



NEWS RELEASE

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SUBJECT:

Green Tier welcomes Genmar Yacht Group

MADISON – Genmar Yacht Group, LLC of Pulaski became the newest participant in the Department of Natural Resources' Green Tier program during a celebration today at the company's headquarters.

"It's exciting when a global player like Genmar Yacht Group makes such a strong commitment to our environment," DNR Secretary Matt Frank said. "Their commitment shows environmental and economic performance can be linked in ways to improve their bottom line."

Genmar Yacht Group, formerly known as Carver Boat Corporation, LLC, manufactures Carver brand and Marquis brand luxury yachts. In April they announced a major expansion to meet an increasing demand from overseas for larger yachts. The expansion includes over \$4 million in state grants and loans and could create up to 450 new jobs.

Genmar Yacht Group has already made impressive strides in environmental excellence having reduced VOC emissions, implemented a facility-wide waste minimization program, and reduced their wastewater discharge. In particular, they have reduced their waste water discharge by 40% since 2004. Their goals under Green Tier include expanding their environmental management system and pursuing reductions in energy and water consumption.

"Genmar Yacht Group has developed a strong partnership with the Wisconsin Department of Natural Resources," Environmental Manager Jeff Guenther of Genmar Yacht Group said. "We are honored to be the first yacht manufacturer accepted into the Green Tier program and will continue to be committed toward superior environmental performance in the future."

Congressman Steve Kagen, M.D. said, "The collaboration between Genmar Yacht Group and the DNR shows that business and government can and should work together in efforts that not only preserve our environment, but that also preserve and expand job opportunities in northeast Wisconsin."

Green Tier is the first program of its kind in the nation. Under Green Tier, qualified businesses and associations make binding commitments to superior environmental performance. In exchange, these businesses are given incentives proportional to their environmental commitments. Green Tier enables good environmental actors to perform even better and recognizes their work. This allows DNR to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.

Genmar Yacht Group is a Tier 1 participant in Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants including a single point of contact with the department for easier communications, the use of the Green Tier logo in written marketing materials, deferred enforcement of civil violations, and annual public recognition of participation.

For more information about Green Tier and [Genmar Yacht Group's participation](#), visit [Green Tier](#).