



Green Tier Advantage 2009 Tuesday, March 3, 2009

2:00-2:10 Welcome

SPEAKERS

Mark McDermid-Director, Bureau of Cooperative Environmental Assistance, Wisconsin Dept. of Natural Resources
John Imes-Executive Director, Wisconsin Environmental Initiative

2:10-2:30 Green Tier as a Contributor to Green Economic Recovery

Dialogue on integrating environmental and economic performance

SPEAKER

Al Shea-Division Administrator, Air and Waste, Wisconsin Dept. of Natural Resources

2:30-4:00 KEYNOTE ADDRESS: The Business Case for Sustainability

Former IBM senior manager, and sustainability expert and author, will discuss how managing your triple bottom line can lead to competitive advantage and higher profits. Applying business and leadership development experience from his 34 year career at IBM Canada, he engages the business community in proactively avoiding risks and capturing opportunities associated with sustainability issues.

SPEAKER

Bob Willard-Ph.D, Author [Presentation \[PDF 789KB\]](#)

4:00-5:00 Shedding Light on Energy Efficiency

Learn how energy-efficient and sustainable approaches are playing a significant role in the operations of two Green Tier participants – one an energy producer and the other an energy user. Discover how Madison Gas and Electric (MG&E) plans to engage and enable customers as well as why it is focusing efforts on reducing its own environmental impacts now rather than waiting for future regulations. Hear first-hand why and how Phillips Plastics Corporation substantially reduced their environmental footprint through energy reduction activities and other alternative approaches. Session will be moderated by Focus on Energy.

SPEAKERS

Kris Euclide-Vice President and General Counsel, Madison Gas and Electric Company [Presentation \[PDF 1.67KB\]](#)
Dan Andersen-Corporate Safety, Health and Environmental Manager, Phillips Plastics Corporation
Tim Dantoin-Senior Engineer, Science Applications International Corp. (Moderator)

5:00-7:00 Reception

The reception will provide a wonderful opportunity for networking with fellow participants and our guest speakers. Please join us for hors d'oeuvres and cash bar.



Wednesday, March 4, 2009

8:30-9:00 Welcome and Day One Summary

Mark McDermid-Director, Bureau of Cooperative Environmental Assistance, Wisconsin Dept. of Natural Resources
John Imes-Executive Director, Wisconsin Environmental Initiative

9:00-10:00 Understanding Approaches and Strategies to Sustainability

Our guest speakers bring a wealth of information - from big picture perspective, to real life experiences, within Wisconsin and abroad. Learn more about their strategies to tackling difficult issues and how they have incorporated sustainability into their respective businesses.

Presentation [PDF 1.11MB]

Paul Linzmeyer-General Partner, Innovative Sustainability for Organizations Inc.
Keith Miller-Manager, Environmental Initiatives and Sustainability, 3M

Presentation [PDF 2.26MB]

10:00-11:00 Eco-Industrial Parks and Conservation Communities

Eco-Industrial Parks? Eco-Communities? During this session our experts will give us explanations and examples of both of these concepts. Learn about the benefits of these types of developments and how they could fit into Wisconsin's green future.

Pat Eagan-Professor, College of Engineering, University of Wisconsin-Madison

Carolynn Leaman-President, Celadon, LLC

Presentation [PDF 1.37MB]

Presentation [PDF 120KB]

Arthur J. Harrington-Environmental Lawyer and Shareholder, Godfrey and Kahn (**Moderator**)

11:00-11:15 Break

11:15-12:15 Partnerships Between Environmental Organizations and Businesses: What Could They be and Why Have Them at All?

Green Tier participants commit to working towards "superior environmental performance". Local environmental organizations often perform multiple roles within a community ranging from 'watchdog' to advocate. This panel will discuss ways they can partner with businesses and communities to assist in achieving superior environmental performance.

Presentation [PDF 743KB]

Mike Strigel-Executive Director, Gathering Water Conservancy

Steve Hiniker-Executive Director, 1000 Friends of Wisconsin

Presentation [PDF 991KB]

Lori Grant-Manager, River Protection Program, River Alliance of Wisconsin

Cheryl Nenn-Interim Executive Director, Milwaukee Riverkeeper

Carla Wright-Program Development Manager, Wisconsin Department of Natural Resources (**Moderator**)

12:15-1:15 LUNCH

There will be specific conversation topics at tables during lunch. Sit at a table with a topic that interests you!

1:15-2:30 Environmental Management Systems to Drive Sustainability - Ask an EMS Auditor

Requested from Green Tier Advantage 2008, this session provides an opportunity for the audience to interact with experts. The session will cover the who, what, and when of Environmental Management Systems (EMS), the meaning of functional equivalence in Green Tier, and the EMS as a driver to sustainability.

Presentation [PDF 186KB]

Lyman Wible-Principal and Senior Consultant, Kestrel Management Services, LLC

Kevin Lehner-President, Environmental Compliance Systems, Inc.

Tom Eggert-Environmental Assistance Coordinator, Wisconsin Department of Natural Resources (**Moderator**)

2:30-3:00 Green Tier Status Report - What does legislation have to do with Green Tier participation?

This session will cover the importance of reauthorizing the Green Tier legislation, scheduled to sunset June 2009. We will discuss possible consequences for Green Tier participants if the legislation sunsets as well as opportunities and gains proposed in the reauthorization version.

Mark McDermid-Director, Bureau of Cooperative Environmental Assistance, Wisconsin Dept. of Natural Resources

3:00 Adjourn