

# NEWSLETTERS

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December 1999

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## Green Built Home Expands Statewide

New checklist improves energy and resource efficiency

After a very successful pilot program with the Madison Area Builders Association, Green Built Home (GBH) has formed additional partnerships with the Wisconsin Energy Star Home program, Metropolitan Builders Association of Greater Milwaukee and the Valley Home Builders Association to take the Green Built Home program statewide.

"We look forward to working with our expanding network of partners to establish a statewide green built initiative," said John Imes, WEI Executive Director. "Our combined efforts further the building of energy and resource efficient homes benefiting our state's economy and environment."

Working in partnership with the Wisconsin Energy Star Home program in their "Focus on Energy" territory, GBH will expand to 23 counties in northeastern Wisconsin. This territory includes the Fox Valley, Green Bay and Wausau. GBH will also be administered in Milwaukee county through the Metropolitan Builders Association Parade of Homes from August 19 - September 10, 2000. In Dane county, Green Built Home will again be a prominent part of the Madison Area Builders Association's 2000 Madison Parade of Homes.

GBH certification is available to any Wisconsin builder who registers for the program and meets the criteria on the GBH Checklist. A Technical Advisory Committee comprised of experts in the energy, environmental and building professions reviews building plans and specifications and performs random on-site inspections to insure that the Checklist criteria is met. The GBH Checklist has been enhanced to reflect improved standards and choice for the builders. The point-based list provides builders with a stringent set of standards while allowing flexibility.

"We've established one of the most comprehensive 'green built' checklists in the country, yet it's achievable for participating builders," said Dirk Mason, GBH Program Director.

As Green Built Home continues to expand its reach, a new look and expanded services are being developed for its website. Links to builders and suppliers who have products and services that meet the Checklist criteria, as well as other useful links, will be available.

GBH partners also include: Dorgan Associates, Energy Center of Wisconsin, Home Environment, Madison Gas & Electric, Thermal Comfort, Wisconsin Energy Conservation Corporation, Wisconsin Green Building Alliance and First Supply Madison.

*Green Built Home is a green building initiative that reviews and certifies homes that meet sustainable building and energy standards. The goals of the program are to protect the environment, demonstrate that an industry-led voluntary program can positively affect energy and environment-related practices, educate the home buying public about green built products and practices, and recognize builders who are taking proactive measures to protect the environment. For more information on GBH contact Dirk Mason at [dmason@wi-ei.org](mailto:dmason@wi-ei.org) or (608)280-0360.*

### **Latest Green Built Home Participant is a Green Development in Town of Windsor**

A new subdivision in the Town of Windsor will be a "green" development and Green Built Home participant. Holland Fields, east of county CV and south of the village of DeForest, will include 125 single family homes, 15 duplexes and six multi-family lots, with a total of 225 apartments. All will be built to GBH Checklist standards. Developer John DeWitt, president of Windsor Development Corporation, believes Holland Fields is the first residential development of its kind in Wisconsin to require builders to comply with strict environmental standards. He expects to sell 20 to 25 lots each year, with a final build-out coming over the next five to seven years. DeWitt says that so far the responses he's received have been very favorable. The 115-acre development includes a 30-acre nature preserve with access to a wetland conservancy provided through a series of easements and public trails.

For more information contact Sanford DeWitt at (608)829-7126.

## Director's View

Greetings,

Everyday I receive a half dozen emails related to sustainable development which describe the significant efforts to further business and community environmental performance somewhere in the world; every week I'll see or hear perhaps another dozen news stories on the subject; and every month more and more newsletters and special publications arrive at WEI bringing news of people utilizing the latest technologies, practices and mindset to build a more sustainable world. It reminds me of the photo technique of piecing together thousands of small images to make one large picture. Up close all you see is a bunch of small, sometimes unrelated pictures; from further away you see the big picture.

In this issue of *Update*, Ray Anderson describes this big picture in "The Power of One." It's an exciting time for the many different people, businesses and organizations that are implementing and advancing the notion of "doing well by doing good." Its always been WEI's mission to be a catalyst for new paradigms that benefit our state's environment and economy. And as a membership organization, our support comes one member at a time. When a business, organization or individual joins WEI that "power of one" joins with other like-minded people and amplifies a new way of thinking and doing business in our state. Membership supports powerful and exciting possibilities.

Interest and support of WEI's programs and approach continue to grow and will surely make 2000 as exciting and full of opportunity as 1999. The Green Built Home program (not quite a year old) is our newest initiative, and judging from the momentum since its debut at the Madison Area Parade of Homes in June, green building in Wisconsin is poised to take a giant step. In the coming year, we plan to expand this idea to include "green land development". Whether it's on an existing shoreland property or a new development - there is always a way to improve on existing practices and, not so incidentally, positively impact the bottom line while protecting the environment.

In the coming year, in addition to convening Wisconsin companies and participants on Climate Wise, WEI's Business & Environment program will focus on small to mid-size businesses with profit-driven environmental management roundtable's and mentoring opportunities. We look forward to recognizing and celebrating the leading businesses and organizations that are committed to "doing well by doing good" at an award event in the fall of 2000.

WEI will also be convening an Environmental Policy Committee comprised of leaders from citizen and environmental groups, business and industry and government. Its purpose is to explore ways to improve environmental policy making and implementation in Wisconsin. Our hope is this effort will build trust

and improved communication to foster more positive environmental outcomes and help ensure the quality of life in Wisconsin is preserved for future generations.

If you're not a member of WEI, I invite you to join us - you will like what you see. If you are a member, thank you. Our shared goals and your support has created a vision to be proud of; one worth striving for and possible through the best efforts of each one of us.

Our best wishes to you for a prosperous and more sustainable new year.

John Imes

## **In Brief...**

### **Environmental Policy Roundtable Explored**

Citing increased polarization on environmental issues between government, business and environmental groups, George Meyer, Secretary of the Department of Natural Resources and Dan Barthold, Miller Brewing Co., (both WEI Board Members), have asked the WEI Board to direct staff to explore the development and convening of an Environmental Roundtable. Meyer and Barthold expressed concern over what seems to be a fundamental lack of trust and poor communication between interests and the lack of a mechanism to bring groups together to identify common goals and desired environmental improvements.

At its September Board meeting, the WEI Board agreed to establish an exploratory committee to further examine this issue and make recommendations at the December Board meeting on how best to proceed. An excellent representation of stakeholders have agreed to serve on the exploratory committee; members include: **Ron Baba**, Oneida Nation, **Dan Barthold**, Miller Brewing Company, **Linda Bochert**, Michael Best & Friedrich, **Tom Boldt**, Oscar J. Boldt Construction Co., **Jerry Deschane**, Wisconsin Builders Association, **Joe Greco**, Menominee Falls, **Brett Hulsey**, Sierra Club, **John Imes**, WEI, **George Meyer**, Wisconsin Department of Natural Resources, **Susan Mudd**, Citizens for a Better Environment and **Keith Reopelle**, Environmental Decade.

### ***Owning Waterfront Property: A Checklist Available in January***

In the fall of 1998, the Wisconsin Environmental Initiative, The Wisconsin Association of Lakes, the Department of Natural Resources, the Wisconsin County Code Administrators, the Wisconsin Timber Associates, the Wisconsin Builders Association, and the Wisconsin Out-of-State Land Owners Association sponsored the conference *Shoreland Development in Wisconsin: Balancing a Healthy Economy with a Healthy Environment*. At the conference, participants recommended that builders and realtors be enlisted to assist with educating

waterfront property owners on responsible shoreland development. As a follow-up to that recommendation, WEI has developed the publication *Owning Waterfront Property: A Checklist*. The Checklist will be used by realtors, builders and others, to provide important information to new waterfront property owners. This checklist will be available in early January. To receive a copy contact WEI at [wei@itis.com](mailto:wei@itis.com) or call (608)280-0360.

### **Green Built Home Adds Program Director**

Dirk Mason has joined the WEI staff as Program Director of Green Built Home. Dirk's experience includes developing partnerships at the municipal, state and federal levels as a Recreation Planner for the North Country Trail Association and working with builders, architects and developers as a Town Planner for Vail, Colorado. He received undergraduate degrees in Geography and Environmental Science from Carroll College and a Masters Degree in Urban Planning from University of Wisconsin - Milwaukee School of Architecture and Urban Planning.

### **Changes for Wisconsin Green Building Alliance**

Over the past three years, WEI has worked with members of the Wisconsin Green Building Alliance (WGBA) Steering Committee to take the concept of a green building trade organization for Wisconsin building and design professionals into a fully functioning membership organization. After a gradual three month transition, on November 30, 1999, WGBA officially became an independent organization and is no longer a program of WEI.

"The WGBA Steering Committee has shown exceptional leadership in developing this program and taking it to the next level," said John Imes, WEI Executive Director. "WEI looks forward to continued collaboration with WGBA on our shared goals for green building in Wisconsin."

WGBA's new address is P.O. Box 11067, Milwaukee, WI, 53211. Their new phone number is (414)224-9422.

### **Miller's Milwaukee Brewery Receives National Environmental Honor**

Energy conservation efforts save Miller \$1.2 million

*Miller Brewing Company's Milwaukee Brewery has been a WEI Benefactor member since 1996. Dan Barthold, Director of Environmental Energy Engineering, has served on the WEI Board of Directors since 1996 and has also made significant contributions to WEI's Business & Environment programming and fund raising and development activities.*

Miller Brewing Company's Milwaukee Brewery has been awarded a 1999 Climate Wise Partner Achievement Award from the U.S. Environmental

Protection Agency. The 1999 awards recognize 12 businesses nationwide that have used technical and management innovations to reduce greenhouse gases and waste, achieve significant emissions reductions and influence employees and other companies to participate in environmental efforts.

"Miller has always been committed to important environmental issues, and ensuring maximum efficiency and energy conservation at all of our breweries is a priority for us," said Virgis Colbert, Executive Vice President of Miller Brewing Company. "Through creativity, determination and the hard work of many employees, our Milwaukee facility has made significant progress in improving energy conservation, and this award is a tribute to all involved."

In 1998, Miller's Milwaukee Brewery initiated an energy management system in an effort to be more consistent with its newer and more efficient sister breweries in other states. That energy management system focused on changing old habits and developing and implementing new procedures related to energy uses. Since that time, Miller has saved \$1.2 million in water, natural gas, electricity and sewer costs.

"Miller Brewing Company has demonstrated that energy efficiency and conservation efforts make true business sense," said Maryann Froehlich, the associate deputy administrator for the U.S. EPA. "The company is improving and protecting our environment while saving money, which is a win-win situation for everyone."

Plant Services Manager Thomas Thompson and Environmental Coordinator Audrey Templeton, as well as a team of four hourly and salaried employees from Miller's Milwaukee brewery, traveled to San Francisco to personally receive the award on November 2, 1999. The awards ceremony was held in conjunction with the Business for Social Responsibility annual conference.

"Our employees took this effort very seriously and have reason to be proud of this award," said Thompson. "We diligently tracked our energy usage, established employee energy action teams, conducted weekly energy audits and did much more to not only increase our efficiency, but also to conserve energy."

Some of the other 1999 Climate Wise Partner Achievement Award winners include Bristol Meyers Squibb; Worldwide Clairol; Fetzer Vineyards; IBM Corporation; Johnson & Johnson; and Louisiana Pacific Corporation, Tomahawk Operation (Wis.).

Miller Brewing Company also recently won a similar award at the 4th Annual Governor's Business Roundtable on Energy and the Environment. That award was sponsored by the Wisconsin Energy Bureau, Wisconsin Focus on Energy and the Energy Center of Wisconsin and was awarded on October 19, 1999.

## **WEI to Convene Wisconsin Climate Wise Participants**

*Climate Wise is a component of President Clinton's Climate Change Action Plan, a group of initiatives designed to help the United States honor its international commitment to reduce greenhouse gas emissions to 1990 levels by the year 2000. Climate Wise is a voluntary, non-regulatory effort designed for businesses with manufacturing operations wishing to develop comprehensive and cost-effective energy efficiency and pollution prevention strategies.*

WEI has been chosen by the Wisconsin Department of Administration to bring together Wisconsin Climate Wise participants. In 2000, WEI will coordinate two Climate Wise Peer Exchange sessions that will feature discussion forums addressing energy-related topics, presentations on how to turn energy efficiency and pollution prevention actions into a marketable asset that helps a company increase marketshare, and opportunities for participants to network and discuss issues among peers. The Peer Exchanges are also open to those interested in becoming a Climate Wise partner.

Climate Wise offers a range of technical assistance to make participating as simple and valuable as possible. Participants receive extensive assistance and resources that essentially custom-tailors the program to participants' needs. Participants learn about practical and proven actions taken by large and small companies to use energy, water, chemicals, and other materials more efficiently and to reduce waste. They then take these ideas, adapt them to their business and see increased profits, improved productivity and product quality, and enhanced corporate image with employees, customers, communities and investors.

Climate Wise also provides public recognition for companies committing to and achieving reduced greenhouse gas emissions and assists company efforts by offering informational resources, technical and financial assistance, training programs, seminars and workshops. Wisconsin Climate Wise participants include: Briggs and Stratton, Jockey International, The Louis Allis Co., Louisiana Pacific, Miller Brewing Company, Navistar International, Promega Corporation, Quad/Graphics, Snap-On Tools, The West Bend Co and Weyerhaeuser.

The U.S. EPA Climate Wise Program began in 1994 and today has more than 520 Partners and represents more than 13 percent of the U.S. industrial energy use. By the year 2000, Climate Wise is expected to save \$600 million and reduce greenhouse gas emissions by 18 million metric tons of carbon dioxide equivalent- which is equal to removing 4 million cars from U.S. highways.

For more information on Climate Wise contact WEI at [wei@itis.com](mailto:wei@itis.com) or (608)280-0360.

**Are you moving up?**

## **Your upgraded membership brings increased benefits**

Are you moving up in your participation in WEI or are you standing still? Are you taking full advantage of the unique educational resources and opportunities WEI members receive? An upgraded membership to Corporate Plus, Sponsor or Benefactor provides you with enhanced benefits such as additional educational opportunities with the nation's and state's environmental leaders. At higher levels of membership your organization receives increased recognition and visibility as an environmental leader in support of WEI's unique, nonpartisan approach to "doing well by doing good."

As you think about where you want to go in the new year, please consider "up." Make a renewed commitment in support of WEI's important work by upgrading to Corporate Plus, Sponsor or Benefactor. If you're not a member, now is the time to join and take advantage of the benefits of membership and support WEI's important mission. For questions about membership contact WEI at [wei@itis.com](mailto:wei@itis.com) or call (608) 280-0360.

## **The Power of One**

**by Ray Anderson**

*The following is adapted from the recently published book Mid-Course Correction: Toward a Sustainable Enterprise –The Interface Business Model, by Ray C. Anderson, chairman of Interface, Inc. Ray Anderson was the keynote speaker at WEI's "Creating Value and Sustaining Growth" CEO Seminar at the Wingspread facility in Racine, WI.*

Most of the time, when I make an environmental speech, I'm "preaching to the choir." Yet I am greatly encouraged and believe that the choir is growing, that the global brain is waking up. The number of "alarm clocks" to wake us is growing, too.

A quotation attributed to President Lyndon Johnson comes to mind. A rancher and landowner in his native Texas, Mr. Johnson was asked how much land he wanted to own. He was said to have answered, "Well, just what I have and all that's next to it." Though Johnson's quote illustrated pure greed, in a filial way that's the choir we want singing the gospel of change: what's there now and all that's next to it.

So, to this swelling number, I continue to say that we are all part of the continuum of humanity and the web of life in general. We will have lived our brief span and either helped or hurt that continuum, that web, and the Earth that sustains all life. Which will it be? It's your call.

I believe one person can make a difference. People coming together in organizations like yours and mine can make a big difference. Companies coming together - for example, customers and suppliers uniting in recycling efforts - can make a vast difference. Harnessing wind, current solar income, and hydrogen can make a monumental difference. Daniel Quinn's mission in his paradigm-shifting novel, *Ishmael*, is to change the minds of six billion people. If that happened and they decided to live their daily lives with Earth's welfare in mind, then Earth, humanity, and all the continuum of life would, indeed, gain a new lease on life. The mid-course correction I think Earth and humanity need probably depends on, more than any other thing, changed minds, i.e., new paradigms. But what will power this change?

The power of one has become a recurring theme in our company, as many of our customers, as well as our people, recognize. Though we as a company have a very long way to go to sustainability, I realize that the journey is taking place on three levels: 1) the level of *understanding* sustainability, 2) the level of *achieving* sustainability, and 3) the level of *influence*.

The curve of *understanding* or knowledge – call it the "learning curve" – is not only about learning what and "where" sustainability is, but also about how to get there, including identification of the technologies, attitudes, and practices that are needed and how they should be developed.

The curve of *achievement*, call it the "doing curve," plots the substantive progress toward sustainability. The gap between knowing and doing represents the *technical challenge* (not knowing how) or possibly the resource gap (not being able to afford it), but not, we hope, a gap of commitment or willpower.

The third curve of *influence* is the one that will take our company beyond sustainable to restorative, putting back more than we take and doing good to the Earth, not just doing no harm. The benefit to Earth from inspiring others to take action, too, can be greater than from the company's own achievements.

Each of us is one in 5.8 billion (at this writing, but growing); yet all of us at Interface are 7,000 in 5.8 billion, more than one in a million. But Interface is 1/33,000 of the global economy. DuPont and BASF, both 50 times bigger, our major suppliers, are each 1/600! All of us are resource intensive, so together we have an even bigger impact than our numbers suggest. As a company, Interface can make an immense difference by setting an example. If DuPont and BASF join in, too, we can make a colossal difference!

You, too, have influence. You have the power of one. Your organization has influence, too - the collective influence of one and one and one. Knowledge, deep (not superficial) knowledge, getting well up that curve, comes first. Doing (taking action) must follow – in your personal lives and at work. Knowledge and

action are critical. They give credibility and validity to your examples and to your influence, which can spread and grow without limit.

You, too, can join in that positive feedback loop, doing well by doing good, a win-win for you and Earth.

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## **Calendar**

### **January**

10-14: *Lighting Systems and Controls*, Madison, WI: University of Wisconsin - Madison: (608) 262-1299.

12: *Talk & Tour: Kubala Washatko*, Grafton, WI: WasteCap: (414) 961-1100.

13: *Lake Management Workshop: Buffers, Shoreline Restoration and Yard Care*, Waukesha, WI: Wis. Assoc. of Lakes: (414) 229-0918.

17-19: *Winter Convention*, Lac du Flambeau, WI: Wisconsin Realtors Assoc.: (800) 279-1972.

20: *Global Climate Change/Energy Conservation & The Design Professional*, Milwaukee, WI: Conserv' Products: (800)747-7299.

27: *Northeast Region Lake Classification Workshop*, Green Bay, WI: Wis. Lakes Partnership: (608) 662-0923.

### **February**

21-25: **Educational Seminar**, Appleton, WI: Valley Home Builders Assoc.: (920) 731-7931.

### **March**

1: *Grow Smart, Grow Green - The Economic and Environmental Benefits and Challenges of Conservation-Minded Land Development*, Madison, WI: Rock River Coalition & DNR: (608)275-3201.

29: *Annual Meeting*, Stevens Point, WI: 1000 Friends of Wisconsin: (608) 259-1000

## **April**

7: *The Greening of the Built Environment III: It's Here, It's Now & Here's How*, Milwaukee, WI: Wis. Green Building Alliance: (414) 224-9422.

## **Staff & Member Directory**

- Richard Lehmann, Chair  
Boardman, Suhr, Curry & Field
- Brian Ohm, Vice Chair  
Urban and Regional Planning, UW-Madison/Extension
- Timm Speerschneider, Secretary  
DeWitt Ross & Stevens, S.C.
- Dave Cieslewicz, Treasurer  
1,000 Friends of Wisconsin
- Dan Barthold  
Miller Brewing Company
- Thomas J. Boldt  
Oscar J. Boldt Construction Company
- Noel Cutright  
Wisconsin Electric Power Company
- Tom Estock  
Quad Graphics, Inc.
- Bill Malkasian  
Wisconsin Realtors Association
- George Meyer  
WI Department of Natural Resources
- Nick Neher  
WI Department of Agriculture, Trade and Consumer Protection

- Susan Shultz  
Earth Tech
- The Nature Conservancy

### **Staff**

- John Imes, Executive Director
- Connie McElrone, Director of Development & Communications
- Dirk Mason, Program Director
- Paulette Harder, Program Director

### **Members**

#### **Benefactors**

- DeWitt, Ross & Stevens, S.C.
- Earth Tech
- Miller Brewing Company
- Oscar J. Boldt Construction Co.
- Quad/Graphics, Inc.
- Wisconsin Realtors Association
- Wisconsin Electric Power Company

#### **Sponsors**

- Barr Engineering
- Energy Center of Wisconsin
- Madison Area Builders Association
- Wisconsin Builders Association

#### **Corporate Plus**

- Kohler Company
- Wisconsin Power & Light

#### **Corporate**

- American Materials Co.
- Ayres Associates
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- Federation of Environmental Technologists
- Geraghty & Miller, Inc.
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- GZA Geoenvironmental, Inc.
- Johnson Controls, Inc.

- Liesch Environmental Services
- Michael Best & Friedrich
- Quarles & Brady
- Rayovac
- Serigraph
- Sigma
- Snap-on Tools
- Triad Engineering
- Wisconsin Farm Bureau