



State of Wisconsin  
Department of Natural Resources  
P.O. Box 7921  
Madison, WI 53707-7921

September 15, 2008

RE: Green Tier I Application Cover and Section IV and VI Supplemental Information.

Office of Cooperative Assistance:

**About Us**

Perfect Environmental Performance, LLC (PEP) is a small environmental consulting business registered as a Women Business Enterprise (WBE). PEP was founded on May 1, 2007 by three member/owners. Two members provide direct environmental and energy efficiency related services to a variety of business sectors. They have over 30 years combined experience in designing, facilitating implementation and auditing of Environmental Management Systems (EMS) in addition to experience in sustainable development.

PEP's mission is to protect and improve the environment through the way that we conduct our business and in the way we provide services to our customers and community. PEP provides general environmental operational services relating to obtaining permits, managing wastes, and controlling air emissions. Although these are general compliance services, they are provided to the customer in a fashion that establishes a foundation for an environmental management system. When the customers are ready, they can insert that aspect of their business operations directly into a developing EMS structure. This strategy provides improved work products that work now and in the future, thereby saving customer's resources and expense.

PEP continually improves EMS and sustainability products in a way that seeks to work more seamlessly with a customer's existing business processes. Our customized delivery focuses on leveraging the customer's business strength to develop a solid business tool which is vital to their strategic planning processes.

PEP also provides residential and light commercial energy evaluations. These evaluations help existing homes become more energy efficient and guide new homes to meet or exceed Energy Star and Green Built criteria by their design and construction.

PEP's members believe that we are in business to provide excellent services at a fair price. We also believe our communities provide the foundation to sustain our business. For that privilege we feel that part of our ongoing role is to be of voluntary service to our communities. PEP does this by providing our professional services, labor and assistance, donations of various kinds and financial support to specific local, regional, and international organizations.

September 15, 2008

Page 2

#### **Section IV.**

Service to our community has been provided in several ways since PEP's beginning on May 1, 2007:

1. Participation on the Board of Habitat for Humanity (HFH)-Sauk/Columbia County
2. Professional services to establish the first HFH Energy Star build for Sauk/Columbia
3. Participate to develop guidance for and promote Green Built homes, and to speak about energy saving techniques to a variety of audiences
4. Provide team leadership, donate Energy Star evaluations, in addition to providing general labor to build one HFH home
5. Professional Energy Star and environmental services to build one Extreme Home Make Over house in July 2008
6. Established a commitment to Red Cross blood donations-a renewable environmental and socially responsible resource
7. Energy Star service donation to support WI Public Television educational programming
8. Financial support to Second Harvest Food Pantry
9. Financial support to the MS Society

PEP operates its business in a collaborative and ecologically focused manner, promoting resource use efficiency and recycling efforts for electronics, office paper, plastics and metal materials. We source energy efficient equipment for our operations that range from copiers to thermal coffee storage. We work to minimize our GHG footprint by carpooling, scheduling logistical projects together and by strategically utilizing conferencing and other non-travel communication techniques.

So while PEP is not directly impacted by environmental regulations in its operations, we plan work products that build in compliance assurance potential within the regulatory products we deliver to our customers. For those who want a systematic approach or the "triple bottom line" approach, we work to design a customized product that is synergistic with their strongest business practices in order to instill the continuous improvement method into their existing business systems. PEP purposefully focuses on small businesses where resources of people and money are often limited. We feel this segment has a profound impact on the environment and opportunities for improvement. Our products and services are priced in a manner that is fair to these businesses.

#### **Future Plans and Measures**

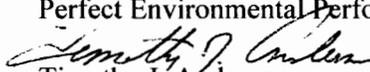
Over the next 12 months, PEP will:

1. Continue to work with HFH to accomplish two or more Energy Star style homes for needy families.
2. Increase Red Cross blood donations by 50%
3. Provide up to a 1% equivalent of gross income in the form of in-kind and monetary resources to recognized charitable institutions like those mentioned above
4. Set a baseline and target a 15% energy reduction in our office energy consumption (calculated based upon published data not on power measurements) for our equipment and leased office space
5. Track carpooling for a baseline and set new commute objectives in 2010 for our business

**Section VI.**

PEP operates closely with regulators, Non-Governmental Organizations and the environmental community in Charters, projects, committees and in voluntary efforts. PEP is not aware of stakeholders who may have a strong interest in our Green Tier application. We are aware that this application is one of the first for an environmental consulting firm and therefore may solicit questions as to how a service provider can produce superior environmental performance. We believe our previous information identifies behavior that can produce superior environmental and sustainable results. We do not feel there should be strong negative or positive stakeholder comment about this Green Tier application or the base for our performance.

Sincerely,  
Perfect Environmental Performance, LLC.

  
Timothy J. Anderson  
General Manager-Member

  
Laura Paprocki  
Technical Manager

  
Irene Anderson  
Financial Manager