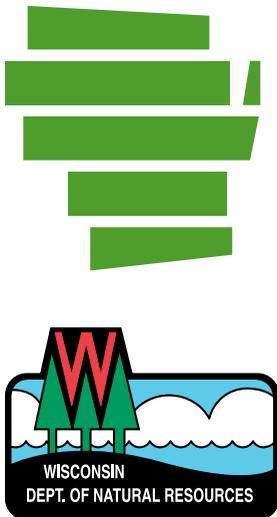


GREEN TIER  
GREEN TIER

**GREEN TIER:  
MEASURING A  
DECADE OF  
PROGRESS**



**10**

**THANK YOU  
FOR 10 GREAT  
YEARS!**

**GREEN TIER**

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Report compiled by Kimberly Ake and Will Erikson, designed by Ben Pierson.

# From the Secretary



**DNR Secretary  
Cathy Stepp**

## **Dear Stakeholders:**

The Wisconsin Department of Natural Resources is proud to provide you with the 2014 Green Tier Biennial Report.

This report is of particular significance as it coincides with the 10 year anniversary of our flagship business performance program. Throughout, we will celebrate this anniversary by looking at highlights, milestones and key results since the program began.

## **OUR COMMITMENT TO WISCONSIN BUSINESSES HAS NEVER BEEN STRONGER.**

Green Tier encourages companies to go beyond compliance in their environmental efforts while supporting their work to develop innovative solutions. In this report, we capture the voices of companies and communities speaking about the environmental and economic

value of the program. Most important, participants are excited to share their results.

I am personally proud of what we have accomplished under the Green Tier program and how we have worked to weave our commitment to businesses and communities into the fabric of the department. We now have an Office of Business Support and Science where we have experts that can assist specific industries. We have added resources for small business assistance and continued to strengthen our working relationship with communities. We are working to foster broad, regional partnerships to remove barriers through efforts including a LEAN Government project with U.S. Environmental Protection Agency. I have directors located around the state, who serve as the eyes, ears and voices of the department to support you just as if I were there!

We are not stopping there. We are positioning the department



NIKITA EXTEROVICH/DNR

**Nick Leifeld and John Torinus with Secretary Stepp on a tour of Serigraph in 2011.**

to work even more effectively with businesses. Green Tier challenges participants to incorporate continuous quality improvement into their business platforms. We are challenging ourselves to do the same.

### **WE SHARE PARTICIPANTS' GOALS TO SHOW RESULTS AND CONTINUOUSLY IMPROVE.**

We are strengthening our support for Wisconsin businesses by assigning individuals to focus support on critical Wisconsin industry sectors. We are hosting

roundtable events to stay engaged with our customers and to allow them to interact and have the opportunity to support each other. Our commitment to Wisconsin businesses has never been stronger and we will continue to find innovative ways to put the energy of the agency behind our businesses, big and small.

While this report celebrates the success of our Green Tier participants over the past 10 years, we are poised for continued progress in the decades ahead.

# We Work for You

The Green Tier program works for you by enhancing value and strengthening relationships among government, businesses and communities. Trust is built through shared commitment

and mutual benefits. At its core, Green Tier recognizes and supports businesses and communities that embrace efficiency, innovation and environmental achievement.

## Shared commitment, mutual benefit

Participants must have a clean environmental record and commit to adoption of an environmental management system; environmental performance that goes beyond compliance; continuous improvement; transparency in setting environmental goals; and to publicly report on progress. Likewise, DNR makes its own commitments to support program participants, such as designating a single point of contact for each Green Tier

**GREEN TIER GIVES  
A COMPELLING  
ADVANTAGE TO  
PERFORMANCE-  
DRIVEN  
ORGANIZATIONS.**

company. These single points of contact help companies navigate programs and find new opportunities to connect with resources to help them achieve their environmental objectives. In addition, Green Tier companies are granted the option of reduced inspection frequency and limited civil immunity in the case of voluntary disclosure. Finally, DNR commits to providing publicity for Green Tier participants through its website and outreach.



Kikkoman employee Tabitha Bishop at the company's Wisconsin facility in Walworth.

SUBMITTED BY KIKKOMAN

### **ADVANTAGE: BUSINESS**

- Environmental credentials from a credible third party
- Use of Green Tier logo
- Enhanced productivity and reduced costs identified through environmental management systems
- Networking and technology transfer with other Green Tier companies
- Employee engagement

### **ADVANTAGE: ENVIRONMENT**

- Improvement in the quality of the air, water, land, or other natural resources
- Protection of the environment, beyond that which is achieved under environmental laws
- Regulators are able to focus on the most pressing environmental concerns

**THE WIDELY RECOGNIZED GREEN TIER  
LOGO, UNVEILED IN 2008, HELPS  
PARTICIPANTS COMMUNICATE THEIR  
ENVIRONMENTAL EFFORTS**

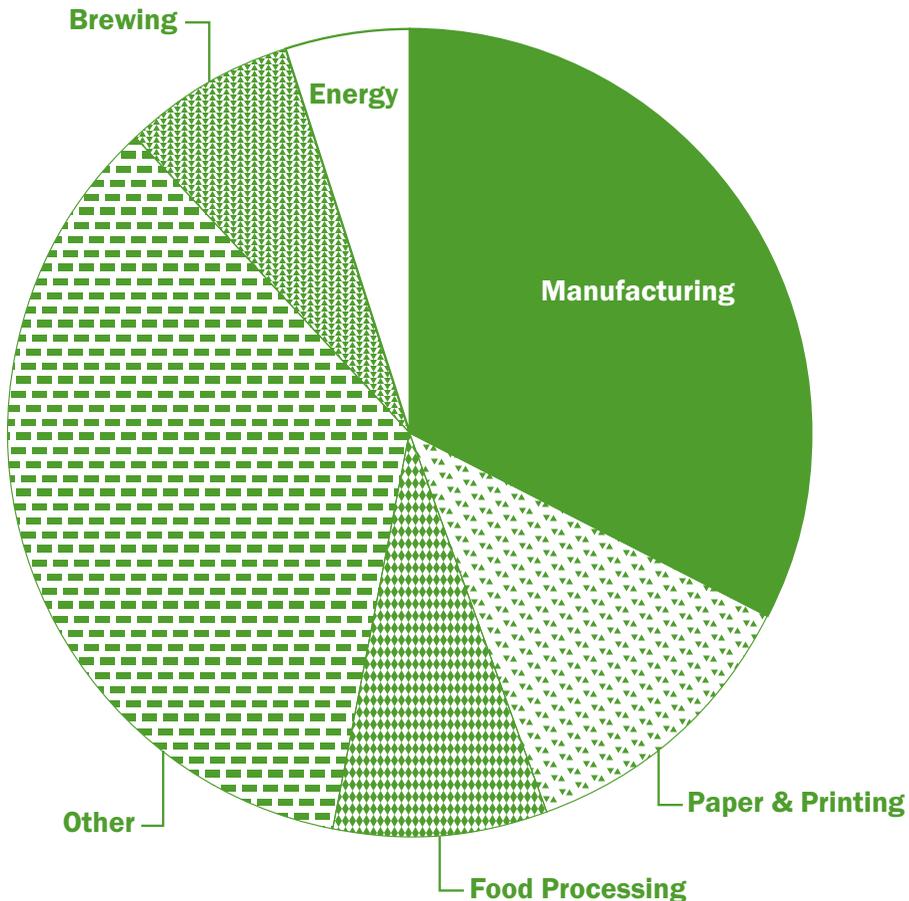


**GREEN TIER**

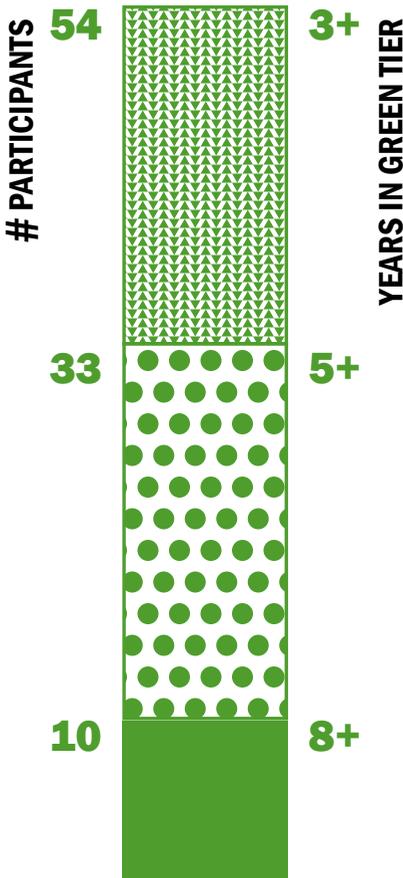
## Expansive Participation

Green Tier is not defined by a single industry or type of participant. As the chart below illustrates, the program attracts companies from a broad range of sectors that power Wisconsin's economy. Participants range in size from as few as five employees to as many as 5,000. As Green Tier participation expands, it continues to highlight a more productive way of governing and a better way of doing business—helping to power Wisconsin toward a more sustainable future.

### PARTICIPATION BY SECTOR



## Continuity of Participation



Green Tier was designed to bring value to participating companies. One measure of the program’s success is the length of time companies have been enrolled. Ten participants have eight or more years of partnership with the program. Green Tier’s longstanding participants are a sign that the program continues to add value over time. Reinforcing the value proposition is the fact that more than 50 companies have joined the program in the last three years.

Being a Green Tier participant has strengthened an already solid relationship with the DNR and has made working relationships extremely open and constructive. It is easy to bounce ideas off DNR contacts and share data.

—Serigraph

## IN GREEN TIER 8 YEARS OR MORE

American Transmission Company  
 ECCoDEV Charter  
 Holsum Dairies LLC - Irish Dairy  
 Veridian Homes LLC  
 Clear Waters Initiative

Serigraph  
 Kimberly-Clark  
 Federal Foam Technologies  
 Edgewood College  
 Roundy’s Distribution Facility



# Green Tier:

*10 Years In Review*

Since the first Green Tier agreements were signed in 2005, the program has grown to symbolize what can be accomplished when government and performance-minded businesses and organizations come together. Green Tier provides a legal framework to pursue environmental progress alongside strong economic results and community prosperity through collaborative relationships and a commitment to continuous improvement.

Many individuals and groups have contributed to the advancement of Green Tier over the past 10 years. The program would not be where it is today without continued bipartisan support from the Legislature; our innovative participant companies and communities; guidance from the Green Tier advisers; the dedication of DNR single points of contact; and countless other partners and ambassadors carrying the message of Green Tier.

Gov. Jim Doyle signed the original Green Tier legislation on April 16 2004.

Green Tier Advisers group—authorized by Wisconsin 2005 ACT 276—convenes for the first time.

2005



SHELLEY HELLMAN/DNR

Wisconsin Green and Growing event in 2005 included bus tours throughout the state highlighting innovative projects that improve the economy and environment.

**GREEN TIER** boasts more than 100 participants and four charters, which allow multiple parties to join together to achieve superior environmental performance goals.

4 IN 2005

100+ IN 2014

## Green Tier Participants

“One essential element Wisconsin used was to include the CERES Principles in the Green Tier law to define superior environmental performance. Having something to be “for” is just as important as having a legal framework within which the parties can engage.”

—Mary Woolsey Schlaefer

AMERICAN TRANSMISSION  
COMPANY (ATC)

WISCONSIN BUILDERS  
ASSOCIATION DEVELOPMENT  
COUNCIL COMPLIANCE  
CORPORATION, INC (ECCODEV)

HOLSUM DAIRIES LLC - IRISH  
DAIRY

VERIDIAN HOMES LLC

# Value of Green Tier

**TRUSTED RELATIONSHIPS AND  
A SYSTEMS APPROACH DRIVE  
SUPERIOR ENVIRONMENTAL  
AND ECONOMIC RESULTS.**



**THE POTENTIAL OF GREEN TIER IS  
AS GREAT AS THE COMMITMENT  
AND IMAGINATION OF WISCONSIN'S  
BUSINESS COMMUNITY.**

“Green Tier has had a tremendous impact on employee morale. Faculty, staff and students are very proud of our Green Tier participation as it provides us with the focus and motivation to sincerely engage in continuous improvement projects.”

*—Edgewood College*

DNR negotiates Clear Waters Initiative Charter, the first charter to include multiple levels of government.

**CLEAR WATERS INITIATIVE**

**KIMBERLY CLARK**

**2006**

**G**reen Tier provides real value to businesses that voluntarily go above and beyond environmental compliance by recognizing and rewarding companies that have made a commitment to become leaders in their sectors. Businesses seek to differentiate themselves from their competitors, and Green Tier has become one way to highlight the positive differences. Participants improve their bottom line by focusing on efficiency and waste reduction, thus reducing costs. They also boost their top line revenues by adding and retaining customers that value responsible resource management. Finally, Green Tier companies are able to reduce a variety of risks, including

risk to their reputation; supply chain instability; penalties for environmental noncompliance; and price increases in energy and raw materials.

This program revolutionizes how the DNR and businesses can work together to protect the environment while helping businesses operate more efficiently. Green Tier focuses on building trust and developing a shared path to achieve superior performance. Business leaders have the freedom to think creatively about how their companies can benefit economically from improved environmental management, and to confidently bring those ideas forward.

Green Tier chosen as one of 18 finalists out of 1000+ applicants for Harvard University and the Ash Institute's Innovations in American Government Award.

FEDERAL FOAM  
TECHNOLOGIES

EDGEWOOD COLLEGE

SERIGRAPH

ROUNDY'S DISTRIBUTION  
FACILITY

"Green Tier has provided a gateway for Roundy's to be a community leader on environmental issues. Being part of Green Tier has allowed Roundy's to address environmental issues with credibility."

—Roundy's

**T**hrough its emphasis on responsibility and integrity, the Green Tier program helps Wisconsin businesses build value on many levels.

## DNR's Green Tier program values:

- **WE ARE COMMITTED**—to protecting the environment, helping our companies grow and creating a great place to live, work and play.
- **EMPOWERMENT**—We encourage and support businesses that take the initiative and set ambitious goals.
- **INNOVATION**—We pursue and support the development of new and creative ideas that have the potential to change the world.



By establishing strong core values, the Green Tier program aspires to shape interactions with businesses across Wisconsin and beyond.

Green Tier staff and business participants gain fresh perspectives and find new possibilities through the program. The flexibility that accompanies these collaborative relationships helps drive superior environmental and economic results.

First Green Tier Working Session is held. These conversations between DNR, participants and advisers provide an opportunity to network, problem solve and innovate. DNR continues to facilitate Environmental Performance Roundtables with this objective.

## FROM DNR'S PERSPECTIVE: THE VALUE PROPOSITION IN ACTION

### Mike Griffin, DNR contact to Fredman Bag

**I** worked with Fredman Bag early in my career as a DNR air compliance inspector. I recall that they were quick to resolve an instance where their facility fell short of meeting the required standards. Since then, it has been a race to keep up with the company's environmental performance improvements. The facility took advantage of various new control technologies, and currently its air pollution control system "feeds itself," eliminating the need for a constant supply of natural gas to keep it running.

Since joining Green Tier in 2012, Fredman Bag has focused on reducing landfilled materials.

In 2011 they had 43 tons of landfilled waste and by 2013 they had reduced it to 12 tons. As their single point of contact within DNR, and still their compliance inspector, I look forward to receiving a call from Fredman

**"Having a third party (Wisconsin DNR) acknowledge our initiatives that go beyond compliance adds credibility to those efforts which in turn adds value."**

**—MGE**

Bag to discuss opportunities and problem solve in an open and efficient manner. It is a good feeling to be able to work with great people and recognize companies that focus on doing better every year.

EVONIK GOLDSCHMIDT  
CORPORATION

STERICYCLE

LUCAS-MILHAUPT

PLASTIC INGENUITY

WINSERT

**3M CORPORATION**  
**ABB**  
**AFFINITY HEALTH SYSTEM**  
**AMERICAN TRANSMISSION COMPANY**  
**CITY OF APPLETON**  
**APPLETON COATED**  
**CITY OF ASHLAND**  
**BADGER MINING CORPORATION**  
**CITY OF BAYFIELD**  
**VILLAGE OF BAYSIDE**  
**BERGQUIST COMPANY**  
**BERRER BROTHERS COFFEE ROASTERS**  
**THE BOLDT COMPANY**

**BOSCH PACKAGING TECHNOLOGY**  
**BRIESS MALT & INGREDIENTS CO.**  
**BURNS & MCDONNELL**  
**C.A. LAWTON CO.**  
**C.W. PURPERO**

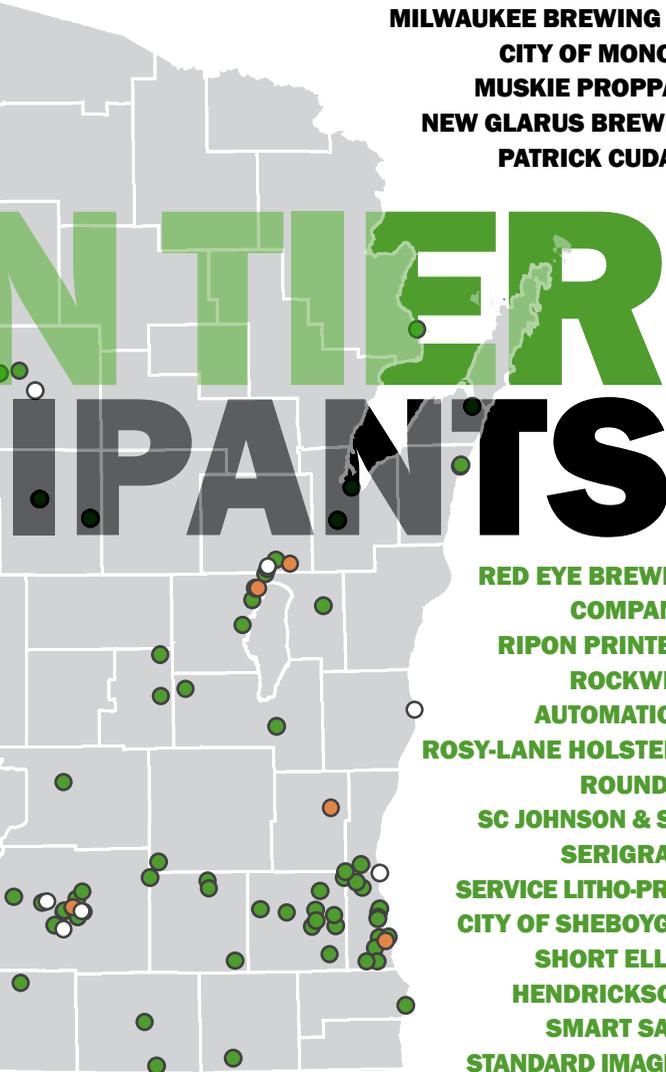


**CAPITAL BREWERY**  
**CARDINAL IG**  
**CENTRAL WATERS BREWING CO.**  
**CHANNELED RESOURCES GROUP**  
**CLEAR WATERS INITIATIVE**  
**CORTEC CORPORATION**  
**CRAVE BROS FARM & CREAMERY**  
**DMK USA**  
**DONALDSON COMPANY**  
**CITY OF EAU CLAIRE**  
**EDEN STONE COMPANY**  
**EDGERTON CONTRACTORS**  
**EDGEWOOD COLLEGE**  
**EMPIRE SCREEN PRINTING**  
**EVONIK GOLDSCHMIDT CORPORATION**  
**FAIRMOUNT SANTROL**

**FEDERAL FOAM**  
**TECHNOLOGIES**  
**CITY OF FITCHBURG**  
**FLAMBEAU RIVER PAPERS**  
**FML SAND**  
**FREDMAN BAG**  
**FRITO-LAY**  
**GODFREY & KAHN**  
**HOLSUM DAIRIES**  
**HOMBURG CONTRACTORS**  
**INPRO CORPORATION**  
**KIKKOMAN FOODS**  
**KIMBERLY-CLARK**  
**CITY OF LA CROSSE**  
**LA CROSSE COUNTY SOLID WASTE DEPT.**  
**LANDS' END**

**LAKEFRONT BREWERY  
LAUTERBACH GROUP  
LOGICAL GREEN SOLUTIONS  
LUCAS-MILHAUPT  
MADISON ENVIRONMENTAL GROUP  
MADISON GAS & ELECTRIC  
MENASHA PACKAGING CO.  
CITY OF MIDDLETON  
MILWAUKEE BREWING CO.  
CITY OF MONONA  
MUSKIE PROPPANT  
NEW GLARUS BREWING  
PATRICK CUDAHY**

**PERFECT ENVIRONMENTAL  
PERFORMANCE  
PHILLIPS MEDICAL  
PHILLIPS-MEDISIZE  
PILGRIM CENTER  
PLACON CORPORATION  
PLASTIC INGENUITY  
PORT WASHINGTON  
PRECISION COLOR GRAPHICS  
PRECISION MACHINE  
R. STRESAU LABORATORY  
R.A. SMITH NATIONAL  
R3NEW**



**RED EYE BREWING  
COMPANY  
RIPON PRINTERS  
ROCKWELL  
AUTOMATION  
ROSY-LANE HOLSTEINS  
ROUNDY'S  
SC JOHNSON & SON  
SERIGRAPH  
SERVICE LITHO-PRINT  
CITY OF SHEBOYGAN  
SHORT ELLIOT  
HENDRICKSON  
SMART SAND  
STANDARD IMAGING  
STANDARD PROCESS**

**STERICYCLE  
TORO  
TOSCA LIMITED  
UNIMIN CORP.  
UNION CAB  
US SILICA COMPANY  
VEOLIA ES TECHNICAL SOLUTIONS  
VERIDIAN HOMES  
WAUKESHA IRON & METAL  
VILLAGE OF WESTON  
WINSERT  
WIRETECH FABRICATORS  
WISCONSIN DEPT. OF MILITARY AFFAIRS  
WISCONSIN INDUSTRIAL SAND CO.  
WS PACKAGING GROUP  
YAGGY COLBY ASSOCIATES**

**Map Legend:** ● Tier 1 ● Tier 2 ○ Legacy Community

# Driving Sectors *Forward*

Cultivating relationships with specific industry sectors is one means to achieve increased job growth and environmental performance. DNR sector specialists build upon existing successes within industry sectors that are looking to take their performance to the next level. This approach enhances growth within sectors while also enhancing environmental performance. It supports a consistent flow of information within sectors and allows



SUBMITTED BY REDEYE BREWING

**Red Eye Brewing Company uses solar collectors to heat water for brewing.**

businesses to become more nimble while implementing the newest and most effective practices for environmental performance. Companies that participate in Green Tier find themselves working with competitors to tackle shared challenges. Working together to find creative solutions to existing and future challenges allows for quicker adaptation and change.

“The DNR inspectors recognize our [Green Tier] participation during audits and treat us as if we were partners.”

—Veolia

2008

RIPON PRINTERS

PHILLIPS MEDICAL - NEW RICHMOND

ROCKWELL AUTOMATION

# Building Better Relationships

A key achievement of the Green Tier program over the past decade has been the development of dynamic and collaborative working relationships, both between the DNR and Wisconsin businesses and among Green Tier participants. These relationships allow for joint goal setting, superior environmental results and reduced transaction costs.

Green Tier builds on the philosophy that successful businesses set the bar for growth in both job creation and environmental performance. Participants in the Green Tier program become part of a peer network, working together and with the DNR to envision a future that benefits all stakeholders.



SHELLEY HEILMAN/DNR

**Secretary Cathy Stepp with Tim Higgins of Milwaukee Brewing Company.**

This collaborative environment, where trust is fostered, allows for quicker action on meaningful activities that produce results.

“We view Green Tier as a way to work collaboratively on real environmental issues and to make a difference. Between 2008 and 2013, we systematically added each of our locations to the program. We have engaged our employees on this concept of environmental stewardship and it is widely accepted.”

*—Phillips-Medisize*

VEOLIA ES TECHNICAL SOLUTIONS LLC

PHILLIPS MEDICAL - MENOMONIE

PHILLIPS-MEDISIZE CORPORATION, METAL INJECTION MOLDING

PHILLIPS-MEDISIZE MULTISHOT

ABB, INC

# SINGLE POINTS OF CONTACT: SPOTLIGHT on a Green Tier Contact: *Sonny Zentner, DNR Air Management Engineer*

Companies that participate in Green Tier are assigned a DNR employee to act as their single point of contact. This benefits the company by streamlining interactions with DNR programs and getting answers faster. Single points of contact mean more than just good customer service, though. These individuals possess expertise in their respective environmental programs and are positioned to act as partners to companies as they pursue their environmental objectives.

**FROM THE COMPANY** - "In my experience as a 3M plant manager, now at my second plant in Wisconsin, I have found the DNR to be very responsive. There can, however, be some complexity to determine the appropriate contact for a particular question. The Green Tier single point of contact allows me and my team to work with someone with whom we have a solid working relationship to determine the appropriate communication channels."

*—Tom Harris, 3M Prairie du Chien*

2009

PERFECT ENVIRONMENTAL  
PERFORMANCE LLC (PEP)

BOLDT COMPANY

PHILLIPS-MEDISIZE - MEDFORD

R. STRESAU LABORATORY

HOLSUM DAIRIES LLC - ELM  
DAIRY

Gov. Jim Doyle signed reauthorization legislation for the Green Tier Statute on July 8, 2009.

**I** have always had a good working relationship with 3M's facilities in Cumberland, Menomonie and Prairie du Chien, but being their Green Tier single point of contact has allowed me to become more familiar with all of the environmental performance goals established for these facilities.

I have written air pollution construction and operation permits for 3M Menomonie and 3M Prairie du Chien. These permits restrict the volatile organic compound emissions from each facility and allow 3M to install or modify equipment in exchange for superior environmental performance. Because these permits include the review of installing or modifying the equipment, both facilities are able to make these changes three days after submitting an initial notification over the life of the operation permit which gives these facilities a competitive advantage over other facilities that do not have this option available in their air pollution permit.

Working with the company in this capacity has added value to my work because my involvement with a facility usually ends once the permit is issued. It is nice to be involved with the facility meeting the performance objectives throughout the life of the construction and operation permit.

**SONNY  
ZENTNER**

MARY VAN FOSSEN/DNR

• PHILLIPS-MEDISIZE - CUSTOM  
I & II

• FRITO-LAY BELOIT

• PHILLIPS-MEDISIZE -  
MAGNESIUM INJECTION  
MOLDING

• STANDARD IMAGING

• PERLICK CORPORATION





In 2013 Eau Claire procured three new hybrid buses, which have saved over \$25,000 in fuel costs annually.

SUBMITTED BY THE CITY OF EAU CLAIRE



# Improving Communities

**Green Tier Legacy Communities work cooperatively with other sustainability efforts throughout Wisconsin promoting economic growth and environmental stewardship.**

2010

YAGGY COLBY ASSOCIATES

3M CUMBERLAND

AFFINITY HEALTH SYSTEM

DONALDSON COMPANY - BALDWIN FACILITY

CORTEC SPRAY TECHNOLOGIES  
CORTEC COATED PRODUCTS

# Legacy Communities

The Green Tier Legacy Communities Charter is a unique partnership among Wisconsin communities, nonprofit organizations and state agencies. Under the charter, municipalities take actions and share information to achieve superior environmental stewardship. By collaborating, communities are able to move further, faster, toward reaching their goals.



SUBMITTED BY THE VILLAGE OF BAYSIDE

**Bayside residents diverted 1.36 million lbs. of hazardous household waste from landfills in 2013.**



SUBMITTED BY THE CITY OF SHEBOYGAN

**More than 30 percent of Sheboygan County's residents live within a mile of the Shoreland 400 Rail Trail, making it a convenient and safe transportation and recreation option for thousands of people.**

• TOSCA LTD.

• GODFREY & KAHN, S. C.  
• LEGACY COMMUNITIES

• CARDINAL IG (CGIG)

• HOMBURG CONTRACTORS

• WIS. DEPT. OF MILITARY AFFAIRS

# Economic Benefits

The economic benefit realized by Green Tier companies stems from the opportunity to explore and implement environmental

**“Throughout our involvement in Green Tier we have increased our drum recycling and reuse activities. We get paid for the drums we recycle and do not have to purchase the drums we reuse. These activities save the company money and provided additional revenue.”**

—Veolia

performance measures that have a positive impact on top line revenues, bottom line profits, or both. Participants have an opportunity to enhance revenue

**“Green Tier has set us apart from our competitors not only in the eyes of our clients but also with our employees. This has been a source of company pride and enthusiasm.”**

—C.W. Purpero

by using their environmental credentials to attract and retain customers. They also identify efficiencies that position them ahead of competitors. Over the last 10 years companies have delivered on projects to improve energy efficiency; reduce pollutant loading; and reduce or replace raw products used in the manufacture of finished products –resulting in a measurable return on investment.

According to Green Tier participant Roundy’s, “the program pushes Roundy’s to explore new energy saving programs and provides strong quantitative feedback for those enhancements. It also opens channels of communication between Roundy’s and DNR to

2011

CENTRAL WATERS  
BREWING COMPANY

LA CROSSE COUNTY SOLID  
WASTE DEPARTMENT

MENASHA PACKAGING CO. LLC

share information on innovative transportation technologies.”

Green Tier companies continue to couple creativity and business sense to increase profitability while making significant gains in resource conservation and pollutant reduction.

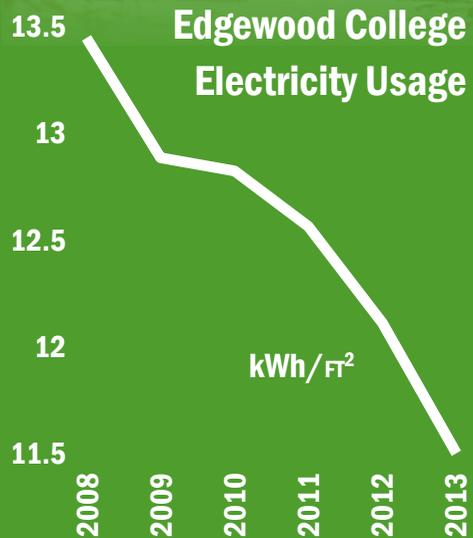
In 2013, Edgewood College purchased a computer power management software tool to manage computer power usage during off hours. The initial cost of \$27,000 has a projected return on investment of 1.2 years from energy savings. In its first year, the system achieved cost savings of over \$17,000 through the reduction of 190,000 kWh from throughout the company’s campus.

“Our members (Badger Mining Corporation, Fairmount Santrol, Smart Sand and U.S. Silica) place a great deal of importance on sustainability and responsible operations. We chose to make Green Tier a requirement of membership because the Green Tier program truly reflects these values. Participation signifies that a company really walks the walk when it comes to environmental stewardship.”

—Wisconsin Industrial Sand Assn.



SUBMITTED BY EDGEWOOD COLLEGE



SHORT ELLIOTT HENDRICKSON

DONALDSON COMPANY

SERIGRAPH (TIER 2)

LAKEFRONT BREWERY

BERRIS BROTHERS COFFEE ROASTERS

C.W. PURPERO

# Environmental Benefits

Major environmental regulatory programs have done a great deal to protect Wisconsin's air, water and land over the past 40 years, focusing on compliance and enforcement to halt severe environmental abuses. In recent decades, however, the private sector has been driving major improvements in environmental performance—mainly because the business case to do so is very strong. For regulators, the focusing solely on compliance

was limiting the capacity to pursue innovative approaches to environmental management.

## SERIGRAPH REDUCED ITS ELECTRICITY USE BY ABOUT 75 PERCENT IN FIVE YEARS.

Using the Green Tier statute, Wisconsin's business community is able to explore initiatives that make sense to improve environmental performance beyond current standards. Such initiatives include the application of new pollution control technologies; production process changes that conserve energy and water; waste reductions and beneficial reuse; and many other sustainability strategies.

“Being the first and only landfill in the state to achieve Green Tier status is a valuable tool for communicating with our customers. It is one way that we can provide assurance to our customers that their waste will be disposed of properly and that they are protected from future liabilities.”

—La Crosse County  
Solid Waste Department

In June 2012, Governor Scott Walker signed Executive Order 69, directing DNR to undertake actions to increase Green Tier program participation.

2012

KIMBERLY-CLARK  
CORP. EXPERIMENTAL  
MILL

WS PACKAGING  
GROUP

BRIESS MALT &  
INGREDIENTS CO.

WISCONSIN  
MASTER LOGGER  
ENVIRONMENTAL  
RESULTS CHARTER

CAPITAL BREWERY

FREDMAN BAG

FLAMBEAU RIVER  
PAPERS LLC

TORO COMPANY

SC JOHNSON & SON

Through a functioning environmental management system, participants in Green Tier also integrate environmental performance into regular decision making, challenging themselves to move from compliance to continual improvement. The environmental benefits achieved by Green Tier participants go far beyond that of existing compliance-

based programs. For example, Green Tier helped to establish a foundation for Serigraph to develop systems that have achieved significant improvement in many areas of environmental impact.

Serigraph now uses about a quarter of the electricity and produces one tenth of its previous hazardous waste per average part.

## SERIGRAPH

### ENERGY & EMISSIONS REDUCTIONS

	2008	2013
PARTS PRODUCED PER KWH	3.7	14.3
PARTS PRODUCED PER THERM	105.4	342.8
POUNDS HAZ. WASTE PER 10,000 PARTS	11.4	1.5
GALLONS OF WATER PER 10,000 PARTS	0.34	0.18
POUNDS OF SOLVENT / 10,000 PARTS	6.25	3.4
POUNDS HAPS PER 10,000 PARTS	3	1.3

BOSCH PACKAGING  
TECHNOLOGY

EDGERTON CONTRACTORS

MADISON GAS & ELECTRIC  
COMPANY

PATRICK CUDAHY LLC

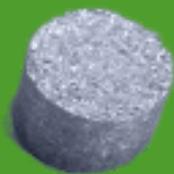
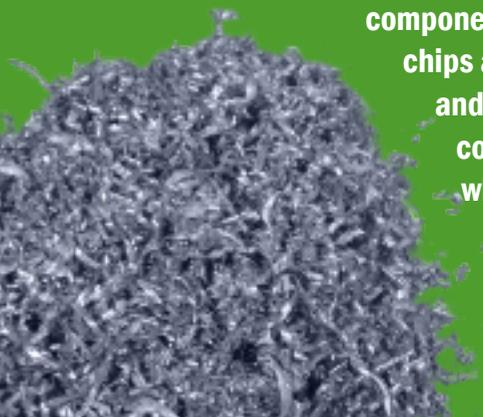
LAUTERBACH GROUP

PHILLIPS-MEDISIZE  
CORPORATION, OPERATION  
CENTER/MS-LSR

CRAVE BROTHERS FARM LLC

# Reduce, Reuse, Recycle in Action

“At Precision Machine, we have worked to reduce our waste streams and the impact our facility has on the environment. The image below is a result of our manufacturing process, where flakes and chips of material are removed from raw stock to produce a finished component. The chips are loose and full of coolant which is



needed during the manufacturing process. By compacting the wet chips before they are sent for recycling, we are able to reclaim and reuse the saved coolant, keeping it from entering the environment. The resulting semi-solid pucks (pictured below right) are cleaner, increasing the value of the waste material to the recycler. They also take up only one-eighth of the space raw chips use, reducing transportation trips between our facility in Algoma and the recycler in Green Bay by 88 percent.”

—Rob Crosmas,  
Precision Machine

“Green Tier has given us access to the resources and encouragement to move forward with environmental programs and improvements. Developing our EMS has shown us areas that we need to work on and assisted us in our priority.”

—Pilgrim Center UCCI

“Participating in the Green Tier program has helped to streamline permitting and other processes, and has given us a more efficient means to access DNR information and appropriate personnel.”

—New Glarus Brewing

2013

FAIRMOUNT SANTROL - WISCONSIN INDUSTRIAL SAND COMPANY

UNIIM CORPORATION - PORTAGE FACILITY

BADGER MINING CORPORATION

WAUKESHA IRON & METAL

APPLETON COATED LLC

EDEN STONE COMPANY

MILWAUKEE BREWING COMPANY

PLACON CORPORATION

PRECISION COLOR GRAPHIC LTD

EMPIRE SCREEN PRINTING



**One of the landfill's objectives is to reduce air emissions and capture more landfill gas. To achieve this, we set an environmental target to install landfill gas collection sooner than required by regulation. We also limit the down time of the gas collection system in order not to exceed a surface air emissions limit of 300 ppm methane, which is **40 PERCENT LOWER THAN THE LIMIT** of 500 ppm. In achieving these environmental targets, we reduced odors and increased the volume of landfill gas that is captured and sold to Gundersen Health System's Onalaska campus.**

**— Randy Nedrelo, La Crosse County  
Solid Waste Department**

• ROSY-LANE HOLSTEINS LLC

• RED EYE BREWING COMPANY

• U.S. SILICA - SPARTA PLANT

• NEW GLARUS BREWING  
COMPANY

• UNION CAB COOPERATIVE

• PRECISION MACHINE

• R3NEW, LLC

• C.A. LAWTON CO.

• PILGRIM CENTER - UCCI

• R.A. SMITH NATIONAL

• PHILLIPS-MEDISIZE  
CORPORATION, DESIGN  
DEVELOPMENT CENTER

• DMK USA

• KIKKOMAN FOODS

# Compliance Audits

The compliance audit program was created alongside the Green Tier statute. This voluntary program is available to ALL businesses in the state, not just Green Tier participants. Facilities are encouraged to

“What could have been a contentious, difficult and lengthy process was handled quickly and amicably.”

—Leach Farms

conduct environmental compliance audits that improve both awareness of regulatory requirements and compliance with those requirements.

## What are the benefits to businesses that participate?

- Face substantially less financial risk and limited liability for violations disclosed as part of the audit.
- Build working relationships between companies and DNR that are based on performance and open communications.
- Compliance audits help minimize risk of environmental harm and provide a baseline for measuring improvements.

## The number of Environmental Compliance Audit Reports received for the period July 1, 2012 through June 30, 2014

Three environmental compliance audits were received and two facilities were closed out during this time period.

## Reports received by County of the facility involved

Waukesha, Winnebago, and Lafayette

2014

WIRETECH FABRICATORS

LANDS' END

BURNS & MCDONNELL

“We find great benefit in the accountability that Green Tier provides. By sharing our goals with others outside of our organization, we are held accountable for our progress toward those goals.”

—Burns & McDonnell

UNIMIN CORPORATION - TUNNEL CITY FACILITY

3M PRAIRIE DU CHIEN

LOGICAL GREEN SOLUTIONS LLC

FAIRMOUNT SANTROL  
—FML SANDS

MADISON ENVIRONMENTAL GROUP LLC

## Reports received by government or non-governmental regulated entities.

All reports received were from nongovernmental entities

### The number of potential violations reported by type:

- Air violations disclosed: 0
- Water violations disclosed: 0
- Solid waste violations disclosed: 0
- Hazardous waste violations disclosed: 37
- Other environmental violations disclosed: 0

### Number of violations involving each of the following:

- Failure to have a required permit or other approval: 1
- The average time to correct this type of violations: 0 days.
- Failure to have a required plan: 0 reported
- Violation of a condition of a permit or other approval: 0 reported
- Release of a substance to the environment: 0 reported
- Failure to report: 0 instances reported

### The average time to correct the reported violations and the number of violations not yet corrected by category above.

No corrective actions took longer than 90 days to complete. For the categories listed above, the average time to correct was calculated on the basis of the longest amount of time requested for the correction.

CHANNELED RESOURCES GROUP

MUSKIE PROPPANT LLC

STANDARD PROCESS INC.

BERGQUIST COMPANY

INPRO WORLD HEADQUARTERS

3M-PRAIRIE DU CHIEN

SMART SAND

SERVICE LITHO-PRINT, INC.

BADGER MINING COMPANY

“Today more than ever our customers are asking about our environmental performance. We fly the DNR Green Tier flag proudly in front of our site in Prairie du Chien. Membership in Green Tier enhances our reputation, and we also get positive feedback from our employees and the local community.”

– 3M Prairie du Chien

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**WISCONSIN DEPARTMENT OF NATURAL RESOURCES**

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