

# QUARTERLY MEMBER MEETING

December 6, 2016



THE WATER COUNCIL

# HOST WELCOME



**Badger Meter**

**Rich Meeusen**

President/CEO/Chairman –  
Badger Meter, Inc. & Co-Chair –  
The Water Council



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# THE NEXT EVOLUTION OF THE WATER COUNCIL

Keynote Conversation



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# PANELISTS



**Dean Amhaus**  
President & CEO  
The Water Council



**Karen Frost**  
Director of Small  
Business Development  
The Water Council



**David Garman**  
Chief Technology Officer,  
The Water Council &  
Associate Vice Chancellor  
for Water Technology  
Research and  
Development at the  
University of Wisconsin-  
Milwaukee (UWM)



**Isaiah Perez**  
Member Services &  
Development  
Coordinator



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# WATER COUNCIL 2.0

**Dean Amhaus, President & CEO**



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# THE ICE INSTITUTE

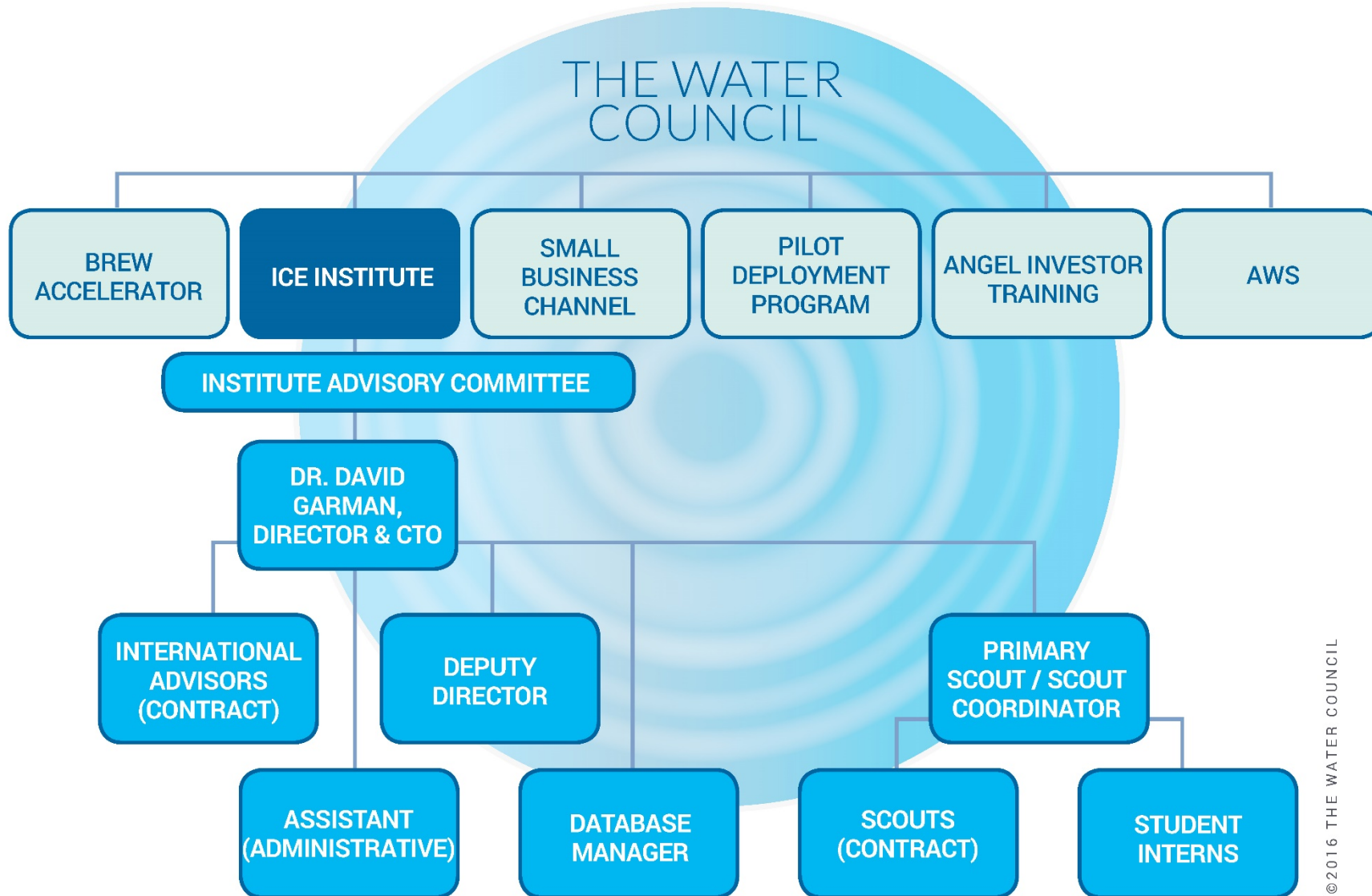
INNOVATION COMMERCIALIZATION EXCHANGE

**Karen Frost**, Director of Small Business Development  
**David Garman**, Chief Technology Officer



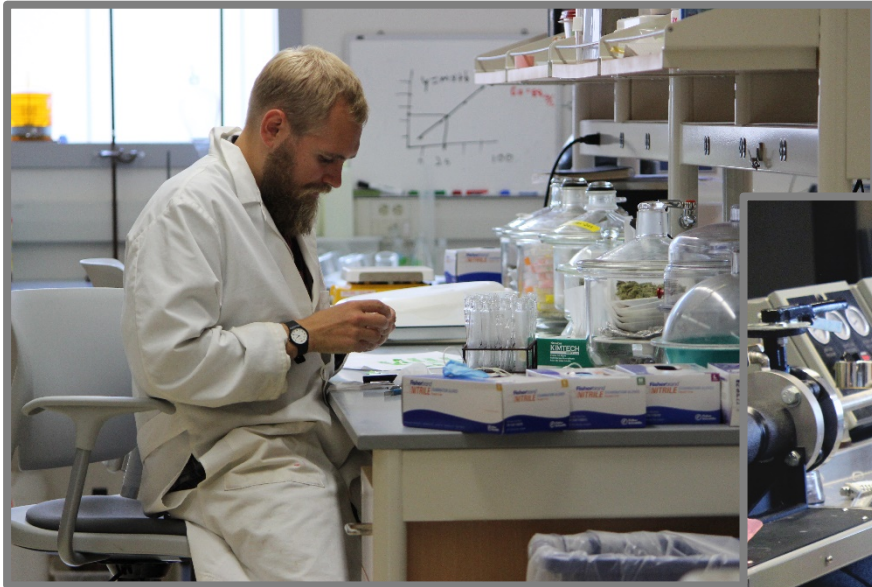
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# ICE INSTITUTE ORGANIZATIONAL CHART





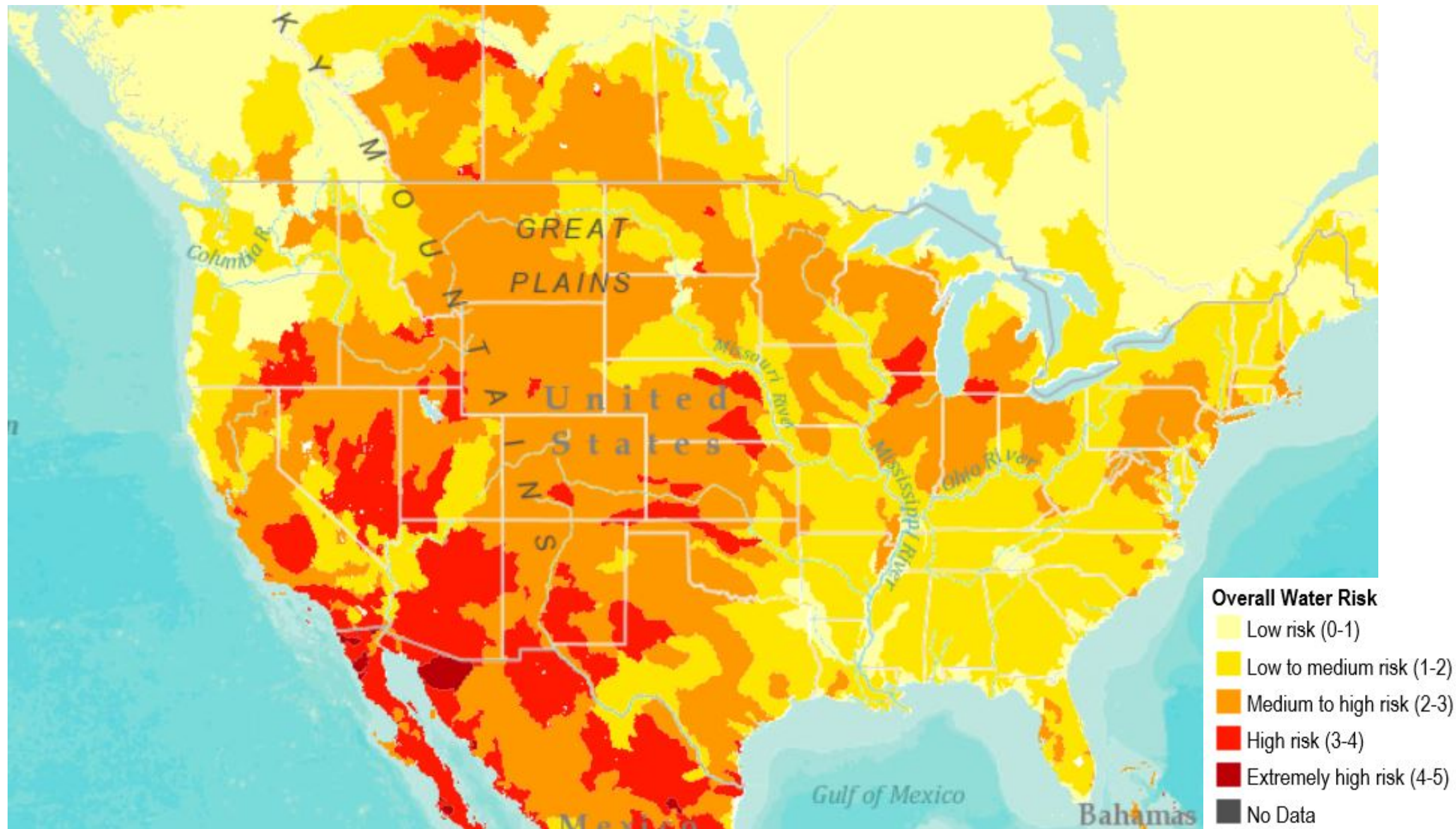
# ICE BASIC AIMS



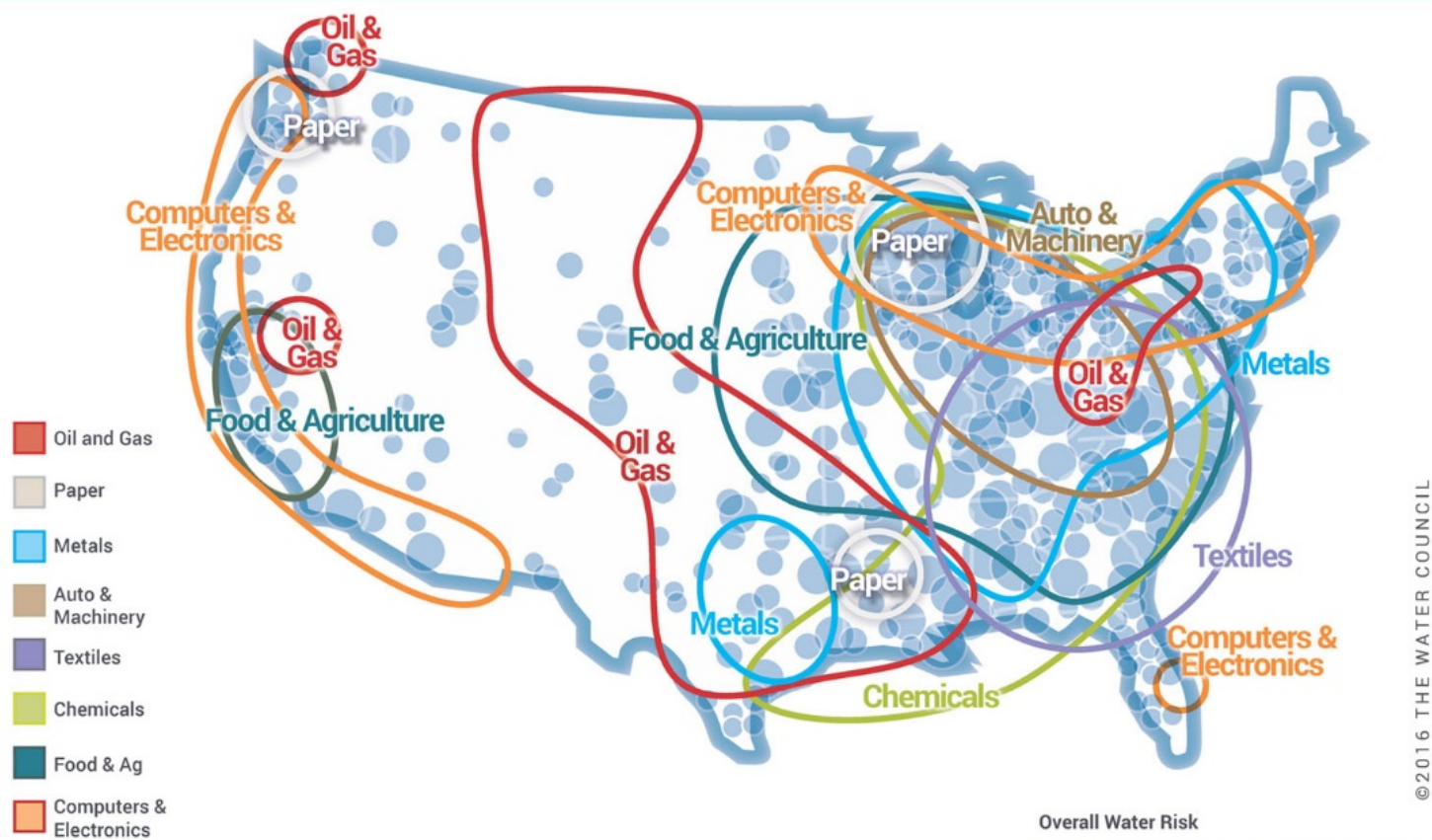


# ICE BASICS

- Program Details and Launch Details
- Alignments with partners
- How it works



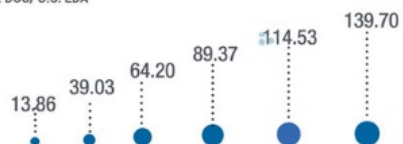
# INDUSTRY CONCENTRATIONS & WATER RISKS



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## Industry Concentrations 2010-2013

Source: Brookings Institution; The U.S. Cluster Mapping Project, Harvard Institute for Strategy and Competitiveness/ U.S. DOC/ U.S. EDA



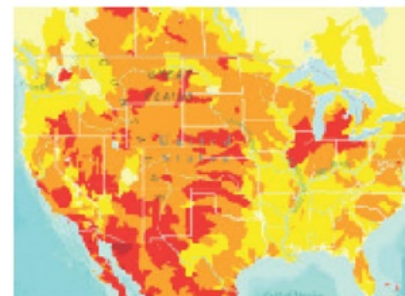
## Average Number of Manufacturing Jobs 2009

Source: Brookings Institution <http://www.brookings.edu/research/>

## Overall Water Risk



Source: WRI Aqueduct 2014



# ICE BASICS

- What is the focus of ICE?
- Who is the program for? How does it work?
- How can a company/utility/partner participate?
- How does the program align with the I/UCRC?

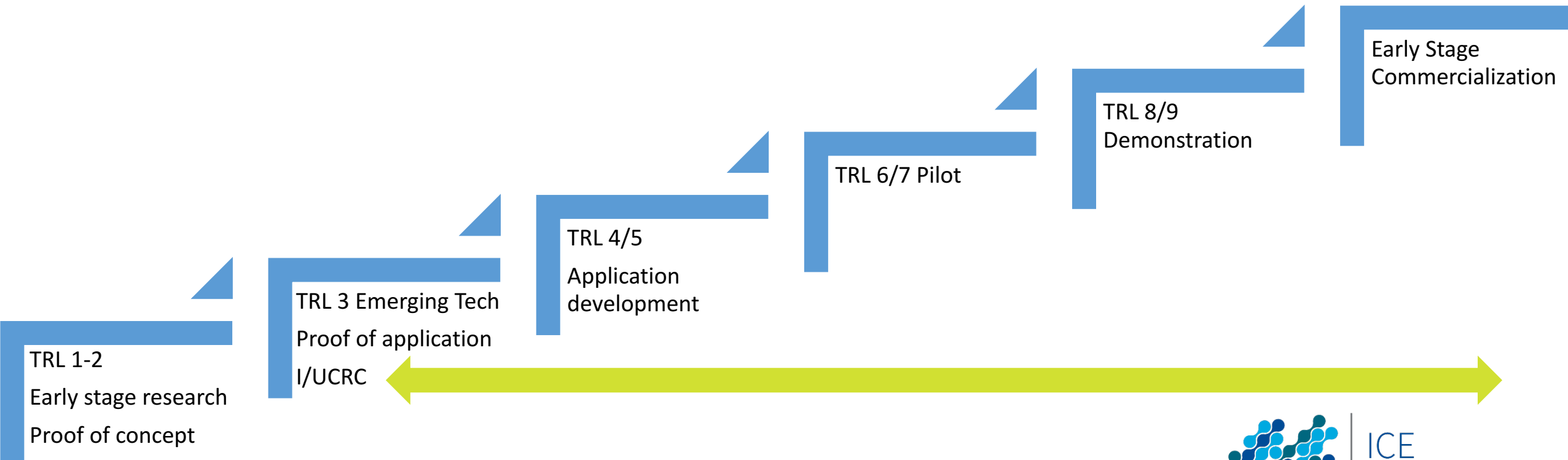


# ICE REPORTING/DATABASE

- Patent status and Freedom to Operate
- External investment in the technology/innovation
- Assessment of Technology Readiness Level
- External expert review criteria
- Evaluation of market potential/innovation ranking
- Proprietary database access via the Global Water Port

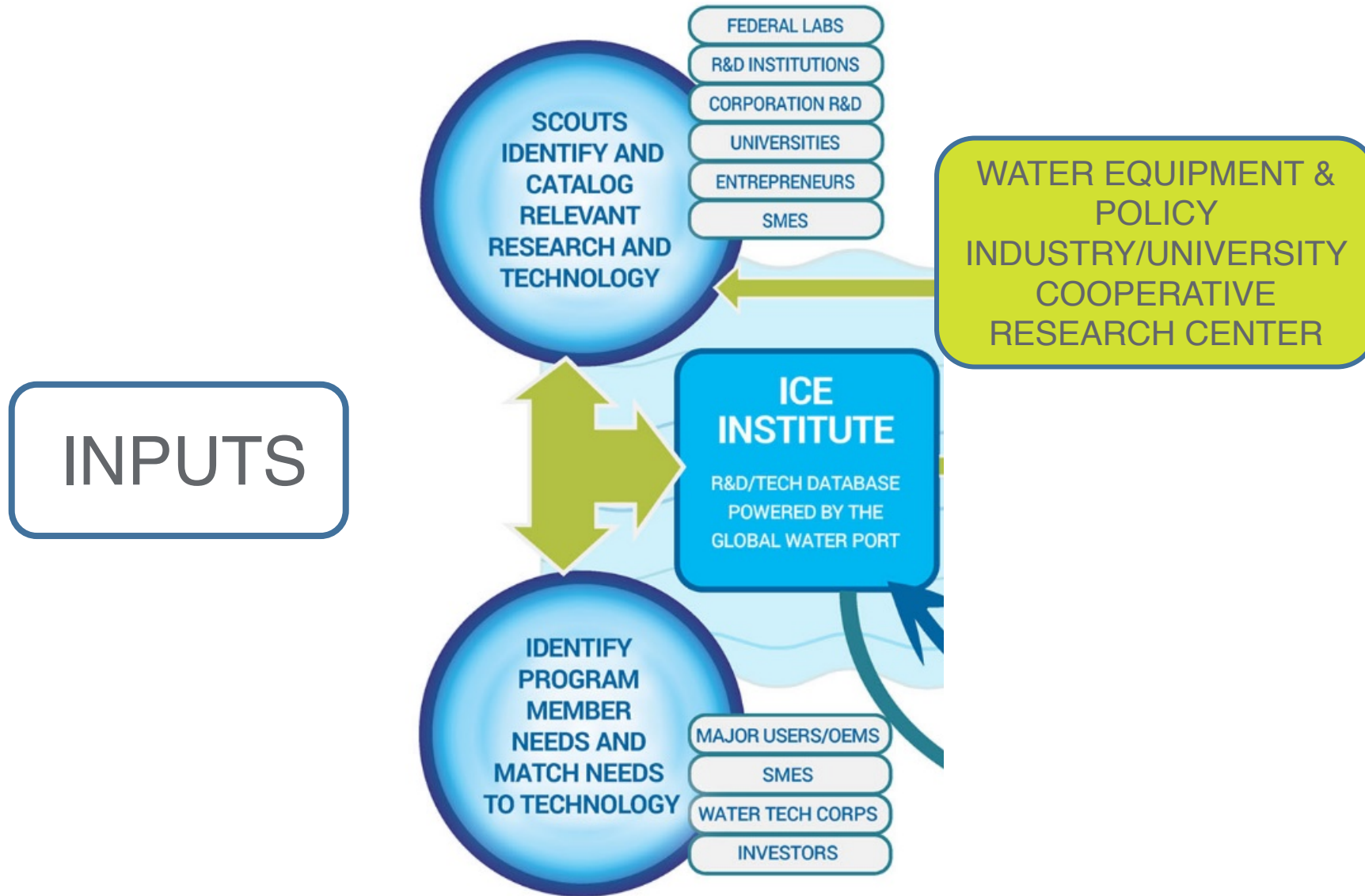


# ICE SEARCH & SCREEN SCOPE



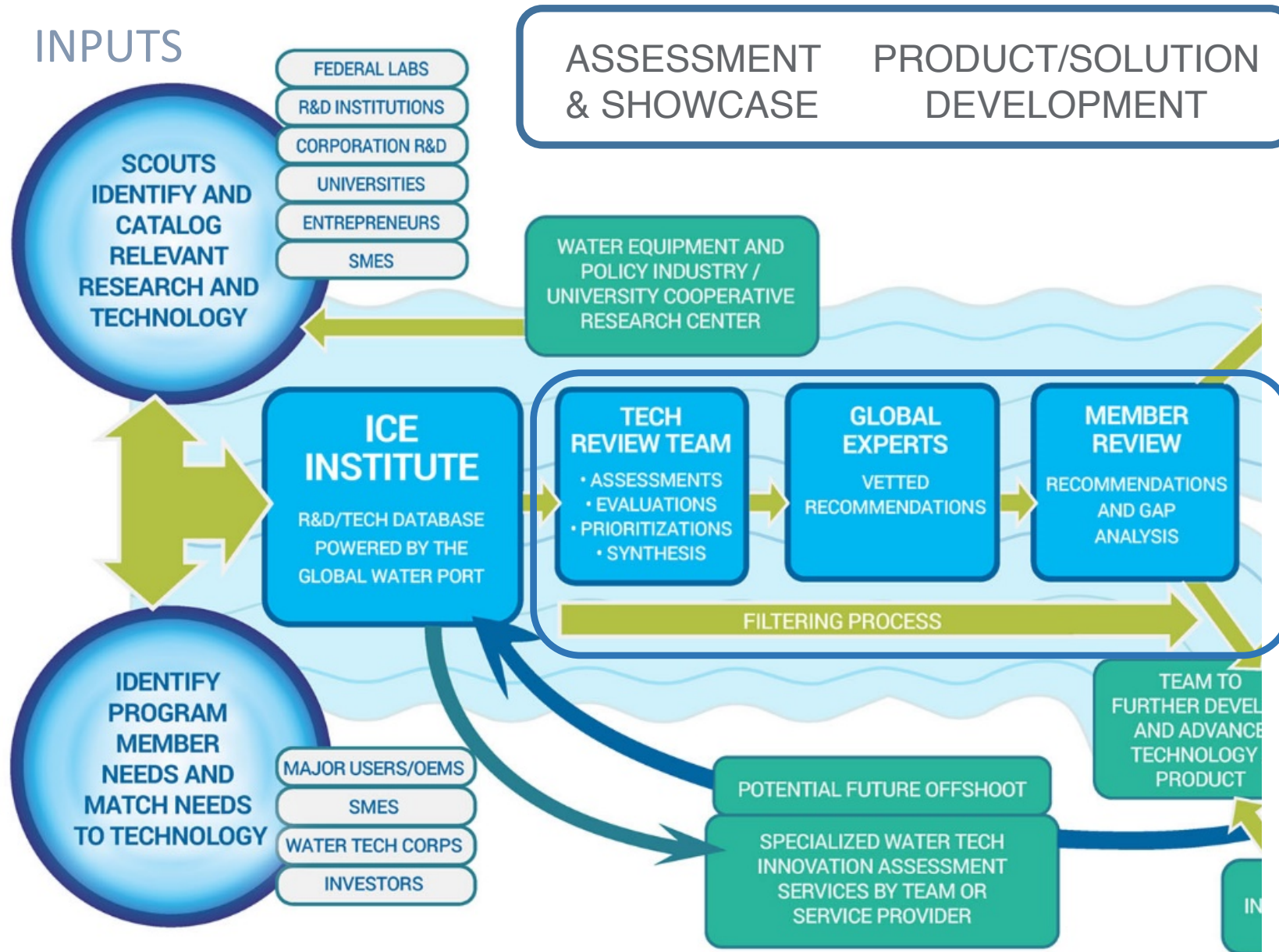


# ICE INSTITUTE FRAMEWORK

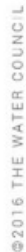


# ICE INSTITUTE FRAMEWORK

## INPUTS

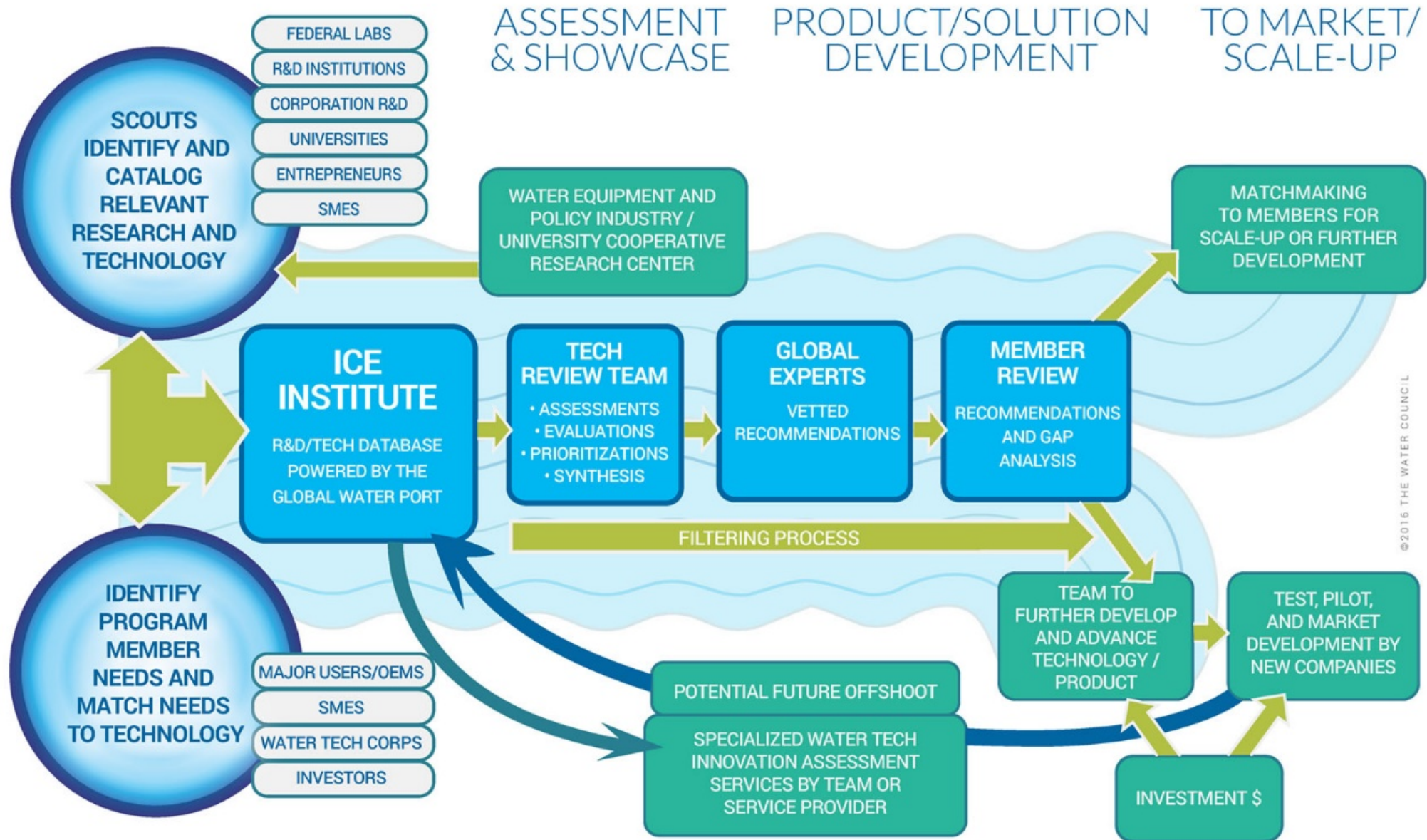


## ICE INSTITUTE FRAMEWORK





# ICE INSTITUTE FRAMEWORK



# ICE OUTPUTS

- All reports are confidential
- The ICE database is secure and restricted
- Reports are tailored to company needs
- There is continuing search and refinement with members

# QUESTIONS?

Thank you!



# MEMBERSHIP 2.0

**Isaiah Perez**, Member Services &  
Development Coordinator



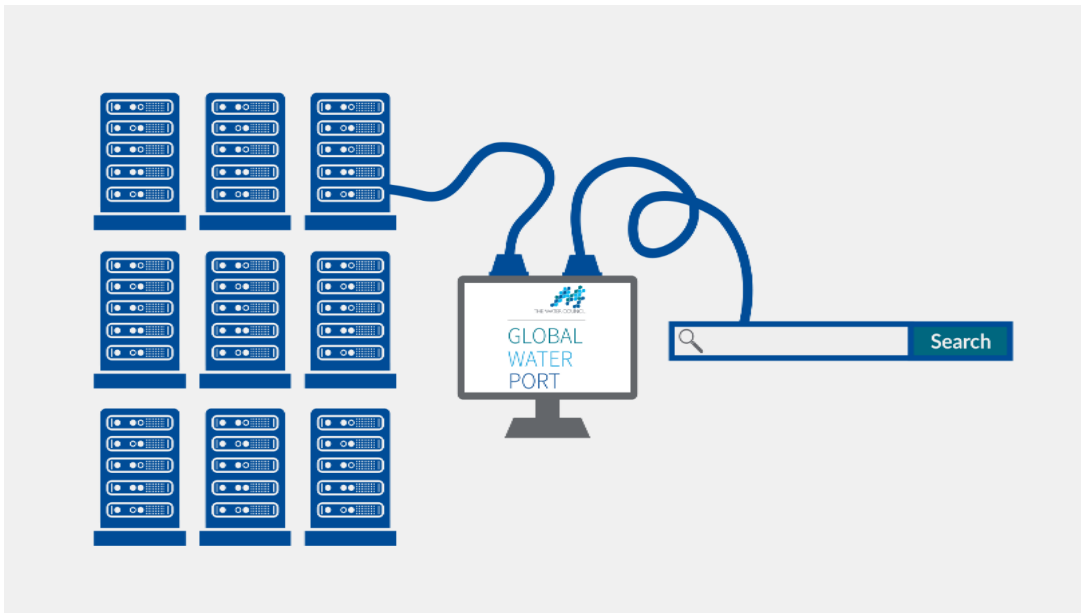
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# WHY HAS MEMBERSHIP CHANGED?

- Talked and listened to our Members
- Structure better reflects our Members
- Allows you to choose your level of engagement
- Clearly defines benefits
- Expanded benefits
- Cost-sensitive



# GLOBAL WATER PORT



- Premium subscriptions
  - Access ICE Institute reports
  - Unlimited access to projects/groups
  - Utilize inno360 toolkit
  - Exclusive to Tiers 1, 2 & 3
- Basic subscriptions
  - Available to any Member
  - Basic search functions
  - Unlimited # of user licenses
  - Create profiles

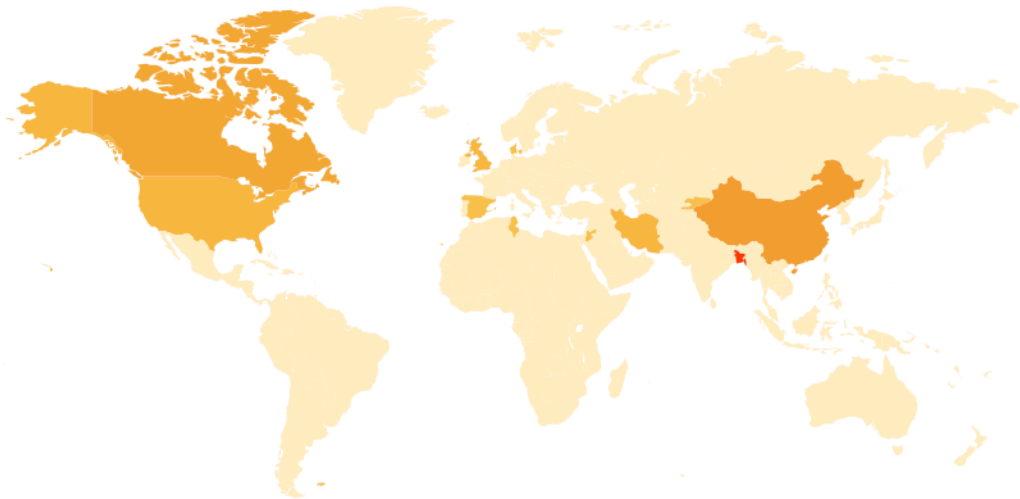
# PARTNER NETWORKS

- Access benefits of TWC Partnerships
  - International Water Association
  - Alliance for Water Stewardship
  - Manufacturing Extension Partnership
  - Wisconsin Historical Society
- Optional membership with Partners when applicable
- Exclusive access to trainings/webinars/workshops
- Available to Tiers 1, 2 & 3



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# GLOBAL VISIBILITY



- Access to global delegation visits
  - 70+ countries since 2013
- Public relations & social media support
  - 60,000+ impressions/month
- Speaking engagements as SME



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# ALL MEMBER BENEFITS

- All current Members will be transitioned to a Tier 4 Membership
- Tier 4 = Traditional Water Council Membership
  - Savings – meeting space/registrations/reduced dues
  - Access talent pipeline
  - Invites to Member-exclusive events
  - General Membership communications
  - Company profile in Global Directory
  - Job & Internship Board posting privileges – *Coming Soon!*
  - Use of TWC Member logo – *Coming Soon!*



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# THANK YOU

## DUES STRUCTURE 2017



MEMBER CATEGORY	TIER 1	TIER 2	TIER 3	TIER 4
<b>Industry</b> Corporations, Investor Owned Utilities, Other Private Investors	\$175,000 ^ ✦ \$135,000	\$100,000 ^	\$6,500	\$1,000
<b>Startups</b> Less than \$1 million in annual revenue	-	-	\$800	\$300
<b>Academic Partners</b>	\$50,000 * ✦ \$35,000	\$20,000 *	\$2,500	\$1,000
<b>Nonprofits/Associations</b>	-	\$5,000	\$800	\$300
<b>Municipal Utilities</b>	\$125,000 ^ * ✦ \$100,000	\$30,000	\$2,500	\$1,000
<b>Public Sector</b> Non-utility, Government Agencies, Consulates/Embassies	-	-	\$2,500	\$1,000

- All Members transitioned by 2017
- Upgrade at any time!
- Questions?
  - Contact Isaiah Perez, Member Services & Development, [iperez@thewatercouncil.com](mailto:iperez@thewatercouncil.com)



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# NEW MEMBERS

- Tri-Phase Automation - Pewaukee, WI
- SpareH2O, Inc. - Fremont, CA
- Lappley & Associates, LTD. - Evanston, IL
- DMR International, Inc. - Woodstock, IL
- Energy Tech Innovations - Mukwonago, WI
- MetaMateria - Columbus, OH
- Smart Waters - British Columbia, Canada
- SofTap Water - Cincinnati, OH
- Arizona State University - Tempe, AZ
- McCotter Energy Systems - Milwaukee, WI
- DOW Water & Process Solutions - Edina, MN

# MemberDROPS



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# THANK YOU

Cheers to a fantastic 2016!



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# THANK YOU TO OUR HOST

