

Sutton, Kaitlyn

From: SharonSeagren <sharonseagren@aol.com>
Sent: Friday, November 22, 2019 7:55 PM
To: Sutton, Kaitlyn
Subject: AlgaePower

Dear Kaitlyn

This is an article in my local newspaper. Thank you for allowing me to share my efforts.. I can describe the effort in greater detail if you are interested

Sharon Seagren
561 972 1716

What would prompt a retired corporate executive with more than two decades' success as a new-venture strategist to decide to launch an ambitious business to clean up the toxic algae in Lake O and other Florida's waterways?

For JIC resident Sharon Seagren, it was learning that the nine-year-old son of a good friend spent two weeks in a hospital ICU poisoned by blue-green algae after a morning OF fishing in Martin County. That a young boy had to fight for his life in THE summer OF 2015, doing what should be a fun rite of passage for any Florida child, shocked her. She began to think deeply about a problem that more and more Floridians are coming to see as a major threat to the Sunshine State's quality of life.

For Seagren, tackling toxic algae was something she'd already done in her career. She was part of a Motorola team that employed wireless technologies in the late 1990s to clean up algae at a large palm oil plantation in Malaysia. She HAD also worked on a similar challenge at a toxic algae site in Washington State.

"Motorola is well known for launching the mobile phone business" says Seagren. "But we did so much more. The CEO at the time, Bob Galvin, a terrific man, wanted to use our technologies to solve world hunger. One agricultural challenge was to manage fertilizer runoff, algae clean up and land reclamation at this palm oil plantation. I began to think back and realized that those patents and processes still exist and can be put to use. The technologies to support them are better than ever and the need is great. . . .what if I could put together a team to help Florida manage and mitigate the toxic algae harming our children, damaging our waters and threatening our economy and lifestyles?"

Seagren began researching and contacting former Motorola teammates, as well as researchers she'd worked with at Harvard, University of Chicago and MIT. She reached out to companies in Israel that have been addressing water issues successfully for years. She began to create A business plan for a company she named AlgaePower.

In 2018 (YEAR?), AlgaePower became an LLC. "it is a systems integration company formed with ITS sole purpose BEING TO provide a fully-integrated, end-to-end, comprehensive solution to the algae problem in Florida," says Seagren.

She explains that AlgaePower will use state-of-the-art patented "fully functional technologies, software and equipment arrays to provide scalable methods to prevent, combat or clean up harmful algal blooms in Florida's freshwater and saltwater bodies and estuaries."

Seagren calls the methods and processes the 5 Rs.

Remove: Algae is removed from Lake Okeechobee and impacted bodies of water.

Recover: Phosphorous and Nitrogen are recovered. We have patented technology and business partners for this requirement.

Recycle: Residual algae (Biomass) is converted to fertilizer, animal feed, biodiesel

Rethink: Deploy state-of-the-art technology in agriculture, land management and development, and water treatment. Promote education via STEAM, (Science Technology, Engineering, Arts and Mathematics) SECME, Science, Engineering, Communication, Mathematics, and Enrichment) at all pre-k through college level.

Restore: Preserve and maintain Florida waterways and native landscape including the Everglades.

Many are working on this problem. When asked what will make AlgaePower succeed in this space Seagren says, "Everyone sees the problem. It's huge and daunting. But few are bringing a integrated-systems approach to it. Many companies have isolated segments of the solution but no one company or organization as yet has offered a comprehensive solution. I am collaborating with a number of "best in class" corporations with expertise in the various elements of the solution. I am heavily relying on my former business colleagues and academic institutions. Our goal is to use existing technologies and integrate them across disciplinary processes such as Six Sigma, the same way that a large corporation tackles a big problem. You have to move fast. You can't be afraid to launch. While in terms of scale this isn't a big project, it's not easy for people who have not been in this problem-solving space to do it."

For Seagren, a typical day might include attending a meeting, making a presentation. She might drive to a sloshy swampy site and step into LL Bean waders to take collect water and algae samples. "Everyone knows why I bought a pickup truck. That's why!"

What does she hope JIC residents understand about her mission? “I want each of us to appreciate how important it is to solve this problem — for the future of the state of Florida and our coastal communities. Our ocean and inlet need to be preserved. Awareness and education are first steps. Spread the word.”

Seagren and her colleagues — many from around the globe — are focusing on Florida for now. “This is home and the need to act is urgent. We have to preserve our precious waters. At the end of my days, I don’t want to think to myself, ‘Sharon, you had all this expertise and you could have done something.’”

Mayor Dan Comerford says that won’t be the case. “Some people retire and leave the work world behind. No harm in that. Others retire and apply the skills that made them successful in business to new challenges. Sharon is doing the latter. We should all hope for her new venture’s success.”