



Wisconsin Small Business Environmental Council

2004-2005 Activity Report Summary

The Wisconsin Small Business Environmental Council, a component of the state's Small Business Clean Air Assistance Program, provides a chance for small business owners to speak out. Council members comment on the fairness and effectiveness of WDNR and EPA regulations pertaining to small businesses.

The Council also provides a forum for rule makers to gain information on the impact rules have on smaller businesses. Many groups have come to value the opinions of the Council.

Who Are We?

- Established in 1994
- One of three components of the Small Business Clean Air Assistance Program administered by Department of Commerce
- Authorized under s. 507 of the Clean Air Act Amendments and implemented under s. 560.11, Wisconsin Statutes
- Nine members appointed for three year terms by either the majority and minority leaders of State Assembly and Senate, the Governor, and the Secretary of Department of Commerce and Department of Natural Resources (WDNR)
- Members represent small business owners and the public

What Are Our Responsibilities?

- Meet regularly to discuss environmental issues affecting small businesses in Wisconsin
- Review and comment on the effectiveness of information and assistance provided to small business by the WDNR
- Comment on whether information is understandable to laypersons
- Review new regulations to see if they meet the Regulatory Paperwork Reduction Act criteria
- Convey difficulties encountered by small businesses trying to comply with regulations

How Are We Helping?

The council followed the progress of the new Registration Operation Permit program throughout its development in 2005. A demonstration of the electronic application system in late 2005 was well received by the council members, who expressed an appreciation for its apparent ease-of-use. Knowing the council was interested in technology improvements to make the process easier for small business, WDNR included a number of features to assist those with limited computer skills.

In past years, council members have been involved with development of the Green Tier law. Governor Doyle signed the Green Tier law in April 2004. In October 2005, the "Wisconsin Green and Growing" event brought together industry, government, and the public to celebrate Green Tier. The first Green Tier contracts were signed at the event and other notable activities occurred:

- Green Tier Logo unveiled
- WDNR and Environmental Protection Agency (EPA) Region V signed an agreement that recognizes Green Tier-positioning Green Tier businesses as candidates for EPA's Performance Track program
- Green Tier *Charters* were announced
- A Green Tier *Contract* was signed. The contract specifies the participant's legal commitment to superior environmental performance and incentives to be provided to the participant, which may include regulatory flexibility, public recognition, branding, etc.

The council has strongly supported the efforts to bring such an innovative program to Wisconsin that will recognize businesses making strides to improve environmental performance.

**For more information on the Small Business Environmental Council
visit commerce.wi.gov/sbcaap, contact CleanAir@commerce.state.wi.us
or call 1-800-HELP BUSINESS (1-800-435-7287).**



Small Business Environmental Assistance Programs

Every Program a Partnership

Each Small Business Assistance Program is comprised of three parts:

Council members want to assist other small businesses by acting as mentors. Based on their different experiences in dealing with environmental regulations, they can offer advice or refer a business to resources to help them find their way.

- A technical assistance component to provide the detailed help that small businesses need.
- An ombudsman to advocate on behalf of small businesses within the regulatory environment.
- A Compliance Assistance Panel made up of small business owners and representatives to consult and advise on program content.

“The council [is] always on the cutting edge of the business-regulation interface...”

-- Bob Nicholson, former Council Chair and 2004-2005 member of NCAP

Other Wisconsin programs with which we build working partnerships include:

- Trade Associations
- UW Extension Solid and Hazardous Waste Education
- Small Business Development Centers
- Other state and local agencies

Small Business Environmental Council Members:

Pete Van Horn, P.E. , **Council Chair**
Appointed by Governor
Member 1998-2005
Van Horn Construction
President/Owner – Commercial/
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Michael Simpson
Appointed by Governor
Member 1997-2006
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Bob Nicholson
Member of National Compliance
Advisory Panel
Member 1996-2005
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US Filter/Zimpro Environmental,
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Carl Komassa, **Council Vice Chair**
Appointed by Senate Minority Leader
Member 1994-1997, 1998-2006
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Patricia Haskin
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Member 2000-2006
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Jim Reynolds
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Jay Meili
Appointed by Speaker of the
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Member 1998-2007
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Mark McDermid
Appointed by Secretary of WDNR
Member 2002-2008
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Pam Christenson
Appointed by Secretary of Commerce
Member 2005-2008
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