

DRAFT AGENDA



## Wisconsin's GREEN TIER advantage - 2008

Making your business the most powerful force for  
environmental good.

February 4-5, 2008  
Monona Terrace Madison, Wisconsin

### Monday, Feb 4<sup>th</sup> Forum/Reception: 3pm to 7pm

- Moderated panel of state agency, business, environmental and legislative leaders on improving environmental and economic cooperation.
- Green Tier Communications Strategy
- Reception for legislators, local officials, representatives of the news media, state regulatory and policy officials and representatives from Wisconsin's leading business and environmental organizations for the purpose of highlighting the promise of environmental and economic cooperation.
- Includes welcoming remarks by DNR Secretary Matt Frank

### Tuesday, Feb 5<sup>th</sup> Working Session: 9am to 3:30pm

A nuts & bolts session for Green Tier participants and stakeholders to tackle issues such as:

- Green Tier legislative reauthorization
- Green Tier as a tool to reduce greenhouse gas emissions.
- Supply Chains--how and why companies have engaged suppliers for business and environmental success
- Implementing a communications strategy for Green Tier
- Using performance measures for making business decisions
- Transitioning to more sustainable business practices

#### Who should attend:

Green Tier participants and other business leaders committed to making a positive environmental impact and inspiring others to do the same; environmental managers; elected officials; governmental, environmental & media reps.

**Organized by:** WI Department of Natural Resources & WI Environmental Initiative

**For information and sponsorship/exhibit opportunities contact Ashley Ellingson:**  
[aellingson@wi-ei.org](mailto:aellingson@wi-ei.org)

For more information please visit <http://greentier.wi.gov> & [www.wi-ei.org](http://www.wi-ei.org)

