



**WATER TECHNOLOGY  
ADVANCEMENTS  
SPRING FROM A DEEP  
WELL OF KNOWLEDGE  
IN WISCONSIN.**

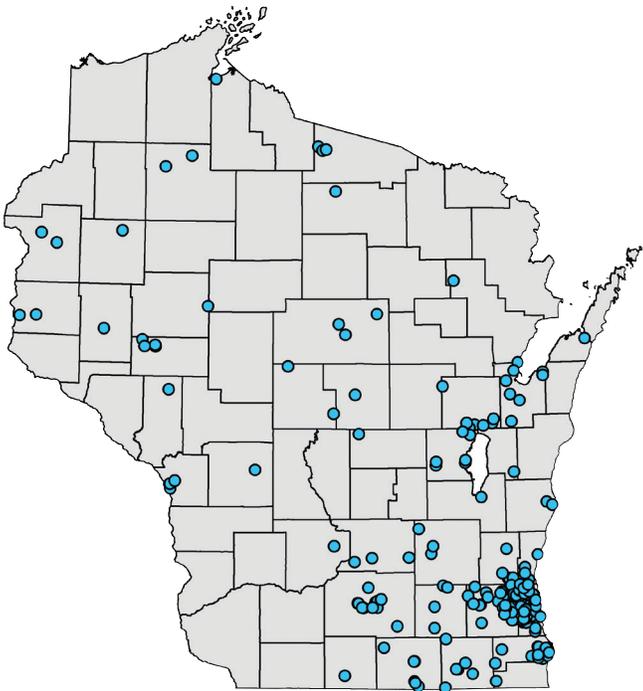
# WHY WATER TECHNOLOGY COMPANIES CHOOSE WISCONSIN

Access to fresh water has long been viewed as one of Wisconsin's key attributes. With the two largest Great Lakes—Lake Michigan and Lake Superior—and the Mississippi River forming three of Wisconsin's borders, plus 15,000 lakes within the state's boundaries, Wisconsin has made the most of its unique geography to build core industry strengths that draw upon abundant fresh water: agriculture, food processing, pulp and paper production, manufacturing, power generation and shipping to name a few. In fact, the state's name literally translates from Native American roots to mean, "river running through a red place."

And in tapping this precious natural resource to create commercial activity and improve the lives of our citizens, we've also learned to treat it with the respect it deserves. When it comes to moving, metering, treating and using water in a sustainable manner, Wisconsin possesses world-leading knowledge based on a long history of innovation.

## UNIQUE INDUSTRY ADVANTAGES

Wisconsin is home to more than 200 companies with ties to the state's burgeoning water technology industry. These companies together employ nearly 250,000 people and generate \$56 billion in annual sales (Dun and Bradstreet). And while Milwaukee stands as a global water hub, the distribution of water sector companies throughout the state underscores the breadth of Wisconsin's industry-critical capabilities.



“It is refreshing to work with dedicated people who are doing the right things to advance the science and practice of action, as Wisconsin and Milwaukee are doing. The state has a remarkable water technology manufacturing base, highly innovative storm water authority and globally distinctive academic programs.”

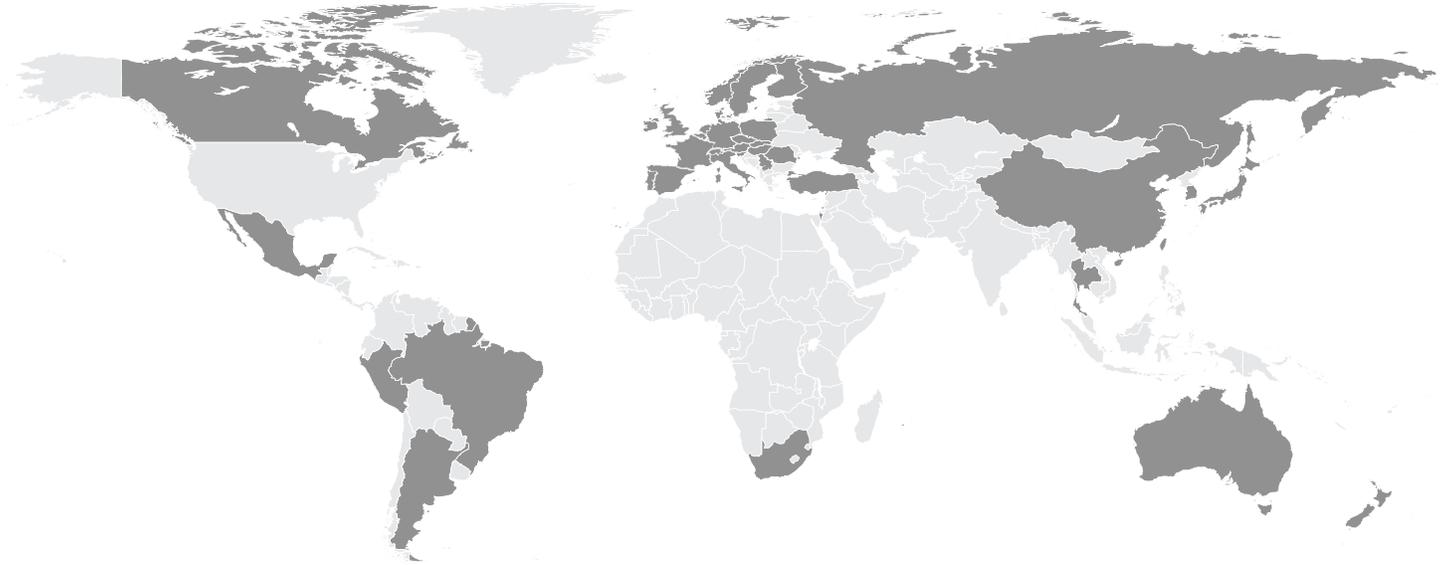
— Paul Reiter, Strategic Council  
International Water Association



Reinforcing Wisconsin's global water technology strength are the industry-leading companies operating within the state, including five of the 11 largest water technology companies in the world and 38 water technology company headquarters, including such innovators as:

- A.O. Smith
- Badger Meter
- Johnson Controls
- Kohler
- Miller-Coors
- P&H Mining
- Pentair Water Group, Inc.
- Rexnord
- Rockwell Automation

Distributed among these industry pioneers is an active presence in 46 countries around the world.



“Milwaukee is  
‘The Capital of Water.’”

— Forbes 2013

Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, China, Czech Republic, Denmark, England, Faeroe Islands, Finland, France, Germany, Hong Kong, Hungary, Ireland, Israel, Italy, Japan, Luxembourg, Mexico, New Zealand, Norway, Peru, Poland, Portugal, Romania, Russia, Scotland, Serbia, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, The Netherlands, Turkey, Northern Ireland, Singapore, Taiwan, Wales

## GLOBAL LEADERSHIP

The more than 150 water technology companies located in and around Milwaukee have contributed to Wisconsin's reputation for sustainability leadership, as has the ascension of the Wisconsin-based Water Council as a global authority on advanced water technology development and deployment.

Milwaukee's water technology honors include the following:

- Designated 1 of 2 United Nations Global Compact Innovating Cities in the United States and the only one in the world focused on the full-cycle of water
- Named the North American headquarters for the Alliance for Water Stewardship global initiative
- Host of the annual Water Summit which has grown to become a premiere global event for the discussion of resources, issues, challenges, and solutions related to fresh water
- 2012 United States Water Prize awarded to the Milwaukee Metropolitan Sewerage District (MMSD) for initiation of its innovative watershed-based permitting (WBP) pilot program. The pilot program has the promise of



increasing the effectiveness and efficiency of reducing watershed pollution across political jurisdictions and industries.

Milwaukee received its third United States Water Prize in 2013 with MillerCoors being recognized for their comprehensive water management practices.

## THE WATER COUNCIL

The Water Council, the only organization of its kind in the United States, is an industry-led non-profit dedicated to achieving global freshwater sustainability through total water cycle solutions. In order to ensure a broad knowledge base, the Water Council drew its initial membership from industry, academic, utility and private sector leaders. As a result, the Council has remained at the forefront of economic, talent and research issues in the water technology sector since its founding in 2009. By building strategic partnerships, supporting education and facilitating access to capital investment, the Water Council fosters economic opportunities for Wisconsin's water industry participants. Its work has drawn praise both nationally and internationally:



- U.S. Water Partnership Member. One of 47 U.S. government agencies, private sector, and civil society organizations uniting to mobilize U.S. expertise, resources and ingenuity to address global water challenges.
- 2013 Public-Private Partnership Award given by the International Economic Development Council; recognizing the Water Council and the Wisconsin Economic Development Corporation for best practices in creation of the Global Water Center.
- Inaugural Growing Blue Award from *Global Water Intelligence* in 2012. The award is given to individuals, organizations, or government entities that advance public understanding of water's essential role in economic and social growth as well as its importance to sustainable environmental strategies.
- 2011 United States Water Prize by the U.S. Water Alliance. As Ben Grumbles, president of the U.S. Water Alliance noted, "The Water Council is a world-class example of regional collaboration and technological innovation for a future of clean water and good jobs."

## CUTTING-EDGE ACADEMIC PROGRAMS AND COLLABORATION

As a result of the heavy concentration of water technology companies in Wisconsin, every major educational institution in the state offers specific water-related training. That's 36 water-focused academic programs available on 17 campuses, including the following:

- University of Wisconsin–Milwaukee School of Freshwater Sciences – the nation's only graduate-level institution dedicated solely to fresh water. The school's founding dean, David Garman, Ph.D., is a recognized global thought leader in freshwater science and resource management.

## GLOBAL WATER CENTER AND THE BREW

The 98,000 square foot Global Water Center celebrated its grand opening in September 2013. In addition to providing operational space to some of the world's leading water technology companies, the Center is also home to a one-of-a-kind fresh water seed accelerator, The BREW (Business. Research. Entrepreneurship. In Wisconsin.). The goal of The BREW is to foster unique water technology startups, thereby advancing Milwaukee's leadership as a global water hub and inspiring new opportunities in the water industry. The BREW accepts up to six water technology startups to advance their business goals. Participating companies receive the following:

- A six month lease at the Global Water Center.
- A suite in the Global Water Center.
- Business model and operations training through The Water Council and University of Wisconsin-Whitewater (UWW) Institute for Water Business.
- Access to faculty and students from the University of Wisconsin-Milwaukee (UWM) School for Freshwater Sciences.
- Access to the Global Water Center's Flow Lab.
- Mentorship from dozens of area water technology experts.
- Attendance to conferences and pitch sessions with the Water Council.
- Access to investment capital funding sources, and most valuable of all, the Water Technology Network.

The first round of accelerator participants who are expecting to graduate in June 2014 include:

- H2Oscore
- Microbe Detectives
- New Works
- Noah Technologies
- Vegetal Innovation & Development



- Marquette University Water Quality Center
- University of Wisconsin–Whitewater Water Institute for Water Business
- University of Wisconsin–Stevens Point Water Environmental Analysis Lab
- The University of Wisconsin Technical College System offers numerous water technology training programs
  - Waukesha County Technical College – Automation Systems and Engineering Technology (A.A.)
  - Gateway Technical College – Civil Engineering Technology, Freshwater Resources
  - Moraine Park Technical College – Water Quality Technology (A.A.) and Statewide DNR Certification
  - Milwaukee Area Technical College – Advanced Waste Water (A.A.) and 3+ Water Technical Diplomas/Certificates

In addition to these ground-breaking educational programs, Wisconsin’s water-technology leadership has sparked productive collaborative efforts between research organizations and industry:

- National Science Foundation Industry/University Collaborative Research Center Program which links corporate sponsors with university researchers to address industry identified challenges.
- Partnership between the UW System and the Water Council which taps the specific strengths of five UW campuses to integrate STEM education and create new approaches to the sustainable use of water systems. The Business-Higher Education Forum provides ongoing guidance to this partnership.
- University of Wisconsin Aquatic Sciences Center facilitates the partnership of the Sea Grant Institute and the Water Resources Institute, a one-of-a-kind alliance, to support the education, outreach and multidisciplinary research for the sustainable use of Wisconsin’s water resources.

“Where else can you hire a human resources director with a minor in water?”

— Rich Meeusen, President and CEO  
Badger Meter



## WHY WISCONSIN?

Centrally located in the United States’ leading manufacturing and agricultural region, Wisconsin is one of the best places for business. Generations of business leaders have recognized the advantages our major ports provide, giving them quick access to markets throughout the country and around the world. Plus, our transportation infrastructure allows distribution of goods and services rapidly, reaching many markets within one day.

Beyond location, Wisconsin’s highly skilled workforce has been recognized around the world for its industrious, Midwestern work ethic. We enjoy a high quality of life with one of the lowest cost-of-living indices in the country. And businesses located in Wisconsin face a very low risk of natural disasters—decreasing the risk of downtime and reduced productivity.

It’s not just the people and ports that strengthen Wisconsin. Our business climate is attractive to companies looking to expand, relocate or establish North American operations. Our initiatives and policies are boosting our economy and creating an environment where businesses succeed. In addition, we offer a highly integrated, responsive network of public and private organizations ready to assist companies interested in Wisconsin.

