



NEWS RELEASE

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SUBJECT: DNR Sec. Hassett welcomes Casaloma Development Corporation of Appleton into Green Tier Program

MADISON – Department of Natural Resources Secretary Scott Hassett joined executives from Casaloma Development Corporation, members of the Valley Home Builders Association and local VIPs in welcoming Casaloma into the state’s Green Tier Program today. Sec. Hassett was joined in making remarks by Leon Church, president of Casaloma.

Casaloma Development Corporation, headquartered in Appleton, is the first applicant to apply under the EccoDev Charter that the Development Council of the Wisconsin Builders Association and the DNR signed in 2005. Casaloma is dedicated to educating and involving excavators, builders, landscapers and homeowners in superior environmental performance. Martenson & Eisele, an engineering firm, also has been instrumental in designing Casaloma’s Neenah development and is the first engineering firm to do so under the charter.

Wisconsin’s Green Tier program is nationally-recognized. The program recognizes and rewards outstanding environmental performance. In exchange, participating businesses are allowed the freedom to think creatively about ways they can improve environmental performance while boosting productivity, cutting costs and growing their business.

“The program adapts to the needs of the company, community and environment by using collaborative contracts, charters and environmental management systems,” Sec. Hassett said. “The program goals include environmental improvement beyond that achieved through mere compliance, community development and economic gain.”

“Wisconsin can gain a dual economic advantage by having a business friendly regulatory climate and being a good environmental steward,” Sec. Hassett said. “Being a good steward of our environment also makes sense for taking care of human health and creating a healthy environment to grow Wisconsin’s businesses. It’s a win-win. Green Tier companies are committed to clean air, waters and land. And I think we can all agree that these are reasons people want to live here and some of the reasons businesses choose to grow here.”

Sec. Hassett also commended the Wisconsin Builders Association – Development Council for the good work it has done as an organization to map out a set of environmental goals for the development industry. “You all play an important role in bringing this message to the industry and to your customers,” Sec. Hassett said. “And now, with a focus on Green Tier and important environmental issues, you are helping lead the development industry in greening the built environment.”

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Valley Home Builders Association (VHBA), a local affiliate of the Wisconsin Builders Association, commends its member, Casaloma Development, on its participation in the Green Tier Program. VHBA recently formed a Green Building Task Force to focus on sustainable development and green building practices for residential construction in the Fox Valley.

“Valley Home Builders Association has more than 1,000 member companies that employ thousands of people who live in the Fox Valley,” said VHBA President Mike Gibbons, GTS Construction. “Our members recognize the importance of energy- and environmentally-conscious innovations in our industry, for themselves and for their customers. Through our new task force, VHBA is proud to educate our members and the public about green building.”

VHBA and its members like Casaloma Development are proud to play a role in the greening of the Fox Valley.