



SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.

**How to Improve Regional Water Quality and Reduce Stormwater Runoff
To Be Focus of “Clean Rivers, Clean Lake Conference” Sept. 15**
Conference to Include Tour of New Stormwater Retention Efforts in Elm Grove, Tosa

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Milwaukee, Wisconsin – Improving Southeastern Wisconsin’s water quality and reducing stormwater runoff will be the focus of the 7th Annual Clean Rivers, Clean Lake Conference on Wednesday, September 15, from 7:30 a.m. – 5:30 p.m. at the Radisson Hotel West, 2303 N. Mayfair Rd, Wauwatosa.

The conference offers a full day of targeted sessions about water quality issues, including workshops for engineering professionals, residents and businesses concerned about storm water and water quality in their watersheds, elected officials and representatives of local government and nongovernmental organizations. More than 300 are expected to attend.

Keynote speaker for the conference will be Judy Beck, Lake Michigan Manager for the Environmental Protection Agency’s Great Lakes National Program Office. Ms. Beck has managed the Lake Michigan Team since October 1995. In this capacity in the Great Lakes National Program Office, she chairs the multi-agency lake-wide management planning process called for in the Great Lakes Water Quality Agreement signed by the United States and Canada. Prior to that she served as State Relations Manager in the Office of the Regional Administrator and worked in the Superfund Program.

Conference participants can choose to take part in a guided tour to the \$99 million Underwood Creek restoration project and the \$13 million Elm Grove storm water retention project.

Southeastern Wisconsin Watersheds Trust, Inc. (“Sweet Water”) is producing the conference with partners that include the Milwaukee Metropolitan Sewerage District.

The day will include three plenary sessions as well as morning and afternoon and workshops. The morning workshops are focused in three topic areas: challenges and opportunities regarding agricultural nonpoint pollution, developments in the Root River Watershed, and perspectives on habitat restoration. The afternoon workshops will highlight current scientific research at UWM-Great Lakes WATER Institute, stormwater utilities and incentives, and best management practices.

The presenters include representatives from Friends of Chicago Rivers, UWM’s Great Lakes WATER Institute, University of Wisconsin’s Discovery Farms, and EPA’s Region 5 stormwater management office. Recipients of Sweet Water Mini-Grants will also be announced at the event. \$15,000 in funding will be awarded to local efforts advancing water quality and resource restoration. This year an exhibit area will augment the conference with exhibitors representing service and equipment vendors, academia, and nonprofit organizations.

Additional information about the conference can be found at the Sweet Water website swwtwater.org. Registration fees for the conference are \$40 in advance and \$50 on the day of the event. To register, call 414-225-2161.

Sweet Water, a nonprofit organization created in 2008, is a partnership of local governments, nonprofit organizations, businesses, academia, and individuals working collectively to improve the water resources in the 1,100 square miles of Greater Milwaukee Watersheds.

For more information on Sweet Water, visit www.swwtwater.org or contact Jeff Martinka, Executive Director, at 414-382-1766 or via martinka@swwtwater.org.

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