

FRESHWATER



Supporting business growth and innovation for freshwater-related companies.

i need to make smart business decisions in an ever-changing industry.

These are exciting times for the freshwater industry. New discoveries, technologies, and initiatives are moving ahead at remarkable speed. Innovation from new and emerging water-related companies will boost economic development and promote sustainability. Education will fuel specialized talent and create new careers.

In a dynamic industry such as this, companies that use fresh water in manufacturing and distribution will face ongoing business challenges at many levels. Whether a startup or mature company, your success relies on smart business decisions—from financial strategies to technology to back office support.



FIERCELY FOCUSED >

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CPAs and Consultants

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i need help from experts who understand the freshwater industry and my business.

Wipfli has a proven commitment to helping manufacturers grow and succeed in the freshwater industry.

Our dedicated manufacturing and distribution practice is the firm's largest, developing strategies and implementing solutions for more than 2,800 businesses. It's a depth and breadth of expertise that can come only from serving manufacturers and distributors in Wisconsin for over 87 years.

To keep current on specific business issues pertinent to the water industry, Wipfli stays close to those on the leading edge of freshwater innovation. Having been involved in Milwaukee's

freshwater industry initiative since 2009, Wipfli was one of the original tenants in the Global Water Center (GWC) starting in June 2013. The GWC houses The Water Council plus academic research programs, large multinational companies, small water-technology businesses, startup entrepreneurs, and specialized business experts. The collaborative setting encourages strong connections among people working within the entire freshwater ecosystem. As the preferred provider CPA firm in the GWC, Wipfli has the unique opportunity to partner with and mentor a variety of startups and help meet the needs of water-related companies through all stages of growth and their business life cycle.

i need strategic advice to help overcome business challenges.

Whether your business is young, established, big, or small, Wipfli's team of experts brings you solid, strategic thinking from all perspectives. With our high level of expertise and understanding of your business and life cycle, we know the issues to anticipate. Beyond traditional tax and accounting services, we'll study your specific situation and provide advice in key areas:

- Financial success
- Tax optimization
- Operational excellence
- Workforce engagement

Accounting services

Financial and tax reporting

Tax planning and compliance

State and local tax services

Research and development tax credits

Human resource consulting

Employee benefit services

Payroll services

Information technology planning, management, and support

Capital procurement and cash management

It starts with a conversation.

Rely on business experts who are dedicated to your long-term success and ready to provide recommendations founded on proven strategies. Talk to us about the ways we can help you make the business decisions that will matter most to your success.

For more information, please contact:

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wipfli.com/freshwater

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