

Small Business Advisor | July 2013

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New ROP coordinator: Ted Cauwels



On July 1, Air Management Engineer Ted Cauwels became the new coordinator of the [Registration Operation Permits program](#). He succeeds Kristin Hart, who was named chief of the Permits and Modeling Section in April.

A native of Illinois, Cauwels earned a B.A. in 2001 from the University of Northern Iowa, majoring in physics (environmental emphasis) with a minor in chemistry. In 2003 he earned a Master of Science in Environmental Engineering from the University of Iowa in Iowa City. After an internship with Quaker Oats in Cedar Rapids and a one-year project position in DNR's water quality program, he joined the department's Southeast Region air management program doing compliance work and inspections of air pollution sources out of the Sturtevant office. His territory began with Walworth and western Racine counties and eventually expanded to include all of

Walworth, Racine and Kenosha counties.

DNR taps experienced hand to be new frac sand contact

MADISON – With an eye toward continuity, the Department of Natural Resources has named Deb Dix as the agency's new lead on industrial or "frac" sand issues.

Dix will serve as the initial point of contact on frac sand for public, private, legislative and media inquiries on the DNR's regulatory authorities and interaction with the industrial sand sector. She will be based in the DNR's Wisconsin Rapids office and is serving on an interim basis while the department moves forward with filling the position.

Dix takes over for Tom Woletz, the agency's long-time frac sand expert, who retired in June. "I have worked with Deb Dix for over 20 years and I believe she is a great fit for this appointment," said Woletz. "She has worked in many of the department's environmental programs and brings a wealth of knowledge and experience to this assignment, including working directly in the nonmetallic mining reclamation program. She will do a great job."



Dix most recently worked with the Environmental Enforcement Program. Her duties included specific frac sand enforcement actions as well as helping coordinate DNR programs related to regulatory oversight of the industry. In 2012, Dix became the agency's environmental enforcement liaison associated with run-off and mining issues. In her new interim role, she will have no involvement in enforcement.

"I'm excited to have the opportunity to again work with the mining industry and the various levels of government involved with regulating it," said Dix. "It will be a welcome challenge to utilize my background and skills to assist not only the mining industry in understanding the regulatory requirements, but also help those outside of the regulatory framework to understand the industry and the laws which regulate it."

Dix has also worked on the Nonmetallic Mining Reclamation program in west central Wisconsin, where she assisted with outreach to municipalities and the industry to explain the requirements of the program, helping municipalities with ordinance development and approval and assisting the mining industry to understand the changes. She first joined the agency in 1990 and has experience with recycling, solid waste and leaking underground storage tank issues. Prior to the DNR, Dix worked in the environmental consultant arena.

FOR MORE INFORMATION CONTACT: Deb Dix, 715-421-7809; Andrew Savagian, 608-261-6422

Wisconsin Plastic Film Recycling Initiative

The Wisconsin Department of Natural Resources has partnered with the [American Chemistry Council's Flexible Film Recycling Group](#) (FFRG) and [GreenBlue's Sustainable Packaging Coalition](#) to establish the [Wisconsin Plastic Film Recycling Initiative](#) with the intent of dramatically increasing the recovery and recycling of plastic film and bags.

The recycling effort provides not only environmental benefits, but also "potential costs savings and a potential revenue stream for businesses", said Nina Bellucci Butler of Moore Recycling Associates, a plastic recycling consulting firm hired by the FFRG. A calculator application on the website PlasticFilmRecycling.org provides a tool that allows businesses to calculate potential cost savings and benefits from taking part in the recycling program. Commercial materials, such as pallet wrap as well as post-consumer material, including carry out bags, dry cleaning bags, and bathroom tissue wrap, are readily recyclable with strong demand from domestic markets, if kept clean and dry.

The two year project will lay the ground work and test approaches to increasing awareness of and access to film recycling in a pilot area. A key element in this plan is easy access to resources and recycling opportunities for both businesses and consumers, which are important factors in boosting film recycling.

The overall goal of the Initiative is to significantly increase plastic film recycling across Wisconsin through the following efforts:

- Expanding the collection infrastructure by utilizing existing networks in order to enable small to mid-sized retailers and other businesses to recycle plastic film and bags.
- Providing tools and resources to businesses and organizations interested in starting or expanding a plastic film recycling program.
- Increasing consumer awareness about the recyclability of plastic film packaging beyond bags.
- Encouraging companies and retailers to use the SPC's How2Recycle store drop-off bag/film recycling label on plastic packaging and FFRG's educational resources to promote bag/film recycling to consumers and the public.

As part of the first phase, a voluntary survey was conducted last month in a joint effort by the Initiative and the Wisconsin Manufacturers Extension Partnership in order to create a comprehensive map of plastics film recycling options in the state.

Through the survey, the Initiative intended to engage stakeholders of the plastic film packaging supply chain, businesses, wholesale distributors and retailers, to establish a baseline of current plastic film recovery efforts. It also wanted to determine drivers and barriers to plastic film recovery and identify opportunities for a collection infrastructure and develop markets for economic benefits.

There is interest to further engage the small business community and the Initiative is seeking information about the quantities, types and destination of plastic waste generated through their operations.

For more information about this Initiative and how your business could benefit from participating, please contact: Claudia Alvarez at Claudia.Alvarez@wisconsin.gov / 608-743-4811 at Wisconsin DNR, Office of Business Support and Sustainability.

Factsheets on Reciprocating Internal Combustion Engine (RICE) regulations now available

The EPA published new rules in 2010 aimed at limiting emissions from stationary engines. In January 2013, EPA finalized revisions to these standards.

There are federal regulations that apply to RICE depending on the type of engine and the date of construction: National Emission Standards for Hazardous Air Pollutants (NESHAP) for Stationary RICE, New Source Performance Standards (NSPS) for Stationary Compression Ignition (CI) Engines and NSPS for Stationary Spark Ignition (SI) Engines. In addition to the federal regulations, Wisconsin has several regulations that apply to RICE.

Factsheets outlining these regulations are available on DNR's [small business webpage](#). Click on the process specific tab and then scroll down to the combustion-engines section. If you have questions or would like additional information on RICE, contact Michelle Farley at michelle.farley@wisconsin.gov or (920) 662-5495.

Information on selling E15 available for fuel retailers

E15 is gasoline blended with more than 10 percent and up to 15 percent ethanol. In 2012, the U.S. Environmental Protection Agency authorized the sale of this fuel blend.

Although DNR is not directly involved in E15 regulation, a factsheet is available which provides links to useful resources for gas station owners interested in selling the fuel. The factsheet, "Selling E15: Resources for Fuel Retailers", is available at DNR's [small business webpage](#) under the industry specific tab, gasoline dispensing section.



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- To contact the Small Business Clean Air Assistance Program staff, call 1-855-889-3021 (toll free) or send an email to DNRCleanAir@wisconsin.gov.
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