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THE WATER BOY
Val Klump
DIRECTOR AND SENIOR SCIENTIST,
GREAT LAKES WATER INSTITUTE

MILWAUKEE WILL SOMEDAY become the Silicon Valley of freshwater. The region already has 120 water technology companies and an estimated 3,000 water-related jobs. The demand for water technology—water treatment, conservation, recycling and energy efficiency—is estimated at \$100 billion annually in the U.S. and \$400 billion worldwide. That, coupled with the Obama administration's focus on creating green jobs, means that Milwaukee is well positioned to seize new opportunities in the industry.

There are 87 water-related research academics in the region. One of the most notable is Val Klump, the director and senior scientist at the Great Lakes WATER Institute. The WATER Institute is the largest academic Great Lakes research institute in the U.S. Its research focuses on things like new aquaculture technologies for raising fish indoors, and tethered unmanned robot and autonomous vehicles that collect lake data.

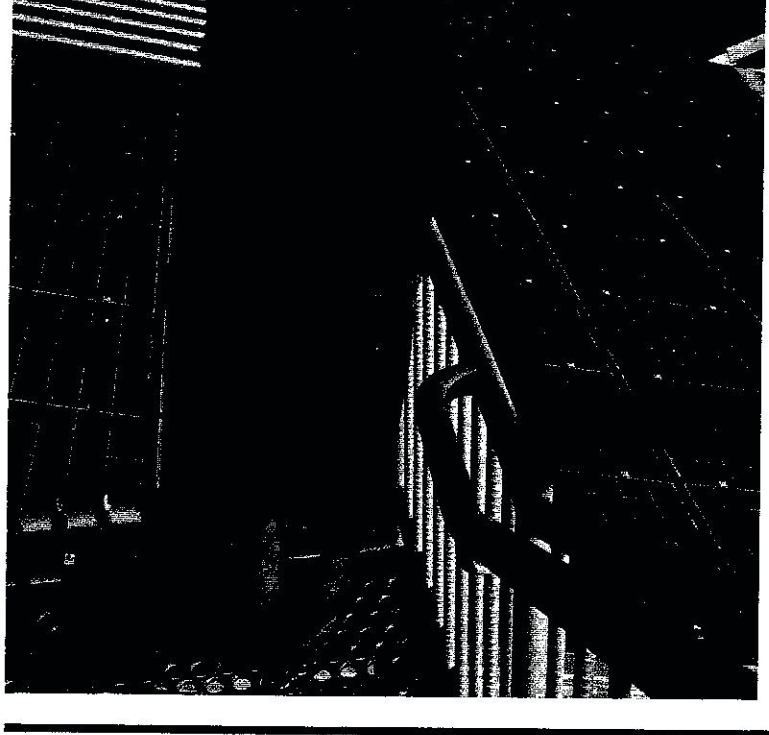
Klump, who grew up in the Midwest, has been with the institute for 28 years. One of his goals since becoming the director eight years ago was to create the nation's first graduate School of Freshwater Sciences, at University of Wisconsin-Milwaukee. The interdisciplinary school will offer degrees in freshwater sciences, engineering and policy studies. It is envisioned as one of the cornerstones of southeast Wisconsin's plan to become a global hub for freshwater research, technology and economic development.

The program will attract a new generation of graduate students to UWM, and the research focus will be on global freshwater problems, including those of the Great Lakes. "The availability of clean, safe freshwater is one of the major environmental challenges in the world today—some say the major challenge," Klump says.

—Leah Dobkin

PHOTOGRAPH BY HUXLEY RADER

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THE IDEALIST
Ann Beier
DIRECTOR OF
ENVIRONMENTAL SUSTAINABILITY

WITH A CABINET-LEVEL job at the Mayor's Office, Ann Beier is instrumental in building Milwaukee's green-collar industry.

What exactly does sustainability mean and what's the difference between the ecology movement of the '70s and the environmental sustainability movement now? "Sustainability at its broadest level means making decisions and using resources in a way that preserves what we are doing now without impacting future generations. The current sustainability movement is trying to balance economic and environmental needs—more so than the ecology movement of the '70s. What's exciting the aging baby boomers who attended the first Earth Day is that they are now in positions to do something about it."

How are local businesses involved in the new green economy? "Johnson Controls is one of the biggest energy efficiency companies on the planet. We have all our engineering and architectural firms that are involved in green building designs. We have wastewater treatment firms that are incorporating sustainability practices, but we never hear about these firms because they are doing the work that they have always done and are doing it better and smarter." —Leah Dobkin

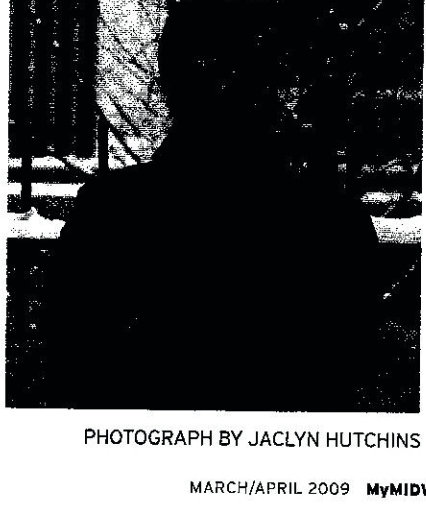
PHOTOGRAPH BY LAUREN PETROVIC

THE BUILDER
Juli Kaufmann
CO-FOUNDER, PRAGMATIC CONSTRUCTION

IT MIGHT NOT look like much to most, but to Juli Kaufmann, an empty lot on a non-descript corner in the Fifth Ward is the stuff dreams are made of.

Kaufmann intends to break ground there on a new kind of building, one with a farm on the rooftop. It's the beginning of what she hopes will be the area's first "sustainability district," run-

ning along S. 2nd Street from National Avenue to the Milwaukee River. "She is leading by example with the building she is proposing, and also asking others in the community to embrace that approach and brand the Fifth Ward as a sustainable neighborhood," says Ann Beier. "That's something we can all get behind." —Kristine Kierzek



PHOTOGRAPH BY JACLYN HUTCHINS



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THE ALCHEMIST
Stefan Hauke
CEO, WORLD ARTISAN GUILD

Q: What is argan oil?

A: Argan oil is an age-defying, health-promoting, mysterious oil extracted from the fruits of the argan tree. Argan trees are one of the world's oldest and rarest trees, protected in a UNESCO-designated biosphere reserve on the edge of the Sahara desert. The oil is considered a "healthy super food" because it has more than twice the level of antioxidants than olive oil and a unique combination of cholesterol-fighting sterols.

And another question: What does this have to do with Milwaukee?

Stefan Hauke's Milwaukee-based company, World Artisan Guild, is the only company in the U.S. that imports argan oil. Hauke works with Berber women cooperatives that harvest and sell the oil from Morocco. The Berber

women have been doing this for more than 1,000 years—the control the oil production using ancient methods and equipment. Hauke pays fair trade prices, and the Berber women use this income to support their families and improve education and water systems in the area.

Hauke, a food enthusiast who has been working with organic foods, along with his wife, Margaret, heard about this mysterious substance some years back on a trip to Morocco. Stefan partnered with a German company that imports the oil, which was introduced to Europeans in 2005, to Japan in 2006 and to the U.S. in 2007.

Only a few Americans have heard about argan oil—the son of a friend who heard about argan oil—home to the only U.S. importer—but Stefan is changing that. He successfully established an international business relationship between Morocco, Germany and Milwaukee, and is promoting a product that is not only healthy, but also preserves an environmentally sensitive area and provides livable wages to otherwise impoverished women across the globe.

—Leah Dobkin

PHOTOGRAPH BY ADAM LONGBONS

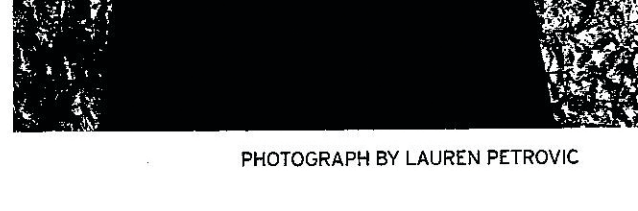
THE PIONEER
Julilly Kohler

IT'S HARD TO imagine Julilly Kohler's role in spurring progress in the city she loves—but one could say she is nothing short of a dynamo, sparking businesses and regular folks alike to beautify, improve and celebrate the city. The community networks Kohler has helped build from Milwaukee's raw materials—people, ideas, talent and sheer will—have blossomed.

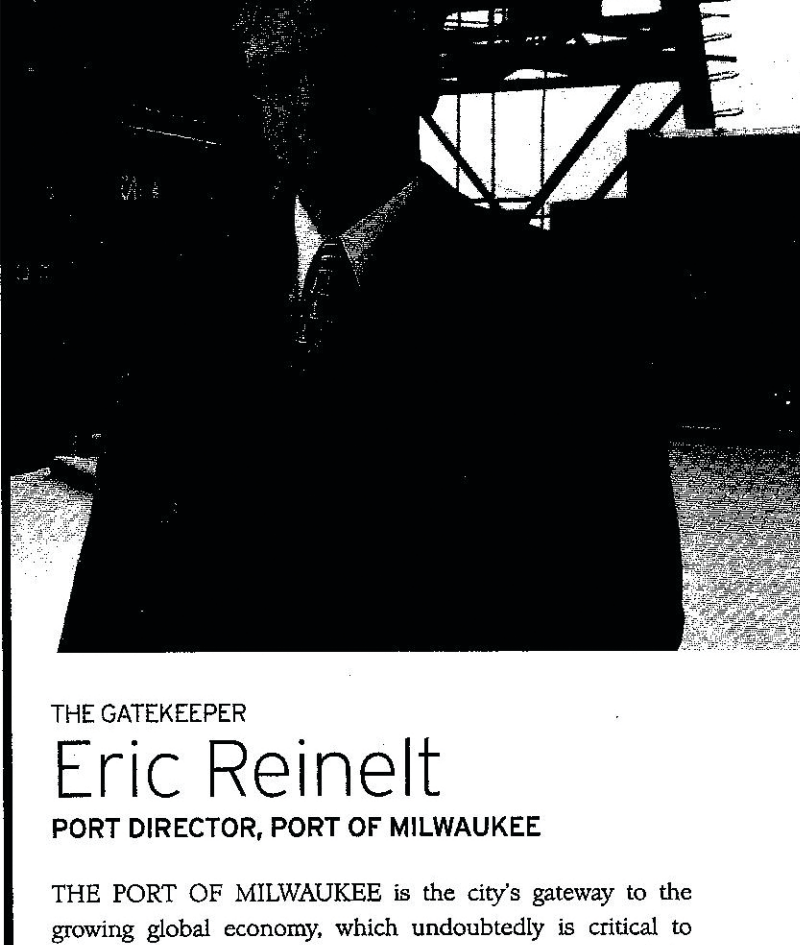
Brady Street was the first target: It morphed, under Kohler's tutelage, from a run-down neighborhood into a destination for shoppers, diners, and music and art lovers. Kohler started buying up properties and rehabbing them, developing a business improvement district. "You could start seeing the effects pretty quickly," she says. "Most of all, we had a good group of neighbors."

The work continued: Kohler was instrumental in the creation of RiverPulse, a public science project that doubles as a striking work of art, installed on the bridge linking Brady Street to the Beerline B neighborhood. Other projects have included Kane Commons, an energy-efficient residential complex, and the Milwaukee Urban Agriculture Network.

Kohler feels good about progress in Milwaukee. "There's a cohesive group of leaders trying to do good things for the community," she says. "[For a long time] there was this gap between them and what the people really want, but I think that it's starting to close now." —Manya Kaczowski



PHOTOGRAPH BY LAUREN PETROVIC



THE GATEKEEPER
Eric Reinelt
PORT DIRECTOR, PORT OF MILWAUKEE

THE PORT OF MILWAUKEE is the city's gateway to the growing global economy, which undoubtedly is critical to Milwaukee's economic health. But many are not aware of the intricate quantity of imports and exports that go through its dizzying intermodal system that includes ships, barges, trucks and railcars.

The person in the center of all this activity is Eric Reinelt. He is helping to turn the port into a more profitable business for the city by responding to emerging trends such as the alternative renewable energy niche. He facilitated the import of 132-foot wind turbines and negotiated a lease with an East Coast company that will build the first biodiesel plant located at a port in the U.S. The plant will use the port's existing infrastructure, including unused oil tanks and a pipeline.

The son of a port director, Reinelt is impressed by maritime culture. "Ships are always exciting. They give you the best connection with different cultures," he says. "You go on board and they're speaking different languages, and you get to eat unusual foods you never see or hear about. You can be right in your hometown, at the waterfront, and you feel like you could be at any port in the world." —Leah Dobkin

PHOTOGRAPH BY JOHN LUSIS