

WISCONSIN
BUSINESS FRIEND
of the ENVIRONMENT AWARDS



May 10, 2012, Country Springs Hotel, Pewaukee



WMC
WISCONSIN'S BUSINESS VOICE

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WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS

May 10, 2012, Country Springs Hotel, Pewaukee



2012 Business Friend of the Environment

Award Winners

POLLUTION PREVENTION

EOG Resources, Inc.

Century Foods International

SC Johnson

ENVIRONMENTAL INNOVATION

Wisconsin Association of Independent
Colleges & Universities

Linetec

WS Packaging Group, Inc.

ENVIRONMENTAL STEWARDSHIP

Monona Terrace Community
& Convention Center

Wisconsin Economic
Development Corporation

Phillips Plastics Corporation

2012 Business Friend of the Environment

Program Overview

For the 23rd year in a row, Wisconsin Manufacturers & Commerce is recognizing nine companies with the Wisconsin Business Friend of the Environment Award. This year's winners have been chosen for programs that demonstrate an innovative approach to environmental protection, or a level of effort beyond that which is required by regulatory compliance. These success stories reflect the continued commitment of Wisconsin industry to environmental protection.

This year's award winners represent companies – both large and small – that have made significant improvements in the areas of pollution prevention, environmental innovation and environmental stewardship. Offering specific examples of successful programs, these nine winners demonstrate that sound environmental practices are good for Wisconsin's environment and its economy. They serve as important examples for industry.

Wisconsin Business Friend of the Environment award winners were selected by an independent judging panel that included representatives from industry, the Department of Natural Resources, and the University of Wisconsin.

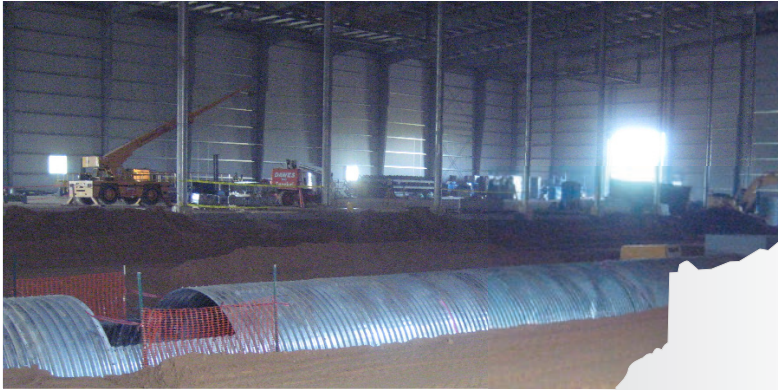
**Honoring Leadership in Pollution Prevention,
Environmental Innovation and Environmental Stewardship**



WMC
WISCONSIN'S BUSINESS VOICE

POLLUTION PREVENTION

EOG RESOURCES, INC.



WHO WE ARE

EOG Resources, Inc. is one of the largest independent oil and natural gas companies in the United States. In 2011, EOG completed construction and began operating a sand processing facility located in Chippewa Falls, Wisconsin. Two mines are operated in the area that provide sand to the plant, where it is processed, washed, and sorted by size for use in the oil and gas industry.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

The plant and a mine were initially permitted for Canadian Sand and Proppants, Inc. (CSP), with an air permit issued in July 2009. Although the CSP plant design met all Wisconsin and Federal air quality regulations, EOG immediately made additional substantial improvements to the plant and mine design when it acquired the permit from CSP.

EOG engineers incorporated state-of-the-art systems and emission control equipment into the sand plant and mine design. These systems have resulted in significant reductions in emissions which are beyond emission control required by state, federal and local regulations. The improvements were not made as a result of regulatory requirements; rather, EOG implemented these steps to meet its strong corporate commitment to Environmental Stewardship. A key component to EOG's Environmental Stewardship program is to take "the necessary steps to safeguard the health and well-being of employees, neighbors and customers, as well as the communities where employees live and work."

Initially, during the permitting process, there was significant public interest in the project, and local residents were concerned about dust generation at the plant. EOG's voluntary pollution prevention initiatives will reduce emissions from the plant by 54 tons per year. In addition, the plant and mines have added jobs to the Chippewa Falls community, as well as providing additional business to all the companies that supply and provide services to EOG.

Though the primary reason for the project improvement was pollution prevention, EOG has also gained financial and product quality benefits. By enclosing the sand handling, processing, transferring and storage activities, EOG has prevented the material from exposure to natural weather conditions and maintains better control of the raw material and final product quality.

The plant began operations in 2011 after each of these improvements were made.

Chippewa Falls, WI

ESTABLISHED
1999

SIZE
2,550 employees company-wide
40 employees at Chippewa Falls location

WEBSITE
www.eogresources.com

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PREVENTION EFFORTS, PLEASE CONTACT:

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POLLUTION PREVENTION

CENTURY FOODS INTERNATIONAL



A division of Hormel Foods Corporation



Partner Program:
Polar "Bear"el Aluminum
Can Collection Program with
Local High School Earth Club



WHO WE ARE

Century Foods International was founded in Sparta, Wisconsin in 1991 as a broker/trader operation for dairy products. Since then, Century Foods has evolved into a leading contract manufacturer and service provider of food and nutritional products specializing in dairy, vegetable proteins, and nutraceuticals including muscle-building and weight-loss powders, and ready-to-drink beverages. In 2003, Century Foods was bought out by Hormel Foods Corporation and is a wholly-owned subsidiary in their Specialty Products Division.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

Continuous improvement in food safety, employee safety, and efficiencies is part of the culture at Century Foods. To coincide with the efforts of their parent company, Hormel Foods Corporation, Century Foods has undertaken an initiative over the last several years to apply these same principles to their environmental programs in regards to energy savings and solid waste reduction. Project accomplishments include: recycling efforts, water savings, energy consumption, and air emissions.

In 2009, Century Foods was recycling only 15 percent of their total solid waste and putting over 1.8 million pounds into the landfill annually. As the result of creating an environmental team, identifying waste categories and working with recyclers on collection and bailing programs, and working with vendors to have their ingredients delivered in recyclable containers, Century increased their waste recycled to 86 percent in 2011, and 3,329,572 pounds diverted from the landfill. Year-to-date, Century is averaging over 90 percent of waste recycled, and almost every type of waste generated is now recycled or used as bio-fuel. In addition, the program has been cost neutral, and has saved thousands of dollars every year.

At one facility, Century implemented a project to reduce the amount of wastewater in the production of ready-to-drink beverages, reducing water usage by almost 35 percent and saving over 8 million gallons of water annually through their efforts. Beyond this, they discovered ways to save electricity and natural gas consumption in their processes and saved \$100,000 between the two in energy costs. In addition, an extensive audit at their largest plant helped Century identify where they were wasting compressed air. They were able to reduce compressed air usage by 25 percent and save the company \$39,000 in annual energy savings.

Sparta, WI

ESTABLISHED
1992

SIZE
400 employees

WEBSITE
www.centuryfoods.com

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PREVENTION EFFORTS, PLEASE CONTACT:

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POLLUTION PREVENTION

SC JOHNSON

SC Johnson
A FAMILY COMPANY



WHO WE ARE

SC Johnson, a family-owned and managed business headquartered in Racine, Wisconsin, is dedicated to innovative, high-quality products, and has a long-term commitment to the environment and the communities in which it operates. Established in 1886 as a parquet flooring company, SC Johnson is one of the world's leading makers of household products, including Pledge®, OFF®, Mr. Muscle® and Glade®.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

Part of being a responsible company means working hard to play a role in helping to solve the world's environmental problems and helping consumers make more responsible choices. Making life better for people and the planet is at the heart of the company's mission, and part of a 360 degree approach to sustainability that includes using fewer resources, reducing waste, making winning products, and striving for the greater good. SC Johnson recently announced that its newest aerosol production line uses innovative compressed gas technology to manufacture Glade® and Pledge® aerosol products. With this technology, the company has reduced volatile organic compounds (VOCs) by approximately six million pounds during the line's first year of operation. This is the equivalent of the greenhouse gas (GHG) emissions from 1,600 passenger vehicles per year – or the CO₂ emissions from 915,000 gallons of gasoline consumed.

The compressed gas line is located at the company's Waxdale facility in Mount Pleasant, Wisconsin. Products made on the line use nitrogen, a natural propellant that is comprised of about 80 percent air and is sourced from the air we breathe. In addition, the company is looking to expand its use of this technology to other products and facilities. As one of the world's largest manufacturers of aerosols, the impact could be significant. The use of compressed gas in the production of Glade® and Pledge® means these aerosols can be packaged in aluminum cans rather than steel cans – making them more readily recyclable.

Since 2000, SC Johnson has reduced its GHG emissions from all of the company's manufacturing factories by 26.2 percent. Leading the way was the construction of two green energy cogeneration turbines to power the Waxdale facility. Since 2005, the facility has been powered by waste methane and natural gas, generating the daily base load of electricity and between half and all the steam needed for the plant's operations. In 2008, SC Johnson agreed to source 46 percent of the electricity for its Bay City, Michigan factory from wind energy, replacing almost half the factory's annual purchase of coal-fired electricity with a clean, renewable source. And, in 2010, three SWIFT mini-wind turbines were installed as a pilot program at their company headquarters in Racine. In their first year of operation, the mini-turbines have reduced GHGs by 580 pounds.



Racine, WI

ESTABLISHED
1886

SIZE
13,000 employees company-wide
2,400 Wisconsin employees

WEBSITE
www.scjohnson.com

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ENVIRONMENTAL INNOVATION

WISCONSIN ASSOCIATION OF INDEPENDENT COLLEGES & UNIVERSITIES



WHO WE ARE

The Wisconsin Association of Independent Colleges and Universities represents 21 private, non-profit higher education institutions. While primarily focused on advancing educational opportunity, WAICU also organizes collaborative services for its members. Collaborative services encourages WAICU members to work together to create economies of scale and share best practices.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

The Wisconsin Association of Independent Colleges and Universities (WAICU) embarked upon an unprecedented environmental program in Wisconsin to address campus environmental issues at 16 participating schools using collaboration, self analysis, capacity building and long term environmental management at each of the classes.

Participating schools used the services of a recognized environmental consulting firm to elevate the understanding of environmental requirements and performance analysis of staff from each of the participating schools and to coordinate a staged, systematic review of performance at each of the campuses.

Not only were the participating schools able to identify and correct potential environmental violations at the campuses, extensive root cause analysis was undertaken, systems to assure overall performance were put in place and prevention programs were put in place to better environmental results and reduced costs at the participating institutions.

As a result of the reviews, over \$750,000 was invested in improved environmental performance at the campuses and improved practices resulted in the numerous changes including the safe disposal of over 18,000 lbs of hazardous waste and increased air quality management unique to the circumstances at each of the participating schools. All 16 of the participating schools implemented specific plans of various types to assure the long term management of environmental performance on their respective campuses.

WAICU campuses have used the methods developed through this collaborative process and the results achieved through this process as the springboard for further actions that can reduce costs and move them along the path towards sustainability.

ESTABLISHED
1961

SIZE
15 employees

WEBSITE
www.waicu.org

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ENVIRONMENTAL INNOVATION

LINETEC



WHO WE ARE

Linetec provides high-performance, sustainable finishing services, with a targeted focus on building products for the architectural and commercial industry, including products such as window frames, door frames, skylights, curtainwall, louvers, column covers, roof coping, and other exterior aluminum products. In addition to the architectural market, Linetec services other markets as well, including automotive, marine, electronic and industrial components. Founded in 1983, the company has earned a long-standing reputation as a leader in environmentally-conscious practices and finishing options.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

Environmental responsibility is written into the company's core values. To Linetec, environmental responsibility means more than just compliance, it means going beyond regulations to positively impact the environment, and driving environmental leadership and sustainability.

A primary strategy is Linetec's industry-leading energy conservation. Linetec developed the Anodize Scrubber Heat Capture project, a customized solution for reclaiming exhaust heat through the use of eliminating moisture by lowering the dew point temperature. While regulatory requirements of Linetec's air permit were satisfied through the scrubbing process, an immense amount of heat was exhausted out of the factory and was wasted in that process. Through the Anodize Scrubber Heat Capture project, Linetec took the necessary process waste and converted it to heat energy to heat the 200,000-square-foot facility. This was accomplished by reclaiming exhaust heat from the anodize facility's fume scrubbing system and circulating the cleaned air back into the building. In addition to the energy savings, the project gives the facility a much less negative air pressure, making it more comfortable for associates. Industrial hygiene testing was performed insuring the quality of the scrubbed air injected back into the building was perfectly safe for associates to breath. Prior to this project, 60,000 cubic feet of 62° F air was exhausted outside the plant per minute.

Linetec's Anodize Scrubber Heat Capture project saved an annual average of 114,000 therms in 2011 as a result of this process – equivalent to heating more than 70 Wisconsin homes. The primary focus of this project was energy conservation. It has yielded considerable environmental rewards and financial savings, including a \$45,000 Focus on Energy rebate. Additional benefits of this project include reduced water consumption; reduced electrical consumption used to cool process tanks; and the ability to use more waste energy from other facility processes to heat the building, all reducing the company's environmental footprint.

Wausau, WI

ESTABLISHED
1983

SIZE
342 employees

WEBSITE
www.linetec.com

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INNOVATION EFFORTS, PLEASE CONTACT:

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ENVIRONMENTAL INNOVATION

WS PACKAGING GROUP, INC.



WHO WE ARE

WS Packaging Group is one of the largest printing and label converting operations in North America. Headquartered in Green Bay, Wisconsin, the company produces innovative label and packaging solutions that help brand owners bring their products to market. The company's goals include ensuring facilities and business operations are in compliance with or exceed federal, state, and local environmental standards and to continually provide products for their customers that are environmentally compatible throughout their lifecycles.

Green Bay, WI

2012 BUSINESS FRIEND OF THE ENVIRONMENT

WS Packaging Group has developed linerless label technology, production, and service. This innovation will eliminate waste, reduce energy usage on multiple levels, and provide a cost-effective label product and application system for its customers. The cutting-edge technology took over three years to perfect and required a vast level of resources and commitment by the company. After completing and passing multiple print and application tests, linerless labeling technology has proven to be an incredible success story and a trailblazer for sustainability. The environmental and commercial benefits of linerless labels include: reduction/elimination of waste; productivity improvements; energy efficiencies; improved graphic clarity; and increased application through-put.

The most obvious benefit of linerless labels is eliminating the liner waste; printing is direct to the material and wound onto itself. The film matrix waste in production is extremely minimal. However, the company also purchases material directly without the need for a middle coating source. This process saves on time, energy, labor, and transport to the coater, at the coater, and from the coater. With linerless production in-house, they are able to bypass several converting stages, improving the sustainable lifecycle before the linerless labels are received by the CPG customer.

In addition, there is a secondary energy savings in less use of cores – more labels are available per roll, less shipping cartons – more labels fit into a carton, less packaging and pallets – more labels occupy less space, and less fuel in transport – fewer shipments are needed for the label volume purchases. No liner and more labels per roll also reduce the space needed for onsite inventory and less changeover in the production line, thereby further reducing labor and energy costs.

Linerless technology is unique because it not only offers customers a venue to eliminate waste but also dramatically improves their production efficiency while providing exceptional label and print quality. It is hard to find a printing technology that is sustainable on all levels while still providing a superb end product. Linerless is the first technology of its kind to offer these benefits.

ESTABLISHED
1966

SIZE
1,860 employees company-wide
750 Wisconsin employees

WEBSITE
www.wspackaging.com

FOR MORE INFORMATION ABOUT ENVIRONMENTAL INNOVATION EFFORTS, PLEASE CONTACT:

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MONONA TERRACE COMMUNITY & CONVENTION CENTER



WHO WE ARE

In 1997, Monona Terrace Community and Convention Center opened its doors to the public. First designed in 1938 by Wisconsin native and internationally-renowned architect Frank Lloyd Wright, it took nearly 60 years of debate for Wright's vision to become a reality. Today, the mission of Monona Terrace is to be a high quality, customer-focused convention and meeting facility that serves as a community gathering place, a tourism destination, and a catalyst for economic activity for Madison, Dane County, and the State of Wisconsin. Monona Terrace has established its role as a pioneer in initiating green business practices.



Madison, WI

2012 BUSINESS FRIEND OF THE ENVIRONMENT

Frank Lloyd Wright created the concept of Monona Terrace based on the principles of community and organic immersion into the environment. With the ultimate environmental goal of total elimination of the facility's carbon footprint on the environment, the facility has had green practices in place since the beginning. In 2007, Monona Terrace became the first U.S. convention center to be certified as a "green building" at the Silver Level by the U.S. Green Building Council's Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) program.

Monona Terrace uses 49 percent less energy than other convention centers in similar climatic zones. In 2011, the facility purchased 4 million kilowatt hours of wind energy credits, preventing more than 3,800 metric tons of carbon dioxide emissions from entering the atmosphere, and eliminating the use of 3,900 metric tons of coal. In 2008, renewable energy credits were purchased for 50 percent of the facility's electrical energy consumption, and today, they use renewable credits for 100 percent of the facility's electric energy consumption. Despite the increase in building usage, the total energy usage of the facility has decreased by 12 percent since 2008.

Monona Terrace recycles 57.3 tons, and 52 percent of its solid waste stream. Additionally, they partner with the City of Madison to purchase environmentally friendly cleaning products at a bulk pricing rate. Currently, 35 percent of total purchases made are environmentally preferred; a figure the facility hopes to see increase to 50 percent in the next five years. This initiative has encouraged other city departments to begin using green cleaning products as well.

Monona Terrace and on-site catering company, Monona Catering, have been in a composting partnership with University of Wisconsin-Madison since August 2010. The facility composted almost twenty tons of kitchen waste in 2011 alone. The total waste stream of Monona Terrace has decreased by 18.2 percent since 2008; the composting program accounts for 12.1 percent of the total decrease. The organic composted materials are sold to area farmers and used on campus landscaping projects. Monona Catering uses recycled packaging, uses local and organic produce, and donates approximately 6,500 pounds of leftover food to food pantries each year.

ESTABLISHED
1997

SIZE
85 employees

WEBSITE
www.mononaterrace.com

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WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Wisconsin Economic Development Corporation



WHO WE ARE

As the state's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve.

2012 BUSINESS FRIEND OF THE ENVIRONMENT

WEDC partnered with the Wisconsin Manufacturing Extension Partnership (WMEP) to launch the Wisconsin Profitable Sustainability Initiative (PSI) in April 2010, an innovative pilot program promoting sustainable manufacturing in Wisconsin. The program, funded by a \$1.75 million investment from WEDC and State Energy Program for grants and services, is projected to generate a five-year \$54 million economic impact and realize significant environmental benefits.

A 2008 study had found that one-third of manufacturers saw sustainability as critical to their strategic direction, but that fewer than 20 percent of responding companies had made good to world-class progress on sustainability. These numbers were even lower for smaller firms. Reasons cited for lack of progress included: manufacturers saw no visible link between sustainable practices and profits; lack of time and resources, and lack of knowledge about sustainable practices. The Profitable Sustainability Initiative was launched in response to these findings – conceived, designed, and executed specifically to meet the needs of small to mid-sized manufacturers and address their unique sustainability challenges.

Under the program, a team of energy, environmental, logistics, lean and finance experts were dispatched to take a 360-degree view of the participants' business enterprises to diagnose, assess and implement improvements. Typical strategies included: more efficient use of raw materials; minimization of waste and unwanted by-products, improve machine utilization; reduce scrap and rework; substitution of high energy-intensive materials with materials of lower energy intensity; and transportation, logistics, and supply chain improvements. The program is flexible and customer-driven, a key reason for its success.

The Profitable Sustainability Initiative, the only one of its kind in the U.S., is projected to generate a 31-to-1 return on investment for the State of Wisconsin over five years, and provides a unique opportunity for Wisconsin to become a national leader in manufacturing sustainability. Forty-five manufacturers are currently participating in the program. Over the next five years, these companies are projected to reap \$26.9 million in savings, and \$23.5 million in retained and increased sales. To date, the financial and environmental benefits exceed expectations, presenting a compelling case to continue the program.

Madison, WI

ESTABLISHED
2011

SIZE
2,250 employees

WEBSITE
www.wedc.org

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PHILLIPS PLASTICS CORPORATION



WHO WE ARE

Phillips Plastics Corporation is a leading outsource provider of design and manufacturing services to the commercial and medical device and drug delivery markets. Phillips, in coordination with the Wisconsin Department of Natural Resources (WDNR), retained AECOM to prepare a remedial action plan to perform in-situ chemical oxidation soil treatment remedy on a property located at 600 S. Milwaukee Street, Fredonia, Wisconsin. Subsequently, Phillips retained CAPE Environmental Management, Inc. to implement the plan, which was conducted in the summer and fall of 2011.



Eau Claire, WI

2012 BUSINESS FRIEND OF THE ENVIRONMENT

The project site was originally occupied by HVC, Inc., which manufactured high voltage electrical components such as capacitors from 1977 to 1984. An audit by WDNR determined that "heavy metals" and "volatile organic compounds" (VOCs) were leaking into the soil from HVC, Inc.'s storage drums. Graphic Technologies, Inc., later acquired by Phillips, occupied the facility in 1985. In 1998, it was discovered to be contaminated with TCE. Phillips has worked diligently to clean up the contamination that was left behind by HVC, Inc.

The remedial action performed at the site was in-situ chemical oxidation of contaminated soil and groundwater using an alkaline activated sodium persulfate. The chemical oxidation technology was applied using a soil blending/mixing process known as Lang LTC Dual Axis Blender. This mixing process is an innovative technology which uses a specialized dual axis blender mounted to an excavator, which enables thorough blending of the chemical into the soil allowing for effective oxidation of the contaminant throughout the site. Treated in-situ, the contaminant is removed without transportation and disposal of the contaminated soil. The soil was treated over two depth zones: a lower sand zone 15 to 30 feet below ground surface and an upper clay zone 0 to 15 feet below ground surface. In order to treat the lower zone, the majority of the upper zone required excavation and stockpiling or relocation to areas already treated. The total treatment volume was approximately 15,000 cubic yards. During the mixing process, samples were collected daily and analyzed for pH, residual sodium persulfate, and VOCs. Initial concentrations at the site ranged from 3,000 part per billion (ppb) of TCE to greater than 25,000 ppb of TCE. Preliminary results indicate that 95 percent of the site has been reduced below the project goal of 1,500 ppb of TCE.

Phillips Plastics' diligence and innovative thinking allowed an efficient in-situ treatment which resulted in removal of the highest concentrations of TCE at the site, providing a long-term benefit for the town of Fredonia in removing the vast majority of contamination and greatly reducing any future impact to the local groundwater.

ESTABLISHED
1964

SIZE
2,100 employees company-wide

WEBSITE
www.phillipsplastics.com

FOR MORE INFORMATION ABOUT ENVIRONMENTAL STEWARDSHIP EFFORTS, PLEASE CONTACT:

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WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS



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Program Sponsor

WISCONSIN MANUFACTURERS AND COMMERCE (WMC) is Wisconsin's most successful business advocacy organization. Celebrating over a century of service to state businesses in all sectors, WMC is the Wisconsin manufacturer's association, the state chamber of commerce, and the state safety council. WMC represents the interests of nearly 3,500 member companies from across the state that employ 500,000 hard-working people. WMC is dedicated to making Wisconsin the most competitive state in the nation.



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