



**WISCONSIN**  
GREEN & GROWING

Green Tier: Fostering Superior Environmental and Economic Results

**FOR IMMEDIATE RELEASE**

Monday, Oct. 3, 2005

Contact: Jennifer Sereno, Wood Communications Group  
(608) 280-7506; (608) 770-8084 (cell)

## Green Tier Charter Signings, EPA Recognition Put Focus on Environmental, Economic Results

*Wisconsin Green and Growing bus tours highlight projects that achieve regulatory gains  
and business goals*

MADISON – Two industry associations, a manufacturing company, a dairy farm and an electric transmission company were the first group of applicants in the state to gain varying approvals Monday for their Green Tier regulatory plans.

Accompanied by state business leaders, environmental advocates and Doyle Administration officials, regulators from the state Department of Natural Resources gave final approval to two Green Tier Charter agreements, signed one Tier 2 contract and welcomed two other businesses into the program. Under the Green Tier program, participating businesses and associations develop environmental management systems that guarantee performance in return for regulatory flexibility. The program encourages operational efficiency and job creation.

The events Monday were part of a statewide bus tour designed to highlight environmental innovation and sustainable business practices. Called Wisconsin Green and Growing, the bus tour included four routes with more than a dozen stops that culminated in a reception at the Monona Terrace Convention Center.

“To create jobs and keep our communities strong, Wisconsin businesses must be able to compete in the global marketplace,” said DNR Secretary Scott Hassett. “But to ensure that our quality of life is maintained for generations to come, that economic success must be sustainable. The Green Tier program proves that environmental achievement and economic development are not mutually exclusive – in fact, they must be a single goal.”

In recent years, as Wisconsin businesses experienced the growing impact of foreign competition, state officials recognized the need to create a more workable regulatory system. Signed into law in April 2004, Wisconsin’s Green Tier law was developed after careful study of other models for business and government cooperation, including public-private partnerships in Bavaria, Germany.

The state’s Green Tier program also gained national recognition Monday, with officials from the U.S. Environmental Protection Agency on hand to sign an agreement linking the Wisconsin system with the EPA’s Performance Track Program.

Among the events Monday, the following businesses and trade associations were recognized for their participation in Green Tier:

- In Appleton, a Green Tier charter was signed by the DNR and the Wisconsin Builders Association Development Council through a newly established subsidiary called EccoDev. The Charter -- the highest level of participation possible -- ensures that member developers will receive advanced training on land-use planning, best practices for construction site management and use of energy efficient building techniques including recycled building materials.
- In Madison, a Green Tier Charter was signed by the Cooperative Compliance Program of the Scrap Metal Recycling Industry and the DNR for a program designed to improve material handling practices and energy efficiency. As a result of the charter agreement, individual members of the association are now being encouraged to join the Charter as Tier 1 or Tier 2 participants.
- In Hilbert, Holsum Dairies was formally accepted into the Green Tier program as a Tier 1 participant. Holsum will improve surface and groundwater protection and build environmental restoration efforts into the operation of the dairy.
- In De Pere, a Tier 2 contract was entered into by MEGTEC Systems and the DNR. MEGTEC Systems is a maker of industrial dryers and air pollution control equipment. The contract recognizes MEGTEC's history of environmental innovation and commits the business to continued work with suppliers on the development of environmental management systems. The company also has improved its efficiency and minimized hazardous waste.
- In Port Washington, American Transmission Co. was welcomed into the Green Tier program as a Tier 1 participant. ATC will improve its electric transmission line project implementation by including environmental restoration and protection efforts into the design and construction of transmission lines.

Other businesses gaining official recognition Monday were pilot projects at WE Energies in Pleasant Prairie, Cook Composites and Polymers in Saukville and Madison Gas and Electric Co. Additional companies or organizations represented on the bus tour for their environmental achievement were S.C. Johnson; UW-Platteville Pioneer Farms, Alliant Energy, Cave of the Mounds and The Bruce Company.

For more details on the various projects, visit the DNR's Green Tier page online at <http://dnr.wi.gov/org/caer/cea/environmental/> and click under "applicants."

The bus tour was hosted by UW-Madison's La Follette School of Public Affairs; the Wisconsin Environmental Initiative; the Wisconsin Department of Natural Resources; Wood Communications Group and the Multi-State Working Group on Environmental Performance. Additional sponsorship support came from the Wisconsin Milk Marketing Board and M&I Bank.

A conference on Green Tier organized by the Wisconsin Environmental Initiative follows Tuesday at the Monona Terrace Convention Center. For more details about the conference, visit [www.wi-ei.org](http://www.wi-ei.org).