



For Immediate Release

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Company Honored for Environmental Performance DNR Sec. Hassett Presents Green Tier Certificate to Casaloma Development Corporation

APPLETON, May 17, 2007– Casaloma Development Corporation, an Appleton-based housing development firm, was honored today in a ceremony by Department of Natural Resources (DNR) Secretary Scott Hassett for being the first company to participate in the state's EccoDev Charter of the Green Tier program, which rewards companies for being environmentally friendly.

Leon Church, the president of Casaloma Development Corp., received a certificate from Sec. Hassett at the Valley Home Builders Association in Appleton, welcoming the firm to the Green Tier program.

"Today's ceremony shows the excellent working relationship that New North companies have with Wisconsin state regulatory agencies," said Jerry Murphy, Executive Director of the New North, Inc.. "Casaloma exemplifies the ability of companies in our region to work with state agencies for the benefit of the companies themselves, Northeastern Wisconsin, and the state as a whole."

The Green Tier program creates co-benefits for companies who deliver superior environmental performance when doing business. Casaloma, which has built numerous developments in the Fox Valley area, has been acclaimed for the energy efficiency, sustainable landscaping, and storm water management aspects of their projects.

"New North, Inc. will continue working with state government agencies to ensure mutually beneficial cooperation between companies in the region and the state government," Murphy said. "This close relationship is just one of the reasons why the New North is a great place to live and do business."

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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