



For Immediate Release

**BOARD MEMBERS**

- Dave Burreson,**  
*Lands' End*
- Lisa Geason-Bauer,**  
*Evolution Marketing*
- Lora Glaser,**  
*Kohl's Department Stores*
- Amanda Goetsch,**  
*InPro Corporation*
- Jeff Jaeckels,**  
*Madison Gas & Electric Company*
- Scott Louks,**  
*Mercury Marine*
- John Mourand,**  
*Briggs and Stratton*
- Ben Reynolds,**  
*Reynolds Transfer & Storage*
- Chris Schultz-Beuchner,**  
*WECC*
- Jessy Servi Ortiz,**  
*Outpost Natural Foods*
- Jason Tienor,**  
*Telkonet*
- Kevin Tubbs,**  
*Oshkosh Corporation*

**Press Release**

Contact:  
WI Sustainable Business Council  
Kevin Banas  
Green Masters Program Director  
[kevin@wisconsinsustainability.com](mailto:kevin@wisconsinsustainability.com)  
630-935-2274

**2018 Green Masters Program, Deadlines Approaching**

[**Madison, Wis. August 2018**] – In case you aren't already familiar with it, the Green Masters Program is Wisconsin's **most trusted** sustainable business recognition & assessment program. Created by some of the brightest minds in the sustainability industry, the Green Masters Program provides Wisconsin businesses with a benchmark for themselves, as well as the ability to compare their sustainability performance to other companies in their sector. One of the greatest draws of the program is that it is **completely free** until August 31<sup>st</sup> for all Wisconsin companies.

If you are a returning company to the Green Masters Program, then **it's time to get going on those applications!** Each year we update the application so that it most clearly reflects the current sustainability trends as well as promotes innovation & progress within the Wisconsin business community.

However, as with all things in the business world, there must be deadlines. In this case, if you have applied to the Green Masters Program in the past, you have until **August 31st** to apply to the program for free. If you miss the August 31<sup>st</sup> deadline, you may still apply, but there will be a fee associated with applying.

New to the program? No need to fret, the program remains free until the final closing date of **October 31st**. However, the process of applying may take some time, so we suggest that you get going on your application ASAP!

Below you can find some background info on the program, or you can just visit our site at:

<https://www.greenmastersprogram.com>



**Tom Eggert, Executive Director**  
5810 Idledale Circle, Madison, WI 53711

**(608) 279-8608**  
[tom@wisconsinsustainability.com](mailto:tom@wisconsinsustainability.com)



[www.greenmastersprogram.com](http://www.greenmastersprogram.com)

---

Successful applicants receive a certificate of recognition, logo, dashboard (free for all new applicants) and opportunities to network and share best practices with other companies and industries. We also distribute a press release written by Green Masters Program staff for interested companies. Last year, over 160 companies participated in the Green Masters Program

The WI Sustainable Business Council developed the Green Masters Program and is a network of Wisconsin businesses that are leaders in integrating principles of sustainability into business operations. The Council provides best-in-class sustainability resources and brings businesses together to share knowledge, experiences and tools. Find us on the web at [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)

If you have any questions about the program please feel free to reach out to us at [kevin@wisconsinsustainability.com](mailto:kevin@wisconsinsustainability.com) or find out more at: [www.greenmastersprogram.com](http://www.greenmastersprogram.com).



**Tom Eggert**, *Executive Director*  
5810 Idledale Circle, Madison, WI 53711

**(608) 279-8608**  
[tom@wisconsinsustainability.com](mailto:tom@wisconsinsustainability.com)