



600 East Greenfield Avenue  
Milwaukee, WI 53204-2944

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

### 10th Annual Clean Rivers, Clean Lake Conference

May 1 | Harley-Davidson Museum\*

- Plenary sessions include urban and rural pollution reduction solutions from national perspectives, experts discussing the current state of the Great Lakes, and a panel covering climate change impacts on regional water infrastructure
- 30 workshop presentations in 4 tracks, including regional water project updates, new agriculture sector pollution research, water quality trading updates and economic impacts of improved water quality
- Exhibit and networking opportunities
- Every full-day registration comes with a Harley-Davidson Museum® pass

# 10TH ANNUAL CLEAN RIVERS CLEAN LAKE CONFERENCE



THURSDAY | MAY 1, 2014 | 8:00 AM - 8:30 PM  
**HARLEY-DAVIDSON MUSEUM®**

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

## 10TH ANNUAL CLEAN RIVERS, CLEAN LAKE CONFERENCE

### Don't Miss Sweet Water's May 1st Clean Rivers, Clean Lake Conference

Conference speakers include U.S. Water Alliance Executive Director Ben Grumbles discussing urban pollution reduction innovations, a look at rural nonpoint pollution solutions from former NRCS Chief David White, and a State of the Lakes address by Dean David Garman and Dr. Sandra McLellan of the UWM School of Freshwater Sciences.

Workshops, featuring 30 speakers in four tracks, include regional water project updates, new agriculture sector pollution research, water quality trading updates, and economic impacts of improved water quality.

An evening public program looks at the history and the current realities of the Great Lakes fishing industry, featuring a WI DNR fisheries manager and actual stories by fishing families from Jones Island to Two Rivers.

Early-bird registration is \$75 (\$90 after March 31st) and includes daytime and evening presentations, luncheon, museum pass, and parking. Attendance to the evening program only costs just \$5 at the door. Further info, including a link to on-line registration, is available at [swtwater.org](http://swtwater.org) or by calling (414) 382-1766.

### Selected Guest Speakers



**David Garman,**  
UWM School  
of Freshwater  
Sciences



**Ben Grumbles,**  
US Water  
Alliance



**Sandra McLellan,**  
UWM School  
of Freshwater  
Sciences



**David White,**  
Ecosystem  
Service  
Exchange

### Sponsors\*

**LAKE MICHIGAN LEVEL:** The Joyce Foundation, Milwaukee Metropolitan Sewerage District

**WATERSHED LEVEL:** Brown & Caldwell, HNTB Corporation, SEH, Inc.

**RIVER LEVEL:** ARCADIS-US, CDM Smith Inc., CH2M HILL, GRAEF-USA, City of Milwaukee, Natural Resource Technology, Inc.

\*Sponsors as of March 7. Conference sponsorships still available—contact Sweet Water for information.



# SCHEDULE OF EVENTS

7:30 AM - 8:00 AM	REGISTRATION & COFFEE
8:00 AM - 9:45 AM	<p><b>MORNING PLENARY: SWEET WATER SUCCESSES: A PROGRESS REVIEW</b> Jeff Martinka (Sweet Water)</p> <p><b>THE MEMONONEE PARTNERSHIP – A YEAR INTO OUR NATIONAL PILOT</b> Jeff Nettesheim (Village of Menomonee Falls)</p> <p><b>THE NEW MILWAUKEE TMDLS: AN UPDATE</b> Steve Heinz (MMSD) and Dan Bounds (CDM Smith)</p> <p>ADDRESS ON THE NEW UWM SCHOOL OF FRESHWATER SCIENCES AND ON THE STATE OF THE GREAT LAKES Dean David Garman and Dr. Sandra McLellan (UW-Milwaukee)</p>
9:45 AM - 10:15 AM	NETWORKING BREAK IN GARAGE
10:15 AM - 11:30 AM	<b>MORNING WORKSHOPS A, B, C &amp; D</b> (Info next panel)
11:30 AM - 11:45 AM	TRANSIT BREAK
11:45 AM - 2:15 PM	<p><b>LUNCHEON AND AFTERNOON PLENARY</b></p> <p><b>RURAL NONPOINT SOLUTIONS, THE VIEW FROM DC</b> WI State Conservationist Jimmy Bramblett to introduce David White (Ecosystem Service Exchange, Washington, D.C.)</p> <p><b>CLIMATE CHANGE IMPACTS ON REGIONAL WATER INFRASTRUCTURE</b> Michael Hahn (SEWRPC), Kevin Kratt (Tetra Tech), David Lorenz (UW-Madison), Daniel Talarczyk (UW-Milwaukee, MMSD), Dr. Sandra McLellan (UW-Milwaukee)</p>
2:15 PM - 2:30 PM	TRANSIT BREAK
2:30 PM - 3:45 PM	<b>AFTERNOON WORKSHOPS E, F, G &amp; H</b> (Info next panel)
3:45 PM - 4:00 PM	TRANSIT BREAK
4:00 PM - 5:30 PM	<p><b>AFTERNOON PLENARY</b></p> <p><b>URBAN STORMWATER SOLUTIONS – A NATIONAL PERSPECTIVE</b> Ben Grumbles (US Water Alliance)</p> <p><b>THE LINK BETWEEN OUR BUSINESS PROPERTY AND OUR WATER</b> John Poblocki (Poblocki Paving)</p>
5:30 PM - 7:00 PM	NETWORKING RECEPTION AND CASH BAR IN THE GARAGE
7:00 PM - 8:30 PM	<p><b>EVENING PUBLIC EVENT</b></p> <p><b>SWEET WATER 2013 MINI-GRANT AWARDS CEREMONY</b></p> <p><b>LAKE MICHIGAN FISHERIES: OUR HISTORY AND FUTURE</b> Brad Eggold (WI DNR), Jim Cooperschmidt (Jones Island Resident Descendant), and Other Fishing Families</p>

# WORKSHOPS

## 10:15 AM - 11:30 AM: MORNING WORKSHOPS

- A BMPS BUILDING COMMUNITY BONDS ON THE KK**
- Iris Gonzalez (SSCHC)
  - Dave Fowler (MMSD)
  - José Pérez (City of Milwaukee Alderman)

- B WATERSHED RESTORATION SUCCESSES**
- Briefing: the Lincoln Park/Milwaukee River Sediments Project – Marsha Burzynski (WI DNR)
  - KK River Progress – Ben Gramling (SSCHC)
  - Root & Pike River Plans – Susan Greenfield (Root-Pike WIN)
  - Menomonee River Progress – Cheryl Nenn (Milwaukee Riverkeeper)

- C MILWAUKEE'S BEST PRACTICAL GREEN INFRASTRUCTURE LESSONS**
- Sean Foltz (American Rivers)
  - Mike Marek (Marek Landscaping)
  - Andy Potts (CH2M HILL, Washington D.C.)

- D AGRICULTURE PILOT EFFORTS: THREE VIEWPOINTS**
- Intro on the Ulao Creek Project – Andy Holschbach (Ozaukee County)
  - Jonathan Winsten (Winrock, Intl, Chicago, IL)
  - Joseph Britt (Sand County Foundation, Madison, WI)
  - Bob Roden (Ozaukee & Washington County Farmer)

## 2:30 PM - 3:45 PM: AFTERNOON WORKSHOPS

- E PERMEABLE MATERIALS: PAVING THE WAY FOR GREATER SUCCESS**
- Karen Sands (MMSD)
  - Steve Keith (Milwaukee County)
  - Juli Beth Hinds (Birchline Planning, San Diego, CA)
  - Pete Wood (WI DNR)

- F MAKING URBAN STREAM RESTORATION WORK**
- Marty Melchior (Inter-Fluve)
  - Tom Sear (SEH, Inc.)
  - Cheryl Nenn (Milwaukee Riverkeeper)

- G WATER QUALITY TRADING (WQT) IS HAPPENING**
- National WQT Progress – Brooks Smith (Troutman Sanders, Washington D.C.)
  - Chloride Trading in the Chicago Region – Robert Swanson (DuPage County, IL)

- H ECONOMIC IMPACTS OF WATER QUALITY**
- Tracking the Value of Green Infrastructure – Pete Coffaro (MMSD)
  - Valuation of Pollution on Water Bodies – Dr. Russell Kashian (UW-Whitewater)
  - Economic Impact of the Cleanup of Racine's North Beach – Paul Holley (RealRacine, Racine, WI)



# SAVE MONEY: REGISTER EARLY!

**REGISTRATION \$75 (\$90 after March 31st)**

**Fee includes:** Daytime and evening presentations, Conference materials, morning & afternoon refreshments, luncheon, museum pass, and parking.

**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.

## SEND U.S. MAIL REGISTRATIONS BY APRIL 24

*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:**

**10:15 AM - 11:30 AM** (check one)  A  B  C  D  
**2:30 PM - 3:45 PM** (check one)  E  F  G  H

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