



NEWS RELEASE

DATE: August 17, 2011

CONTACT: Gregg Breese, DNR Cooperative Environmental Assistance, (608) 267-0802
Andrew Dane, Short Elliott Hendrickson Inc, (920) 585-3593

SUBJECT: Short Elliott Hendrickson offices welcomed into Green Tier

APPLETON, Wis. – The Appleton and La Crosse offices of consulting firm Short Elliott Hendrickson Inc (SEH) were formally accepted today into Wisconsin’s innovative environmental Green Tier program.

State Department of Natural Resources Secretary Cathy Stepp welcomed SEH at a roundtable meeting – ‘Biogas Opportunities in Wisconsin and the New North’ – co-sponsored by the firm and held this morning at its Appleton office.

“Wisconsin’s Green Tier program is about recognizing forward-looking industry leaders like SEH and about finding new ways of doing business with more responsive working relationships,” Stepp said. “Businesses that can help build Wisconsin’s economy and environmental performance are invaluable assets to our state.”

The St. Paul-based SEH has a national presence, consulting on a wide variety of civil works, transportation and energy projects. The SEH team of engineers, architects, planners and environmental scientists build sustainability into their consulting services, finding green solutions that conserve resources, reduce waste and minimize a project’s impact on the environment.

SEH has also made sustainability part of their day-to-day operations, outfitting their Appleton and La Crosse offices with high efficiency windows, motion-sensing fixtures and passive lighting features that reduce resource use. The Appleton office improvements are particularly notable since the historic building along the Fox River, built in 1878, once housed the Kimberly-Clark Corporation – Atlas Mill.

The former paper mill site was redeveloped in 1993 with the help of DNR’s Remediation & Redevelopment Program in collaboration with SEH architects.

“SEH chose to become active in the Green Tier program because it’s the right thing to do for our clients, for our employees and for the public we serve. It’s not the easiest path, but it’s the best path in

achieving a balance of people, planet and profit," said Mark Broses, co-director of energy and sustainability at SEH.

As consultants working in a number of diverse industries, SEH has the opportunity to influence the sustainability efforts of businesses throughout Wisconsin. This past June SEH worked with another Green Tier participant, the La Crosse County Solid Waste Department, on a project to capture landfill gas and convert it to energy for Gundersen Lutheran's medical campus in Onalaska, WI.

As part of their acceptance into Green Tier, SEH will implement an Environmental Management System, or EMS – a "plan-do-check-act" tool that helps a company understand its environmental impacts. An EMS will set benchmarks to measure environmental improvements and allow SEH to monitor its sustainability performance with indicators such as greenhouse gas emission reductions, energy conservation and incorporation of locally-based suppliers.

Wisconsin's Green Tier program encourages businesses to voluntarily move beyond regulatory compliance in order to promote superior environmental performance. SEH is participating in Tier 1 of the program, which is designed to encourage new goal setting and innovation.

A unique program in the nation, Green Tier provides a range of tools to create a powerful, sustainable force for economic growth and environmental health. Green Tier participation has grown throughout Wisconsin's business community in recent years as more companies have found tremendous value – and deep savings – through greater environmental performance.

Additional information about SEH and the Green Tier program can be found at:
<http://dnr.wi.gov/org/caer/cea/environmental/participants/seh/index.htm>