBBUB'

“THE UNIQUENESS TO SUPPORT
water-related organizations and
create a one-of-a-kind system helping
to develop solutions is in Milwaukee.

TAKE ADVANTAGE OF IT.”

- Rich Meeusen, CEO of Badger Meter

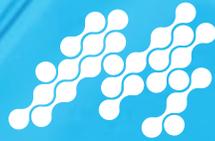


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