

WORK

WORKFORCE STRATEGIES AND SOLUTIONS

**SUSTAINABILITY & GREENING YOUR BUSINESS
FOR A RETURN ON INVESTMENT**



THE WORKFORCE DEVELOPMENT CENTER



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green business

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Welcome to the 12th issue of WORK, a publication designed to highlight timely workforce strategies and solutions.

This edition is dedicated to sustainability and greening your business for a return on investment. Case studies from businesses within the Waukesha-Ozaukee-Washington County Workforce Development Centers' region are highlighted throughout the publication.

Regional Universities and Technical Colleges further highlight new degree programs within the "green technology" and sustainability fields. Leaders in the field of sustainability share techniques and practices which have helped their business to be leaner and greener.

Francisco Sanchez

President, W-O-W Workforce Development, Inc.

Greening the 2011 WORK 12 Publication

The Waukesha - Ozaukee - Washington (W-O-W) County Workforce Development Board is committed to conserving Wisconsin's natural resources and believes it is important to support the local economy. Greening of the WORK 12 project was managed by Evolution Marketing, LLC; a Waukesha County based green marketing firm. Kyle Kummer, Creative Director at Evolution Marketing, provided the eco-design for the WORK 12 publication.



This publication was printed in West Bend at a Washington County print house. WORK 12 was printed on elemental chlorine free paper, with vegetable based inks and a water-soluble coating. The Sterling Ultra paper used for this publication was made at the New Page Wisconsin Rapids Mill with 67% renewable energy. Sterling Ultra paper contains 10% post consumer recycled fiber.

Please pass this publication on to a friend.

Information about the cover photo: The green roof pictured on the cover is one of the many green features incorporated into construction of the patient tower at Oconomowoc Memorial Hospital (completed in Dec 2009). It serves a multitude of purposes from energy savings to aesthetic appeal and is environmentally friendly. – *photo courtesy of Oconomowoc Memorial Hospital*

Healthy Lifestyles

& Workplace Wellness

By Vicki Dallmann-Papke, ProHealth Care Director of Employee Health & Wellness



As the largest employer in Waukesha County, ProHealth Care offers a variety of wellness and health awareness programs for its diverse employee base of more than five thousand. Good nutrition (access to healthy food choices) and exercise are key components to healthy lifestyles.

Employees and patients at Waukesha Memorial and Oconomowoc Memorial Hospitals along with AnglesGrace Hospice have access to locally grown produce all year round through their cafeteria program. In the summer and fall, employees and visitors have the opportunity to purchase local produce from area farmers at the Waukesha Memorial farmers market.

Employees and their families can also improve their health through the WellAware program, which focuses on wellness and awareness. The core elements of WellAware are prevention, education, mental and spiritual health and disease management. The program also includes courses and incentives on subjects such as healthy pregnancy, smoking cessation and pre-diabetes. It also has an exercise tracker to encourage consistent physical activity.

To make it easier for employees to engage in physical activity, membership discounts are available for West Wood Health & Fitness Center and other area health facilities. ProHealth Care's Start Walking Challenge motivates employees and provides recognition for the top walkers. During the 2010 program, some employees walked more than a million steps. From free yoga and zumba classes to exercise incentives, employees have multiple opportunities to stay active at ProHealth Care.

Despite the best efforts toward wellness, illnesses can still happen. Employees and their family members who experience a minor illness (upper respiratory, ear infections, sore throats and viral symptoms), can take advantage of FirstCare services. Two locations provide complimentary health care office visits with a nurse practitioner or physician assistant. The convenient locations increase productivity because employees and their dependents can be seen the same day, get treated quickly and return to work when appropriate.

Workplace Wellness Tips

- Reduce carbon emissions by purchasing produce and food from local farmers' markets.
- Discontinue using bottled water, drink tap water from a glass. Start an employee BYOB (bring your own beverage) cup program.
- Stay away from pre-packaged foods, as they are often full of excess sodium, sugar and calories.
- Join the "Meatless Mondays" movement, which encourages individuals and families to reduce the amount of meat they eat per week. By switching to vegetarian food sources one day per week it is estimated that greenhouse gas emissions can be reduced by the equivalent of driving 1,160 less miles per year.
- Clean the office and building with non-toxic cleaning products. Eco-friendly cleaning products are good for you and the environment.
- Clean indoor air by placing live plants within the office work environment (20 plants per 2000 sq ft of space).
- Reward employees who carpool with preferred parking spots.
- Add bike racks and picnic tables to your outdoor space. Bike racks will encourage employees to bike to work and picnic tables will provide employees with a place to eat their lunches outside.
- When painting offices, use low or no voc (volatile organic compound) paints.



Waukesha County

How Adopting Sustainability Practices has Saved Tax Payer Dollars

By Dan Vrakas, Waukesha County Executive

In 2008, Waukesha County first introduced sustainability initiatives aimed at protecting the environment, reducing energy dependence, and ultimately, saving taxpayer dollars. Over the last several years Waukesha County has positioned itself as a leader in sustainability, based on the goal of attaining and maintaining environmental stewardship and energy efficiency at facilities owned and operated by the County. Ultimately, the County has found that by being "green" we are able to save green. By using energy more efficiently, we are also using tax dollars more economically.

For Waukesha County, sustainability has been an important business decision that has saved and will continue to save taxpayer dollars. Below are a few examples of sustainable decision making within the County that have helped to not only protect the County's natural resources but to also continue to help the County grow in a fiscally responsible manner.

Building Design and Operation

- Many County buildings are utilizing natural sunlight to light and heat spaces.
- Retzer Nature Center's new edition will include heating and cooling through a geothermal system. It is expected that utility costs will be entirely offset by incorporating renewable energy systems into this energy-efficient building.
- Eble and Naga-Waukee ice arenas were recently upgraded to LED lighting. The result is superior lighting and saving over \$11,000 a year in energy.
- At the County Courthouse the chiller was replaced with a more energy efficient model that is expected to pay for itself in three and half years.
- All plumbing at both the Courthouse and Administration Center has been upgraded with "low flow" fixtures.

Grounds and Site Management

- The County Park System is conserving energy through the creation of "naturalized" zones that are planted with Wisconsin native species of plants/grasses and they do not need to be mowed.

Land Use and Environment

- Preservation of greenways along major rivers, which assist with water quality and create a natural protection for the area, will help to preserve and protect open spaces for future generations.

Purchasing and Employees

- In all of its purchasing efforts, the County strives to purchase environmentally preferred products (example: recycled content, less toxic, conserve water/energy, use less packaging). These products have a lesser effect on human health and the environment with competing products that serve the same purpose.

- In three years, Waukesha County employees reduced paper usage by 29% after all employees were educated in resource conservation practices.

Transportation

- Roundabouts reduce the amount of energy needed for lighting and save \$1,652 a year in energy and maintenance costs, because a 24-hour a day, seven days a week traffic signal is not necessary. Roundabouts further decrease vehicle emissions and fuel consumption.

- The County has also utilized "green" paving techniques in County road projects. The County is currently developing techniques to recycle asphalt from existing roads.

- Waukesha County Airport's north/south runway was repaved using a mixture of pavement and recycled fly ash from coal plants. This cutting edge, sustainable process saved the County \$50,000 in project costs.

- Waukesha County Public Works Department is utilizing new techniques to reduce salt usage, along with researching the use of beet juice on roads to melt ice.

- Currently, the County pre-wets roads prior to freezing temperatures with a salt-brine solution to prevent ice from forming. It is estimated that in the 2009-2010 winter season the County saved approximately 6,000 tons of salt due to this technique.

Ultimately, the County has found that by being "green" we are able to save green. By using energy more efficiently, we are also using tax dollars more economically.

Dan Vrakas - Waukesha County Executive

“Lean & Green” Businesses Recognized Through New Program

By Thomas Eggert, Executive Director, Wisconsin Sustainable Business Council
& Lisa Geason-Bauer, President, Evolution Marketing, LLC

With the advent of the world recession in 2008, Wisconsin business leaders have begun to re-evaluate how they are doing business. Owners and managers of small to middle sized companies have spent the last several years focusing on the how-tos in order to “lean and green” their operations. In 2010 the Wisconsin Sustainable Business Council launched the Green Masters Program; a free, independent, points based “green” recognition program, which is aimed at helping businesses to get started on the road to sustainability.

Companies are scored and placed into one of three levels of the program based on their actions within the nine sustainability areas of the survey. Businesses, who are just starting on the sustainability path, will be placed in the “green apprentice” level, while companies that score over 100 points will be named “green professionals.” Each year the Wisconsin Sustainable Business Council will identify the top 20 percent of companies and recognize them as “green masters” companies. All business participants in the program are allowed to use the Green Masters logo in their individual business marketing materials. The Green Masters logo/recognition are akin to the “Good Housekeeping Seal of Approval” for businesses engaging in sustainability activities within the State of Wisconsin.



Businesses of all types, sizes and locations are participants in the Green Masters Program. Oconomowoc’s employee owned Sentry Equipment Corporation was awarded the green professional designation, due to the innovative decisions their management team made related to energy conservation and lighting efficiencies within their new headquarters at Pabst Farms. Sentry Equipment Corp. performed cost benefit analyses on each type of lighting system they placed within their building and parking lot area, overall reducing



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their electrical lighting energy usage by 55%. In addition to reducing energy consumption, they saved over 1,000,000 gallons of water per year when they converted their water-cooled compressors to an air-cooled compression system.

Evolution Marketing LLC, a small firm that specializes in environmental communication, green marketing and sustainability strategies, is another business that has received the green professional designation. This Oconomowoc based marketing and communication firm is not only helping other businesses share their sustainability message, but the firm is managed in both a socially and environmentally responsible manner. Evolution Marketing uses 100% renewable electric energy to power the office, and the company’s website and email accounts run on 100% wind energy. All marketing materials are printed on recycled paper, and the office staff, pride themselves on sending more recyclables to the curb than trash.

Serigraph, a West Bend based printing, molding and custom graphics company, was awarded the green masters designation due to their internal leadership on sustainability issues. Serigraph has undertaken a number of noteworthy sustainability projects including: reducing water usage by 65 percent, using heat exchanges to conserve 450,000 kilowatts per year, and inventing the first large scale bio-filter for the printing industry as part of its efforts to remove petro-chemicals from ink.

To participate in the Green Masters program or to learn about the many excellent resources the Wisconsin Sustainable Business Council offers, go to www.GreenMastersProgram.com



WCTC: Sharing Lessons Learned On The Journey To Sustainability

By Dr. Barbara Prindiville, President - WCTC

At Waukesha County Technical College, sustainability is not just about preserving the environment; it's a journey toward changing the culture and the way people think about doing business.

Although in its infancy, sustainability, as a business practice, has a broad impact and includes initiatives which focus on issues such as: conservation of energy; efficient use of facilities and space; construction and renovation using "green" products and materials; recycling consumable packaging; reducing waste; and managing natural resources. Through its concerted efforts, WCTC seeks innovative methods to manage the resources of a public institution while providing education and training on practices which translate to practical knowledge and skills for business and industry.

"We have found success in moving toward sustainable practices by creating awareness of the need for sustainability and by identifying low-cost, high-impact initiatives," said Dr. Ray Walter, Manager of Renewable Energy and Sustainability. "This awareness is followed by engagement of stakeholders on the benefits of such initiatives and identifying and removing potential barriers," according to Dr. Walter. Opportunities for engagement are provided across the organization by taking these first steps and by laying a foundation for discussion and action.

To be truly successful in a journey toward sustainability, all levels of the organization have to be onboard. Companies that have demonstrated early success in sustainability often have identified an internal champion to engage others and to promote and monitor progress. Project managers or leaders often guide teams as they engage in process improvements, and external partners provide expertise, guidance and assistance in the selection of appropriate projects to maintain momentum.

"We have seen organizations benefit in unexpected ways as a result of their sustainability journey," Dr. Walter said. "For example, when focusing on improving energy efficiency, companies have discovered opportunities to not only improve energy efficiency but also to improve production through streamlined process improvements. In this case companies experience a terrific return on investment."

WCTC provides education and training to increase the skills of the workforce consistent with current and future needs. The college provides technical assistance to build the skills of the workforce, improve processes for business and industry, and provide guidance and consultation in the strategic advancement of their organizations.



"When focusing on improving energy efficiency, companies have discovered opportunities to not only improve energy efficiency but also to improve production through streamlined process improvements. In this case companies experience a terrific return on investment."

In addition, WCTC provides an array of courses and workshops that help community partners and the general public learn practical applications and opportunities for sustainable practices that can have immediate cost savings. A sampling of the spring workshops includes: Consumer Solar Electric 101; Extreme Green Home Makeover; Solar and Wind System Electrical Code; and Sustainability Basics. Three-credit classes on sustainability offered in spring include: Introduction to Renewable Energy; Introduction to Sustainability; and Principles of Water Quality.

WCTC is committed to its journey toward sustainable practices and to sharing its knowledge and expertise with the community, business, industry and the workforce.

For more information, go to www.wctc.edu/re

MATC: A Pioneer in "Green" Education & Training

By Dr. Michael L. Burke, President - MATC / Photos Courtesy of MATC

Milwaukee Area Technical College (MATC) is taking on a vital role in the "Green Economy." Associate degrees, diplomas, local and national certifications and courses in advanced energy engineering, energy conservation, renewable energy, LEED commissioning, sustainable buildings, water technologies and conservation are just some of the areas that comprise MATC's applied environmental studies cluster. MATC is at the forefront of the "Green Economy" and creating new opportunities for students on a daily basis. Current and prospective students, businesses, government agencies, incumbent workers and entire communities will reap the benefits of the college's offerings in resource conservation.

The college's Center for Energy Conservation and Advanced Manufacturing (ECAM) at the Oak Creek Campus is a regional center for new technologies and instruction. ECAM helps move us toward a more sustainable energy future by providing students with the expertise to reduce costs by improving resource performance in residential, commercial and industrial operations and designs. Our unique combination of curriculum and equipment will produce advanced energy auditors and commissioning agents, energy systems technicians, renewable energy installers and assessors, energy managers and energy operators who will fill a diversity of rewarding technical and innovative occupations.

Strong emphasis is placed on energy technologies and practices. We have found that students need a solid foundation in energy technology to be successful in a variety of energy careers and degrees. Energy engineering, alternative energy, renewable energy and smart energy systems are just a few disciplines that share this technological base.

MATC's educational offerings lead to a wide variety of career opportunities, including: facilities manager, controls specialist, controls technician, sustainability director or coordinator, buildings manager, plant manager, maintenance manager, energy manager, energy auditor, sustainable development coordinator, environmental sustainability manager, water technologist, resource inspection and more. An estimated five million new jobs in these fields will open within the next ten years.

What MATC Has To Offer

- Sustainable Facilities Operations – associate degree
- Sustainable Facilities Operations – certificate
- Energy Engineering Technology – certificate
- Environmental Health & Water Quality Technology – associate degree
- Advanced Energy Engineering – certificate
- Photovoltaics – certificate
- Wind Energy – certificate
- Power Plant Engineering Upgrade – technical diploma



Recognizing the need to be flexible as the world of environmental studies and industries grows and evolves, MATC recently added certificates in photovoltaics and wind energy to its curriculum. Students will have the opportunity to learn and train at MATC's Photovoltaic Educational Laboratory, the largest solar electric site in Wisconsin and the largest portable photovoltaic facility in the United States.

Upon completion of a degree, diploma or certificate program, students will be prepared to successfully enter the workforce or advance in their current position. Students can also transfer to a number of four-year institutions that MATC partners with to pursue additional higher education. For more information on MATC's renewable energy and sustainability programs, please visit www.MATC.edu/green



Sustainability is Already Part of The UW-Milwaukee Fabric

By Michael R. Lovell, Interim Chancellor - University of Wisconsin-Milwaukee

As is often found at a large research university, actions that appear to be new and trendy are already part of the institution's fabric. Such is the case with sustainability practices, both in academics and in day-to-day operations at the University of Wisconsin-Milwaukee (UWM). These practices clearly demonstrate UWM's commitment to a greener future for the region and the state.

The UWM College of Engineering and Applied Science is a leader in creating green jobs and regional growth in renewable energy. Wind energy and solar technology are growing programs at UWM. The 72-panel solar energy system installed on Bolton Hall in early 2009 is both a teaching and research resource, and a power source for the campus (as much as 100 kilowatt-hours a day). Since joining UWM, I am very proud to have helped form the Wisconsin Energy Research Consortium, a historic partnership between UWM, Marquette, MSOE, UW Madison and regional power and energy industries.

Courses offered within the School of Architecture and Urban Planning for green design and environmental policy provide many opportunities to explore sustainable planning and building. The Department of Architecture recently added an ecological program that provides students with the tools to design buildings to be carbon neutral as well as resource conserving and environmentally non-polluting.



Vegetables & flowers growing on Sandburg Hall Commons green roof.

the spread of toxic chemicals; invading species driving out native populations; and the progressive loss of habitats that species need to grow, survive and reproduce. These problems are not simple. Finding solutions requires the integration and interpretation of biological, chemical, geological and social sciences.

UWM also has adopted a wide variety of sustainability activities in its day-to-day operations, they include:

- Surplus program that finds new uses for campus equipment and furniture.
- The largest green roof in the state (33,000 square feet above the Sandburg Hall Commons.)
- * Landscaping that reduces stormwater runoff and allows UWM to cultivate native species.
- Implementation of green cleaning that saves water and greatly reduces chemical use.
- Transportation systems that significantly reduce traffic to and from campus each day.
- Broad recycling program that has notably expanded since it was started in the 1980s.

Kate Nelson, UWM's first environmental sustainability coordinator, who is also a graduate of UWM's Conservation and Environmental Science program, oversees these activities.

Our commitment to a greener future is being noticed and appreciated. In April 2010, UWM was named to the Princeton Review's Green College List, a guide to institutions of higher education that have demonstrated exemplary commitment to sustainability.

Anyone interested in our university's activities in any of the areas can learn more online at www.sustainability.uwm.edu

Environmental Benefits of the Sandburg Hall Commons Green Roof Project at UWM

- Reduces storm water runoff
- Filters pollutant & CO2 out of the air
- Filters pollutant and heavy metals out of rainwater
- Reduces urban heat island effect
- Reduces sound reflection and transmission
- Provides additional space to grow fruits, vegetables and flowers in an urban environment
- Increases wildlife habitat in built up areas

The Great Lakes WATER Institute, located along Milwaukee's inner harbor, is the largest freshwater research facility on the Great Lakes. A major expansion program is moving forward for this site to allow it to also become home for UWM's new School of Freshwater Sciences. The only graduate school in the nation dedicated solely to the study of freshwater, the School of Freshwater Sciences offers graduate degrees as well as undergraduate research and learning opportunities.

Conservation and Environmental Science, an academic program through departments within the College of Letters and Science, seeks to find solutions to growing environmental problems such as: the contamination of air, water and soil;



Local Food Incorporated Into Curriculum

By Dr. Gayle Hytrek, President - Moraine Park Technical College

Moraine Park Technical College's environmental commitment is strengthening. While the College has for years sought ways to improve environmentally friendly practices, 2010 was marked by a surge in sustainable facilities, processes, education and awareness. Facilitated by our Environmental Sustainability Committee, which was established in 2009, the College has worked to provide "green" support across the Moraine Park District – starting in the classrooms.



One example is the Culinary Arts program, which has mushroomed enrollment to 136 students. "That program recently infused sustainability practices into their curriculum with help from a faculty development grant. In doing so, students have been learning the value of sustainability and its practical application," explained Dan Pahlow, Dean of Business

and Culinary Arts. Not only are the students responsible for growing herbs, lettuces, and eventually, tilapia, in a new hydroponics greenhouse, they are also being charged with reducing the amount of waste to ultimately hit landfills. The fish that will swim and grow among the herbs will fertilize those herbs with their waste, while program food waste is turned into compost via one of three methods: indoor composting, outdoor composting using tumblers or a standard stackable composting system.

Contests and projects reinforce what's learned, including a "grow-your-own" salad competition and a "100-mile menu" class project. The latter project involves creating a menu from foods available within a 100-mile radius, in order to reduce transport costs and engine emissions. "We've planted the sustainability seed in students and we hope it will keep growing," said Pahlow.

To discover more about Moraine Park's sustainability efforts, visit morainepark.edu/sustainability

Dr. Gayle Hytrek is president of Moraine Park Technical College. With campuses in Beaver Dam, Fond du Lac and West Bend, MPTC serves more than 21,000 students in a 10 county area. Dr. Hytrek can be reached at ghytrek@morainepark.edu

UW-Parkside Unveils New Sustainable Management Program

By Dr. John Skalbeck, Academic Director, Sustainable Management Program - UW-Parkside

The current economic conditions have awakened most companies to the reality that they need to adopt sustainable business practices to survive in the 21st century. Companies are also realizing that a specialized workforce is required with detailed knowledge of how triple bottom line concepts (people, planet and profit) are central to any sustainable business model. Since fall 2009 the University of Wisconsin-Parkside in partnership with UW-Extension, UW-River Falls, UW-Stout, and UW-Superior has been offering an online bachelor's degree in sustainable management. This degree prepares graduates to thrive in this new business environment. It is designed for students seeking degree completion as a way to find lasting careers in the 21st century economy.

Dr. John Skalbeck, UW-Parkside's Academic Director for the Sustainable Management program, states "This is the right degree at the right time, graduates of this program will be ideal for leading teams tasked with making their companies more sustainable." The interdisciplinary curriculum helps sustainable management graduates become well versed in the interconnected aspects of business, science and social fundamentals that drive this emerging "green industrial" movement. UW-Parkside will celebrate its first sustainable management graduate in May 2011.



Strong enrollments in the program have confirmed the demand for this type of educational opportunity. Because sustainable management is a degree completion program it is attractive to area technical college students. Dr. Carmel Ruffolo, Special Assistant to the Provost for Articulation Agreements further explains, "UW-Parkside developed program articulation agreements with Milwaukee Area Technical College and Waukesha County Technical College to align the existing Environmental Health and Water Quality Technology program with sustainable management."

UW-Parkside is involved in the initial planning led by UW-Extension to develop a graduate degree to meet another strong demand in the workplace. Skalbeck adds, "The sustainable management program is only one example of UW-Parkside's recent efforts to engage the community in discussions related to sustainability. Many other students, faculty and staff at the university are involved in other aspects of this important cultural movement."

HELPING SMALL BUSINESSES BECOME SMARTER BUSINESSES

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Smart Business Forum Case Studies

With the business climate changing rapidly today, it is increasingly important for organizations to be agile and focused on adopting sustainable day-to-day operations. Wisconsin based Smart Business Forum is a non-profit organization that was launched in 2009 with the goal of helping businesses navigate sustainability within their operations. Two local businesses (InPro Corporation and Anderson Seal, Inc.) share examples of what they learned through working with the Smart Business Forum consultants and online tools.



Anderson Seal, Inc.

Anderson Seal, Inc., a large distributor of critical seal-

ing components in New Berlin, has a track record of working towards finding more efficient ways to serve their customers. When presented with the opportunity to assess their company's practices and operations as part of the Smart Business Forum's pilot sustainability assessment, they eagerly signed on to the pilot program. Anderson Seal, Inc. learned that one of their internal processes, how they deliver their product to top customers through an in house "dock to stock" program, was sustainable. Recognizing sustainability efforts already under way is one of many things that Anderson Seal, Inc. learned through using the Sustainable Enterprise Action ToolSM (SEAT). Anderson Seal, Inc. completely replaced lighting in its original 30,000 square foot facility and then designed their new 30,000 square foot building to incorporate energy efficiencies at start-up. "That was one of the benefits," Jennifer Hansen, President Anderson Seal explained, "We were able to apply what we learned when making decisions about our new building." The company's lighting modifications have led to a 40% savings. Initial investments were recouped within two years and the company took advantage of rebate options and formal energy audits within both buildings.

Websites/Resources

Wisconsin Resources

WI DNR Green Tier Program - www.greentier.gov
Wisconsin Green Building Alliance - www.wgba.org
WasteCap Resource Solutions - www.wastecap.org

EPA (Governmental) Partnerships

WasteWise (recycling) - www.epa.gov/wastewise
SmartWay (transportation) - www.epa.gov/smartway
WaterSense (water) - www.epa.gov/watersense
Green Power Partners - www.epa.gov/grnpower
ENERGY STAR (energy management) - www.energystar.gov

Non-Governmental Partnerships

Carbon Disclosure Project (emissions) - www.cdproject.net
Business for Social Responsibility (BSR) - www.bsr.org
World Resources Institute (WRI) (emissions) - www.wri.org
World Wildlife Federation (WWF) - www.wwf.org
Natural Resources Defense Council (NRDC) - www.nrdc.org
Climate Counts - www.climatecounts.org
The Climate Registry - www.theclimateregistry.org
Environmental Defense Fund (EDF) - www.edf.org
The Nature Conservancy - www.nature.org
National Forest Foundation (NFF) - www.nationalforests.org



Muskego based InPro Corporation the nation's leader in interior and exterior architectural

products, made the strategic decision to "green up" their company. In 2009 the company invited employees to serve on a green team that would set direction for the sustainability initiatives, twenty-two employees volunteered. "Employees have told me they like working for a company committed to the environment and the community," explained Phil Ziegler, President, InPro Corporation. Through performing an energy audit, InPro discovered that they were running their scrap chipper twenty-four hours a day and seven days a week. They determined that the chipper only needed to be run two hours a day. It is now run during second shift (and at off peak utility rates) and InPro is able to save \$65,000 annually on electricity charges. Ziegler shares the energy saving strategies InPro has implemented, "We've invested about \$44,000 to make improvements in numerous systems: lighting, landscaping, manufacturing, office management and human behavior. Our projected first year savings will be more than \$190,000, which jumps to more than \$216,000 in the second year."

To learn more about other businesses that have benefited from working with Smart Business Forum, go to www.smartbizforum.com



Sector Alliance for the Green Economy (SAGE) Project

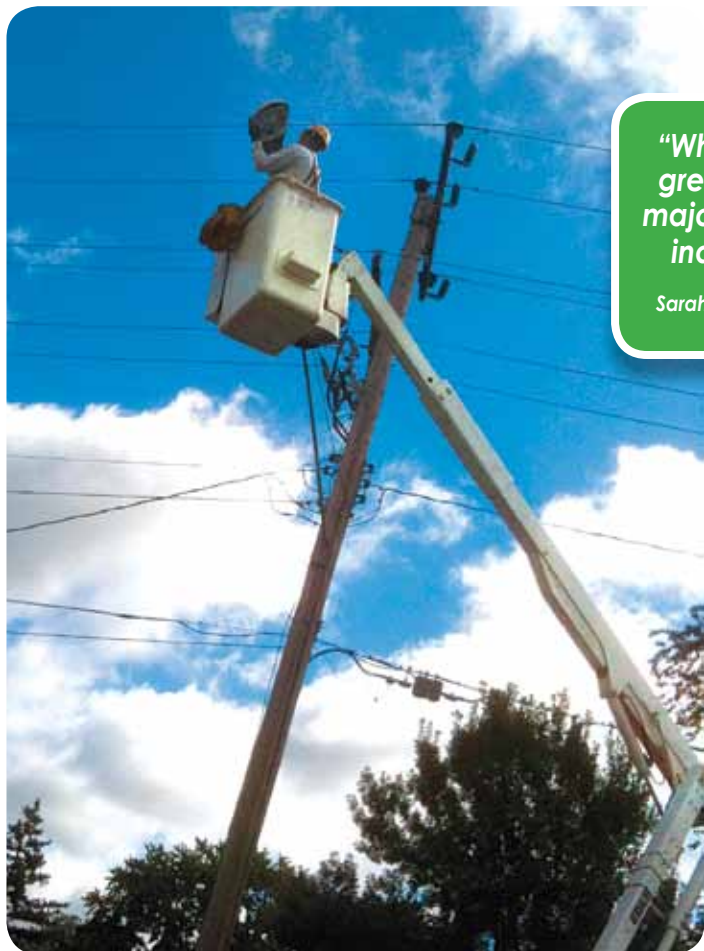
By Karen P. Morgan, Director, Bureau of Apprenticeship Standards - Department of Workforce Development

The Wisconsin Sector Alliance for the Green Economy (SAGE) project establishes a training partnership system to “green up” construction, manufacturing, and utility occupations in energy efficiency, renewable energy, green manufacturing, and smart grid utility skills. Wisconsin is employing the flexible, standardized and industry-based apprenticeship method of training to transform key occupations within the broader green energy career pathway. SAGE will create new apprenticeships, such as energy auditor, and wastewater treatment operator - apprenticeships that industry needs. To improve the Department's effort to connect pre-apprenticeship training to the apprenticeship program, the WRTP/BIG STEP program is currently collaborating with Wisconsin's statewide association of workforce boards to expand their services statewide.

Expand and Retool Apprenticeship Programs

SAGE will expand and retool apprenticeship programs to better position them for work. Examples include:

- 1) Construction Electrician - SAGE will fund equipment and instruction in wind tower installation, one of industry's latest demands. Apprentices and journey workers will learn how to safely climb towers and splice high-voltage cables.
- 2) Electric metering - is an essential complement to the work of electric line construction and maintenance. SAGE funds will add additional classes and fund necessary equipment to accommodate demand.
- 3) Substation Electrician - will incorporate curriculum into Wisconsin's apprenticeship program so that workers are properly trained in distributed generation techniques.



“Where are the green jobs? Some are atop wind towers or green rooftops. But more are hiding in plain sight. The vast majority, in fact, will be found in traditional occupations and industries fortified, in some cases, with new green skills.”

Sarah White, PhD. (2009). Center on Wisconsin Strategy (COWS), University of Wisconsin.

At least two new apprenticeship programs, Wastewater Treatment Plant Operator and Energy Auditor will be created for occupations currently not participating in Wisconsin's apprenticeship program. Over thirty years ago, a number of new wastewater treatment plants were constructed. Effective water systems are vitally important to renewable energy generation. Those workers are now retiring, taking their collective knowledge and expertise with them. Their impending absence is compounded by the lack of new operators in the pipeline and the likely need for changes in the plants due to the rapidly increasing use of renewable techniques.

Heightened consumer awareness and Focus on Energy's Home Performance with Energy Star Program have increased the demand for energy efficiency auditors in Wisconsin. The State's Focus on Energy program reports that private contractors in this field have difficulty finding qualified applicants. This proposal initiates movement of the energy auditor workforce from its current standalone position into mainstream energy sector career pathways.

While the SAGE project will end in 2012, Wisconsin will continue to reap the benefits of the project as the improved curriculum and equipment will continue to be utilized by industries supporting the energy sector.

To stay abreast of SAGE developments, please visit the SAGE website at www.sage.wisconsin.gov

Local SAGE teams work with each region's energy sector stakeholders and apply the resources of local members to solutions specific to local energy sector needs and help workers gain and improve the skills needed for careers in the energy sector. Local teams will also provide case management services, including training and support services needs for SAGE participants that meet Wisconsin resident and income guidelines.

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Training - course offerings, customized seminars, training incentives, outplacement services, customized training, labor law clinics

Retaining - seminars on retention issues, assessment tools for matching skills to job requirements, human resource services, research information, coaching

Expansion - Revolving Loan Fund, technology zone program, linkages with local economic development corporations

www.wfdc.org

Workforce Development Center Locations



**Waukesha County
WCTC Campus**
892 Main Street
Pewaukee, WI 53072
262-695-7800



**Ozaukee County
MATC Campus**
5555 W. Highland Road
Mequon, WI 53092
262-238-2880



**Washington County
MPTC Campus**
2200 Green Tree Road
West Bend, WI 53090
262-335-5300