



Superior Watershed Partnership (SWP)

1030 Wright Street
Marquette, Michigan 49855

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The **Superior Watershed Partnership (SWP)** is the regional leader in Great Lakes protection for the Upper Peninsula of Michigan. Based in Marquette, but servicing all 15 counties, the SWP is a regional hub for water quality and watershed protection.

Over the last fifteen years, the SWP has grown from a single citizen-based watershed council to a network of over twenty watershed councils working in the Lake Superior, Lake Michigan and Lake Huron basins. The SWP has been recognized for its effective work in climate change issues, watershed protection, storm water management, habitat restoration and addressing pollution prevention in the Great Lakes.

The SWP mission states that we help people protect Lake Superior, Lake Michigan, and Lake Huron, watershed by watershed. Promoting energy conservation has become an active issue for the SWP. In 2007, the SWP hosted the first ever Upper Peninsula Energy Summit in Marquette. This was attended by home and business owners and faith leaders from the Earth Keeper Initiative. The Summit focused on local solutions to global energy consumption issues.

In the area of climate change and energy conservation, the SWP also developed the Great Waters, "*Doing Our Part*" campaign where lodging facilities and other tourism businesses can participate to conserve energy, minimize water use, reduce waste and become a certified *Green* establishment. The *Doing Our Part* campaign was a component of the Great Waters project. The *Great Waters* is a unique sustainable economic development program developed by Northern Initiatives to highlight nature-based tourism opportunities in the eastern Upper Peninsula.

The SWP formed out of an initiative with the Marquette County Conservation District in 1993. In 1999, the Central Lake Superior Watershed Partnership was developed and incorporated by the tireless efforts of Mike Farrell, Larry Gould, Dan Hornbogen, and Carl Lindquist (just to name a few). In 2006 the Partnership became the Superior Watershed Partnership and expanded its service area to include the entire Upper Peninsula. The SWP employees are the same one year ago as they are today.



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Carl Lindquist is the Executive Director of the Superior Watershed Partnership (SWP); a non-profit organization serving the Upper Peninsula of Michigan. Prior to the SWP he supervised conservation projects at the state and federal level in Wisconsin, Vermont and Washington. He is proud to have been elected to two terms as the United States Chair of the Lake Superior Binational Forum an international advisory body regarding the protection and restoration of Lake Superior.

Gerri Larson, Senior Watershed Planner
Natasha Koss, Membership Coordinator
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