



PSC Water Currents

The water conservation and efficiency newsletter of the
Public Service Commission of Wisconsin

January 23 , 2013

In This Issue

[AWE Launches Never Waste Media Campaign](#)

[Is Your Community a Water Star? Join Tomorrow's Webinar!](#)

[Milwaukee Water Council Wins Inaugural Growing Blue Award](#)

[More Ideas for Fix a Leak Week](#)

AWE Launches Never Waste Media Campaign

On March 1, 2013, just in time for Fix a Leak Week, the Alliance for Water Efficiency (AWE) plans to launch its Never Waste consumer information campaign. This coordinated, nationwide campaign will highlight how much water is wasted during typical consumer activities and is intended to change forever the way consumers think about water. Access to the campaign will be free to AWE members, including water utilities, water-related businesses, local and state agencies, associations and individuals. Participants will be able to produce bill stuffers, event banners, and advertisements (online, print and billboard) focused on the Never Waste theme. The campaign's symbol will be a water bottle, silk-screen printed with water facts and messages that communicate why water is important. For more information about joining AWE and to sign up for the Never Waste campaign, visit the AWE website at [AWE Never Waste Consumer Media Campaign](#).

Is Your Community a Water Star? Join Tomorrow's Webinar!

Five years ago, a steering committee of water resource educators, consultants, water resource engineers, municipal staff and water quality advocates established the [Wisconsin Water](#)

[Star](#) program. Since then, this program has guided, inspired, and celebrated the work that cities, villages, counties and towns of all sizes do to protect their drinking water, keep lakes and streams clean, and encourage conservation. By allowing top performing communities to qualify for gold, silver, and bronze Water Star status, this program provides an incentive to make water resource protection a top priority for local governments.

If your community is doing exceptional work to provide citizens with safe and abundant groundwater, protect lakes and streams from polluted runoff, maintain and enhance desirable aquatic habitat, and provide appropriate recreational opportunities, you may be a Water Star! If you represent a community that meets these criteria, join Water Star on January 24, from Noon - 1:00 pm, for a free webinar to learn more about the program and its comprehensive, free, on-line application. For those who do not represent a local government, please share this information with your community's engineer, water utility manager or wastewater treatment plant operator. Webinar participants will learn from Water Star Program administrators as well as representatives from communities experienced with filling out the application. By the end of the webinar, participants can expect to have a great start on their Water Star application. Communities that score 40% or higher on the application earn a bronze, silver or gold Water Star road sign, wall plaque, positive press and council notification, as well as permission from the Water Star Program to announce their special status and achievements as a Wisconsin Water Star. Register for the [Jump Start Your Water Star Application Webinar](#) for a chance to join a select group of communities that are going above and beyond to protect local water resources.

Milwaukee Water Council Wins Inaugural Growing Blue Award

At the 2012 American Water Summit, held last November in Chicago, the Milwaukee Water Council was recognized for its comprehensive efforts to foster collaboration between companies, governments, universities and entrepreneurs in the Milwaukee region. The award recognizes individuals, organizations or government entities that advance Growing Blue's mission to build awareness of the essential nature of water for economic and social growth, serve as a resource for credible, accurate information on water, and provide a catalyst and platform for dialogue on water issues. "Our focus on responsible, green economic growth and the advancement of water technologies is attracting global attention while spurring investments, jobs, research and development, and high levels of cooperation that we believe will ultimately make not just Milwaukee but the world a better place," said Dean Amhaus, president and CEO of the Milwaukee Water Council. "We're very honored to have been selected by those who best understand how water plays a role in sustainability."

A collaboration of non-governmental organizations, industry groups and international organizations, Growing Blue's executive committee members include The Nature Conservancy, U.S. Water Alliance, World Business Council for Sustainable Development, the UN Global Compact CEO

Water Mandate, The Earth Institute at Columbia University, International City/County Management Association, Cardno ENTRIX, IBM, Xylem, Veolia Water and Global Water Intelligence. For more information, see [Growing Blue](#).

More Ideas for Fix a Leak Week

Still looking for ideas to promote Fix a Leak Week in March? The Department of Natural Resources (DNR) is designing bill stuffer-sized cards containing a leak detection tablet, along with a short message about how to detect household water leaks. Utilities or other organizations can add their logo to the cards and mail them to utility customers, distribute them at public events, or make them available at locations such as local hardware stores, libraries or schools. If your organization is interested in ordering cards from the DNR, contact Steve Elmore at Steve.Elmore@wisconsin.gov or (608) 264-9246. For more Fix a Leak Week activities, check out [WaterSense Fix a Leak Week](#).

About this newsletter

Water Currents is published by the Public Service Commission of Wisconsin to provide information about water conservation-related news and events in Wisconsin. The newsletter is compiled and edited by Denise Schmidt, PSC Water Conservation Coordinator, (608) 266-1282.



To submit information for consideration in future newsletters, send an email to [Denise Schmidt](#). Include your name, organization, and contact information in the body of the message.

Subscribe to this newsletter by [clicking here](#)