



sweet water

SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.



June 2020

Hired: New Executive Director



Sustaining Leadership at Sweet Water

Sweet Water is pleased to announce that Jacob Fincher is transitioning from Acting Executive Director to the organization's permanent Executive Director. Jake provided the following statement.

With so many more important topics in need of our attention over the past few weeks and months, I struggled to find the appropriate way to write this announcement. While I am overjoyed with the opportunity, I would like to contain some of that excitement and keep this brief.

I have had the wonderful opportunity to step in as the Acting Director of Sweet Water over the past year and it certainly has not gone without its challenges. Fortunately, with the support of a fantastic board and organizational infrastructure built by great previous leadership, I am happy to say that Sweet Water has a very bright and encouraging future ahead of us. I am honored to take on the role of Executive Director during this exciting time!







Each day I am humbled by the opportunity to work for an organization that focuses on supporting our partners, strives to build healthier communities for all residents, and abides by the ideals of the State's Public Trust Doctrine which asserts that our lakes and rivers are a public resource, owned in common by all Wisconsin citizens. As we move forward, we will be wrapping up major planning initiatives, we will continue to support our municipal, county, nonprofit, and regional leaders and we will strive to make dramatic and visible improvements in the Greater Milwaukee watersheds. I can not thank our partners enough and I would love to connect and learn about how we might work together in the future!

Sincerely,
Jacob Fincher
Executive Director

Sweet Stories

Sweet Water collaborates with diverse stakeholders in efforts to secure healthy and sustainable water resources in the Greater Milwaukee watersheds. In the Watershed Watch, we share stories each month about the collaborative efforts and projects of ourselves and our partners to achieve this goal. We also share opportunities to engage in this work.

These stories and opportunities take the following actions to secure healthy water resources:

 <p>Develop and implement plans for watershed protection</p>	 <p>Forge partnerships that build support for water quality projects and improvements</p>	 <p>Raise public awareness about reducing stormwater pollution</p>
 <p>Promote the use of green infrastructure to improve water quality</p>	 <p>Support innovations to advance water quality in a cost-effective manner</p>	 <p>Develop and implement policy and regulatory tools</p>



Sweet Water, MMSD, UWM, and other partners team up to communicate the WQIP

When UWM professor Dr. Nancy Frank approached Sweet Water and MMSD about her students developing WQIP public outreach, the decision was a no-brainer. Teaming up with the region's future urban and regional planners and freshwater researchers to help develop public education about the Water Quality Improvement Plan was a great opportunity for taking the first steps toward implementation.

Read more about this unique partnership by clicking below!

[Read More!](#)

Sweet Opportunities

Sweet Water is seeking a new Volunteer Coordinator!

Do you know a recent college graduate or other individual who is interested in improving the health

of southeastern Wisconsin water resources and local communities? Sweet Water is seeking a new Volunteer Coordinator for our Adopt Your Drain program who will be a partner through the MCHS AmeriCorps Volunteer Wisconsin program.



The Americorps member will be primarily engaged in volunteer recruitment and management for the Adopt Your Drain campaign. For a complete position description, please click the button below!

[Volunteer Coordinator Opportunity](#)

Care for Your Community- Adopt A Drain

Sweet Water's Adopt Your Drain allows community members to 'adopt' a nearby storm drain in an effort to prevent stormwater pollution. Currently, we are developing an online adoption tool to help pair residents of the Greater Milwaukee Watershed with a nearby storm drain in need!

While this tool is still in development, you can see a mock-up below! It will be live soon, so stay tuned! In the meantime, you can still access our current webpage for this program by clicking the button under the image.

Coming Soon!

What does it mean to adopt a drain?

Doug Adopts A Drain!

Address, Neighborhood

Find drains

Register / Sign in

Map showing drain locations in the Milwaukee area.

[Adopt Your Drain](#)

Southeastern Wisconsin Watersheds Trust, Inc.
600 E Greenfield Ave
Milwaukee, WI 53204
info@swwtwater.org



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