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Contact:

Meghan Jensen
VP Marketing & Communications
MJensen@thewatercouncil.com
(414) 988-8754



Aveda Salons & Institutes Support Future Water Leaders

Beauty and wellness leaders team up with water industry to support talent in Wisconsin

Milwaukee, Wis. – June 28, 2018 – The Water Council, along with Neroli Salon & Spa, The Institute of Beauty and Wellness and Aveda Institute Madison have selected three students to receive the first round of scholarships through the Future Water Leaders Fund, a fund created by The Water Council to support students exploring careers in Wisconsin’s water technology industry.

During Earth Month 2018, events hosted by Neroli, The Institute of Beauty and Wellness and Aveda Institute Madison raised \$13,000 for Wisconsin students focused on water projects and academic programs, which was contributed to the Future Water Leaders Fund.

The scholarship drive took place from March 15 to April 25. Thirteen applications were submitted with three winners selected through a group effort from the Institutes’ administration and Green Teams, a collection of student ambassadors from The Institutes who educate the student bodies on how to live greener lives and embody the Aveda Mission.

“Raising money for clean water initiatives allowed our students to take an active role in investing in the future of fresh water technology. As an Aveda Institute, we are very aware of the amount of water that is used in providing our services,” said Kari Kennedy, director of the Institute of Beauty and Wellness and Aveda Institute Madison.

Aveda and the Aveda network of salons, spas and institutes have been raising funds for clean water through a multitude of efforts since 1999 raising over \$56 million dollars. As an Aveda Lifestyle company, Neroli Salon & Spa along with the Institutes are passionate about living out the charitable efforts set forth by Aveda.

2018 Earth Month scholarship winners:

- **Nick Brnot, Milwaukee School of Engineering (MSOE)**
MacCanon Brown Homeless Sanctuary Aquaponics Project – MSOE University Honors Program
Through a philanthropic effort with Sr. MacCanon Brown, MSOE Honors Students will be implementing a year-round aquaponics system and urban agriculture garden to provide food for a soon-to-be built homeless shelter on Milwaukee’s north side. The team will use the funds awarded to construct a prototype this summer.
- **Tabatha Davis, University of Wisconsin – Madison**
Water Project Coordinator Intern
Tabby is currently in the municipality of Joyabaj, Guatemala working to install a water system and collaborating with short-term design teams to coordinate allocation and transportation of project materials. The funds she receives will go towards surveying equipment as well as reimbursement for travel and living expenses.
- **Andrea Petersen, Mount Mary University**
Water Science Intern

Andrea is working for Stonehouse Water Technologies where she invented a new nitrate removal technology and is wrapping up her final semester of undergrad. This scholarship will go toward developing a parasite removal technology and tuition.

“At the heart of any water technology company, water utility, or the creation of groundbreaking innovations are talented and motivated individuals that want to solve tomorrow’s water challenges,” stated Dean Amhaus, president and chief executive officer of The Water Council. “We are extremely grateful to be able to partner with this trifecta of companies, who are not only committed to improving water issues, but carry that commitment to supporting the development of this next generation of water leaders.”

The Fund began as a contribution to support student chapters of The Water Council from We Energies Foundation in honor of Paul Jones, who recently retired from the WEC Energy Group board of directors in late 2017. Mr. Jones is also a co-founder and co-chair of The Water Council board of directors. The Fund then grew to support students across Wisconsin with scholarships to help them grow their experience and interest in the water industry.

“We are pleased to have partnered with The Water Council to establish the Future Water Leaders Fund with a grant from the We Energies Foundation. Water is a vital resource that we are focused on protecting through responsible environmental stewardship. We hope the fund encourages tomorrow’s leaders to pursue careers and projects that continue to safeguard our essential water supply,” said Beth Straka, vice president of the We Energies Foundation and senior vice president of corporate communications and investor relations of WEC Energy Group, the holding company of We Energies.

Media is encouraged to attend the awards ceremony on June 28 at 2:30 pm during the 11th annual Water Leaders Summit at The Garage at the Harley-Davidson Museum®. For more information please visit www.waterleaderssummit.com or contact Meghan Jensen at mjensen@thewatercouncil.com or (414) 988-8754.

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About The Water Council

Headquartered in the Global Water Center in Milwaukee, Wisconsin, next to the world’s largest freshwater system, The Water Council 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 190 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, education programs and non-profits, with valuable services, programming and networking opportunities. www.thewatercouncil.com.

About Neroli Salon & Spa

Neroli Salon & Spa was founded in 1993 to provide guests with an indulgent sanctuary of Aveda salon and spa services. The skilled team of professionals will create a unique, personal experience for you. There are currently 6 convenient locations, Downtown, Brookfield, Bayshore, East Side, Mequon and Downtown Madison. www.nerolisalonspa.com

About The Institute of Beauty and Wellness

The Institute of Beauty and Wellness is owned by Susan Haise. Susan founded The Institute of Beauty and Wellness in 1994 as The Skin Institute Esthetic Training Center and expanded the program offerings into Massage Therapy, Cosmetology, Barbering, Manicuring, Ayurveda, Yoga, and Instructor Training. <http://www.ibw.edu>

About Aveda Institute Madison

Aveda Institute Madison is located in the heart of the UW Madison campus in the East Campus Mall and is owned by Susan Haise. They offer 6 programs: Cosmetology, Barbering, Esthiology, Massage, Manicuring and Ayurveda Esthetics and are open for services to the public Monday-Saturday. www.avedainstitutemadison.com

About We Energies Foundation

The We Energies Foundation, established in November 1982, has invested more than \$156 million in support of activities of nonprofit, tax-exempt organizations. The Foundation strives to create brighter futures for the communities it serves. Funding for initiatives supported by the We Energies Foundation is derived from the shareholder portion of earnings and dividends paid by WEC Energy Group. Grants do not affect the profitability of WEC Energy Group nor are they reflected in the prices customers pay for services from We Energies. <https://www.we-energies.com/foundation>

Photos

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Nick Brnot, Milwaukee School of Engineering (MSOE)



Andrea Petersen, Mount Mary University

