

**State of Wisconsin**  
DEPARTMENT OF NATURAL RESOURCES  
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Madison WI 53707-7921

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Cathy Stepp, Secretary  
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Jim McCabe, President  
Milwaukee Brewing Company  
613 S 2<sup>nd</sup> St  
Milwaukee, WI 53204

May 8, 2013

Subject: Welcome to Green Tier

Dear Jim:

Congratulations! We are glad to welcome you into Green Tier. You join a group of companies who are not only committed to superior environmental performance but also to superior economic performance.

In recognizing your past accomplishments and future commitments the we promise to work toward promoting and recognizing your facility for taking the lead in environmental protection while assuring economic stability and growth. We are committed to publicizing Milwaukee Brewing Company as a Green Tier participant on the DNR website. Undoubtedly, there will be other opportunities to bring the attention of your accomplishments to the forefront, and we hope to assist you in any manner possible in doing so as a Green Tier partner.

~~Gregg Breese has been assigned as your single point of contact. He can be reached at 608-267-7407 or at Gregory.breese@Wisconsin.gov.~~ Please contact [Gregg](#) with any questions concerning communications, required approvals, or technical assistance you may need. For your convenience the attached guidance outlines your benefits and important dates that affect your participation.

On behalf of the Wisconsin Department of Natural Resources, I am proud to extend this welcome to you. We are committed to working with you to build a customized relationship under the Green Tier Program. I am excited to embark on our new relationship and my staff is ready to assist as your business grows.

Sincerely,

UPDATE: Ben Benninghoff is Milwaukee Brewing's new SPOC.  
Phone: 414-263-8576. Email: benjamin.benninghoff@wisconsin.gov

/s/ Cathy Stepp

Cathy Stepp  
Secretary

Attachments:            Commitment Outline  
                                 Green Tier Logo Files and Guidance CD

## Green Tier Commitment Outline for Milwaukee Brewing Company & Ale House

### I. Approval Date – May 8, 2013

### II. Green Tier 1 Program

- **Deferred Civil Action:** You are entitled to Deferred Civil Enforcement as described in statutes (299.83(6m)(d)). In brief, if you discover a violation of an existing environmental requirement, provide us notice of your discovery, a corrective action plan that you complete then DNR will not seek civil penalties.
- **Green Tier Logo:** Use of the Green Tier logo on materials related to your facility. The CD provided in your packet provides additional guidelines and information.
- **Single Point of Contact (SPOC):** Ben Benninghoff, 414-263-8576, benjamin.benninghoff@wisconsin.gov
- **Minimum Inspection Frequency** – After you have implemented an EMS you are entitled to inspections at the lowest frequency permitted by the programs under law. We will work with you to determine how this will work for you.
- **Recognition** – Along with the numbered certificate of recognition, the department will host a participant web page for easy reference.

### III. Environmental Management Systems (EMS)

- You have agreed to have your EMS in place on or before May 8, 2014.
- At least one time prior to May 8, 2016, and every third year after that, perform an environmental management system audit utilizing an outside environmental auditor approved by the Department.
- Please see guidance from the links below:  
<http://dnr.wi.gov/topic/GreenTier/documents/provingEMS.pdf>  
<http://dnr.wi.gov/topic/GreenTier/Auditors.html>

### IV. Annual Reporting

- **First Annual Report Date** - By agreement we have agreed to February 14, 2014 and annually thereafter.
- Annually you will need to report progress on the commitments that you have made. You will need to report your progress on the specific commitments and information which will give us context for those commitments. If you have a goal to reduce energy consumption then the context would be total energy consumed. We will work with you to find the context reporting that will work best for you. Examples of context information can be found at:  
<http://dnr.wi.gov/files/PDF/pubs/co/CO521.pdf>  
<http://dnr.wi.gov/topic/GreenTier/documents/SustainabilityMetricsSpreadsheet.xlsx>
- Please provide annual Green Tier Reports to both this email address: [GreenTier@Wisconsin.gov](mailto:GreenTier@Wisconsin.gov) and to your SPOC. Electronic submission is preferable.
- All breweries report on Bbl produced compared to Kwh, Btu, water use and other brewery specific projects

You should also feel free to call your SPOC for any additional information that you might need.