

NEWSLETTERS

September 1998

Table Of Contents

- WEI receives grant to convene stakeholders to study livestock expansion issues
- William McDonough speaks at EME kick-off
- New staff to advance WEI mission
- Shoreland Development Conference
- Sustainable Wisconsin: How We Can Make It Happen
- What's in a Leaf?
- Ray Anderson to speak at Wisconsin's premiere green building conference
- WEI launches website
- Calendar of Events
- Board of Directors
- Member and Staff Directory

WEI Receives Grant To Convene Stakeholders to Study Livestock Expansion Issues

WEI has received a \$25,313 grant from the Department of Agriculture, Trade and Consumer Protection to present *Animal Agriculture and Wisconsin's Future*, a conference series to study the issue of livestock expansion.

The program, to be held this fall, will bring together stakeholders from all sides of the debate and objectively examine issues surrounding livestock expansion. The series goal is to achieve mutual understanding and reach consensus on how to grow the industry while protecting Wisconsin's environment and quality of rural life.

"Wisconsin's environment and livestock farming community can prosper together," said John Imes, Executive Director of WEI. "By learning together and producing workable solutions, we can avoid the serious environmental problems and conflicts experienced in other states. This program will foster outcomes which promote a profitable and sustainable livestock farming community while preserving and protecting Wisconsin's environment."

Conference planning is being directed by a Steering Committee including: Jim Arts, Federation of Co-operatives, Margaret Krome, Michael Fields Agricultural Institute, Jim Kurtz, Wisconsin Department of Natural Resources, Fred Madison, Soil Science Department, University of Wisconsin-Madison, Adam Payne, Wisconsin Land and Water Conservation Association, Dan Poulson, Wisconsin Farm Bureau and Ron Caldwell, Wisconsin Department of Agriculture, Trade and Consumer Protection.

WEI will take a two-step approach to achieving consensus-based recommendations on Wisconsin's livestock industry. The first will be to present a comprehensive informational

conference that addresses: the environmental and economic framework for livestock expansion, regulation and enforcement, local issues including zoning and odor, and a review of case studies illustrating the pros and cons of expansions of all types and sizes. The second step will be to facilitate local working group discussions throughout the state with a goal of reaching consensus on acceptable standards for expansion and recommendations that will minimize conflicts.

A Summary Report of the information presented at *Animal Agriculture and Wisconsin's Future* sessions will be compiled and distributed to program participants and other interested parties. A special effort will be made to distribute the free publication to local governments and farm organizations. WEI's intent is that the Summary Report be used by stakeholders to create programs and policies that will protect Wisconsin's environment and livestock farming community.

Animal Agriculture and Wisconsin's Future is part of WEI's Land Use program track. Past programming has included *Understanding the Purchase and Transfer of Development Rights*, *Quality Urban Development* and *Agriculture and Development in Wisconsin*. Land Use programs create opportunities for dialogue between traditionally opposing groups by facilitating non-partisan discussions that serve as a catalyst for further cooperation. Events stress understanding the strategic link between environmental and economic vitality as a basis for sound planning.

For more information or to register for the conference, contact Karl Bryan at kbryan@wi-ei.org or (608)280-0360.

William McDonough delivers keynote address at inaugural Environmental Management Excellence conference

William McDonough, recipient of the 1996 Presidential Award for Sustainable Development, delivered the keynote address at WEI's Environmental Management Excellence (EME) kick-off conference on Thursday, April 2, 1998, at the Italian Community Center in Milwaukee, Wisconsin.

Over 100 people attended the opening of this year's EME session, "Implementing Profit-Driven Environmental Management," and heard McDonough's compelling evidence that today's business leaders truly can enhance their bottom line by implementing environmentally sustainable design.

"With the emerging global concern for environmental responsibility, business is increasingly challenged to create new environmentally sustainable strategies," said John Imes, WEI Executive Director. "We were very happy to present to Wisconsin business leaders an expert of the caliber of William McDonough to share the philosophy and tools to create proactive approaches to these challenges."

Many of the early and influential ideas regarding current ecological architecture and design can be traced back to McDonough. He is internationally recognized for his architectural and industrial design contributions and his belief in minimizing human impact on the environment by modeling design on the elegance and efficiency of nature.

McDonough was joined by a panel of executives from leading Wisconsin companies including Dave Boyer from Placon, Tom Boldt from Oscar J. Boldt Construction Company, Jim McBain from Case Corporation and Terry Charles from Weyhaeuser Paper Company.

The five- part EME program now underway champions a healthy economy, environment and quality of life in Wisconsin. The educational series focuses on corporate environmentalism as a competitive advantage. EME shows how proactive profit-driven environmental management makes good business sense. Each half-day component of EME focuses on a different aspect of a comprehensive environmental management system and presents major innovations from the innovators themselves. Sessions are conducted by business executives from national companies and researchers from leading institutions.

The first forum, "Environmental Strategy: Using Environmental Management as a Business Lever", was held on June 11, 1998, and featured Dr. Joseph Fiksel, Senior Director in the Strategic Environmental Management practice of the Battelle Memorial Institute, Paul Paydos, Vice President of Technical Services for Guilford of Maine and John Stein of Anheuser-Busch Companies, Inc.

The second forum, "Communicating the Business Value of Environmental Management", was held on September. 3, 1998. Featured speakers Ronald E. Meissen, Baxter International, Inc., Dave Mayer, Georgia Pacific Corporation, and Tom Benson, S.C. Johnson & Son, Inc., shared tools and techniques for effectively communicating the value of an environmental management system internally to management and externally to stakeholders.

Upcoming forums topics include "Building an Environmental Education Program" (November 12, 1998) and "Developing an Environmental Management Information System" (December 10, 1998).

EME is being presented in collaboration with the Energy Center of Wisconsin, Milwaukee School of Engineering, Wisconsin Manufactures and Commerce and the Wisconsin Department of Natural Resources. Sponsors of the series include the Wisconsin Department of Agriculture, Trade and Consumer Protection, Erickson's Diversified, Godfrey & Kahn, Johnson Controls, Lands' End, Promega, Rayovac and W.H. Brady Company.

To receive a copy of the "Implementing Profit-Driven Environmental Management" Conference Summary Report or to attend an EME forum, contact Karl Bryan by email at kbryan@wi-ci.org or call (608)280-0360.

New WEI staff advance mission of balancing a healthy environment with a thriving economy

John Imes, formerly Environmental Manager for Quad/ Graphics, Sussex, Wisconsin, has been named Executive Director of WEI. Imes, a co-founder of WEI and past Chair of the Board of Directors, joins the staff as the organization prepares for an aggressive agenda of new initiatives and an expansion of existing programs.

"John brings great knowledge, vision and leadership to his new role with WEI," said Brian Ohm, Acting Chair of the WEI Board of Directors. "His significant business accomplishments as well as his passion for our mission will serve Wisconsin well."

As Environmental Manager for the nation's largest privately held printer, Quad/Graphics, John was responsible for implementing an award-winning environmental program and is recognized as a leader and spokesperson on business and the environment issues. He is also involved in many public-private partnerships with government agencies, environmental groups and industry affiliations. John is co-owner of Arbor House, an award-winning inn and model for sustainable tourism located in Madison, Wisconsin.

"I'm very excited about WEI's balanced and cooperative approach to reaching our environmental and economic goals," said John. "I look forward to working with our diverse Board of Directors, staff, members and sponsors, to produce a more collaborative and creative response to environmental problems and help promote a more sustainable quality of life for Wisconsin."

Connie McElrone joins the staff as Director of Development and Communications. Her duties at WEI include membership development, corporate giving, grant writing, newsletter and other print production and media relations. Connie has over ten years experience with a variety of fund raising, communications and community relations activities. Prior to coming to WEI, she directed volunteers and staff on projects raising over a half a million dollars for a regional non-profit health organization. A former television reporter and producer, Connie specialized in investigating and reporting consumer issues.

Fall Conference in Northern Wisconsin examines shoreland development

"The little cabin on the lake." It's a powerful image, one of Wisconsin's most appealing. It's a shared ideal of tranquillity, enjoyment of the natural environment and a high quality of life. Along with being a treasured ideal, that little cabin is also a vital part of our economy - it's a positive force that drives a good portion of Wisconsin's construction, real estate and tourism industries.

But, as more people have built their own "little cabins," shoreland development has become a source of conflict. In the past 30 years the development of lake shorelands has equaled that of the previous 100 years. In 15 years development is likely to double. People are logically asking, "How much is too much?"

In response to that question WEI is convening *Shoreland Development in Wisconsin: Balancing a Healthy Economy with a Healthy Environment* on October 7, 1998, in Rhinelander, Wisconsin.

Conference sponsors include the Wisconsin Timber Associates, Wisconsin Association of Lakes, Wisconsin County Code Administrators, Wisconsin Builders Associations, Wisconsin Out-of-State Land Owners Association and Liesch Environmental Services, Northwoods Association of REALTORS and RSV Engineering.

The goals of *Shoreland Development in Wisconsin* are to engage developers and conservationists in meaningful and productive dialogue on shoreland development issues and develop plans for further examination and cooperation. The conference will feature a keynote address and panel discussions that will help participants gain a comprehensive understanding of the interrelated economic and environmental aspects of shoreland development. A Conference Report will be produced that summarizes key issues identified by participants and recommendations identified by participants.

For more information or to register for the conference, contact Karl Bryan at kbryan@wi-ei.org or call (608)280-0360.

Sustainable living basics presented at *Sustainable Wisconsin: How We Can Make It Happen*

Hunter Lovins, co-founder of the Rocky Mountain Institute and a national leader in the area of practically applied ecology, will be the keynote speaker for the conference *Sustainable Wisconsin: How We Can Make It Happen*, to be held at the University of Wisconsin on October 16-17, 1998.

The conference will feature workshops on the nuts and bolts of sustainable living, panels and presentations by leaders in the sustainability movement in the upper Midwest and tours of local sites that model sustainability. Sponsors include The Madison Institute, Madison Campus Ministry, and the University of Wisconsin - Extension, along with forty other groups and organizations. There is a fee for attending the conference. Check out the conference website for up-to-date program information: <http://www.uwex.edu/ces/susconf>

For conference and registration information contact: CALS Outreach Services, (608)263-1672

What's in a leaf?

Great printing and great design

Elements of nature, connectivity and the statewide scope of our organization and mission are what graphic designer Bob Hoot of HOOT Communications, expresses in the new logo he's created for WEI. A leaf in the shape of Wisconsin with furrows evoking tilled farmland captures the complementary blending of nature and industry that is the core of WEI's mission. Hoot, who has recently taken on WEI as a pro bono client for all of the organization's print production, is an award-winning multi-media marketer with over eighteen years of communications experience in the Madison marketing community.

Environmental considerations are a major part in WEI's print design and purchasing decisions. New materials were printed with soy ink on recycled-content paper stock supplied by a Wisconsin paper company. We selected a printer, Paradise Printing, Madison, that adheres to the principles outlined in the Great Printers Project. The goals of a Great Printer are to comply with applicable environmental, health and safety laws, to go beyond compliance by employing the most environmentally sound practices and to seek continuous

environmental improvement through periodic assessments of operations, materials and products. If you'd like more information on the Great Printers Project contact Steve Skavroneck at Citizens for a Better Environment, (414)271-7280.

Ray Anderson to speak at Wisconsin's premiere green building conference

The Wisconsin Green Building Alliance (WGBA) and Mount Mary College will present *The Greening of the Built Environment II: Sustainability with Bottom Line Results*. The September 25, 1998, conference promises to be one of the most comprehensive sustainable design forums for the design and construction industry.

Ray Anderson, Chairman and CEO of Interface and Co-Chair of the President's Council on Sustainable Development, will be the featured speaker and will be joined by Ken Rhyne, Vice President of Interior Design Services at The Presnell Group, Marsha Maytum of Tanner Leddy Maytum and Stacy Architects, Mike Brown from Patagonia, Inc. and Mayor John Norquist of Milwaukee, Wisconsin.

"Adopting sustainable building practices is essential not only as a response to current environmental problems, but to long-term bottom-line success for the building industry," said Abby Vogen, WGBA Program Director. "This conference will provide building and design professionals with information and tools they need to compete in today's "green evolution."

The Greening of the Built Environment II will offer a wide array of information, from micro to macro, clarifying what sustainability is and how it positively affects the built environment and quality of life. In addition to the lead speakers, the conference will also include a product learning center and will present technical information at fourteen break-out sessions. Participants will be prepared to immediately implement these important concepts and practices.

The conference is presented with assistance from Wisconsin Electric Power Company, CG Schmidt, Inc., DesignTex, Inc., Energy Center of Wisconsin, Graef, Anhalt, Schloemer & Associates, Hoot Communications, Hotel Metro, Kahler Slater Architects, Recycling Market Development Board, Studio Gear LLC and the Solid and Hazardous Waste Education Center.

WGBA, a membership organization, is a program of the Wisconsin Environmental Initiative. Its mission is to facilitate and promote the development and use of ecologically sustainable materials and practices within Wisconsin's built environment. For more information on WGBA or to become a member, contact Abby Vogen at avogen@wgba.wi-ei.org or (608)280-0360. For conference registration, contact CALS Outreach Services (608)263-1672.

WEI's website launched

With generous support and technical assistance from Barr Engineering Company, WEI has launched its website at www.wi-ei.org

Our goal was to create one of the most comprehensive sites for information about issues related to business and the environment, green building, and agriculture and land use. Our site includes general WEI Information, an Event Calendar, Program Information, Resources, Conference Summaries and other Publications, Board, Member and Staff Directory and a Membership Application. Visit our website - we hope it becomes one of your favorites!

Calendar of Events

September

25:

The Greening of the Built Environment II: Sustainability with Bottom Line Results, Milwaukee, WI; Wisconsin Green Building Alliance and Mount Mary College: (608)280-0360

October

7:

Shoreland Development: Balancing a Healthy Environment with a Healthy Economy, Rhinelander, WI; Wisconsin Environmental Initiative:(608)280-0360

4-8:

Bioenergy '98, Madison, WI; Great Lakes Regional Biomass Energy Program: (312)407-0177.

10:

Introduction to Renewable Energy Workshop, Amherst, WI; Midwest Renewable Energy Association: (715)824-5166.

16-18:

Sustainable Wisconsin: How Can We Make It Happen?, Madison, WI; The Madison Institute, Madison Campus Ministry, University of Wisconsin-Extension: (608)263-1672.

17-20:

National Land Trust Rally, Madison, WI; Land Trust Alliance: (202)638-4725.

26-28:

Green Building Challenge '98, Vancouver, Canada; Green Building Information Council: (613)769-1242.

November

7-8:

Energy Efficient Construction Techniques, Waupaca, WI; Midwest Renewable Energy Association: (715)824-5166.

12:

Environmental Management Excellence - Building an Environmental Education Program, Milwaukee, WI; Wisconsin Environmental Initiative: (608)280-0360.

December

10:

Environmental Management Excellence - Developing an Environmental Management Information, Milwaukee, WI; Wisconsin Environmental Initiative: (608)280-0360

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- Connie McElrone, Director of Development & Communications

- Karl Bryan, Program Director
- Abby Vogen, Program Director

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- Wisconsin Farm Bureau

- Wisconsin Power & Light

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