

NEWSLETTERS

June, 2000 Newsletter

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Environmental Policy Forum Scheduled for June 5, 2000

Participants to help shape the future of environmental policy in Wisconsin

A select group of leaders representing environmental organizations, the Department of Natural Resources, the Department of Agriculture, Trade and Consumer Protection, businesses, academia, and governments will meet on June 5, 2000 at the University of Wisconsin Stevens Point for a two-part discussion that will impact the future of environmental policy-making in Wisconsin. George Meyer of the Department of Natural Resources and Ben Brancel of the Department of Agriculture, Trade and Consumer Protection are committed to being in attendance. The forum is being presented by WEI and sponsored by the Wisconsin Department of Natural Resources and Miller Brewing Company. Harry Webne-Behrman of Collaborative Initiative will facilitate the forum.

Since early this year, a broad group of stakeholders, including Secretary Meyer of the Wisconsin Department of Natural Resources and representatives from The Sierra Club, Miller Brewing Company, Michael, Best & Friedrich, Wisconsin Builders Association, the Village of Menomonee Falls, and U.W. Green Bay, have been meeting to discuss the current and future state of environmental policy in Wisconsin. They agree that Wisconsin is having a less productive and

inclusive environmental policy discussion than in the past, and that there is a need for some type of mechanism to improve the current policy-making methods. The idea for the Environmental Policy Forum grew out of this broad consensus.

According to George Meyer, "For a few years now, we have seen that public policy has suffered because the many interested groups, agencies, and representatives wait to talk with each other until the battle lines are drawn. This has caused polarization and conflict at both the agency and legislative arenas. WEI's Environmental Policy Forum will give all of us a chance to come together and share our ideas about how to improve our policy discussion in the future."

The Environmental Policy Forum will bring together a larger group of stakeholders, representing all sectors and viewpoints, to further the discussion by reviewing the current policy-making system and creating potential solutions. The event will focus on increasing communication and trust between various groups, and on building an improved state-wide policy-making mechanism.

Part Two of the Forum is scheduled for September 2000. (Date to be announced.) The goal of the Forum's second session is to create an action plan for implementing the discussed improvements in the policy-making system, including a tentative articulation of priority issues. Also in Part Two, participants will begin "testing" the alternative mechanisms drafted by the groups in Part One. This will include applying the mechanisms to environmental issues identified by the participants as priority issues for Wisconsin. The various alternative approaches will be compared to identify the ones that address the issue most effectively. Based on these experiences, a best mechanism will be selected for final drafting and circulation to participants. Participants will also determine the next steps in the implementation of the discussed improvements in environmental policy-making.

The Forum Steering Committee members include: George Meyer, Wisconsin Department of Natural Resources; Dan Barthold, Miller Brewing Company; John Imes, Wisconsin Environmental Initiative; Linda Bochert, Michael, Best & Friedrich; Brett Hulse, Sierra Club; Ron Baba, University of Wisconsin—Green Bay; Jerry Deschane, Wisconsin Builders Association; and Joe Greco, Village of Menomonee Falls.

For more information contact Jennifer Hellman at (608)280-0360 or jhellman@wi-ei.org.

Director's View

Well, the 30th anniversary of Earth Day has come and gone and like many folks I found a way to celebrate by planting a tree and hiking with my kids. Still, I couldn't help but notice the overall lack of interest for Earth Day among most people, businesses and politicians. Even much of the national and local media

seemed to mock the day as a fringe event for activists and celebrities with radical proposals beyond the reach of main-stream society.

This lack of interest is curious to me. In my office is a signed copy of the "History of Earth Day" by its founder Gaylord Nelson. In it he describes the objective as "...to get a nationwide demonstration of concern for the environment so large that it would shake the political establishment out of its lethargy and, finally, force this issue permanently into the political area..." The first Earth Day and those that followed sparked much-needed policy making to clean the air, water and land, established a growing environmental movement, and helped further our understanding and commitment to environmental improvement. How can you not be enthused about that? Can that message ever grow stale?

Maybe the issue now, thirty years later, is how do we build on Earth Day and move toward a more environmentally sustainable economy? How do we engage as many people, businesses and politicians as possible to join this effort?

In a new book, *Natural Capitalism*, business visionaries Paul Hawken and Amory and Hunter Lovens offer an exciting blueprint on how to build on the goals of Earth Day. They describe over 200 remarkable opportunities for saving money and resources through innovative applications of new technologies, practices and mindset. A few examples:

- The automobile industry is undergoing a transformation away from traditional car models to fuel cell-powered vehicles that would be both lighter and safer, produce negligible pollution, cost both the producer and consumer less, and have fuel efficiencies as high as 200 miles per gallon. Ford and other car makers are planning to introduce the first generation of these mid-size new hybrid 60-80mpg vehicles for the 2003 model year. The authors also provide examples of sensible land use strategies to help counter the excessive automobility of more attractive and cheaper driving options.
- New houses designed with heat-trapping "super-windows" which can remain cool in summer temperatures with no air conditioner and warm in winter with no furnace, and cost less to build.
- Today's best techniques for using wood fiber more productively could supply all the paper and wood the world currently requires from an area about the size of Iowa.

We think there is a lot each one of us can do – in our homes and communities and within existing jobs and industry - to support the development of more environmentally sustainable commerce. Here in Wisconsin, WEI programs such as the Wisconsin Climate Challenge Partnership, the Business & Environment Series and Green Built Home provide excellent technical resources and opportunities for mentoring and peer exchanges. With these resources, our

state's leading companies will find the transition to sustainable commerce an exciting, manageable and profitable one.

Of course, not every company is enlightened and willing to make the investments to improve business environmental performance. That's where "*enlightened consumerism*" comes in. As consumers and purchasers for companies, organizations, and government, we can spur improved business environmental performance by requiring it of the companies with whom we do business. One leading example of this is a national office copy company which developed a very sophisticated environmental assessment of their paper products suppliers. The survey includes questions on compliance issues, forest management practices and asks specifically about the amount of air and water pollutants and energy consumed per ton of paper produced. The environmental impact ratio for each supplier is then compared and ranked.

Not surprisingly, when customers begin to ask very specific questions about business environmental performance, companies tend to get more comprehensive and focused on their efforts. There's also an added benefit. When business decision-makers are confronted with these questions, they often turn to environmental management personnel for answers. By asking suppliers the tough questions you can help integrate environmental expertise into business matters and add value for environmental managers and their companies.

Opportunities abound! Whether it's through enlightened business and consumer practices or by bringing stakeholders together to improve environmental policy making, through hard work, leadership and ingenuity we can create a more environmentally sustainable Wisconsin. As enlightened businesses, consumers and organizations, let's celebrate, showcase and replicate the successes and possibilities on Earth Day and everyday.

Madison, Fox Valley and Milwaukee Builders Sign On to Green Built Home

Builders from Madison, Milwaukee and the Fox Valley have signed on to the Green Built Home program and are currently constructing over thirty green homes in Wisconsin. Green Built Home, now in its second year, is a green building initiative that reviews and certifies homes that meet sustainable building and energy standards. The majority of the houses will be featured in Parade of Homes events, giving home buyers a glimpse of the latest products, practices and technologies used in green building.

"Parade of Home venues are a great method of exposing Green Built Home to the public and provides the builders a means of distinguishing their home from the others in a highly publicized and well attended event," said Dirk Mason, Green Built Home Program Director.

Several Green Built Home builders in the Madison Parade of Homes will show that building green does not have to cost more than typical building practices. Their Parade homes and lots will be priced under \$175,000 and feature high quality construction. In addition, builders of affordable housing, multi-family units, urban infill developments, and remodelers have expressed interest in Green Built Home suggesting that the uses of the Green Built Checklist will be expanding in the very near future.

Working in partnership with the Wisconsin Energy Star Home program in their "Focus on Energy" territory, Green Built Home has expanded to 23 counties in northeastern Wisconsin. This territory includes the Fox Valley, Green Bay and Wausau. Green Built Home is also being administered in the greater Milwaukee area in partnership with the Metropolitan Builders Association Parade of Homes scheduled for 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 on June 10-25, 2000.

Though predominately featured in statewide Parade of Homes events, Green Built Home certification is available to any Wisconsin builder who registers for the program and meets the criteria on the GBH Checklist. Holland Fields in the Town of Windsor, a new subdivision developed by the Windsor Development Corporation, will be the first development to feature Green Built Home outside of a Parade event. The development requires that every home be constructed to the Green Built Home Checklist standards.

"I applaud Windsor Development Corporation for taking a proactive approach to providing housing that will have significant and tangible benefits for our state's environment," said Mason.

The goals of Green Built Home are to protect the environment, 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 or (608)280-0360.

Congratulations to the Wisconsin builders who are building a Green Built Home:

Madison Area

- Acker Realty and Builders
- Design Shelters
- Elliott Construction, Inc.
- Hart DeNoble Builders, Inc.
- Hensen Builders, Inc.
- J.R. Stolz, Inc.
- Michael F. Simon Builders, Inc.

- Midwest Homes, Inc.
- Monson Construction Co., Inc.
- New Directions Builders
- Norwood Custom Homes, Inc.
- Prestige Building & Real Estate, Inc.
- Pulvermacher Construction
- Sterling Concepts Builders
- Stewart Construction, Inc.
- Summit Designers/Builders, Inc.
- Temple Construction
- Thomas Zimmer Builders
- Vintage Homes, LLC
- Voyager Builders
- Windsor Homes, Inc.
- Yahara Builders, inc.

Milwaukee Area Builders

- Bayer Homes, Inc.
- Gas Light Homes, Inc.
- Handcrafted Homes
- James Craig Builders
- Kings Way Homes
- M.D. Properties
- Schmid Brothers Builders
- Trustway homes
- Woodhaven Homes

Very special thanks to our Green Built Home funding partners:

Northern Crossarm
 P.O. Box 34
 Chippewa Falls, WI 54729
 (800)236-9663
www.crossarm.com

The midwest's leading ACQ wood treatment company known for its high quality crossarms and treated lumber. Preserves treated wood without the use of CCA (heavy metals). Meets Green Built Home section 6 criteria.

KVW (Kolbe Vinyl Windows)
 1211 Depot St.
 Manawa, WI 54949
 (920)596-2501
www.kkvw.com

KVW is a division of Kolbe & Kolbe Millwork Company, Inc. They provide a full line of quality vinyl windows and door products to the building industry. Their LoE products are ENERGY STAR® qualified and meet Green Built Home section 8 criteria..

James Hardie Building Products
1961 N. Summit #312
Milwaukee, WI 53202
414-276-8380
www.jameshardie.com

Manufacturers of fiber-cement building products. James Hardie Building Products maintains the only research and development center in the U.S. devoted solely to fiber-cement technology. Their plank siding is made of cellulose fibers and meets Green Built Home section 18 criteria.

Dorgan Associates
7601 Ganser Way
Madison, WI 53719
(608)827-6880
www.dorganai.com

A consulting engineering firm providing a variety of services to the HVAC industry. Specializes in research and commissioning of buildings nationwide.

Calendar

June

1 - 3: Advancing Community Sustainability, Roanoke, VA: Virginia Tech and Center for Organizations & Technological Advancement: (540)231-5182, www.conted.vt.edu/advcom.htm

4 - 5: *9th Annual Corporate Environmental Leadership Seminar*, New Haven, CT: Yale University: (203)432-6953.

5: Environmental Policy Forum, Stevens Point, WI: WEI: (608) 280-0360, www.wi-ei.org.

12 - 21: *Solar 2000*, Madison, WI: American Solar Energy Society: www.ases.org.

16 - 18: Midwest Renewable Energy Fair, Madison, WI: Midwest Renewable Energy Association: (715)592-6595, www.the-mrea.org.

10 - 25: Green Built Homes featured in Madison Area Parade of Homes, Madison, WI: Madison Area Builders Association: (608) 288-1133.

August

19 - Sept. 10: Green Built Homes featured in Milwaukee Parade of Homes, Milwaukee, WI: Metropolitan Builders of Greater Milwaukee: (414) 258-9850.

September

11 - 19: Green Built Homes featured in Fox Valley Parade of Homes, Appleton, WI:

Valley Builders Association: (920) 731-7931.

October

5 - 7: *The Natural Step Fifth Annual Conference on Sustainability*: Atlanta, GA: The Carter Center: www.naturalstep.org (brochure on website in June).

5 - 8: *Industrial Ecology 2000*: Berkeley, CA: Haas School of Business, University of California - Berkeley: (415)248-0011.

The 2000 Business & Environment Series Programming to Focus on Small and Medium Size Companies

WEI and The National Environmental Education & Training Foundation (NEETF) are joining forces to create The Wisconsin Environmental Mentoring Initiative. The goal of the Initiative is to improve the environmental performance of small and medium-sized businesses through the use of environmental mentoring and low-cost training programs. Business and Environment (B&E) Mentoring Programs will be established in targeted Wisconsin communities along with a Wisconsin-focused Strategic Environmental Management Training curriculum.

"There is a tremendous opportunity to engage smaller companies through mentoring strategies that will benefit their businesses and the region with a healthier environment and more sustainable business climate," said John Imes, WEI Executive Director.

The Initiative will help small companies integrate environmental considerations into day-to-day decision-making by showing how environmental performance can be used to improve the bottom line. Mentoring networks will facilitate continuous environmental improvement and market distinction will be created for the best performing small businesses.

Why focus on small business environmental performance? Small businesses comprise 96% of the 5.3 million businesses in the U.S. Unfortunately, most small businesses have not developed the organizational capacity to manage environmental issues. The EPA estimates that only 10% of all small businesses are served by state technical assistance programs, and trade associations, often the source of information for small business, only serve an average of 20% of businesses in their sector.

The Initiative will organize a network of business environmental professionals and peer exchange events and combine them with NEETF's tools and resources to produce a training and mentoring package suitable for audiences ranging from senior managers and small business owners to machine operators and students pursuing continuing education.

For more information on the Wisconsin Environmental Mentoring Initiative call WEI at (608)280-0360.

Businesses step up to the challenge of climate change with Wisconsin Climate Challenge Partnership

Wisconsin Environmental Initiative joined with leading Wisconsin businesses to formally launch the first Wisconsin Climate Challenge Partnership on Friday, April 14, 2000, at Miller Brewing headquarters in Milwaukee.

The Wisconsin Climate Challenge Partnership provides the Wisconsin business community with a mechanism to exchange ideas, success stories and technical information on cost-effective environmental technologies, processes and management practices. Quarterly forums will feature discussions on energy-related topics and presentations on turning energy efficiency and pollution prevention actions into a marketable asset.

"The Partnership will be an excellent opportunity for peer exchanges and cooperative learning," said John Imes, WEI Executive Director. "By working together on this voluntary initiative, Wisconsin companies will save money, improve the environment and enhance productivity."

Partners were welcomed by Miller Brewing Company and were given a presentation on Miller's Climate Wise Action Plan which has been recognized as a National Achievement Award winner. Other successful energy and environmental performance management approaches were presented along with an update on the Climate Wise program including upcoming events, new technical assistance materials, and opportunities. The forum concluded with a site tour of Miller's manufacturing operations.

Wisconsin Climate Challenge Partnership is a cooperative effort between WEI, the Wisconsin Energy Bureau and the U.S. Environmental Protection Agency.

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. It is a voluntary effort to take energy efficiency and pollution prevention actions that help reduce air emissions related to global climate change. 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 contact John Imes at (608)280-0360. To learn more about the Wisconsin Climate Challenge Partnership visit www.wi-ei.org.

Member Profile

Dave Cieslewicz

Executive Director, 1000 Friends of Wisconsin, Inc.

Dave Cieslewicz is a co-founder of WEI and has served on its Board of Directors since 1995. He is the Executive Director of 1000 Friends of Wisconsin, Inc., a statewide organization dedicated to promoting sound land use planning legislation. Before co-founding 1000 Friends of Wisconsin, Inc. in April 1997, Cieslewicz worked for the Wisconsin State Legislature; seven years as Chief of Staff for the Senate office and three years as an aide to Representative Spencer Black where he staffed the Assembly Natural Resources committee.

1000 Friends of Wisconsin, Inc. has seen some impressive achievements in its first three years and Dave Cieslewicz has been at the heart of them. During the last session in the Wisconsin Legislature 1000 Friend's "Smart Growth" legislation was passed, considered by many to be the most positive and sweeping land use policy reform in a generation. The Smart Growth law requires that every community have a comprehensive plan as a condition of taking any action related to land use. At the same time, 1000 Friends worked with a coalition of groups to not only get the state Stewardship Fund re-authorized (it was nearing expiration) but doubled to \$46 million over the next ten years.

Cieslewicz' positions and approaches stem from the philosophies of Aldo Leopold and his land ethic. His participation on WEI's Board brings important balance and perspectives to the organization.

"Leopold made the case that you can't just rely on government to solve all the problems and you certainly can't just rely on the marketplace," said Cieslewicz. "You need to have developed in people what he called a land ethic - the idea that there's a moral and ethical responsibility to land. By land he meant not just land literally but the whole eco-system because everything is dependent on everything else. A land ethic includes the idea that we aren't conquerors of the natural world

but, as he put it, plain citizens and members of it with not just rights but also obligations and responsibilities. That's still a fresh message today."

Cieslewicz believes that the private sector's responsibility toward responsible land use is enormous. "Better than 80 % of land in Wisconsin is privately owned, so if we're ever going to do anything about the issues of sprawl and land use, it's got to happen on private land," he said. "I don't think there's anything more crucial than to have land owners and citizens generally educate themselves about land use and environmental issues and to develop an ethic which leads them to do the right thing by land - simply because it's the right thing to do as opposed to because there's a financial incentive or because the government tells them to."

An area of particular interest for Cieslewicz is the Green Built Home program and he's happy to see a new kind of development in Middleton Hills included in the program.

"Middleton Hills represents New Urbanism and that means smaller lots, slightly smaller houses, though they still are large houses, and public amenities like sidewalks and alleys and narrow streets," Cieslewicz said. "In these types of communities it's set-up so that driving isn't mandatory - you can walk, ride your bike, use mass transit. I think you're going to see more and more new developments that look like Middleton Hills. To some extent Smart Growth legislation will push us in that direction, but I think the biggest reason for that is demographics. Seventy-seven million Americans will be retiring in the next 25 years. As people retire and the nest becomes empty, the desire to have a big house and a big lot to care for decreases."

Cieslewicz thinks Green Built Home is a great concept and that it's made important strides in its first two years but that there's room for improvement. "I hope that the Green Built Home Checklist - which includes a bonus for smaller homes - goes even further in the future to address the size of homes. Certainly a house for two or three people that is big enough to accommodate five or six isn't a wise use of resources even if those resources are recycled, so I think the concept of homes that are built to fit the purpose is important and it's an idea that's coming."

The second thing that Cieslewicz thinks Green Built Homes needs to grow into is the concept of the location of the development itself. "Certainly if you look at overall environmental impacts, probably the most important is the first decision that's made which is, where do you build the house?"

Though a lobbyist and activist, Cieslewicz sees the need for WEI's non-advocacy approach. He notes how the environmental movement has niches for different organizations ranging from those that are highly political and involved in the

process of making public policy to those that are very carefully not involved in direct public policy-making.

"I think we need all of them," said Cieslewicz. "The environmental movement is stronger because of that spectrum of organizations. We wouldn't be as strong if we were all political advocates or if we were all organizations that refrained from lobbying."

On WEI's mission to serve as a catalyst for cooperation among environmental groups, business and government, Cieslewicz believes that the approach can potentially be effective on any issue.

"Certainly there's always going to be conflict to some extent and there's always going to be the necessity to agree to disagree. But the idea of bringing diverse interests together and trying to talk through differences before they blow up into full scale conflict is extremely important because very often you find that people don't disagree as much as you thought they would," Cieslewicz said. "I think the really valuable thing WEI has done is to start to break down knee jerk sorts of reactions so groups actually talk to one another and consider the other's arguments. That doesn't mean that you agree every time, you still may end up disagreeing, but it does mean that you give consensus a chance to work."

Cieslewicz thinks there's been a big change in environmentalists' attitudes toward business. "All the mainline environmental groups have come around to the idea that there is such a thing as corporate responsibility and that some businesses practice it," he said. "There has been a recognition that we need to reward behavior that you like in addition to criticizing behavior that you don't. The environmental movement has made a lot of progress in that direction and I think it'll continue to make progress, but that doesn't mean that you shouldn't be critical of business practices that aren't good for the environment; there is a role for that critique too. And again, it's part of a spectrum of approaches and while WEI pursues a positive approach, other organizations are going to be more critical and I think that's o.k."

In Brief...

Fire damages WEI offices

In the early morning hours on Wednesday, March 29, burglars entered the WEI and 1000 Friends of Wisconsin offices and, after vandalizing the offices, set a fire in WEI Director John Imes' office. The sprinkler system eventually put out the fire and there were no injuries. Although fire and water damage to the offices was extensive requiring recarpeting of both offices and complete rehabbing of Imes' office, disruption to staff and productivity was minimal. Fortunately, both organizations' computer servers were not damaged and no significant data was lost. The break-in is still under investigation

***Owning Waterfront Property: A Checklist* now in second printing**

Great interest and enthusiasm greeted the publication of *Owning Waterfront Property: A Checklist* and in a very short time the initial print run had been distributed. WEI, along with project partners Wisconsin Association of Lakes and the Wisconsin Realtors Association have responded to requests from across the state for the document. A second printing of 10,000 copies was recently produced and is now being distributed. The Checklist is also posted on the WEI website. The Checklist will be featured in an upcoming issue of the Milwaukee Business Journal.

WEI hires new staff

Jennifer Hellman has joined WEI as a Program Assistant. Jennifer holds a Bachelor's degree in Biology and Environmental Science from Colby College and a Master's degree from UW- Madison. She has traveled extensively and worked abroad, and has experience as a manufacturer's representative and undergraduate instructor at UW- Madison. Jennifer will be assisting with WEI program coordination and development and communications activities.

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

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- Oscar J. Boldt Construction Company

- Noel Cutright
- Wisconsin Electric Power Company

- Tom Estock
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- 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

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- John Imes, Executive Director
- Connie McElrone, Director of Development & Communications
- Dirk Mason, Program Director
- Jennifer Hellman, Program Assistant

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- Temple Construction
- Thomas Zimmer Builders
- Triad Engineering
- Trustway Homes
- Vintage Homes, LLC
- Voyager Builders
- Windsor Homes, Inc.
- Wisconsin Farm Bureau
- Woodhaven Homes

- Yahara Builders, Inc.