

The Brew Tank & the Croc Tank

WEF and its innovation partners Imagine H2O (San Francisco), BlueTech Research (Vancouver, British Columbia, Canada), and the Water Council (Milwaukee) coordinated The Brew Tank and The Croc Tank. These sessions, modeled after the television show, *Shark Tank*, let startups pitch their innovations to a panel of water sector experts, who then asked questions about the technologies.

"The Brew tank pitch session and the two conversations that followed alone made my 3-day WEFTEC visit," said Jose A. Ramirez, CEO and co-founder of OptikTechnik LLC (Milwaukee). "Immediately after my pitch, ... I had a representative from one of the largest water treatment chemical companies in Asia and another one from one of the largest in the U.S. literally lining up to talk about our technology."

"Croc Tank was a terrific opportunity for us to further develop our messaging and validate the needs our future customers," said Harrison Richarz, co-founder of ICONA Inc. (Toronto). "Our presentation lead directly to talks with a major technology firm regarding a possible pilot project at one of their industrial sites. Audience feedback has been invaluable in refining how we express our differentiation from existing alternatives."



Company representatives were able to give presentations about innovative technologies during The Brew Tank in WEF's Innovation Pavilion. Oscar & Associates

The sustainable beer Smack Down

Following The Croc Tank, the Milwaukee Metropolitan Sewer District and Clean Water Services (Hillsboro) participated in the Smack Down. Each utility described and offered tastings of their beers brewed using reclaimed water. A packed networking event immediately followed the beer tasting.



The Croc Tank and The Brew Tank, hosted in WEF's Innovation Pavilion, were modeled after the television show, *Shark Tank*, and allowed startup companies to pitch innovations to a panel of water sector experts. Oscar & Associates

WEF Stormwater Institute launched officially

Rainfall to Results report serves as first major product

At WEFTEC® 2015, the Water Environment Federation (WEF; Alexandria, Va.) officially launched the WEF Stormwater Institute with the release of the report, *Rainfall to results: The future of stormwater*.

At a press event for the institute, Michael Beezhold heralded the launch of the institute as "a momentous occasion in

the evolution of stormwater management." Beezhold is a senior planner at CDM Smith (Boston, Mass.) and participant in the discussion that served as the basis for the report.

The WEF Stormwater Institute will serve as a hub for technical information, networking, and policy advocacy focused on addressing stormwater sector challenges.

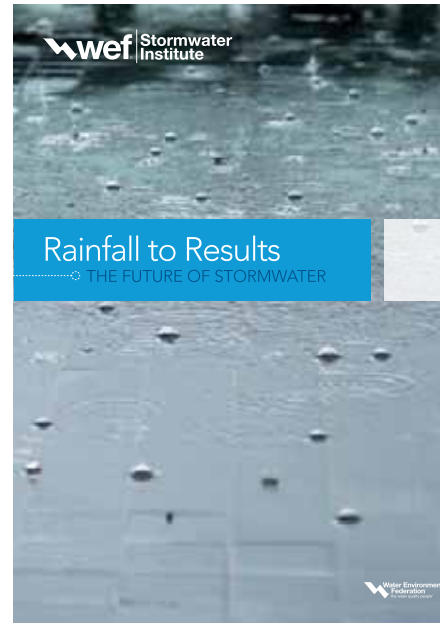
To help solve critical stormwater issues, the institute will leverage WEF's leadership, diverse membership, breadth of knowledge, and varied partnerships.

Institute fills national role

WEF established the Stormwater Institute in response to recommendations that it take a leadership role in the national



Former WEF Stormwater Committee Chair Mike Beezhold discussed current challenges facing the stormwater sector at the WEF Stormwater Institute launch. During this inaugural event, the institute also released the report, *Rainfall to Results: The Future of Stormwater*. Oscar & Associates



dialogue on stormwater. WEF will focus on providing stormwater professionals with the tools, training, networking opportunities, and communication strategies needed to improve water quality and tackle flooding and other issues associated with climate change.

Several WEF Stormwater Institute programs are under way already.

- Volunteers are developing the framework for a national testing and evaluation program for stormwater products and practices.
- Led through a cooperative agreement with the U.S. Environmental Protection Agency, WEF established a new stormwater recognition program known as the National Municipal Stormwater and Green Infrastructure Awards. (See p. 31.)

- Additionally, in partnership with the District of Columbia Water and Sewer Authority, WEF is developing a new national green infrastructure certification program for construction, inspection, and maintenance.

Report points the way forward

The report, *Rainfall to results: The future of stormwater*, supports the WEF Stormwater Institute's efforts by setting a vision for the future of sustainable stormwater management.

The 50-page report is the product of a meeting convened by WEF July 27–28 at The Johnson Foundation at Wingspread. Stormwater professionals from across the U.S. participated in a discussion that captured current trends and conditions

in stormwater, as well as opportunities and pathways toward a sustainable and financially sound stormwater sector.

"*Rainfall to Results* is an impressive report laying out specific objectives and actions that could shape the future of stormwater management both locally and regionally," said Pinar Balci, director of the Bureau of Environmental Planning and Analysis at the New York City Department of Environmental Protection.

"The report marks the beginning of an ongoing dialogue," said Karen Sands, sustainability manager with the Milwaukee Metropolitan Sewerage District at the report's launch. "The event at Wingspread was just the beginning; there is a lot more work to do."

— Kristina Twigg, WE&T

Stormwater Pavilion networking shares a different perspective

The Stormwater Pavilion, also located in the exhibition, featured companies offering stormwater products and services; a theater featuring short, interactive stormwater presentations; and two networking receptions.

Stephanie Shamblin Gray, a water and wastewater engineer with HDR (Omaha, Neb.), attended a reception where she met representatives from the Capital Region Watershed District in St. Paul, Minn.

"We had a great conversation about stormwater use and wastewater reuse," she said. "I'm in Southern California, so the opinions and issues in Minnesota — a very wet state — are very different. It was a great opportunity to hear a very different side of water issues."



WEFTEC® 2015 attendees network during a Stormwater Pavilion reception. Oscar & Associates