



John P. McCulloch

Oakland County Water Resources Commissioner
Only Michigan Official to Speak at International Water Technology
Conference in Israel
November 11-22, 2011

Waterford, MI. November 4, 2011---Oakland County Water Resources Commissioner John McCulloch is packing his bags soon as he prepares to attend WATEC (www.water-tec-israel.com), an international water technology conference, held in Tel Aviv, Israel every two years. McCulloch will be the only elected official from Michigan to speak at this year's conference which also features presenters from China, Israel, Canada, France, Germany, Mexico, Netherlands, Argentina, USA and India.

The conference will showcase Israel and the world's innovations in water, energy and environmental technology fields while bringing together experts from around the world focused on improving water quality. WATEC covers such topics as promoting innovative solutions in the clean-tech sector; North American water challenges; facilitating existing infrastructure as an enabler to implement proven innovative solutions; water management strategies; energy efficiency; municipal water cooperation; water industry challenges; new wave of eco- innovation, to mention just a few.

"Attending the 2009 WATEC conference in Israel gave us an opportunity to meet a lot of innovators of technology in the water industry," McCulloch said. "As a result of that trip we were able to bring back to the State of Michigan a number of new emerging water technologies to field test to see if they would be applicable in a real-world environment." McCulloch continued to say, "We can leverage our business accelerator, H2Opportunities, (www.h2oppo.com) a non-profit statewide business accelerator that I founded, in partnership with the Michigan Department of Economic Development (MEDC) assists these companies in real-world testing, technology validation, permitting assistance, business and financial planning. It encourages economic growth, job creation, and benefits the technology provider and our rate payers".



John P. McCulloch

One of the emerging water technologies that benefited from the H2Opportunities / MEDC partnership is the testing of a technology from an Israeli company called MIYA. Their technology targets the identification, prioritization and elimination of water losses in drinking water distribution systems. Water loss control is a means of minimizing the quantity and energy used to produce water and in reducing operation and maintenance costs. MIYA has already been successfully field tested in Farmington Hills and is currently being demonstrated in Grand Rapids.

McCulloch said he'll be working during his trip to convince specially targeted companies to undertake pilot projects in the State of Michigan to evaluate whether their water technologies will work on a practical rather than theoretical basis. He'll also make a concerted effort to induce international water technology firms to locate their North American operations here in order to create jobs and stimulate economic development.

McCulloch noted that in 2009 he used a shotgun approach to woo anyone who would listen on the advantages of testing their water technologies in the State of Michigan. This time around, he said, a more targeted approach would be used to lure those firms involved in reclamation, the re-use of existing water supplies, because of the cost savings potential that could be achieved in view of escalating water rates.

"We see our market as being the United States or even North America, targeting those areas of the country where there is a need for better use of water in the agricultural arena, refurbishing infrastructure, which is the most costly piece of the puzzle and if we can find ways to reduce those costs," McCulloch said.

What it all boils down to, according to the Water Resources Commissioner, is prioritizing and focusing the county's efforts on addressing those areas that need the most attention immediately because of the limited funds with which government has to work.

McCulloch noted that residents of the State of Michigan, and in particular residents of Oakland County, will benefit from his trip because of the knowledge he will gain from internationally respected experts in the field of water resources





John P. McCulloch

regarding the new technologies that are available for improving efficiencies and reducing costs, which ultimately impact water rates.

“Because of our aging infrastructure water rates will continue to increase,” McCulloch pointed out. “But if we can introduce new technology to minimize rate increases, then taxpayers will be the beneficiaries of our efforts.”

For media inquiries only, please contact Bob Dustman at (248) 568-2925 or bob.dustman@gmail.com

###

