



Small Business Advisor - December - 2017

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Small Business Environmental Assistance Program Welcomes New Staff

Jennifer Feyerherm is joining the Small Business Environmental Assistance Program. Jennifer began her career working at the DNR with the former Office of Pollution Prevention, helping design cross-media tools to help businesses, DNR staff, and the public identify better ways to prevent and manage pollution. After eight years at the DNR, Jennifer applied her skills as an organizer, policy analyst, and strategist for the Sierra Club where she worked for over a decade facilitating public involvement; developing advocacy and media strategies; building coalitions; analyzing environmental, health, and economic data; and participating in myriad regulatory processes. After leaving the Sierra Club, Jennifer worked briefly as the DNR's Invasive Species Coordinator, moving on to spend the last several years managing the Forest Fire Protection Grant Program and the Dry Cleaner Environmental Response Fund.

Dry Cleaner Calendars are Coming Soon

The popular dry cleaner compliance calendar will be available starting next week. All dry cleaning facilities in Wisconsin are automatically mailed a copy. DNR's Small Business Environmental Assistance Program (SBEAP) designed this tool for dry cleaning operations as a way to help these companies comply with air emission and hazardous waste regulations. The calendar includes useful information such as up-to-date factsheets that summarize environmental regulations along with space for keeping important records. Facilities can fill out and keep the calendar on file for five years in order to comply with state and federal record keeping requirements.

If the owner or operator of a dry cleaning facility does not receive a calendar by mid-January, or is in need of additional copies, contact the SBEAP by calling the Small Business Hotline toll-free at 855-889-3021 or sending an e-mail to: DNRSmallBusiness@wisconsin.gov. An electronic version of the calendar and other supporting documents are available on SBEAP's dry cleaner web page: <http://dnr.wi.gov/topic/SmallBusiness/Resources/DryCleaners.html>.

New SBEAP Resources Available

SBEAP has created new resources that are now available on the website <http://dnr.wi.gov/topic/smallbusiness/>.

Two new fact sheets for:

- Grain Handling facilities <http://dnr.wi.gov/files/PDF/pubs/am/am557.pdf>
- Fugitive Dust sources <http://dnr.wi.gov/files/PDF/pubs/am/am556.pdf>

[Grocery Stores](#) - a page that provides links to environmental requirements or alternative options (recycling, environmentally friendly refrigerants) for shops looking to be more sustainable.

An updated Consultant List with a new column to indicate wastewater services <http://dnr.wi.gov/files/PDF/pubs/sb/sb004.pdf>. (Claims of specific services are not evaluated by the DNR. The list is provided as a service to small businesses.)

E-Cycle Wisconsin Updates

The DNR is running an E-Cycle Wisconsin ad campaign to promote electronics recycling during and after the holidays. Watch and share our 15- and 30-second videos to help spread the word! Visit the [E-Cycle Wisconsin outreach materials](#) page to find the videos, PSAs, newsletter articles and publications.

The following collectors are now registered with E-Cycle Wisconsin:

- Clark Recycling (Clark County)
- Cyber Works (multiple locations in the Green Bay area and surrounding counties)

The following brands have had their registration revoked because of failure to re-register for program year 9:

- GAEMS monitors (GAEMS Inc)

For a list of current registered and unregistered collectors, go to: <http://dnr.wi.gov/topic/Ecycle/collectors.html>.

For questions on the E-Cycle program, contact Sarah Murray at sarah.murray@wisconsin.gov.

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