

For Immediate Release  
Southeastern Wisconsin Watersheds Trust  
Milwaukee, WI  
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## **Southeastern Wisconsin Watersheds Trust Announces New Executive Director**



The Southeastern Wisconsin Watersheds Trust is pleased to announce the successful recruitment of a new Executive Director. Jeff Martinka will begin working with the Trust on January 1, 2010. Mr. Martinka brings to the Trust broad experience managing nonprofit organizations and urban planning. The Search and Screen Committee was impressed with his record of developing new sources of funding for the organizations he has operated in the past. His enthusiasm for the work of the Trust will be a real asset.

A native of Milwaukee, Mr. Martinka served most recently as Executive Director of the West 7<sup>th</sup> Community Center in St. Paul, MN. During his tenure there, he was responsible for all management of this independent, multi-function social services organization, including program and staff management (31 staff), marketing and fund raising. During this time, he raised more than \$1 million in new project funding, growing the center's budget by 40% in three years. In his tenure, the organization launched many new programs, including expanded education efforts for at-risk children and youth and new in-home services for vulnerable seniors.

In other nonprofit positions, Martinka served in management positions at Perspectives Family Center (MN) and Prevent Child Abuse Minnesota and as Executive Director of Literacy Services of Wisconsin in Milwaukee. Prior to his nonprofit career, he worked in management at the Milwaukee County Parks, in the Milwaukee Mayor John Norquist's Office, and at the Milwaukee Department of City Development.

Martinka earned his Masters degrees in Urban Planning and Public Administration at the University of Wisconsin – Madison, where he earned full tuition fellowships. His Bachelor's degree in Geological Sciences and Anthropology was awarded from the University of Wisconsin – Milwaukee. Martinka previously served on the Boards of Great Lakes Future, Theatre X, Future Milwaukee, and Milwaukee Dance Theatre. In Minnesota, Martinka served on the Board and Executive Committee of MACC (Metropolitan Alliance of Connected Communities), on the Executive Committee of the Council of Agency Executives, and on the Board of Zenon Dance Company and School. His nonwork activities include backpacking, cross country skiing, canoeing, and travel in Europe and Latin America.

Through a partnership with the University of Wisconsin – Milwaukee Great Lakes WATER Institute, Mr. Martinka will be housed in office space at the Institute. Martinka will work to deepen collaboration throughout the Greater Milwaukee watersheds in the Lake Michigan basin and to increase the organizational effectiveness of the Sweet

Water Trust. The Trust, however, will continue to be operated primarily by volunteers and in collaboration with governmental and non-governmental partners.

The Trust is working to develop proposals to the Great Lakes Restoration Initiative that will support implementation of the Watershed Action Plans being completed for the Kinnickinnic and Menomonee River watersheds and that will expand "Second Level" watershed planning to the lower Milwaukee River subwatersheds.

The Southeastern Wisconsin Watersheds Trust is a collaboration of stakeholders from government, business, and the non-profit sector focusing on improving water quality and aquatic habitat in the Greater Milwaukee watersheds. Formed in 2008, Sweet Water Trust has received a grant of \$1.9 million from the Joyce Foundation. The Trust also participates with the Milwaukee Metropolitan Sewerage District in guiding the development of Watershed Restoration Plans for the Kinnickinnic and Menomonee Rivers.

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