



## NEWS RELEASE

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**SUBJECT:** Green Tier named 2006 “Environmentalism of the Year” by *The Daily Reporter/Wisconsin Builder*

MADISON – The Department of Natural Resources Green Tier program has been recognized by the building industry trade publications, *The Daily Reporter* and *Wisconsin Builder* as “Environmentalism of the Year.” At an award reception for the 2006 Newsmakers of the Year held on October 25 in Milwaukee, Green Tier was one of 15 organizations and individuals recognized by the building community for their outstanding achievements and actions.

In accepting the award on behalf of the department, DNR Secretary Scott Hassett said, “Green Tier has made tremendous strides since Governor Doyle signed the bill authorizing its creation in 2004. We’ve created innovative and forward-looking agreements with trade associations, large and small companies, and, most recently, Edgewood College in Madison, our first with an educational institution. We’ve worked very hard to build relationships with businesses and we’re honored and gratified to be recognized by the businesses that we’re trying to help.”

*Wisconsin Builder* magazine’s special annual Newsmakers of the Year edition and award event honors each of the 15 winners. “This event gives us the opportunity to recognize the outstanding achievements of local companies and individuals, and how their actions have made an impact on the building community,” said Ann Richmond, publisher of The Daily Reporter Publishing Company.

Green Tier is the first program of its kind in the nation. Green Tier enables good environmental actors to perform even better and recognizes their work, Hassett noted. This allows DNR to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.

Under Green Tier, qualified businesses and associations make binding commitments to superior environmental performance. Current Green Tier participants include the Clear Waters Initiative, a group of local governments and businesses working together; American Transmission Company (ATC); MEGTEC Systems; the Scrap Recycling Industry’s CCP, Inc.; the Development Council’s Environmental Compliance Corporation for Development and Economic Vitality, Inc. (EccoDev);

Edgewood College; Federal Foam Technologies; Holsum Dairies, LLC; Kimberly-Clark Corp.; Serigraph, Inc.; Times Printing Company; and Veridian Homes, LLC. Applications to the Green Tier program are also pending from several other organizations.

Institutions and companies participating in Green Tier can benefit through specific flexibilities outlined in statute, individual contracts and charters. Statutory incentives include, for example, a single point-of-contact within DNR to facilitate effective communications, and use of the Green Tier logo for marketing. The DNR will recognize participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Most importantly, companies are recognized for environmental performance that goes beyond what the law requires them to do, and for systematically and continually improving on that performance.

For more information on Green Tier, visit the Green Tier page on the DNR website at <http://greentier.wi.gov/>.