



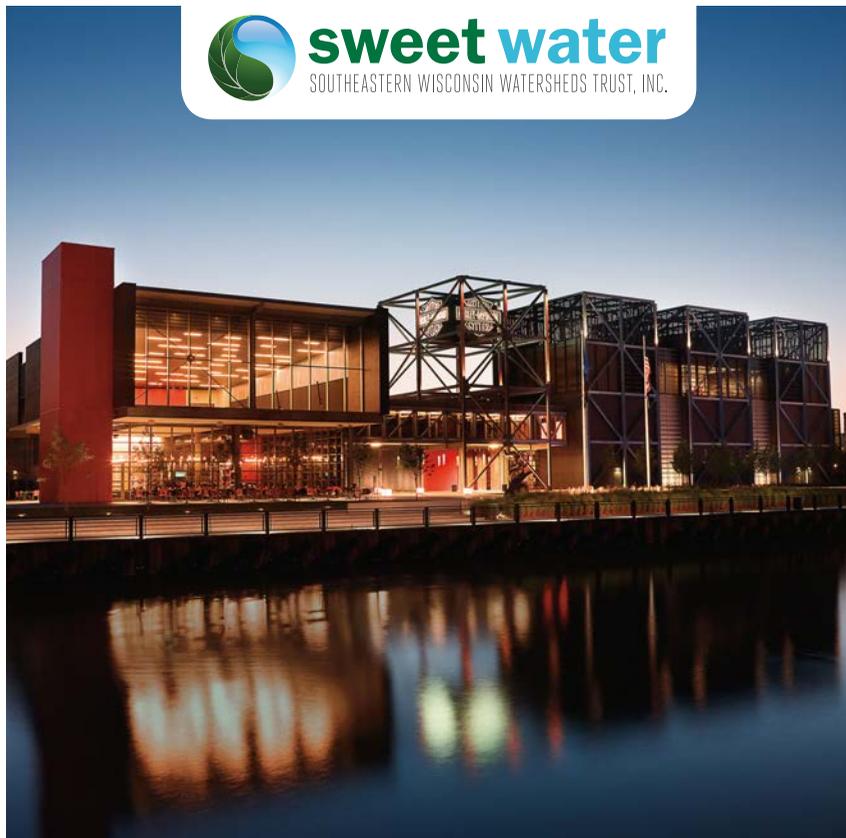
SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.  
600 East Greenfield Avenue  
Milwaukee, WI 53204-2944

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

**9th Annual Clean Rivers  
Clean Lake Conference**  
**April 25 | Harley-Davidson Museum\***

- Plenary sessions include TMDL and Water Quality Trading updates from Oregon, an expert Great Lakes hot topics panel, and a lively session on dam removal case studies
- 14 workshop presentations in 3 tracks, including I&I innovations, rural nonpoint solutions, latest green infrastructure updates, and water-friendly urban redevelopment briefings
- Exhibit, research poster, and networking opportunities
- Every full-day registration comes with a Harley-Davidson Museum® pass
- Early-bird discount offered through March 31

9TH ANNUAL  
**CLEAN RIVERS  
CLEAN LAKE**  
CONFERENCE



**THURSDAY | APRIL 25, 2013 | 7:30AM-8:30PM**  
**HARLEY-DAVIDSON MUSEUM®**

400 West Canal Street | Milwaukee, Wisconsin  
In the Menomonee River Valley

9TH ANNUAL  
**CLEAN RIVERS, CLEAN LAKE**  
CONFERENCE

**A Full Day on Water Quality Innovation**

Join us at the **9th Annual Clean Rivers, Clean Lake** Conference on Thursday, April 25th at the Harley-Davidson Museum®. The event was expanded this year to include both daytime and evening programs, running from 8:00 am until 8:30 pm.

The conference is designed for engineering professionals, elected officials, residents and businesses, representatives of local government and nonprofit organizations concerned about stormwater and water quality. The day will include 11 plenary speakers in three sessions and 14 workshop presentations in three tracks. Plenary presentation highlights include the State of Oregon's experience implementing Total Maximum Daily Load (TMDL) plans and initiating water quality trading; a Great Lakes top challenges review and a lively panel offering dam removal and adaptation case studies from Illinois and Wisconsin. The workshops will address I&I innovations, rural nonpoint solutions, latest green infrastructure updates, and water-friendly urban redevelopment. New this year, an evening event is planned, with Milwaukee celebrity historian John Gurda offering a visual history of Milwaukee's relationship with the area's rivers and Lake Michigan.

Early-bird registration is \$60 (good only through March 31st!); regular rates are \$80 (Evening-only tickets, for the John Gurda/Jim Wasley presentations, are \$5). On-line registration is available at [swtwater.org](http://swtwater.org).

**Selected Guest Speakers**



**Benjamin Benninghoff**,  
Oregon Dept. of  
Environmental  
Quality



**Val Klump**,  
UWM School  
of Freshwater  
Sciences



**John Gurda**,  
Milwaukee  
Historian

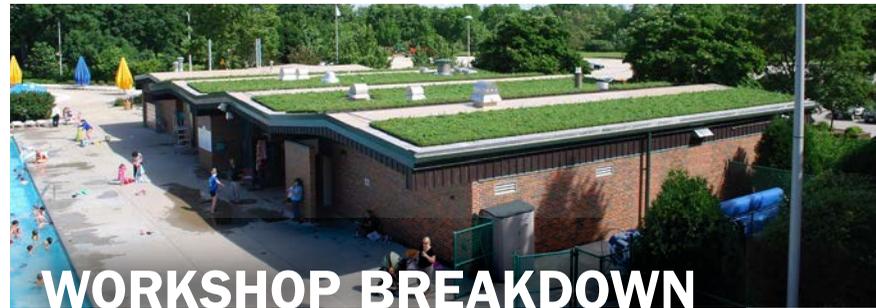
**Sponsors\***

**LAKE MICHIGAN LEVEL:** The Joyce Foundation, Milwaukee Metropolitan Sewerage District  
**RIVER LEVEL:** CDM Smith Inc., CH2M Hill, GRAEF-USA Inc., HNTB, Strand Associates, Inc.

*\*Sponsors as of March 1. Conference sponsorships still available—contact Sweet Water for information.*

# SCHEDULE OF EVENTS

7:30 AM	REGISTRATION & COFFEE
8:00 AM	<p><b>MORNING PLENARY SESSION OPENING REMARKS</b> Mayor Tom Barrett, City of Milwaukee &amp; Chair of the Great Lakes &amp; St. Lawrence Initiative; Chicago, IL</p> <p><b>LATEST GREAT LAKES ISSUES PANEL MODERATOR:</b> Assoc. Dean Val Klump, UWM School of Freshwater Sciences; Milwaukee, WI</p> <ul style="list-style-type: none"> <li><b>INVASIVE SPECIES CHALLENGES</b> Tim Campbell, Wisconsin Sea Grant Institute; Madison, WI</li> <li><b>NUTRIENT CHALLENGES IN THE GREAT LAKES: FEAST &amp; FAMINE</b> Harvey Bootsma, UWM School of Freshwater Sciences; Milwaukee, WI</li> <li><b>FALLING LAKE LEVELS</b> Dan Injerd, Illinois Department of Natural Resources; Chicago, IL</li> </ul> <p><b>TMDLS AND WATER QUALITY TRADING: UPDATES FROM OREGON</b> Benjamin Benninghoff, Oregon Department of Environmental Quality; Portland, OR</p>
10:00 AM - 10:30 AM	REFRESHMENTS/NETWORKING BREAK
10:30 AM - 11:45 AM	<b>MORNING WORKSHOP SESSIONS A, B &amp; C</b> (Info next panel)
11:45 AM - NOON	NETWORKING BREAK
NOON - 2:00 PM	<p><b>LUNCHEON PLENARY SESSION</b></p> <p><b>NOON - 1:00 PM WELCOME:</b> Nancy Frank, UWM School of Architecture &amp; Urban Planning; Milwaukee, WI; &amp; Chair, Sweet Water Steering Council</p> <p><b>LUNCHEON</b></p> <ul style="list-style-type: none"> <li><b>UPDATE ON SWEET WATER'S WORK IN THE REGION</b> Jeff Martinka, Sweet Water; Milwaukee, WI</li> <li><b>ANNOUNCEMENT OF SWEET WATER'S MINI-GRANT WINNERS</b></li> </ul> <p><b>1:00 PM - 2:00 PM</b></p> <ul style="list-style-type: none"> <li><b>THE PRICE OF WATER POLLUTION—INJECTING ECONOMICS INTO THE DEBATE</b> Dr. Bill Holahan, UWM Economics Department and School of Freshwater Sciences; Milwaukee, WI</li> <li><b>EXPLORATION OF ECONOMIC INCENTIVES—WATER QUALITY TRADING AND WATERSHED-BASED WATER QUALITY MANAGEMENT STRATEGIES IN DANE COUNTY</b> Dave Taylor, Madison Metropolitan Sewerage District; Madison, WI</li> </ul>
2:00 PM - 2:30 PM	NETWORKING BREAK
2:30 PM - 3:45 PM	<b>AFTERNOON WORKSHOP SESSIONS D, E &amp; F</b> (Info next panel)
3:45 PM - 4:00 PM	NETWORKING BREAK
4:00 PM - 5:00 PM	<p><b>FINAL PLENARY SESSION</b></p> <p><b>DAMMED IF YOU DO: ILLINOIS AND WISCONSIN CASE STUDIES AND A GUIDED PANEL DISCUSSION</b></p> <ul style="list-style-type: none"> <li><b>A LOOK AT SIX DAMS IN DUPAGE COUNTY, IL</b> Steve McCracken, The Conservation Foundation; Naperville, IL</li> <li><b>THE NEWBURG, THIENSVILLE AND GRAFTON DAMS</b> Andy Struck, Ozaukee County Planning and Parks Department; Port Washington, WI</li> <li><b>ADDITIONAL DAM EXAMPLES FROM WISCONSIN</b> Denny Caneff, River Alliance of Wisconsin; Madison, WI</li> </ul>
5:00 PM - 6:30 PM	RECEPTION/POSTER SESSION
6:30 - 8:30 PM	PUBLIC EVENT/TALK
6:30 - 7:00 PM	<p><b>THE MILWAUKEE INNER HARBOR: MAKING THE VISION REAL</b> Jim Wasley, UWM School of Architecture &amp; Urban Planning; Milwaukee, WI</p>
7:00 PM - 8:15 PM	<p><b>MILWAUKEE'S RIVERS AND LAKE MICHIGAN—AN ILLUSTRATED HISTORICAL PERSPECTIVE</b> John Gurda; Milwaukee, WI</p>
8:15 PM - 8:30 PM	Q&A AND AUDIENCE DISCUSSION



## WORKSHOP BREAKDOWN

### 10:30 - 11:45 AM: MORNING WORKSHOP SESSIONS

#### A INFILTRATION AND INFLOW (I&I) DETECTION CASE STUDIES

- USING DOGS FOR I&I DETECTION** Scott and Karen Reynolds, Environmental Canine Services; Vermontville, MI
- WAUWATOSA'S I&I CHALLENGES AND SUCCESSSES** Bill Wehrley; City of Wauwatosa, WI & Chris Stamborski, RA Smith National; Brookfield, WI
- MMSD'S PRIVATE PROPERTY I&I SOLUTIONS INCUBATOR** Jerome Flogel; Milwaukee Metropolitan Sewerage District (MMSD)

#### B THE ROLE OF LAND TRUSTS IN URBAN & RURAL WATER QUALITY

- Shawn Graff, Ozaukee/Washington Land Trust; West Bend, WI**
- Peg Kohring, The Conservation Fund; Sawyer, MI**
- Kimberly Gleffe, River Revitalization Foundation; Milwaukee, WI**

#### C COMPARATIVE URBAN REDEVELOPMENT - ALTERNATIVE DEVELOPMENT SCHEMES THAT FAVORABLY IMPACT WATER

- MILWAUKEE'S REED STREET YARDS PROJECT**  
Josh Neudorfer, The Sigma Group; Milwaukee, WI
- RETHINKING URBAN RIVERS - EXAMPLES FROM DALLAS, TORONTO AND BEYOND**  
Steve Apfelbaum, Applied Ecological Services; Brodhead, WI
- URBAN FREEWAY DESIGN - WAYS TO REDUCE THE NEGATIVES FOR SURFACE WATERS**  
Carrie Bristol-Groll, Stormwater Solutions Engineering; Milwaukee, WI

### 2:30 - 3:45 PM: AFTERNOON WORKSHOP SESSIONS

#### D AGRICULTURAL INNOVATIONS: WISCONSIN CASE STUDIES

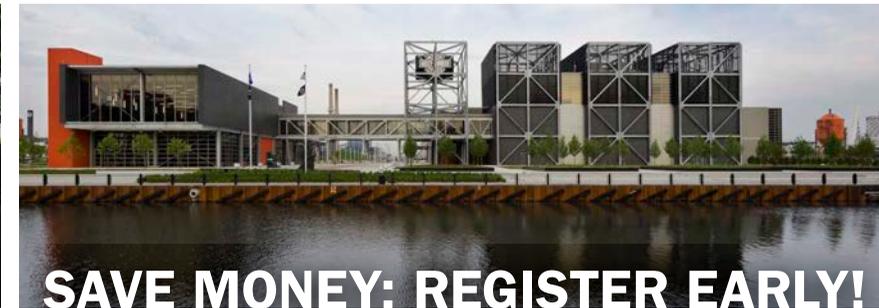
- CITY OF LODI: ADAPTIVE MANAGEMENT TO REDUCE RIVERINE NUTRIENTS**  
Kurt Calkins; Columbia County, WI
- A PARTNERSHIP WITH FARMERS TO REDUCE NITROGEN AND PROTECT MUNICIPAL WATER SUPPLIES**  
John Edlebeck; City of Waupaca, WI
- STRATEGIC USE OF GYPSUM TO REDUCE FARM NUTRIENT LOADING**  
Ron Chamberlain, Gypsoil Brand Gypsum; Indianapolis, IN

#### E NEW GREEN INFRASTRUCTURE STUDIES: A BRIEFING SESSION

- VISIONS OF 740 MILLION GALLONS: MMSD'S NEW REGIONAL GREEN INFRASTRUCTURE PLAN**  
Karen Sands, MMSD; Milwaukee, WI
- UNPACKING THE BLACK BOX: THE MILWAUKEE AREA CODES AND ORDINANCES REVIEW**  
Juli Beth Hinds, Birchline Planning, LLC; San Diego, CA

#### F LATEST STUDIES OF THE ECONOMIC IMPACTS OF CLEAN & DIRTY WATER

- PROPERTY VALUE IMPACTS OF GREEN INFRASTRUCTURE**  
Catherine Madison, UWM Center for Economic Development; Milwaukee, WI
- NEGATIVE IMPACTS OF INVASIVE SPECIES ON PROPERTY VALUES**  
Ben Beardmore, UW Center for Limnology; Madison, WI



## SAVE MONEY: REGISTER EARLY!

**REGISTER EARLY** (BY MARCH 31) AT [SWWTWATER.ORG](http://SWWTWATER.ORG) \$60  
**REGULAR REGISTRATION \$80**

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

**To register on-line with credit card:** Visit us at [swwtwater.org](http://swwtwater.org)

**To register by mail:** Complete this form and send it with your check (payable to Sweet Water) to the address below.

**Questions?** Call 414-382-1766, email Tina Kroening at: [kroening@swwtwater.org](mailto:kroening@swwtwater.org) or visit [swwtwater.org](http://swwtwater.org).

**Parking Information:** Ample free parking is available on the Harley-Davidson Museum® lots.

**PLEASE REGISTER BY APRIL 22 OR BY MARCH 31 FOR EARLY-BIRD RATES**

*Please mail completed form with check (payable to Sweet Water) 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:**

**10:30 AM - 11:45 AM** (check one)  A  B  C  
**2:30 PM - 3:45 PM** (check one)  D  E  F

**PLEASE CONTACT US at (414) 382-1766 IF SPECIAL ACCOMMODATIONS ARE NEEDED.**