



For Immediate Release

**BOARD MEMBERS**

- Dave Burreson,**  
*Lands' End*
- 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*
- Tonya Umbarger,**  
*Didion Milling, Inc.*

**Press Release**

Contact:  
WI Sustainable Business Council  
Tom Eggert  
Executive Director  
[tom@wisconsinsustainability.com](mailto:tom@wisconsinsustainability.com)  
608-279-8608

**2017 Green Masters Program Application Deadline,  
October 31<sup>st</sup>!**

[Madison, October 25, 2017] –The Green Masters Program, which is Wisconsin's most trusted sustainability recognition & assessment program, is accepting applications through the end of October. Run by the Wisconsin Sustainable Business Council, the Green Masters Program helps businesses within the state improve their environmental, social and governance performance, as well as receive recognition for sustainability accomplishments. However, the deadline to apply is almost here!

Each year we revise the application and make sure that it reflects the most up-to-date sustainability trends and advice, and this year was no different. The questions are meant to provide Wisconsin businesses with tools and ideas to be as sustainable as possible. In addition to this, the 2017 application also received a much-needed facelift. It is now easier & quicker than ever to fill out a Green Masters application!

Along with the redesign, we continue to offer innovative tools and resources to help Wisconsin businesses improve their sustainability performance. All first-time applicants will receive dashboards that show participants how they are doing versus peers in their industry sector. Furthermore, as a way to grow the program in 2017, all returning participants that refer another Wisconsin business will receive a free dashboard! The dashboards, available only to the participant, help identify strengths and opportunities for improvement, as well as reflect change in the company's scores over time.

A Green Masters application is good for 2 years, however, because we update the program every year, we suggest that businesses apply annually in order to stay up-to-date with the latest best practices. As previously mentioned, the program is completely free to all new applicants. For returning participants there will be a \$250 charge.



**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)

---

Tom Eggert, executive director of the Wisconsin Sustainable Business Council, says “The Green Masters Program serves to support and draw attention to our state’s sustainability leaders. These companies serve as an example to companies in various sectors across the state.” Additionally, Kevin Banas, the director of the Green Masters Program notes “The Green Masters application provides companies a valuable blueprint with which to work when establishing their sustainability goals. The recommendations provided in the application, paired with the ability to benchmark progress yearly, creates a complete package for Wisconsin businesses.”

The WI Sustainable Business Council is a network of Wisconsin businesses that are leaders in integrating principles of sustainability into business operations. The business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Wisconsin businesses are playing a leadership role in not only ensuring the protection and preservation of our natural resources but in creating a vibrant and growing economy. 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)



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

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