
September 2007

Recycling Means Jobs

Wisconsin Firms make the Inc. 5000 List of Fastest Growing Private Companies

John Katers

Two firms from Wisconsin that have direct linkages to recycling and solid waste management have joined the ranks of the Inc. 5000 fastest growing private companies in the U.S. The inaugural Inc. 5000, an extension of *Inc.* magazine's annual Inc. 500 list, identifies companies who are changing the landscape of American business and honors their ingenuity and entrepreneurial spirit. The 2007 Inc. 5000 list measures revenue growth from 2003 through 2006. To qualify, companies had to be U.S.-based and privately held, independent – not subsidiaries or divisions of other companies – as of December 31, 2006, and have had at least \$200,000 in revenue in 2003, and \$2 million in 2006.

ENCAP™ LLC of Green Bay, which had an overall ranking of 110 on the list, is the inventor of advanced soil technologies that fight erosion, establish seeds and hold fertilizers in place. ENCAP was co-founded in 1999 by company president and CEO, Michael Krysiak and FEECO International, the world's largest engineering, equipment, and material processing company involved in the waste processing industry.

The catalyst for ENCAP's initial product line was the company's Waste Transformation Technology (WTT™). This technology transforms waste materials into completely new products possessing both strategic and marketable advantages over the competition. In addition to quality and technology, ENCAP's unique commercialization approach is helping to drive company success. In recognition that every employee plays an important roll in taking care of customers, ENCAP has developed a business model that allows and enables them to make a difference. Krysiak describes it "uncorking the potential" of everyone in the organization.

ENCAP's unique business approach has prospered. The company's technology and products, including Grass Repair Kit, New Lawn Kit and Fast Acting Lime, can now be found on the store shelves of the nation's largest retailers, including Wal-Mart, Lowe's, Home Depot, K-Mart, Menards, Meijers, PETSmart and many others. In 2006, ENCAP was awarded the Wisconsin Technology Transfer award by Wisconsin Governor Jim Doyle. Both ENCAP and Krysiak have also been recognized locally by the Green Bay Chamber of Commerce with the High Technology Manufacturer of the Year award in 2006, and Small Business Person of the Year award in 2007, respectfully. For additional information on ENCAP, visit www.encap.net.

Cascade Asset Management of Madison had an overall ranking of 1,193 and ranked in the top 25 of its category, Computers and Electronics, and 12th among Wisconsin companies. Cascade provides comprehensive information technology equipment retirement services. The company collects, receives and processes office electronics, consumer electronics and test equipment from sites across North America.

Cascade has experienced continual growth since inception in 1999, with volumes growing at 40% per year. "It is an honor to be included on the Inc. 5000 list. This recognition evidences the dedication of our employees and the quality and commitment of our partners," says Neil Peters-Michaud, Cascade CEO and Co-Founder. "Cascade works to protect our customers' most important values: data security, asset value, and the environment. Our growth is the direct result of our ability to meet those needs effectively and responsibly."

Cascade received the Wisconsin Manufacturers and Commerce Business Friend of the Environment Award in 2003 and also received the Dane County Small Business Achievement Award in the same year. For more information about Cascade, please visit www.cascade-assets.com.

It should be noted that both companies received funding from the Wisconsin Recycling Development Board in 1999 and that FEECO International also received funding in 1997 from the Wisconsin Department of Natural Resources Waste Recycling and Demonstration Grant program, which ultimately resulted in the formation of ENCAP. These two companies are prime examples of the innovation that is taking place in Wisconsin related to solid waste management and also highlight the fact that there is a tremendous potential to develop new businesses that are not only environmentally conscious, but also offer high growth potential and are create new job opportunities for Wisconsin.

Government Green Building Policies: A National Inventory

Sherrie Gruder

As municipalities consider adopting green building standards, they are likely to look at programs of other cities so as not to reinvent the wheel. The design and building industry can look at trends in green building policy adoption and the specific policies impacting the private sector as part of a strategic assessment of the marketplace for green building investment. ***Government Green Building Programs Inventory***, re-released by UW-Extension, is a national inventory of local government green building programs. *Government Green* provides information about key factors of each of the programs: it indicates the policy vehicle used; whether the policies are mandatory or voluntary, and the sector(s) to which they apply. It describes the performance standard used and what, if any, incentives are offered. Live links to the actual policy or program are included.

In the three years since *Government Green's* first release, the number of government green building programs has nearly tripled, increasing from 36 municipal programs to over 113. Programs have expanded to include additional sectors and, in some cases, the base level of certification required has increased.

Of the 113 municipal programs listed in this inventory, 101 are based on the LEED™ green building rating system. LEED™- Leadership in Energy and Environmental Design - is the nationally recognized green building rating system of the US Green Building Council (www.usgbc.org). While the majority of municipalities use the LEED™ standard, 28% do not require third party certification through USGBC. Seventy-three municipalities require certification through USGBC for at least one of their sectors (municipal, commercial, multifamily, residential, and industrial). Some communities require that municipal buildings are certified to LEED™ but offer voluntary programs with incentives for the private sector. Fifty-five per cent of municipalities listed have programs and policies that pertain to private commercial development. There are many permutations and approaches between communities as detailed in the inventory.

Government Green Building Programs Inventory can be accessed at www.shwec.uwm.edu under publications or directly at <http://www4.uwm.edu/shwec/GovtGreenInventory.pdf>.

Computer and E-waste Management

Joe Van Rossum



Collecting unwanted computers and other e-waste continues to be the focus of both regulators and manufacturers. On August 21 the Wisconsin Department of Natural Resources (DNR) announced a new online resource to assist residents, businesses and institutions in recycling used computers and other electronic devices. The amount of e-waste generated in Wisconsin continues to grow and with it a greater demand for recycling options.

This new resource not only provides steps that can be taken to properly manage e-waste, but also provides businesses with guidance that enables them to be in compliance with state hazardous waste regulation. Businesses and institutions are prohibited from disposing of computers and other electronic equipment that contains hazardous materials in municipal solid waste landfills or incinerators. Recycling or reuse are the preferred management options for unwanted e-waste

The website can be found online at; <http://dnr.wi.gov/org/aw/wm/ewaste/index.html>. For additional information contact Cynthia Moore, DNR Recycling Program Coordinator, 608-267-7550.

Also in the news last month was an August 16 announcement of a new program by Sony and Waste Management that allows consumers to recycle all Sony-branded products for no fee at 75 Waste Management Recycle America e-Cycling drop-off centers across the country. The list included five locations in Wisconsin; Janesville (2), Milwaukee, Madison, and Menasha. This program, which begins September 15, also enables consumers to recycle other manufacturers' electronics products at market prices. With this announcement Sony joins efforts by Apple, Dell, Gateway, Hewlett Packard, and other manufacturers who are supporting efforts to recover old and unwanted consumer electronics.

Recycle More Project Launched

The Wisconsin BeSMART coalition is embarking on a major campaign to increase both volume and weights of recyclables through the RECYCLE MORE project. The campaign will utilize a variety of specific messages to reach diverse audiences.

Phase 1 will consist of research on what methods might be most effective to reach a wide audience. City Research Solutions has been retained by the Coalition to spearhead this effort and is currently developing community recycling newsletters inserts to solicit consumer input. The idea is to identify qualified consumers who are willing to share their opinions on recycling. Sound interesting? If you are willing to get involved (and potentially receive incentives for participation), <mailto:recycle-more@uwm.edu> and let them know.



Renewable Energy Feasibility Grants Offered

In order to offset the cost of conducting technical and economic analyses, WE Energies has announced the availability of feasibility study cost share grants to support consumer-owned renewable electricity projects. All complex renewable energy technologies, including wind, biomass and solar, are eligible for funding; however, small systems such as small wind turbines or photovoltaic installations are ineligible. According to WE Energies, potential projects could include:

- "Assessing the costs and benefits of using a large biomass-to-electricity or wind turbine system to meet the energy needs of a community or a commercial building campus.
- Determining the appropriate design of a large biomass-to-electricity system.
- Determining and resolving resource potential, technical feasibility, economic viability, or regulatory compliance issues that can arise when large biomass-to-electricity or wind turbine systems are proposed to meet complex energy needs.
- Performing air pollution studies for permitting of large biomass-to-electricity systems. "

Fifty percent of the study cost is eligible, up to a maximum of \$50,000, and applications are due by Oct 4, 2007. Downloadable applications are available at

http://www.we-energies.com/business_new/altenergy/renew_studygrant.htm.

Great Lakes Mercury in Products Phase-Down Strategy Open for Public Comment



The Great Lakes Regional Collaboration (GLRC) announces a sixty day public comment period for a Draft Great Lakes Mercury in Products Phase-Down Strategy. The basin-wide Strategy for the phase-down of mercury in products and waste is now available for public comment at

<http://glrc.us/initiatives/toxics/drafthgphasedownstrategy.html>, through October 27, 2007.

The GLRC invites comments on the Strategy itself and on how best to move forward with implementation, as well as commitments from stakeholders to implement components of the Strategy.

A copy of the draft document was first distributed to government agency experts for technical review, then revised and distributed to a limited group of industry and environmental group stakeholders. A summary of comments that were received and incorporated can also be found at the above web link.

Please send comments electronically to Debra Jacobson at djacobso@wmrc.uiuc.edu. When sending comments by e-mail be sure to put the words "Great Lakes Mercury Strategy Comments" in the subject line of your e-mail. If you have questions please contact Debra Jacobson at djacobso@wmrc.uiuc.edu or call (630) 472 - 5019.

Wisconsin Natural Resources Board Mercury Seminar – July 18, 2007

The Natural Resources Board held a special meeting in Stevens Point on July 18 to hear from experts on mercury in the environment. Topics covered during this informational seminar included health effects, effects on fish and wildlife, sources and fate of mercury, control technology availability for coal-fired power plants, control technology costs and implications for electric reliability. The seminar provided background information useful for Natural Resources Board members who will consider adoption of revised mercury regulations for coal-fired power plants in the fall of 2007. Access directly at:

<http://dnr.wi.gov/org/aw/air/reg/mercury/nrbseminar.html> or go to the DNR Air Management Program news at: <http://dnr.wi.gov/org/aw/air/>

Environmental News Briefs of Interest

EPA Issues Analysis of Revisions to Air Quality Standards for Ground-Level Ozone

EPA has issued its assessment of the potential benefits and costs of meeting the standards in its proposed revisions to the nation's air quality standards for ground-level ozone. EPA has proposed to strengthen the standards, based on the most recent scientific evidence about the health effects of ozone -- the primary component of smog.

This assessment, known as a Regulatory Impact Analysis (RIA), provides general estimates of the nationwide benefits and costs of reaching a standard in the EPA proposed range, which is 0.070 to 0.075 parts per million (ppm). The current ozone standard is 0.084 ppm. The RIA also looks at the benefits and costs of reaching a standard at two other levels within the range of standards that EPA has requested comment on, 0.065 ppm and 0.079 ppm. EPA conducted the analysis under other requirements that the agency analyze the benefits and costs of any major regulation.

To learn more go to: <http://www.epa.gov/groundlevelozone/actions.html>

EPA Chemical Testing: ToxCast™ Phase I Chemicals Announced

EPA's National Center for Computational Toxicology recently released a list of 340 chemicals that will be evaluated under Phase I of the ToxCast™ research program which began in 2006. Under Phase I of ToxCast™, the chemicals will be examined in hundreds of different rapid computer tests referred to as high throughput screening (HTS) bioassays. Phase I will be used to create chemical signatures of compounds. These chemical signatures will then be compared to known toxicity data in this proof-of-concept phase. It is expected that patterns will emerge that are predictive of compounds that could cause harm to people and the environment. Results of Phase I are expected in 2008, and will be posted on the ToxCast™ Web site.

Phase II will involve a larger, more diverse set of chemicals to test the predictability of patterns identified in Phase I. In Phase III will expand the list to thousands of environmental chemicals. For more information on the new chemical testing program go to the EPA website at: <http://www.epa.gov/ncct/toxcast/news.html>

EPA Releases Draft of 2007 Report on the Environment: Highlights of National Trends

The draft 2007 Report on the Environment (ROE): Highlights of National Trends (2007 ROE HD) was released today for public comment and independent review. First issued in 2003, the ROE provides the average citizen a resource to follow national trends in the condition of the air, water, and land in the United States as well as an opportunity to make comments on the report. The ROE HD features a subset of the findings from EPA's 2007 Report on the Environment: Science Report which was released in draft for public comment and review in May 2007. The final 2007 ROE report will consist of both the science and highlights documents. The information will also be available on an interactive, searchable Web site called the "e-ROE." To read the draft and submit public comments go to: <http://www.epa.gov/roe/>

EPA Announces the Current Top 25 Green Power Purchasers

EPA has updated its Top Green Power Purchasers list highlighting organizations committed to purchasing green power. The National Top 25 list of Green Power Partners accounts for more than 6 billion kilowatt-hours (kWh) per year of green power purchasing, more than 60 percent of the total kWh in the Green Power Partnership.

Green power is generated from eligible renewable resources such as solar, wind, geothermal, biomass and biogas, as well as low-impact hydropower. The Top 25 list is at

<http://www.epa.gov/greenpower/partners/top25.htm> and the 100% Green Power Purchaser list is at: <http://www.epa.gov/greenpower/partners/partner100.htm>

The EPA's Green Power Partnership was launched in 2001 and for more on the Green Power Partnership visit: <http://www.epa.gov/greenpower/>.

Energy Star Specifications for Commercial Dishwashers and Ice Machines



EPA recently announced specifications for two new commercial food service products -- dishwashers and ice machines -- that will earn the Energy Star label. More efficient commercial kitchen equipment can save restaurants and food service facilities from 10 to 30 percent on commercial kitchen energy consumption. The specifications cover several types of machines in both categories, requiring them to meet maximum energy and water efficiency savings. Other Energy Star commercial food service products include fryers, steam cookers, hot food holding cabinets, and solid door reach-in refrigerators and freezers.

Restaurant and commercial kitchen owners and operators will be able to purchase Energy Star qualified commercial dishwashers starting Oct. 11, 2007 and ice makers starting Jan. 1, 2008. Over the next five years, these new Energy Star products are expected to save restaurants \$100 million in reduced energy and water costs. These products will help improve the energy intensity of food service buildings, which consume roughly 2.5 times more energy per square foot than other commercial buildings. The new specifications for commercial dishwashers is at:

http://www.energystar.gov/index.cfm?c=new_specs.comm_dishwashers and the new specification for ice machines is available at:

http://www.energystar.gov/index.cfm?c=new_specs.ice_machines and for more all about the Energy Star Program: <http://www.energystar.gov>.

EPA Reports Significant Energy Efficiency Opportunities for U.S. Servers and Data Centers

A new EPA report shows that data centers in the United States have the potential to save up to \$4 billion in annual electricity costs through more energy efficient equipment and operations, and the broad implementation of best management practices. The "Report to Congress on Server and Data Center Energy Efficiency" recommends priority efficiency opportunities and policies that can also lead to additional savings using state-of-the-art technologies and operations.

Data centers are facilities that contain IT equipment (computing, networking and data storage equipment), as well as power and cooling infrastructure. They are found in nearly every sector of the economy, including banking and financial services, media, manufacturing, transportation, education, health care and government. Existing technologies and strategies could reduce typical server energy use by an estimated 25 percent according to the report, with even greater energy savings possible with advanced technologies. For more information and a copy of the report:

http://www.energystar.gov/index.cfm?c=prod_development.server_efficiency_study

Events, Training, Workshop and Tour Opportunities.....



September 12-14, 2007 **Greening the Heartland**, Monona Terrace Convention Center, Madison, WI. The premier annual conference on green building and sustainability in the Midwest offers important tools for planning and building green buildings while also providing attendees with state-of-the-art design concepts, approaches and practices used in managing, enhancing, preserving and restoring the range of resources on which we all depend. To register go to <http://www.greeningtheheartland.org/index.html>

September 13, 2007. **Using Compost to Improve Storm Water Management & Erosion Control on Roadsides**, Waukesha. The Associated Recyclers of Wisconsin (AROW), Recycling Connections Corporation, US EPA, White Oak Farm, and Wisconsin Department of Natural Resources have developed a one-day session that will introduce highway designers, maintenance personnel, storm water management specialists, and composters to best management practices (BMP) that use compost to reduce storm water runoff, and improve its quality. Join us for this one-day roundtable and demonstration of compost storm water BMPs. Space is limited, register soon. Registration information can be found online at:

<http://www.arow-online.org/PDF/compost%20round%20table%20flyer%20front%20and%20back-web.pdf> or call AROW at 715-343-6311

September 14, 2007 **LEED CI Workshop** presented by the US Green Building Council, 8:30 am 5:00 pm, The Madison Concourse Hotel, Madison, WI. LEED for Commercial Interiors is the green benchmark specifically for the tenant improvement market. Attend the LEED for Commercial Interiors Technical Review Workshop presented by the U.S. Green Building Council to gain the knowledge needed to enhance project performance, achieve certification and prepare for the LEED Professional Accreditation Exam. To register for this or any USGBC workshop, visit www.usgbc.org/workshops/register. For full time student rates contact workshop@usgbc.org or call 202-742-3820.

September 25, 2007 **Hazardous Material and Waste Disposal Awareness Training**, Best Western Grand Seasons Resort, Waupaca. Training provided by Veolia Environmental Services and jointly sponsored by the Northeast Wisconsin Cooperative Marketing Group (NEWCMG) and the Associated Recyclers of Wisconsin (AROW) Hazardous and Special Waste Working Group. For more information go to www.arow-online.org.

September 26- 27, 2007, **11th Annual Conference on Comprehensive Solid Waste Management Solutions**, Best Western Grand Seasons Resort, Waupaca. Agenda topics include pharmaceuticals, event recycling, ag plastics recycling, product stewardship, flow control and more! Conference jointly sponsored by the Northeast Wisconsin Cooperative Marketing Group (NEWCMG) and Wisconsin Counties Solid Waste Management Association (WCSWMA). For more information or to register (by Sept. 14th please), contact Manitowoc County at (920) 683-5031

October 18, 2007, **Solar Decade Conference**, Midwest Airline Center, Milwaukee, 8:00 AM - 5:00 PM. The conference lays a solid foundation for Wisconsin's Solar Decade by demonstrating how to incorporate solar energy into your business, career and home. To register go to:

<http://www.solardecade.com/node/13> Early registration by September 14. For inquiries about exhibiting. phone 414.224.9422 (voice), 414.224.1458 (fax), email connielindholm@wgba.org

Federation of Environmental Technologists (FET) Seminars & Workshops



October 2007 - **Industrial Wastewater Course**, MATC North Campus, Mequon, WI.
The course is held Wednesdays from 8:30 am - 4:00 pm on October 3, 10, 17 & 24.

Tuesday, October 2 – **Impact of New Air Pollution Standards and Permit Programs** A half day Seminar at Sheraton Brookfield, Brookfield, WI.

Tuesday, October 16 – **Waste Regulations Update**
A full day Seminar at the Crowne Plaza Hotel, Madison WI

For more information or to register for FET programs go to www.fetinc.org or call 414-354-0070 for assistance.

Solar Tour of Businesses and Homes throughout the State

Businesses: Oct 5; Homes: Oct 6

The tour demonstrates that renewable energy is practical, reliable and affordable in today's economy. Tour sites are owned, lived in, and worked in by ordinary people. They are helping others open the door to renewable energy.

Although it is officially called the *Solar Tour*, sites include all sorts of renewable energy technologies and other innovative features. On the WI Solar Tour you can see:

- Wind and solar (PV) electric systems
- Solar thermal and solar water heating systems
- Green building construction and passive solar design
- Energy efficient heating technologies
- Energy efficient appliances
- Environmentally friendly landscaping
- And more!

In addition to open houses, guided bus tours are available. To learn the tour logistics in your area of the Wisconsin, go to the Midwest Renewable Energy Association's web site at: <http://www.themrea.org/solartour.php>