

PRESS RELEASE

# 2016 Wisconsin Sustainable Business Conference

December 6, 2016

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Helping Wisconsin Businesses Go Green at Empire Screen  
Onalaska, Wisconsin



# Wisconsin Sustainable Business Council Conference | 2016

For the first time ever, the Wisconsin Sustainable Business Conference (WSBC) ventures outside the Milwaukee|Madison|Fox Valley regions and travels to Western Wisconsin to engage businesses, green professionals and students on **Thursday, December 8, 2016**. As this year's host, Empire Screen Printing, Onalaska, WI is honored and excited to have this opportunity to advance sustainability in Wisconsin, help other businesses go green and showcase our sustainable print methods.

The 9th Annual WSBC encourages direct business-to-business exchange of sustainability experiences, challenges, tools, best practices, solutions, and ideas. Prepare for a full day of discussing the hottest topics in sustainability, network with premier companies of Wisconsin like Mercury Marine, Kwik Trip and Xcel Energy. Learn how sustainability can impact the triple bottom line—people, planet and profit.



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This conference is coordinated by students from UW-Madison as a collaborative effort with Tom Eggert, Executive Director of the WI Sustainable Business Council, and multiple businesses across Wisconsin.

Coulee Region organizations of note at this year's conference include Empire Screen Printing, Gundersen Health System, Dairyland Power, Trane, Xcel Energy, Honda Motorwerks, City of La Crosse and the La Crosse County Landfill, plus a host of other well recognized businesses throughout Wisconsin.

## Media Opportunity


The conference committee would love to share information about our event with those in the Coulee Region. Please contact Amy Bettis to coordinate local interviews, news articles, photo opportunities and event coverage.

WSBC Event Coordinator

Tom Eggert, Executive Director, WI Sustainable Business Council  
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Amy Bettis, HR/Marketing, Green Committee, and Media Coordinator  
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## WSBC Conference Agenda, Thursday, December 8, 2016

7:30	Event Registration Begins	WSBC Volunteers	
8:30	Welcome & Opening Remarks	<b>Tom Eggert</b> <b>Mayor Tim Kabat</b>	WI Sustainable Business Council City of La Crosse
9:00	Co-host Welcome	<b>Kathy Kuntz</b>	Cool Choices
9:15	Empire Welcome	<b>John Freismuth</b>	President, Empire Screen Printing
10:00	Morning Keynote	<b>Barbara Nick</b>	President, Dairyland Power
10:45	Break/Passing Time		
11:15	Morning Breakout Sessions		
	Sustainability Tools (water energy, sustainability assessment)	Mick Schwedler Randy Bertram Jim Vaudreuil	Trane WMEP Huebsch Services
	<b>Breakout Room C</b>		
	Everyone's Part of the Solution Employee Engagement	Jessy Ortiz Max Christman Chris Drees	Outpost Natural Foods UW-Health Mercury Marine
	<b>Breakout Room B</b>		
	Public/Private Partnerships	Jim Bradley <b>Jack Wilson</b>	Home Savings Bank Box Latch Products
	<b>Breakout Room A - Main Hall</b>		
	Alternative Fuel Vehicles (hands-on interaction with electric and CNG cars)	Chris Schneider	Honda Motorwerks
	<b>Held Outdoors &amp; Breakout Room D</b>		
	Empire Tours (Begins at Customer Service)	John Freismuth Doug Billings	President, Empire Screen Printing VP of Sales & Marketing
12:15	Lunch	Pogreba's	La Crosse, WI
1:15	Green Masters Presentation		
1:45	Afternoon Breakout Sessions		
	Sharing Your Sustainability Story	Randy Nedrelo David Donovan	La Crosse County Landfill Xcel Energy
	<b>Breakout Room C</b>		

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	Using Renewable Energy in Your Business <b>Breakout Room A - Main Hall</b>	Ben Reynolds Alan Eber Dan Andersen	Reynolds Transfer Gundersen Health System Phillips Medisize
	Women in Sustainability <b>Breakout Room B</b>	Majo Thurman Kim Flood Leah Samson Mandy Goetsch	Rockwell UL Environment WasteCap WI Inpro
	Empire Tours (Begins at Customer Service)	John Freismuth Doug Billings	President, Empire Screen Printing VP of Sales & Marketing
2:45	Break/Passing Time		
3:15	Afternoon Keynotes	Jeff Rich  Joel Hirschboeck  Thomas Content	Executive Director, Gundersen Health System, GL Envision GM of Fuel Procurement & Marketing, Kwik Trip, Inc. Milwaukee Journal Sentinel
4:00	Closing Remarks	Tom Eggert	WI Sustainable Business Council
4:15	Reception	Main Hall	

[Read more on the WSBC website](#)

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To coordinate media prior to **OR** on the day of the event please contact Amy Bettis  
608-783-3301(w) or 608-799-3170 (c)

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