

WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS



May 14, 2014
Country Springs Hotel, Pewaukee



WMC: Wisconsin's Chamber

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WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS

May 14, 2014, Country Springs Hotel, Pewaukee



2014 Business Friend of the Environment

Award Winners

SUSTAINABILITY

New Glarus Brewing Company

Milk Source, LLC

Expera Specialty Solutions

ENVIRONMENTAL STEWARDSHIP

Badger Alloys

Inpro

Madison Gas and Electric

ENVIRONMENTAL INNOVATION

Badger Mining Corporation

BRP US Inc. / Evinrude

Mercury Marine

2014 Business Friend of the Environment

Program Overview

For the 25th 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 sustainability, environmental stewardship and environmental innovation. 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 Sustainability,
Environmental Stewardship and Environmental Innovation**

NEW GLARUS BREWING COMPANY



WHO WE ARE

The New Glarus Brewing Company is nestled on the outskirts of New Glarus, Wisconsin. The brewery is run by Daniel and Deb Carey, who have successfully combined business management and brewing professionalism. Their philosophy is based on individuality, cooperation and the employment of 100% natural ingredients to produce world-class, handcrafted beers in Wisconsin, including the world-renowned *Wisconsin Belgian Red*, and the local favorite *Spotted Cow*.



New Glarus, WI

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Environmental innovation and sustainability are significant considerations for the New Glarus Brewing Company and it shows in their actions. Over the past year, system and process improvements have lowered water use, reduced power consumption, increased recycling levels, and improved heat recovery.

Upgrades to Clean In Place (CIP) System

The brewery has added two additional CIP tank systems and improved automation, reducing caustic use by 26% and water usage by 12% at a time when production increased 15.5%.

Use of Treated Wastewater for Irrigation

By reducing sodium levels in waste water by 26% the brewery is now able to use its treated water to irrigate its Hop Garden and Bier Garden landscaping.

Energy Efficiency

The brewery has effectively improved energy efficiency, reducing power consumption for lighting by 64% and upgrading its refrigeration system to a "Closed Loop" — reducing total energy demand by about 6%.

Heat Recovery Systems

New Glarus made significant vapor heat recovery system improvements to capture and use 99% of the heat energy of the boil off and is working to better capture and utilize heat energy from boiler blow down, skim water, and cleaning system water.

Increased Recycling and Reuse Efforts

The brewery has engaged in a series of efforts to reduce waste and successfully increase recycling.

ESTABLISHED
1993

SIZE
87 employees

WEBSITE
www.newglarusbrewing.com

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MILK SOURCE, LLC



Who We Are

Milk Source, LLC stems from a multi-generational dairy farm that has evolved to become a modern, environmentally sound business model that has been applied to several facilities. Milk Source includes four dairy farms and a calf ranch in Wisconsin, each compliant with a zero-discharge WPDES permit and operating under an approved Nutrient Management Plan.

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Milk Source continually strives to be a good community member and steward of natural resources. Through a variety of significant and sometimes innovative projects, Milk Source has made itself a model of sustainability for the agricultural sector of Wisconsin's economy.

Pollution Prevention

Lagoon covers are utilized to prevent runoff and pipelines used to transfer manure directly to fields, eliminating the need to transport more than 50,000 truckloads each year. Milk Source goes to great lengths to build redundant protections into its pipeline system to prevent accidental spills or leaks. In 2013, Milk Source partnered with the Outagamie County Land Conservation Department on a special seeding program, in which grass seed was flown via airplane and dropped on a growing corn field in an effort to minimize erosion.

Energy Efficiency and Renewable Energy

A water-cooling system is used to keep cross-ventilated freestall barns 5° to 15° cooler than ambient temperatures in the summer. Energy efficient lighting has been adopted at all facilities and Rosendale Dairy has worked with UW-Oshkosh to install a biodigester. A second biodigester, under construction at the New Chester Dairy, will efficiently provide energy to specialized vehicles and a major neighboring employer.

Resources Utilization and Reuse

Manure is spread in accordance with a nutrient management plan that mitigates soil loss and nutrient runoff and reduces reliance on commercial fertilizer. Day-old dairy feed is fed to steers on the farm. Grey water is reused whenever possible, and 90% of bedding sand is washed and reused.

Kaukauna, WI

ESTABLISHED
1994

SIZE
392 Wisconsin employees
420 employees company-wide

WEBSITE
www.milksource.com

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EXPERA SPECIALTY SOLUTIONS



WHO WE ARE

Expera Specialty Solutions is the leading North American manufacturer of specialty paper products, focusing on protecting products in food, pressure sensitive and industrial applications. Made with renewable raw materials, Expera's products support the sustainability efforts of their customers, and Expera is an advocate of natural products, including natural food packaging and processing papers, natural release liners, and the use of natural fibers in industrial and technical papers. Expera's manufacturing platform includes machines at four mills located in Wisconsin: Rhinelander, Mosinee, Kaukauna and De Pere.

Energy efficiency has been a top priority for the business for several years. The Expera Specialty Solutions Thilmany Mill in Kaukauna, Wisconsin made an aggressive commitment in 2009 to improve energy efficiency and reduce environmental impact.

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In an industry that arguably faces greater regulatory burdens than any other in Wisconsin, as well as heightened national and global competition, Expera engaged in an ambitious plan to reduce its energy intensity by 25% and succeeded. In February, the U.S. Department of Energy acknowledged Expera as one of only five companies to achieve such a feat, stating:

"In 2012, the Thilmany Mill improved its energy intensity by about 4.8% bringing its cumulative improvement to 25.8% against a 2009 baseline. So far, only five of the 120-plus companies participating in Better Plants have successfully met their 25% target."

In meeting and exceeding its goal, Expera serves as an important example of how sustainability practices can be used to achieve environmental and economic benefits simultaneously.

Expera works to continually build on this success, committing itself to a sustainability motto: "Soar...Above. Beyond. For a Better Earth." Expera pledges to:

- Source fiber from sustainably managed forests
- Meet or exceed applicable environmental and safety regulations while continuously improving the environmental performance of its operations
- Use energy and natural resources efficiently
- Design products that offer economic and environmental benefits
- Educate the workforce and communities



Kaukauna, WI

ESTABLISHED
2013

SIZE
1800 employees

WEBSITE
www.experaspecialty.com

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BADGER ALLOYS



WHO WE ARE

Located in the heart of Milwaukee, Badger Alloys is a family-owned and operated ferrous and non-ferrous sand foundry founded in 1966. Their fully integrated services include a pattern shop and machine shop so customers' casting needs can be met from start to finish. These business units work in concert to provide seamless service to their customers.

From pattern construction or modification to casting to finish machining, Badger Alloys offers single-source responsibility to assure that every job is produced to customers' exacting requirements. Badger Alloys routinely pour more than 200 different alloys, including stainless/high alloy, copper base/non-ferrous, and carbon/low alloy steels.

Environmental sustainability has been a major focus for Badger Alloys, bringing "lean and clean" initiatives to not only streamline the manufacturing process, but reduce the amount of environmental waste created.

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In 2012 and 2013, Badger Alloys demonstrated itself to be a responsible steward of Wisconsin's environment through a \$1.8 million investment in a Sand Reclamation Unit (SRU). Badger Alloys was not compelled by regulation to make this investment but did so choosing to place energy and waste reduction ahead of their bottom line.

At full operation since March of 2013, the unit allows Badger Alloys to reclaim 100 percent of the sand used within their manufacturing process. Previously, casting sand could not be reused. Approximately 65,000 pounds was transported by truck to landfills daily. With the Sand Reclamation Unit installed and operating, Badger Alloys is able to clean, reuse, and keep out of landfills nearly 17 million pounds of sand each year and has eliminated more than 100,000 truck miles annually.

Additionally, Badger Alloys has made significant energy efficiency commitments, achieved substantial reductions in water usage, and serves as an active participant in ME3 – Milwaukee Economy, Energy, Environment – to promote the implementation of cost-effective sustainable manufacturing while improving the environment in Milwaukee.



Milwaukee, WI

ESTABLISHED
1966

SIZE
125 employees

WEBSITE
www.badgeralloys.com

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INPRO

inpro®



Muskego, WI

WHO WE ARE

Inpro has been a manufacturer of interior and exterior architectural products and a community member of Muskego since 1979, serving multiple markets including healthcare, hospitality, education and commercial. Inpro's divisions include: IPC™ Door and Wall Protection, Clickeze™ Privacy Systems, SignScape™ Architectural Signage, Endurant™ Washroom Systems and Commercial Surfaces, and JointMaster™ Engineered Metal Products.

Inpro not only manufactures, but also designs and distributes its products. This all-encompassing approach is applied to plastics manufacturing, injection molding, extrusion, solid surface pouring, fabrication, thermal forming, custom product development and light assembly. Inpro utilizes CNC technologies and rapid prototyping technologies.

Inpro has been committed to being responsible stewards of the environment since it began operating.

2014 BUSINESS FRIEND OF THE ENVIRONMENT

Inpro is not just a corporate environmental steward. It is a company whose corporate culture creates an environment where each team member from the CEO on down through sales, marketing, manufacturing, operations and everywhere in between serves as a steward.

Inpro's staff works internally on various committees including the Sustainable Business Committee, Green Product Committee and the Environmental Management System Team to help research, implement and monitor sustainability initiatives. Inpro has used this structure to develop and implement plans on water reduction landscaping, energy conservation and efficiency, recycling, waste reduction and composting, carpooling, electronic file storage versus printing, establishing a life cycle assessment into new product innovation, and research of environmentally and human health-friendly materials.

Crossing the \$100 million milestone in 2013, Inpro never wavered from its environmental commitments. While the list of Inpro's specific projects and accomplishments may be too long to list here, their collective effort to "make the future a little brighter for all" more than warrants recognition.

ESTABLISHED
1979

SIZE
411 Wisconsin employees
475 employees company-wide

WEBSITE
www.inprocorp.com

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MADISON GAS AND ELECTRIC



Who We Are

Madison Gas and Electric (MGE) generates and distributes electricity to 141,000 customers in Dane County and purchases and distributes natural gas to 147,000 customers in seven south-central and western Wisconsin counties. MGE is a regulated utility and the main subsidiary of MGE Energy. MGE's roots in the Madison area date back more than 150 years.



Madison, WI

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In 2013, MGE celebrated the 20th year of their Green Team. Through the initiative, MGE has grown into a steward and a leader on a range of environmental issues in the Madison area. MGE Green Team successes over the years have included:

- The creation of an internal environmental newsletter, *The Environmental Times*
- The certification of the Blount Generation Station as ISO 14001
- Reaching the highest level of Green Tier
- Work sustainability program implementation

In 2013, the Green Team focused on employee recycling resulting in the recycling of:

- 76.8 tons of wood pallets
- 1,500 pounds of alkaline batteries
- 112 tons of materials through an 8% increase in all-in-one recycling
- 436 tons of metals through the centralizing of fieldwork related recycling

MGE is truly a workplace that encourages environmental ideas from all employees and provides assistance to grow those ideas into results. In 2013, this approach led to energy saving roofing improvements, computer server upgrades and new processes for reducing employee waste. To commemorate the anniversary of the Green Team, MGE staff assisted with local trash cleanup efforts and donated to the Urban Tree Alliance to see low canopy trees planted in their service territory.

ESTABLISHED
1896

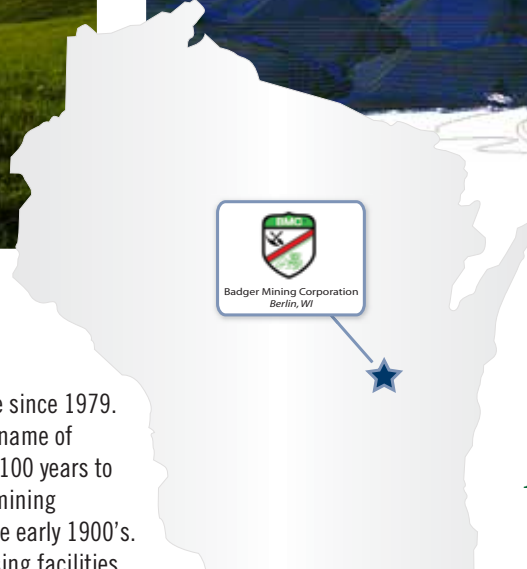
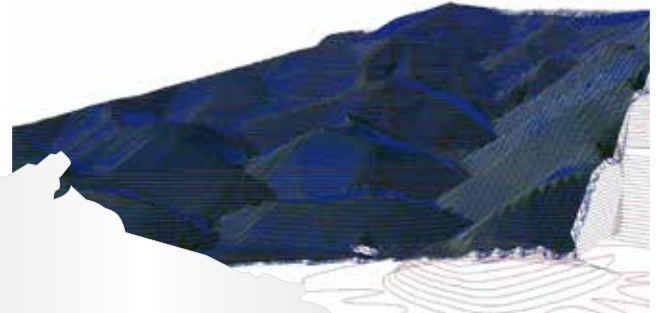
SIZE
690 employees

WEBSITE
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BADGER MINING CORPORATION



Berlin, WI

WHO WE ARE

The name Badger Mining Corporation (BMC) has been in existence since 1979. The company was founded in 1949 by Clifford A. Chier, under the name of C. A. Chier Sand Company. Badger's roots, however, go back over 100 years to the turn of the century. The forefathers of Badger Mining started mining industrial silica and bank sand in the Berlin, Wisconsin area in the early 1900's. BMC's Wisconsin production facilities consist of two sand processing facilities. BMC also has one subsidiary operation, Badger Mining Poland.

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Industrial sand mining poses significant challenges for the environment and for the communities where it takes place. Reclamation of previously mined land is chief among these challenges.

Out of a sense of responsibility to its neighbors and to the communities in which it operates, Badger Mining Corporation has adopted an innovative approach to ensuring successful reclamation of its mine sites above and beyond what is required by NR 135. Through the integration of Geomorphic Land Reclamation, BMC is providing superior environmental outcomes and demonstrating that industrial sand mining can coexist with robust environmental standards.

BMC utilizes advanced software and reclamation techniques to provide a hydrologic equilibrium, minimizing erosion and water pollution during construction, eliminating post-reclaim maintenance, and leading to a more visually appealing and self-sustaining outcome. By modeling reclaimed sites based upon surveys of undisturbed land, BMC is able to successfully recreate complex natural profiles and landforms.

ESTABLISHED
1979

SIZE
212 Wisconsin employees

WEBSITE
www.badgerminingcorp.com

FOR MORE INFORMATION ABOUT ENVIRONMENTAL INNOVATION EFFORTS, PLEASE CONTACT:

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BRP US Inc. / Evinrude



Who We Are

BRP is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles. Distributed in 105 countries, its portfolio of brands and products includes Ski Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Spyder roadsters, Evinrude outboard engines, as well as Rotax propulsion systems.

The Marine Propulsion Systems division is headquartered in Sturtevant, Wisconsin, and produces Evinrude outboard marine engines ranging from 15 to 300 horsepower. The 400,000 square foot facility employs nearly 450 people in manufacturing, sales, marketing, dealer training and support, engineering, and research and development. Recently, a significant investment in infrastructure was completed to accommodate advanced engine research and product development, bringing approximately 100 high technology jobs to Wisconsin.

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The advanced research being conducted by BRP's Marine Propulsion Systems division at its Sturtevant facility is placing Wisconsin at the forefront of producing innovative and environmentally responsible gasoline powered marine engines.

In addition to making great strides in low-emissions engine technology, including the Evinrude E-TEC line, BRP has made great strides toward developing isobutanol, a four carbon alcohol with an energy density closer to that of gasoline than ethanol. Such a development could help overcome the "Blend Wall" associated with other biofuels used in small engines.

BRP's specific contributions to the industrywide effort to address this growing challenge include the design and construction of test instruments to quantify emissions from engines fueled by isobutanol. The BRP designed and built marine portable bag sampling system (MPSS) is a first of its kind testing system that allows the measurement of emissions from engines operated on the water as opposed to a laboratory setting. BRP has also developed a new instrument to measure and better understand the particulate matter (PM) emissions from marine engine exhaust.

BRP's contributions to science and engineering in the marine engine sector make it a leading innovator not only in Wisconsin but globally.

Sturtevant, WI

ESTABLISHED

1906 (Evinrude Brand) / 1942 (Bombardier)

SIZE

450 Wisconsin employees
7,100 employees company-wide

WEBSITE

www.evinrude.com / www.brp.com

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MERCURY MARINE



Who We Are

Mercury Marine is the world's largest manufacturer of marine engines — products that allow people throughout the world to play on the water. Respected as an industry leader in the development of engine technology and manufacturing processes, Mercury Marine is setting the pace and establishing new standards as the marine industry moves forward with contemporary low-emissions outboard, inboard and sterndrive marine propulsion systems.

2014 BUSINESS FRIEND OF THE ENVIRONMENT

Mercury Marine employees are known to “bleed black” — a phrase that describes Mercury's culture rooted deep in innovation, ambition and loyalty. As Mercury Marine celebrates its 75th Anniversary in 2014, it is applying that same ethic to environmental sustainability and innovation.

Mercury Marine's commitment to sustainability is demonstrated by its designation as a Wisconsin “Green Master” by the Wisconsin Sustainable Business Council for three years running, and a litany of other awards and accomplishments. What captured this year's BFOE judges' attention, however, were the development of two innovative products to reduce fuel consumption:

- The Mercury Enertia ECO is a one of a kind propeller, which will increase fuel efficiency for high-horsepower outboard motor users by 10%.
- The ECO-Gauge is a complete digital display that will advise boaters on how to obtain the best fuel economy by constantly monitoring and reporting on engine rpm, boat speed, fuel consumption, and engine trim.

Additionally, Mercury has set ambitious goals to continue innovating, including achieving a 65% reduction in sterndrive emissions and a 74% reduction in outboard emissions by 2017.

Fond du Lac, WI

ESTABLISHED
1939

SIZE
3,100 Wisconsin employees
5,400 employees company-wide

WEBSITE
www.mercurymarine.com

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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 3,800 member companies from across the state that employ approximately one-quarter of Wisconsin's private sector workforce. WMC is dedicated to making Wisconsin the most competitive state in the nation.

