

## OUR MISSION:

WEI works to improve the environment, economy, and quality of life in Wisconsin through educational initiatives, multi-stakeholder dialogues, and the advancement of best practices in the areas of business strategy, environmental policy, green building, tourism, agriculture, and land use.

### **WEI's programs are guided by a common set of ideas: Catalyzing cooperation among business, government, and citizen groups**

WEI programs reflect the belief that the most effective, enduring solutions are found through inclusive, collaborative processes. Our events provide the opportunity for all sides to present their views, engage in debate and work towards common ground.

### **Protecting Wisconsin's environment, economy, and quality of life**

We all benefit from a strong economy, a clean, healthy environment, and a great quality of life. At WEI, success and effectiveness of our programs is measured through the lens of this three-tiered approach. WEI works to find innovative solutions to complex environmental issues that result in positive economic impacts and an improved quality of life.

### **"Doing well by doing good"**

WEI is Wisconsin's leader in advancing the concept of "doing well by doing good," realizing financial benefits through improved environmental performance by implementing practices, technologies, and mindset to reduce waste, maximize resource efficiency, and improve product or service design. By integrating environmental priorities into decision making, households, businesses, and government can benefit in many ways.

### **Advancing the use of "best practices"**

In just about every sector of the economy and every household and community activity, there is a set of "best practices" which can protect the environment, protect investments, and enhance our standard of living. WEI produces and distributes educational materials on best practices used in building construction, agriculture, maintaining waterfront property, and managing business environmental performance. Our educational materials describe in clear terms the benefits afforded by following best practices and serve as important tools for implementing them.

WEI works to improve the environment, economy, and quality of life in Wisconsin through educational initiatives, multi-stakeholder dialogues, and the advancement of best practices in the areas of business strategy, environmental policy, green building, tourism, agriculture, and land use. Founded in 1995, WEI is a non-profit 501(c)(3).

## WEI BOARD OF DIRECTORS

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## WISCONSIN ENVIRONMENTAL INITIATIVE

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## WISCONSIN ENVIRONMENTAL INITIATIVE

# Celebrating 10 years working to improve Wisconsin's environment and economy.

- BUSINESS & ENVIRONMENT
- GREEN BUILT HOME
- GREEN & GROWING
- TRAVEL GREEN WISCONSIN
- ENVIRONMENTAL POLICY FORUM
- AGRICULTURE & LAND USE
- ENERGY FORUM



## WISCONSIN ENVIRONMENTAL INITIATIVE

## OUR PROGRAMS:

WEI was founded in 1995 as a non-profit 501(c)(3) corporation. Our initiatives in green building, environmental policy, business and environment, tourism, agriculture, and land use present forward-thinking, innovative practices that benefit Wisconsin's environment, economy, and quality of life.

## BUSINESS & ENVIRONMENT

Business environmental responsibility in the new millennium involves more than compliance with government regulations. Leadership companies take a more comprehensive approach which integrates environmental responsibility as a business value at all levels of their operations. Working with businesses and organizations in support of Wisconsin's Green Tier program, WEI will provide advice, feedback and counsel to assist efforts to improve competitiveness through the integration of resource efficiency and environmental management practices into business strategy and performance.



## GREEN BUILT HOME

Green Built Home is a voluntary green building initiative that reviews and certifies new homes and remodeling projects that meet the sustainable building and energy standards of the Green Built Home Checklist. The program is implemented in partnership with the Madison Area Builders



Association in cooperation with other participating builders associations, leading utilities and organizations that promote green building. New homes and remodeling projects meeting Green Built Home certification standards are more energy and resource efficient than typical homes and offer homeowners benefits such as reduced energy and maintenance costs, better indoor air quality and

improved health, safety and comfort. Additional benefits of green building include reduced erosion, water conservation, increased durability, and the use of environmentally minded products, materials and design practices.

Green Built Home has been providing homeowners and homebuilders with information on environmental responsibility and energy efficiency since 1999. Green Built Home offers anyone looking to buy, build, or remodel a wide variety of services and resources including:

- Certification of new homes and remodeling projects that meet sustainable building and energy standards
- Print and online resource materials
- Help establishing priorities for incorporating environmental responsibility into home construction
- Public outreach and education
- Collaboration and consensus building with Home Builders Associations, utilities and other organizations.

## TRAVEL GREEN WISCONSIN

Travel Green Wisconsin is a voluntary program that adds bottom-line value and top-line recognition to the tourism industry. It will promote smart business practices that will help to conserve and protect Wisconsin's natural resources while bringing cost savings to Wisconsin's tourism businesses. As a certification program, it will establish specified categories, such as waste reduction, energy efficiency, indoor air quality, and water conservation using a point system. At the same time, it will educate travelers on Wisconsin's commitment to a healthy environment.



## ENVIRONMENTAL POLICY FORUM

The Environmental Policy Forum is a program designed to improve environmental policy making in Wisconsin through increased communication and collaboration among diverse stakeholders. WEI's Forum creates a way for leaders representing all sectors and viewpoints to engage in action-oriented, outcome-driven discussions and find innovative ways to enhance Wisconsin's environment and economy.

## Green & Growing

WEI is working with partners in support of the Green & Growing event, a major statewide initiative to showcase the impressive progress being made in Wisconsin's nationally respected Green Tier program.



## Energy Forum

The Energy Forum strives to balance Wisconsin's need for energy reliability, a healthy environment, and a vibrant economy. Events highlight practices, technologies, and policies that help connect energy decisions with broader environmental and economic goals.



## Agriculture & Land Use

WEI's Agriculture & Land Use effort stresses understanding the strategic link between environmental and economic vitality as a basis for sound planning.

Please see our Web site at [www.wi-ei.org](http://www.wi-ei.org) for more information on our programs and publications.

## BECOME A MEMBER

WEI is a catalyst for cooperation among businesses, citizen groups, and government agencies. By becoming a member, you'll support important work that facilitates education, dialogue, and collaboration among diverse stakeholders. Working together, our efforts produce outcomes that benefit Wisconsin's environment, economy, and quality of life.

## MEMBER BENEFITS

WEI members receive our newsletter, Update, discounted conference registrations, and complimentary WEI publications and conference reports. Membership benefits above the individual level also include listing on WEI's Web site and recognition on select WEI publications.

## MEMBERSHIP APPLICATION FORM

Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

Phone/ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Company/ Organization Web site: \_\_\_\_\_

Alternate Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

City/ State/ Zip \_\_\_\_\_

Phone/ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Membership Level: \_\_\_\_\_ Annual Membership dues: \_\_\_\_\_

Please make check payable to **Wisconsin Environmental Initiative**. WEI is a non-profit 501(c)(3) corporation, making your contribution tax-deductible.

Please return completed form with tax-deductible contribution to:

Wisconsin Environmental Initiative	\$50	Individual Citizen
16 N. Carroll Street, Suite 840	\$95	Individual Business Professional
Madison, WI 53703	\$295	Small Business or Non-Profit Organization
	\$495	Corporate
Thank you very much for joining	\$1,500	Corporate Plus
Wisconsin Environmental Initiative.	\$3,500	Sponsor
	\$8,000	Benefactor