

developer Janice Faga of Hawthorne and Stone has already had her due process when the former plan committee denied her petition for a land use

“A declaratory judgment is to go to the court and ask a judge to decide what our obligations are,” said Bowman. “We ask whether we could

set a strong example for other businesses to follow by bringing business and environmental goals together.”

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application and use plan

Excerpt from New-Sickle-Arrow, May 22, 2008

DNR honors PI for environmental efforts

KIM LAMOREAUX
News-Sickle-Arrow

Storm water management, solar power and recycling have all added up to Plastic Ingenuity (PI)'s recent award from the Wisconsin Department of Natural Resources (DNR)'s Green Tier Program.

According to Jean Unmuth of the DNR, 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,” states Unmuth. “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 the DNR to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.”

Matt Frank, DNR Secretary said, “The DNR commends Plastic Ingenuity's commitment to protecting its natural surroundings. Their smart recycling and energy strategies also

set a strong example for other businesses to follow by bringing business and environmental goals together.”

All conservation measures PI has taken have been voluntary, according to safety director Travis Ebel.

“PI has been long aware of its environmental implications and our obligation to reduce these impacts along the way,” said Ebel. “We believe Green Tier is the next logical step in reducing our (carbon) footprint.”

PI president Tom Kuehn said, “it goes back to Joe and when we did our mission statement 20 years ago, one of the lines is ‘be ever mindful of the environment.’ We learned about the Green Tier program and being on the (Black Earth) creek is why we heed that. We're just following our mission.”

In terms of storm water management, PI has installed runoff filters and grassed swales to remove pollutants from the site's storm water, while rain gardens and a rock weeper dam reduce the temperature of the storm water before it enters the stream.

Ebel described a facet of the storm water management as “a bed of rocks

that filters out particles as water passes over it. That project was part of our bigger undertaking.”

Ebel said the priorities of the company's conservation efforts besides storm water management have included energy use reductions and better recycling of plastic and metal.

“We're trying to determine our carbon footprint,” said Ebel, “and how much carbon is emitted into the air. It's whatever it takes to make our end product and how much carbon was emitted into the air to make that product.”

At PI's Mazomanie facility, a stringent pellet loss program is in place to prevent spills of the small plastic pellets that serve as their raw material, and 99 percent of their scrap plastic is either reused or sold instead of land filled.

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The Cross Plains facility recently installed solar panels on its roof, with the goal of generating 10 percent of its own electricity within five years.

“Last September we installed a ten kilowatt photovoltaic system,” said PI facilities manager Mark Olafsson. “It generates about 12,400 kilowatt hours, and is powered by the sun. It's a fairly small system compared to what PI uses for energy. It's less than one percent of its power.”

Olafsson said the solar power system was implemented in conjunction with Madison Gas and Electric

(MGE)'s Green Power Program, in which MGE buys kilowatt hours at .25 and PI re-buys them at .04-.08 per hour.

PI is a Tier 1 participant in the Green Tier Program. 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.

We honor the many who have sacrificed for our freedom



Take part in one of the local Memorial Day services.

- Legion Post 313, Black Earth**
8:00 am-Meet at Legion Hall, John Bird Accounting building
8:30 am-Sunny Hill Cemetery
9:00 am-Oak Hill
9:30 am-St. James
- 10:00 am-Vermont Lutheran Church**
Legion Post 437, Mazomanie
10:00 am-Memorial Day program, WH Elementary - Ann St. Mazo
11:00 am-Servicemen at the cemeteries, Hwy 14
12:30 pm-Pot Luck - Mazo Comm. Building-open to the public
- Legion Post 245, Cross Plains**
8:00 am-Leave Legion Club House