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Growing a Blue Business in a Green World: Water Summit 2008 Coming to Milwaukee on July 14, 2008

*Frederick Dubee, Senior Advisor to the United Nations Global Compact Program,
to deliver keynote address on the role of business in the water industry*

MILWAUKEE, WI – Procorp Enterprises LLC is helping to coordinate and facilitate [Water Summit 2008](#), which is taking place in Milwaukee, Wisconsin, on July 14, 2008. The focus of this year's summit will be *Our Water Innovation Economy: Growing a Blue Business in a Green World*. The Summit will include white paper presentations and roundtable discussions with academic researchers, professors, graduate students and companies interested in sustainability and related areas of research.

A Water Cluster White Paper will be presented by Sammis White, UW Milwaukee. Ed Morrison from the Center for Regional Development at Purdue University will discuss Growing a Water Cluster Strategy, and Barry Grossman of Foley & Lardner will present a Water Patent Overview. Mr. Morrison will also facilitate two roundtable discussions on research, as well as building for the future.

Water Summit 2008's keynote speaker will be [Frederick Dubee](#), Senior Advisor to the United Nations Global Compact Program. Mr. Dubee will speak on the role of business in the water industry. An expert panel featuring Secretary Matt Frank, Department of Natural Resources; Secretary Jack Fischer, Department of Commerce; and Chancellor Carlos Santiago from University of Wisconsin-Milwaukee, will speak on the role of the public sector in the development of this cluster.

The Water Summit is sponsored by the Helen Bader Foundation and presented by the Milwaukee 7 Water Council. The Milwaukee 7, launched in September 2005, was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington. Its mission is to attract, retain and grow diverse businesses

and talent. Together, these seven counties have a wealth of corporate headquarters, a pool of highly skilled workers and world-class amenities. Procorp's Dr. Hoffmann is actively involved in the council's Research and Technology Committee.

About Procorp Enterprises LLC

Established in 1987, Procorp provides customized and innovative sustainable water and wastewater treatment solutions to municipal clients as well as the dairy, food, beverage, and meat industries. Procorp's pretreatment or complete treatment systems make water treatment processes more efficient and environmentally friendly than conventional processes. Procorp also specializes in consulting, engineering, and design/build; they can deliver turn-key installations in a variety of ways, allowing clients to find the most effective solution for their business.

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