2005
WISCONSIN BUSINESS

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WISCONSIN
ENVIRONMENTAL
WORKING GROUP®

2005 AWARD WINNERS

POLLUTION PREVENTION

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BEST CLEANERS of Madison — Madison

BEST CLEANERS of Madison, Inc. is a Madison-based drycleaner. In 2002, the company became the first drycleaner in the state to exclusively use a new technology called "GreenEarth Cleaning." The process, developed by General Electric and Procter & Gamble, uses a solvent that is non-hazardous and odor free.

A SUBSTANTIAL INVESTMENT
John Whitely, president of BEST CLEANERS in Madison, knew there had to be a better way to clean clothes.

For years, drycleaners had no choice but to clean clothes in solvents based on carbon chemistry, such as perchloroethylene (perc).

Whitley did his research and learned about GreenEarth Cleaning, a system that uses a dry-cleaning solvent not based on carbon chemistry, but instead uses a silicone solution that is chemically inert.

Whitley invested over $100,000 into his business to install the environmentally friendly GreenEarth Cleaning System. He replaced his five-year old dry-cleaning machine, allowing him to convert from a perc cleaning process to new equipment that could handle the GreenEarth Cleaning process. He replaced spotting chemicals with compatible products, and used new spotting techniques.

GreenEarth is non-toxic and non-irritating to the skin. It does not require air quality permits, unlike perc which is regulated by the Environmental Protection Agency, and Occupational Safety and Health Administration. According to GreenEarth, its solvent degrades to sand, water and carbon dioxide.

CLEANEST OF CLEAN CLEANING
Because of Whitley's foresight to be an industry leader, the company reduced its annual hazardous waste from a ton to nothing. Zero. As a result, the company was granted status as a non-generator of hazardous waste.

Customers are happy too. Thanks to the environmentally friendly new process, customer clothes come back feeling softer, looking brighter, and smelling fresher. In addition, GreenEarth cleaning solvent increases productivity and efficiency from full loads, decreases labor costs, and reduces electricity usage and disposal costs.

Today, Whitley spreads the word about clean cleaning, serving as a resource for Environmental Studies courses, educating students and hosting seminars about the impact of his environmentally friendly process.

For more information about BEST CLEANERS of Madison's pollution prevention efforts, please contact:
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ALCOA — Beloit

Alcoa Wheel Products-Beloit employs 450 employees and is the leading manufacturer of aluminum wheels and accessories for commercial vehicle, truck, motorcycle and automotive markets worldwide. The major processes performed at the Beloit facility include melting aluminum ingots, casting, machining, painting, and shipping wheels to customers. Alcoa Wheel Products employs 1,500 people worldwide and is a division of Alcoa Inc.

CONVERSION ELIMINATES WASTE
In July 2004, Alcoa Wheel Products, in conjunction with its paint supplier, PPG Industries, converted its painting process from the application of solvent-based liquid paint and the use of N-Butyl Acetate to water-based paint.

Over 36,000 pounds of waste and hazardous waste were eliminated with the change.

The conversion enabled the company to eliminate its use of the hazardous chemical, N-Butyl Acetate, which regulated viscosity and cleaned lines during color changes. Thus, the company eliminated the disposal of over 20,000 gallons of hazardous waste annually.

While water-based liquid paint does contain a minute amount of co-solvent, the small amount does not require the paint to be classified as a hazardous waste.

Water is used as the paint line-cleaning agent during color changes and purges. The change allowed the company to eliminate its Thermal Oxidizer, saving the company $205,000 in natural gas costs.

Because of its conversion, the company eliminated its process of collecting and converting over sprayed solvent-based paint to non-hazardous materials. This resulted in the elimination of over 16,000 gallons of waste per year.

CHANGE SUPPORTS ALCOA VALUES
This environmental improvement supported the company's Environmental Health and Safety values and goals. It eliminated employee exposure to hazardous chemicals, waste streams, recycling of powder paints, and reduced the usage of electrical and natural gas resources.

The conversion was also directly aligned to Alcoa's commitment to ISO 14001 registration.

As a result, the company has realized $465,000 in annual savings, while protecting its workers from hazardous materials in the workplace.

For more information about Alcoa Wheels pollution prevention efforts, contact:
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3M — Menomonie

The 3M Menomonie facility, which opened in 1974, employs approximately 525 people and occupies over 450,000 square feet in production, office, and associated warehouse space. 3M Menomonie provides a flexible manufacturing environment and infrastructure to support its long-term growth and development of new technologies and products. Leading-edge products manufactured at the Menomonie plant include brightness enhancement film used in computer laptop screens and other LCD displays used in televisions, personal digital assistants (PDAs) and cell phones; traffic safety reflective film used in traffic safety and traffic safety construction markets; ceramic fibers; and fuel cell membranes.

3M — GROWING A HISTORY OF ENVIRONMENTAL STEWARDSHIP
3M has a long history of respecting its physical environment by manufacturing environmentally friendly products and operating its manufacturing operations in an effort to prevent pollution.

In December 2000, the Menomonie location achieved the ISO 14001 environmental management standard and has maintained the certification since that time.

In 2002, the facility was accepted for membership in the USEPA National Environmental Performance Track (NEPT) program, which recognizes and encourages top environmental performance among private and public facilities in the United States.

Also, in 2002, 3M Menomonie was one of seven companies that enrolled in the Wisconsin DNR Environmental Cooperation Pilot Program, which gives environmentally responsible companies the flexibility they need to achieve superior environmental performance.

CUTTING WASTE, CUTTING COSTS
The facility employs the corporate-wide program called, Pollution Prevention Pays (3P), which focuses on pollution prevention rather than pollution control. The program was implemented in 1975 with the goal of eliminating or reducing sources of pollution in 3M produces and processes. Since 2003, the facility has implemented 15 3P projects. This has eliminated over 4 million pounds of pollution, saved the company $1,737,900, and reduced 43.3 metric tons of CO2 equivalent.

In 2004, the facility experienced an 8 percent reduction in VOC emissions/pound of good output over the previous year and it achieved a 36 percent reduction since the 2000 baseline year. A new thermal oxidizer control devise added in 2004 for the expansion of the ceramic fibers operations will further help reduce VOC emissions from this operation in 2005 and beyond. In addition, the company has reduced its waste output by 34 percent since 2000.

The facility has placed an emphasis on recycling opportunities. As a result, in 2004, it recycled nearly 4.8 million pounds of plastic, 351,000 pounds of metals, 2,515 pounds of aluminum cans and 149,390 pounds of silicone liners. Through its recycling efforts, the facility has recovered over $807,000.

A major source of hot melt adhesive waste was diverted from landfills to two plastic recycling vendors in 2003, thus reducing waste from 232 tons to 36 tons. Since 2001, the plant has identified and implemented 36 energy saving projects with projected first year savings of approximately $243,000.

Currently, the facility is working to convert adhesive tapes from solvent-based coatings to water-based coatings. 3M hopes that the tape we use will be produced with less hazardous pollutants in the future. Past work at the facility, has resulted in the development of water water-based formulations that have been used at other 3M locations and reduced air toxic releases for the corporation overall.

3M's leadership in environmental stewardship demonstrates that protecting the environment is good business.

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For more information on the awards program, or to obtain an application for the 2006 awards, please contact:
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Fitchburg Center — Fitchburg

Fitchburg Center is an established mixed-use community integrating business, retail residential and civic opportunities on over 400 acres. Primarily a real estate and development firm, Fitchburg Center is home to global life-science leader Promega Corporation, technology innovator Berbee Information Networks, Bruker AXS and Locus, Inc.

PROTECTING THE ENVIRONMENT, ENCOURAGING BUSINESSES

Much of Fitchburg Center's reputation and distinction comes from its environmentally friendly, community-focused design aimed at protecting nature. More than 100-acres have been protected throughout the site to safeguard ridges, trail ways, wetlands, woodlands and prairie. Greenways have been identified and buildings are placed to protect native vegetation and wildlife corridors. Site-guided development that retains most storm water within its confines allows the development to minimize the use of concrete culverts and other manmade storm water discharge systems.

Fitchburg Center was not always this picture of beauty. In the mid-1980s, when city streets were first built at Fitchburg Center, storm water retention was managed using the standard practice of digging a large basin in the ground.

Because of the size of the development, the basin was more than 5-acres, and included a concrete low-flow channel down its center. The location was not attractive, businesses were not interested in locating near the basin, and it reflected poorly on an area that was to become the center of the city. In addition, water infiltration was minimal because the basin was dominated by shallow-rooted grasses and the existing vegetation did little to clean suspended particles that eventually flowed overland to the Nine Springs wetland area.

The goal of the project was to transform the infrastructure required for regional storm water management, and through the prairie restoration process, turn it into a beautiful community and attraction.

The project was massive and took 18 months to implement. The vision for the project was multi-faceted. From a civil engineering standpoint, the prairie would effectively serve as an immense rain garden. From a landscape architecture standpoint, the prairie had to be ecologically diverse, sustainable, and attractive. And, from a business point of view, the project had to pay for itself so that it could be replicated by others without significant subsidy.

In addition, it had to serve as an attraction and resource for Fitchburg residents, serve as a link to the Nine Springs wetlands and it had to be sustainable.

A HUGE SUCCESS

The project was a huge success and achieved all of its objectives. The value of the land has doubled, and today Fitchburg Center is a place that businesses want to locate.

A significant environmental accomplishment for the Fitchburg Center was the creation of a 7.5 acre prairie as the centerpiece for its Town Center. Not only does the prairie provide a natural and ever-changing source of beauty, it fulfills a regional storm water retention need that is capable of handling a 100-year rain event. The Prairie Swale Association, made up of current and future residents, manages and maintains this habitat. Restoration and environmental education programs for students at the University of Wisconsin-Madison, and other educational organizations utilize this natural amenity for learning purposes. The swale is financially supported through annual membership dues and the Fitchburg Center.

The Fitchburg Center is a stunning example of how protecting the environment helps grow the economy and jobs.

For more information about Fitchburg Center's environmental innovation, please contact:

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Wisconsin Aluminum Foundry — Manitowoc

Wisconsin Aluminum Foundry (WAF) was established in Manitowoc in 1909 by the Schwartz family to produce non-ferrous castings. The company has a long history of making parts for some of the country's most valued industries. In 1929 the foundry began producing a line of pressure cookers, can sealers, and medical sterilizers, which are still manufactured today. It manufactured parts and products for the United States during World War I and World War II, turning out aluminum castings for submarines and airplanes. The company again expanded its production capabilities enabling it to produce high performance V-8 engine blocks for the power boat racing and large diesel truck markets. Still family owned nearly 100 years later, Wisconsin Aluminum Foundry employs 400 workers and continues to produce high quality non-ferrous castings for a wide variety of industries, including commercial, diesel and marine engines, construction equipment, and paper machines.

COMPLETING SWITCH TO RECYCLING FOUNDRY SAND

Wisconsin Aluminum Foundry recently completed installation of equipment that allows the company to recycle sand used at the facility. In August 2001, WAF installed a mechanical reclamation system. During this process, large chunks of spent core are loaded into the reclaimer where vibration mechanically reduces the core to sand granules. Steel hooks used to lift large core, iron chills, and tramp aluminum are separated from the sand. The hooks and tramp aluminum are sold to ferrous and non-ferrous recyclers. The iron chills are reused in various sand molding processes.

Then in June 2004, the company installed a Thermal Reclaim unit to reclaim and reuse core sand. After mechanical reclamation, the sand still contains residual organic binders adhered to the sand granules. The sand is conveyed to the thermal unit where it is heated to greater than 1200 degrees Fahrenheit, a temperature high enough to degrade the organic binder and combust volatile organic compounds that may be formed during the thermal degradation process. Particulate matter generated during the process is captured by a fabric filter and collected for disposal.

RECLAIMED SAND IMPROVES QUALITY, SAVES MONEY
The thermally reclaimed sand is better performing than the virgin sand. The reclaimed sand requires less organic binder and produces a better surface finish on the castings, resulting in better product quality. The castings also require less finishing and reduces labor costs. The company has achieved significant environmental, financial and product quality benefits from its sand reclamation project.

Since July 2004, the reclamation system has recovered nearly 13 million pounds of sand. WAF estimates it will reduce sand purchases by nearly 20 million pounds per year. This equates to an annual reduction of 20 million pounds of sand waste that would otherwise be shipped and sent to landfills. The process has also enabled the company to recover approximately 960,000 pounds of metal per year, and the reclaimed sand has resulted in a reduction of organic binder.

The project has resulted in cost savings of $436,000 per year, giving it a competitive advantage and enabling the creation of nine new jobs at the plant.

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JohnsonDiversey, Inc. — Sturtevant

JohnsonDiversey, Inc., headquartered in Sturtevant, is a global leader in cleaning and hygiene solutions. JohnsonDiversey's approach to responsible cleaning and hygiene starts with environmentally responsible products, then incorporates the latest practices and protocols to minimize impacts on human health and the natural environment. After a year in development, JohnsonDiversey launched the Healthy High Performance Cleaning program.

CLEAN WORKPLACE, PROFITABLE PRACTICES
Healthy High Performance Cleaning is a unique, all-inclusive approach that begins with environmentally preferable products and then offers a full array of green cleaning procedures, staff training, purchasing guidelines, and occupant education.

The program was designed to ensure a healthy and safe work environment, increase employee productivity and satisfaction, and enhance the value and integrity of buildings. For company professionals who partner with JohnsonDiversey in developing their cleaning strategy, the company offers a step-by-step manual complete with policies and procedures, cleaning protocols, and safe, environmentally responsible cleaning products.

The Healthy High Performance Cleaning program takes into account the entire facility and involves more than the building cleaning crew or outside building service contractors. All of those involved in building management, along with the building occupants and suppliers of goods and services to the building, come together to make a healthier environment through responsible cleaning.

The program combines environmental, health, and business performance goals, resulting in: reduction of environmental impacts of cleaning, reduction of health issues related to cleaning and cleanliness, reduction of liability costs through proper risk mitigation, improved cleaning staff productivity, improved building occupant productivity, improved absenteeism rates, improved employee retention, and improved quality of work.

Healthy High Performance Cleaning is also designed to help buildings achieve certifications under the U.S. Green Building Council's Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) Ratings system.

When JohnsonDiversey's world headquarters in Sturtevant became one of the first existing buildings to become LEED certified, it used what it learned throughout the certification process and incorporated it into the Healthy High Performance Cleaning program. With the help of its program, JohnsonDiversey can help customers earn up to 11 points of the 32 points required for basic certification with its experience and Healthy High Performance Cleaning program.

GREEN BUILDINGS, SAFE WORKERS, BETTER VALUE
Healthy High Performance Cleaning is an integral part of maintaining and operating green buildings and an effective way to reduce operational costs, increase occupant satisfaction and productivity, decrease facility labor costs, limit risk by creating safer, healthier indoor environments, and enhance the market value of buildings. The program illustrates how protecting human health and the environment through facility hygiene pays dividends to business tenants, building management and the cleaning staff.

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Crispell-Snyder, Inc. — Lake Geneva

Crispell-Snyder, Inc. is a full service municipal engineering consulting corporation. The firm provides high quality engineering services to municipal government units and private developers.

PROTECTING THE PIKE RIVER
Racine and Kenosha Counties have experienced flooding problems along the Pike River for many years, and urbanization of the watershed has increased runoff and pollutants into the river.

With major changes, flooding is down, fish are coming back and residents enjoy an improved recreational area.

The Southeastern Wisconsin Regional Planning Commission conducted a comprehensive watershed study and Crispell-Snyder led the charge in helping the Pike River Committee secure the necessary permits from the Department of Natural Resources (DNR).

Crispell-Snyder assembled a team of experts to produce evidence that the plan would meet the goals and needs of the original watershed plan. They needed to show that the plan be completed in an environmentally sensitive manner, thus meeting the water quality components of the DNR's regulatory review process.

The village of Mt. Pleasant wanted to restore the stream to its original condition to obtain an excellent quality rating for a warm-water forage fish resource. The plan included acquisition areas with native prairie and wetland vegetation. The plan also included ending pipe treatment to waters flowing to the new environmental corridor.

The combination of wet ponds at the point discharges and the plant ground cover is estimated to remove over 80 percent of the Total Suspended Solids and more than half of the nitrogen and phosphorus pollutant load. Thus, the Pike River Committee was granted a Chapter 30 permit from the DNR. The permit has 55 conditions and was granted for a 10-year period.

With a permit in hand, a 10-year construction schedule was developed and put into nine separate phases. Project goals included: flood control, improved water quality, improved aquatic habitat, a sustainable environmental corridor, provide an environmental corridor for connectivity of isolated environmental features, and provide a recreational component for public use and enjoyment.

AN ECOLOGICAL RENAISSANCE
The third phase of construction is planned for the summer of 2005. The land has been acquired for the first three phases, which now totals approximately 80 acres of contiguous lands with 63 acres restored as an environmental corridor.

The corridor has over two miles of 10 foot wide asphalt bike trails, which are used daily by area residents. Flood plain levels have been lowered between three and five feet and nearly 100 residential homes are now physically protected from flood damages, although the flood plain mapping remains to be completed.

The restoration project has been supported by the Wisconsin DNR and other agencies. The first three phases of construction have received funding from the DNR through the Knowles-Nelson Stewardship fund to purchase land and develop the trail system and from the Municipal Flood Control fund to purchase land and construct the flood channel.

The Wisconsin Coastal Management Program has financially supported the restoration components project. Other contributing organizations include the Root-Pike Watershed Initiative Network and the Wisconsin Wetland Association. Crispell-Snyder has prepared the grant applications for Mt. Pleasant. The village has received $1.6 million in funding for the construction of just over $3 million of contracted work.

Data suggests the flood control component is working, and aquatic life is thriving. It is expected that the restored area will be in full bloom in the spring and summer of 2005.

The Pike River Restoration is a model for urban stream management. The ecologic improvements and the flood control components of the design are examples of the type of community projects that provide a more sustainable community and environment.

For more information on Crispell-Snyder, Inc.'s Environmental Stewardship efforts, please contact:
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Louisiana-Pacific Corporation, Hayward

Louisiana-Pacific Corporation is one of the largest building products manufacturers in North America, providing customers with an array of Louisiana-Pacific Brand commodity and specialty building products. The Hayward facility, which operates two almost identical lines, has produced Oriented Strand Board since 1979 and assures its customers a dependable supply of sheathing, flooring, roof decking and other innovative products.

INCREASE EFFICIENCY — SAVING TREES, CUTTING COSTS
Louisiana-Pacific's Hayward facility saved trees by becoming more efficient. Quite a feat for a building products manufacturer.

Last fall, in an effort to replace failing units, meet upgraded production, improve quality, and reduce wood consumption,

the Hayward facility converted one of its lines from triple-pass to single-pass dryers with recirculation capabilities to increase efficiency.

These changes alone, the company estimates, will save 4,000 cords of wood every year. And that's over 8 million pounds of wood, or over 30 trillion toothpicks, or 1.8 trillion personal checks, or 4.8 million copies of National Geographic.

The single pass dryer drums employ a gentler tumbling effect with slower drum speeds coupled with an interior separation design that produces less breaking of the individual wood flakes. This in turn reduces the production of dust. The inclusion of the innovative recirculation system reduces Volatile Organic Compounds by 57 percent.

Process air from the drum outlets is recycled back to the inlet of the drum for the pneumatic push through the system. The amount of recirculation has ranged from 30 to 48 percent. Air flow through the wet electrostatic precipitators, regenerative thermal oxidizer (RTO) and eventually out of the stack has dropped on average from 120,000 to 85,000 actual cubic feet per minute.

This has resulted in a 17 percent savings in natural gas usage from the system RTO, saving Louisiana-Pacific nearly $55,000 in natural gas costs in a two-month period.

SIGNIFICANT ENVIRONMENTAL IMPROVEMENTS
In addition, the converted line has demonstrated significant environmental improvements over its other line because of its recirculation capabilities, resulting in a 43 percent reduction in particulate matter, 27 percent NOX reduction, 45 percent CO reduction, 54 percent VOC and 30 percent formaldehyde reduction.

Becoming more efficient has saved trees, reduced emissions and improved the bottom line.

For more information on Louisiana-Pacific Corporation's environmental efforts, please contact:
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Kraft Foods Global, Inc. - Madison
Oscar Mayer — Madison

The Kraft Foods Madison facility is home to the Oscar Mayer processing plant and the Kraft Foods Madison headquarters. In operation since 1919, the Madison facility employs 2,200 people. The facility produces Oscar Mayer brand products, including lunch meats, hot dogs, microwave bacon and other food products. The Madison plant was the site of the first 12-channel, stainless steel Continuous Wiener Process in 1963, which produced 200,000 pounds of sausage product daily. The plant operates 30 processing and packaging lines, and makes over 151 different products. This 1.6 million square foot facility remains one of Kraft's largest manufacturing plants in terms of total production.

CONSERVING ONE OF WISCONSIN'S MOST PRECIOUS NATURAL RESOURCES
Over the last two years, Kraft Foods implemented a water reduction program at its Madison facility, resulting in significant savings of one of Wisconsin's most precious natural resources- groundwater.

This program has helped reduce Kraft's water consumption in Madison by an astounding 75 percent, from an average of over 6 million gallons per day to approximately 1.5 million gallons.

The facility uses a large refrigeration system to ensure the safety and quality of its food products. Its refrigeration system was built during the plant's original construction, and used groundwater from deep water wells for its water supply and secondary cooling of the ammonia-based refrigeration system. As recently as 2003, the plant's water consumption would peak at 8.0 million gallons per day.

THE WIN-WIN
The company identified an opportunity to reduce groundwater use, which required a major change in the refrigeration system and throughout the plant. Kraft converted its refrigeration system from a shell-and-tube condenser system to an evaporative condenser system. The environmental impact was instant. The company reduced water usage by 3 million gallons per day. The company then started an employee education program and water conservation techniques that saved an additional 1.5 million gallons per day.

The facility also converted from primarily using its own on-site water wells to being supplied primarily by the Madison's municipal water supply. The project has been a win-win for Madison and Kraft. Madison now has a large industrial customer and a stable base for water sales.

And while Kraft now pays more for water, it has helped reduce overall water consumption, eliminated the complexity of operating its own water supply, and kept precious groundwater in the ground.

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