



**sweet water**  
SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.

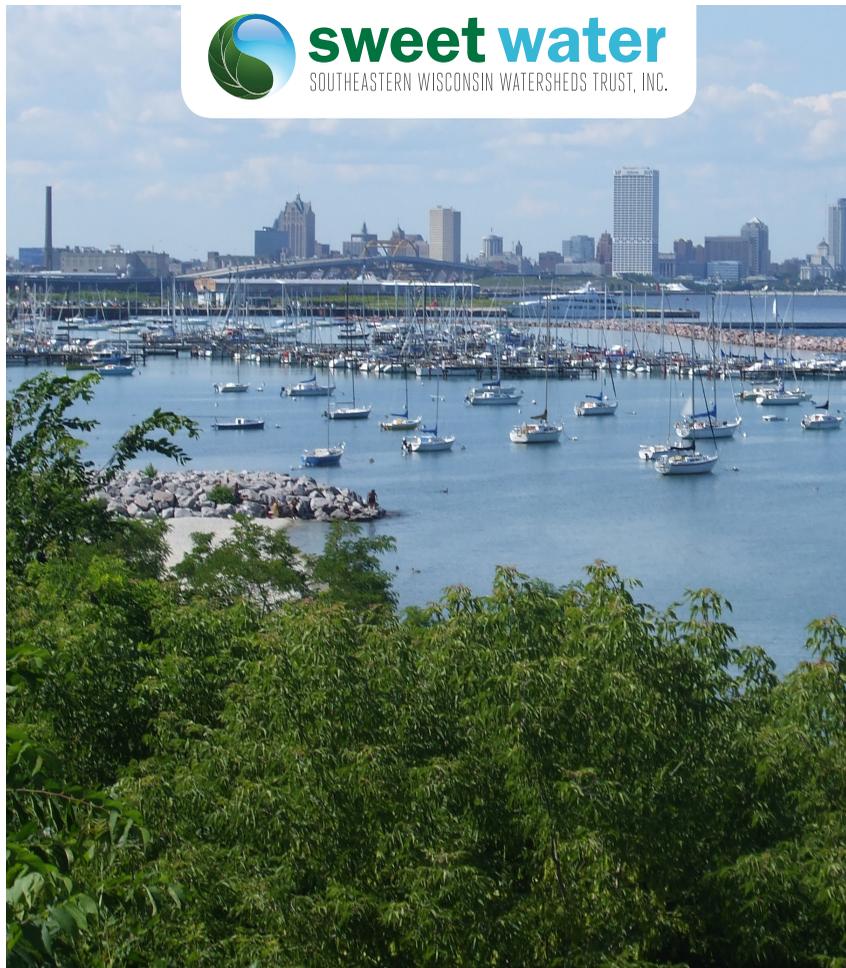
600 East Greenfield Avenue  
Milwaukee, WI 53204-2944

[swtwater.org](http://swtwater.org)

### 8th Annual Clean Rivers Clean Lakes Conference

- April 30th at Discovery World Museum
- Plenary sessions include updates from EPA Region 5 and the Wisconsin DNR, economic impacts of cleaner water, and Great Lakes' hot topics panel
- 15 workshop offerings in 3 tracks, including construction project updates, rural nonpoint solutions, salt/chloride innovations, and I & I reduction
- Poster session and networking opportunities
- Early bird discount!

8TH ANNUAL  
**CLEAN RIVERS  
CLEAN LAKE**  
CONFERENCE



MONDAY | APRIL 30, 2012 | 7:30AM-7:00PM  
**DISCOVERY WORLD**

500 North Harbor Drive | Milwaukee, Wisconsin

8TH ANNUAL

# CLEAN RIVERS CLEAN LAKE

CONFERENCE

## A Full Day on Water Quality Innovation

Join us for the 8th Annual *Clean Rivers Clean Lake Conference* April 30th on Milwaukee's lakefront. Plenary sessions include briefings by EPA Region 5 Administrator Susan Hedman and Wisconsin DNR Secretary Cathy Stepp. A Great Lakes challenges panel will be led by Dean David Garman of the UWM School of Freshwater Sciences. Three workshop tracks feature 17 speakers on 15 topics—including regional water project updates, rural nonpoint pollution tactics, innovations in salt/chloride use, the City of Milwaukee's infiltration and inflow project, rainwater harvesting and water quality trading. The luncheon includes the 2011-2012 Sweet Water mini-grant awards and the day concludes with a networking reception/poster session.

The conference is Monday, April 30th from 7:30AM to 7:00PM at the Discovery World Museum, 500 North Harbor Drive in Milwaukee. Early bird registration is \$60; regular rate \$75. Sponsorships and poster session opportunities are still available.

## Selected Guest Speakers



Susan Hedman,  
EPA Region 5



Cathy Stepp,  
Wisconsin DNR



David Garman,  
UWM School of  
Freshwater Sciences

## Sponsors\*

**LAKE MICHIGAN LEVEL** The Joyce Foundation, Milwaukee Metropolitan Sewerage District, University of Wisconsin-Whitewater

**WATERSHED LEVEL** Quarles & Brady LLP

**RIVER LEVEL** BHE Environmental, CDM Smith, HNTB Corporation, CH2M HILL, Short Elliot Henderson (SEH), and Waukesha County Technical College

\*Sponsors as of 3/7/2012



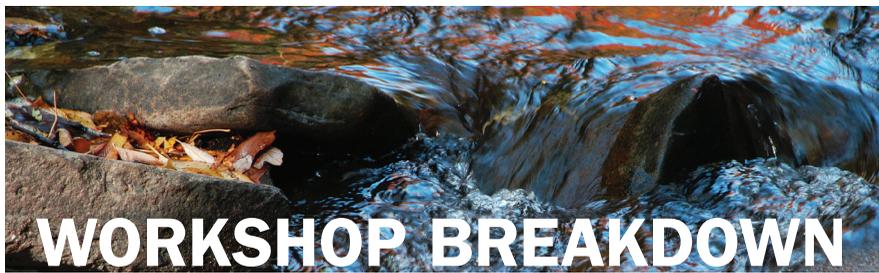
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# SCHEDULE OF EVENTS

<b>7:30AM-8:15AM</b>	<b>REGISTRATION &amp; COFFEE</b> Exhibitor Lobby/Breezeway
<b>8:15AM-9:15AM</b>	<b>PLENARY SESSION   WELCOME &amp; CONFERENCE OVERVIEW</b> Pilot House MODERATOR: Jeff Martinka, Sweet Water <b>OPENING REMARKS</b> Nancy Frank, <i>Sweet Water Chair; UW-Milwaukee (UWM) Department of Urban &amp; Regional Planning</i> <b>U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) UPDATE</b> <i>Susan Hedman, EPA Region 5 Administrator; Chicago, IL</i> <b>WISCONSIN DEPARTMENT OF NATURAL RESOURCES (WDNR) UPDATE</b> <i>Cathy Stepp, WDNR Secretary; Madison, WI</i>
<b>9:15AM-10:15AM</b>	<b>PANEL: THREE PERSPECTIVES ON THE ECONOMIC IMPACTS OF CLEAN WATER</b> Pilot House MODERATOR: Neil Palmer, Village of Elm Grove <ul style="list-style-type: none"> <li>Stephanie Klett, <i>Director; Wisconsin Department of Tourism, Madison, WI</i></li> <li>Matt Howard, <i>Director of Sustainability; City of Milwaukee, WI</i></li> <li>The Honorable John Dickert, <i>Mayor; City of Racine, WI</i></li> </ul>
<b>10:15AM-10:45AM</b>	<b>NETWORKING BREAK</b> Exhibitor Lobby/Breezeway
<b>10:45AM-NOON</b>	<b>WORKSHOP SESSIONS A, B AND C</b> (Info next panel)
<b>NOON-1:00PM</b>	<b>LUNCHEON</b> Pilot House <b>WELCOME FROM THE HONORABLE TOM BARRETT, MAYOR; CITY OF MILWAUKEE</b> INTRODUCTION: Kevin Shafer, <i>Executive Director; MMSD and Steering Council member, Sweet Water</i> <b>SWEET WATER'S 2012 GREEN INFRASTRUCTURE MINI-GRANT AWARDS</b> PRESENTERS: Vicki Elkin, <i>Fund for Lake Michigan; Kevin Shafer, MMSD; and David Lee, We Energies</i>
<b>1:00PM-1:15PM</b>	<b>NETWORKING BREAK</b> Exhibitor Lobby/Breezeway
<b>1:15PM-1:45PM</b>	<b>AFTERNOON PLENARY SESSION</b> Pilot House MODERATOR: Molly Flanagan, The Joyce Foundation; Chicago, IL <b>IBM SMARTER CITIES REPORT ON WATERSHED MANAGEMENT ISSUES— LESSONS FOR OUR REGION</b> Mark Ronnie, IBM; Madison, WI
<b>1:45PM-2:15PM</b>	<b>THE NRDC ROOFTOPS TO RIVERS STUDY - NATIONAL STORMWATER LESSONS FOR, AND FROM, MILWAUKEE</b> Karen Hobbs, <i>Natural Resources Defense Council (NRDC); Chicago, IL</i>
<b>2:15PM-2:30PM</b>	<b>NETWORKING BREAK</b> Exhibitor Lobby/Breezeway
<b>2:30PM-3:45PM</b>	<b>WORKSHOP SESSIONS D, E AND F</b> (Info next panel)
<b>3:55PM-5:00PM</b>	<b>CLOSING PLENARY SESSION</b> Pilot House <b>STATE OF LAKE MICHIGAN AND THE GREAT LAKES</b> MODERATOR: Dean David Garmin, UWM School of Fresh Water Sciences; Milwaukee, WI <ul style="list-style-type: none"> <li>Dr. Harvey Bootsma, <i>Senior Scientist at UWM Great Lakes Water Institute; Milwaukee, WI</i></li> <li>Steve Galarneau, <i>Director, Office of the Great Lakes; WDNR, Madison, WI</i></li> <li>New Water Policy Director, <i>UWM School of Freshwater Sciences; Milwaukee, WI</i></li> </ul>
<b>5:00PM-7:00PM</b>	<b>NETWORKING RECEPTION &amp; POSTER SESSION</b> Pilot House   Cash Bar



# WORKSHOP BREAKDOWN

<b>A</b>	<b>URBAN WATERS RAINWATER HARVESTING: PROVEN CASE STUDIES FROM THE BUSINESS, ORGANIZATIONAL, AND RESIDENTIAL ARENAS</b> MODERATOR: Karen Sands, Milwaukee Metropolitan Sewerage District <ul style="list-style-type: none"> <li>Michael Betker, <i>Vertical Marketing Manager; Pentair, Inc.</i></li> <li>Tim Vargo, <i>Manager of Research &amp; Citizen Science; Urban Ecology Center</i></li> <li>Sharon Adams, <i>Executive Director; Walnut Way Conservation Corps</i></li> </ul>
<b>B</b>	<b>RESTORATION PLANNING ISSUES RACINE COUNTY RESTORATION PROGRESS AND NEWEST PLANNING</b> MODERATOR: Michael Hahn, Southeastern Wisconsin Regional Planning Commission (SEWRPC) <ul style="list-style-type: none"> <li><b>Pike River Riparian Restoration Success</b> William Sasse, <i>Director of Engineering; Village of Mount Pleasant Engineering Department</i></li> <li><b>Root River Watershed Restoration Planning and Fishery Findings</b> Joseph Boxhorn, <i>Senior Planner; SEWRPC and Craig Helker, Water Resources Biologist; WDNR</i></li> </ul>
<b>C</b>	<b>URBAN RIVERS – POLICY ISSUES WATER QUALITY INNOVATIONS IN LOCAL GOVERNMENT</b> MODERATOR: Tom Grisa, Brookfield Department of Public Works <ul style="list-style-type: none"> <li><b>The Latest in Smart Snow &amp; Ice Removal</b> Connie Fortin, <i>Fortin Consulting; Minneapolis, MN</i></li> <li><b>Milwaukee's New Infiltration &amp; Inflow Reduction Project</b> Zafar Yousuf, <i>Environmental Engineering Services Manager; City of Milwaukee Department of Public Works</i></li> </ul>
<b>D</b>	<b>URBAN WATERS – BUSINESS RIVERFRONT ECONOMIC DEVELOPMENT</b> MODERATOR: Peter McAvooy, UWM School of Freshwater Sciences <ul style="list-style-type: none"> <li><b>Business Successes on the Lower Kinnickinnic (KK) River</b> Dave Ferron, <i>Real Estate Manager; Paul Davis Restorations and KK River Business Improvement District Representative</i></li> <li><b>Renaissance on the Lower Menomonee River</b> Laura Bray, <i>Executive Director; Menomonee Valley Partners</i></li> <li><b>River Walk Investment Equals Jobs and Housing</b> Rocky Marcoux, <i>Commissioner; Milwaukee Department of City Development</i></li> </ul>
<b>E</b>	<b>URBAN AND RURAL WATERS HEADWATERS TO THE ESTUARY – RECENT SUCCESSES</b> MODERATOR: Marsha Burzynski, WDNR <ul style="list-style-type: none"> <li><b>The Ozaukee County Fishway</b> Andrew Struck, <i>Director; Ozaukee County Planning &amp; Parks Department</i></li> <li><b>New Projects on the KK and Menomonee Rivers and Lincoln Creek</b> Dave Fowler, <i>Senior Project Manager; MMSD</i></li> <li><b>Home Best Management Practices on the KK River</b> Ben Gramling, <i>Environmental Programs Director; Sixteenth Street Community Health Center</i></li> </ul>
<b>F</b>	<b>RURAL WATERS CHALLENGES AND BREAKTHROUGHS IN RURAL REACHES</b> MODERATOR: Andy Holschbach, Ozaukee County Land and Water Management Department <ul style="list-style-type: none"> <li><b>Nutrients Discharging from Drain Tiles in Eastern Wisconsin</b> Eric Cooley, <i>Research Coordinator; University of Wisconsin Discovery Farms</i></li> <li><b>Water Quality Trading in the Agricultural Community</b> Dennis Frame, <i>Co-Director; UW Discovery Farms</i></li> </ul>



# SAVE MONEY REGISTER EARLY!

**REGISTER EARLY BY MAIL \$60**  
**DAY-OF-CONFERENCE REGISTRATION \$75**

**Fee includes:** Conference materials, morning and afternoon refreshments and luncheon.

*Pre-payment by mail saves money and allows faster check-in at registration.*

Send completed form and check (payable to SWWT, Inc.) to address below. (Sorry, no credit cards)

**Questions?** Contact Tina Kroening at kroening@swwtwater.org, call (414) 382-1766; or check out swwtwater.org for more information.

**Parking Information:** Parking is available in the Discovery World O'Donnell Park and US Bank parking structures.

## PLEASE RSVP BY APRIL 25, 2012

*Please mail completed forms with checks (payable to SWWT, Inc) to:*

Tina Kroening  
 Sweet Water  
 600 E. Greenfield Avenue  
 Milwaukee, WI 53204

NAME(S) \_\_\_\_\_

AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**PLEASE CHECK WORKSHOP PREFERENCE:**

**10:45AM-NOON** (check one)  **A**  **B**  **C**

**2:30PM-3:45PM** (check one)  **D**  **E**  **F**

**PLEASE CONTACT US IF SPECIAL ACCOMODATIONS ARE NEEDED.**