

Taking Sustainability out of the Woods

Growing New and Traditional
Forest Economies

April 16th, 2009

Sustainability

What does it mean to you?

Enough – for all – forever.

It's All About Balance.

Making sure the legs of the stool are equal all while thinking about the future.....



Sustainability is Good Business

It's all about asset management....

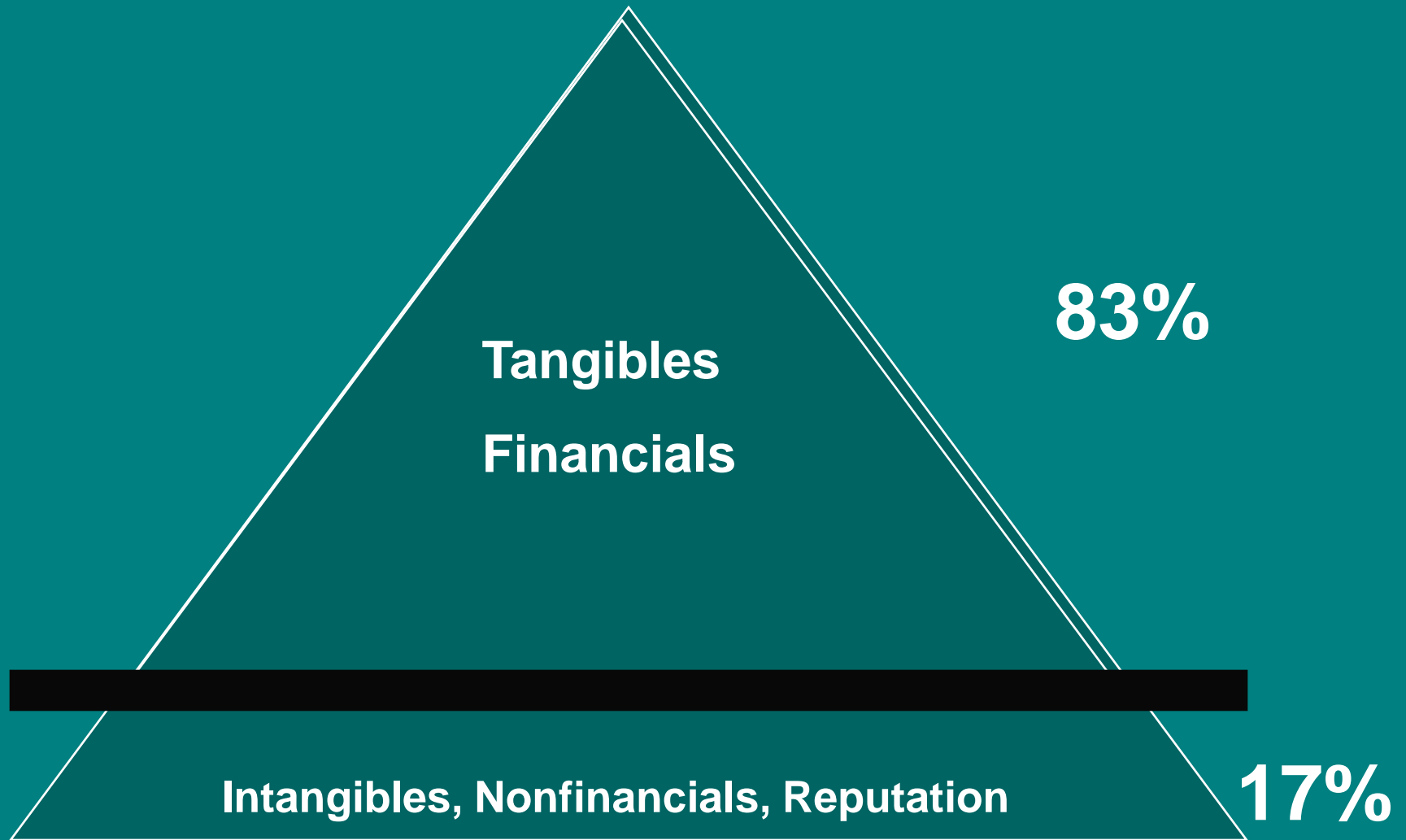
Natural Capital

**Financial
Capital**

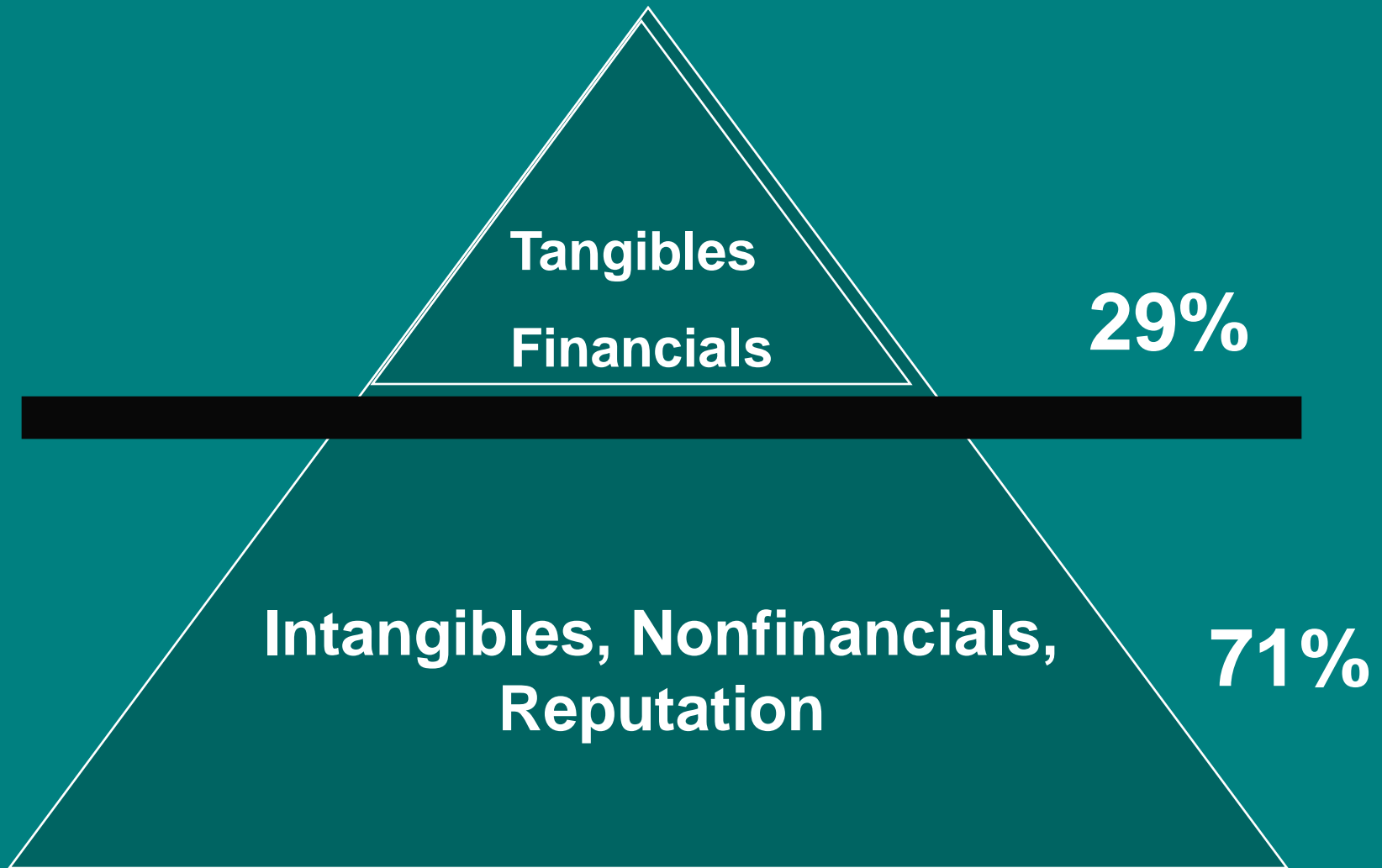


**Human
Capital**

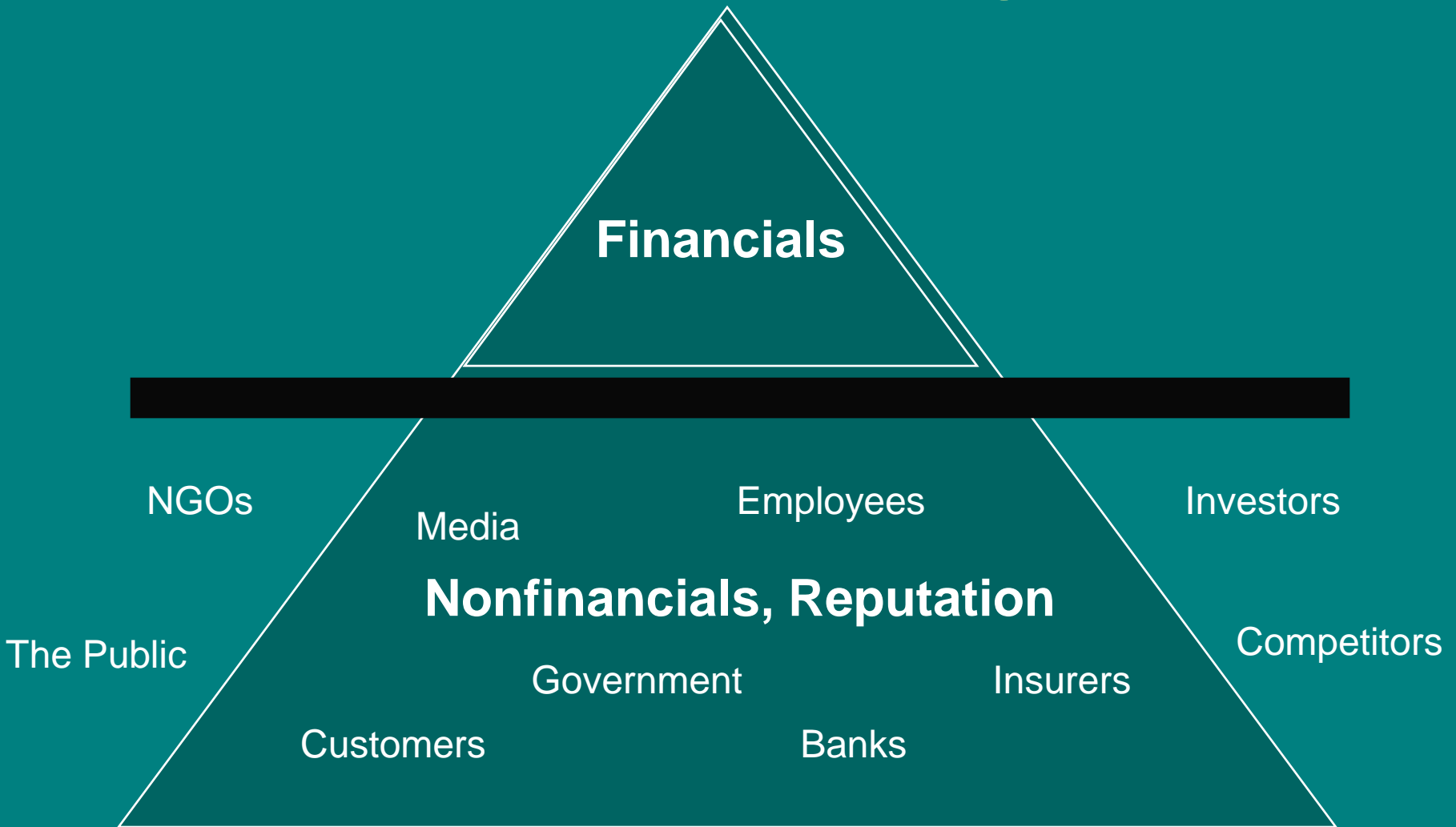
Company Value “Iceberg” 1981



Company Value “Iceberg” 1998



Why the Change?



Another way to look at the “Iceberg”



Another way to look at the “Iceberg”



What Else is Driving Sustainability?

- National Security - Alternative Energy
- War for Talent - 70% of grads indicate they want to work for companies committed to sustainable practices.
- Revenue Pressure – Carbon Trading
- Sustainability Reporting – Investment firms and market trend analysts

Permitting is Part of a Sustainable Business



Permitting: A Primer for Forest/Wood Industries

Lindsey Ringuette

Michigan Department of Environmental Quality
Water Bureau



The Primary Intent of Regulations and Permitting is...

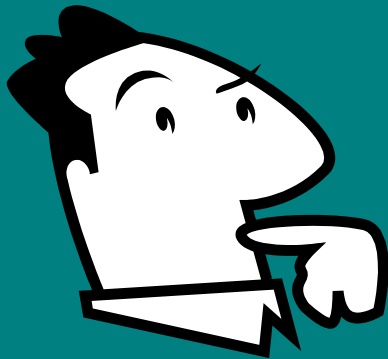


To Protect our Natural Resources

What is going to concern a regulator in Michigan is going to concern a regulator in Wisconsin...



Regulations and Permits: Where do I start?



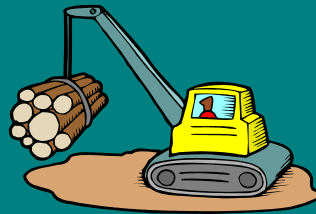
Regulations and Permits

- Construction



- Required for earth disturbance activities

- Operational



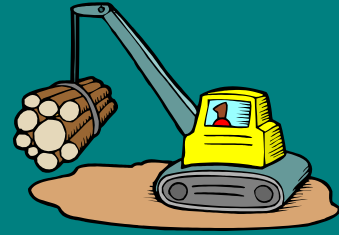
- Required for facility operations
- Wood yards, paper mills, lumber mills, other wood processing/product facilities

Regulations and Permits: Construction



- Part 91, Soil Erosion and Sedimentation Control Act
- Part 31, Construction Site Storm Water and Permit-by-Rule
- Part 31, Floodplain Management
- Part 301, Inland Lakes and Streams
- Part 303, Wetlands Protection
- Others

Regulations and Permits: Operational



- Part 31, Industrial Site Storm Water
- Air Quality Permits
- Waste and Hazardous Materials Permits
- Others

What's the Trigger?

A Guide to Permit Criteria

- Each regulation has permit criteria, or a "trigger", that makes that activity or industry require a permit or follow regulatory guidelines



What's the Trigger?

A Guide to Permit Criteria

- Part 91, Soil Erosion and Sedimentation Control Act
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- Part 31, Industrial Site Storm Water
- Air Quality Permits
- Waste and Hazardous Materials Permits
- Others

How to Limit Regulatory Agency Presence

- Contact us in the planning stage of your project
- Obtain any required permits and/or certifications PRIOR to the start of your project
- Ask questions
- Implement the appropriate best management practices and keep them maintained
- Protect the resource
- Notify us if you have any issues before we are notified by someone else!



Balance Is The Key

Protecting and Preserving our Natural Resources during the course of business, industry and development



Questions?



Lindsey Ringuette

Michigan Department of Environmental Quality

Water Bureau

(906) 346-8518

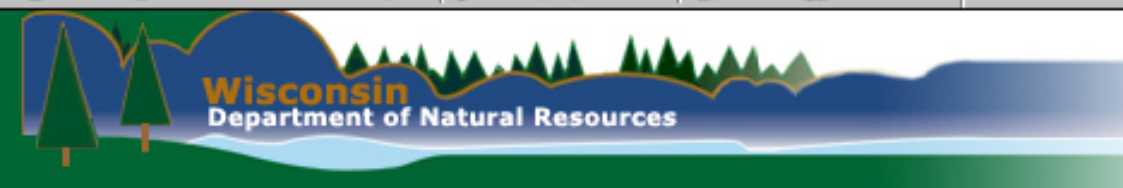
ringuettel@michigan.gov

www.michigan.gov/deq



Environmental Permitting in Wisconsin

- Rules are very similar between States
- The backbone of the rules are often the Federal requirements
- Environmental Assistance Coordinators
- Wisconsin's online small business permitting website.
(dnr.wi.gov/permitprimer/)



Cooperative Environmental Assistance

Permit Primer

- Water Supply
- Stormwater
- Solid Waste
- Hazardous Waste
- Waterway and Wetland Permits
- Wastewater
- Air

General Pollution Prevention (P2) Information and Case Studies

Related Links

Small Business Assistance - Permit Primer

[Governor Doyle Announces National Recognition for Wisconsin Permit Primer \(PDF 53KB\)](#)

As a Wisconsin business owner, you may be feeling overwhelmed by the number and complexity of rules and regulations in today's society. And you may be wearing many hats (accountant, environmental manager, CEO, etc.). The DNR hopes this interactive site simplifies and clarifies your environmental responsibilities.



Sheldon's Incorporated, Antigo, Wisconsin

The Permit Primer provides a step-by-step, question-and-answer tour of the DNR regulatory programs (listed in the left margin) to help you:

1. determine which environmental requirements apply to you,
2. determine what permits you need and how to get them, and
3. find ways to save money and resources through pollution prevention, waste

Permit Primer

- Start
- Water Supply
- Stormwater
- Solid Waste
- Hazardous Waste
- Waterway and Wetland Permits
- Wastewater
- Air




General Pollution Prevention (P2) Information and Case Studies

Related Links

Helpful Logos, Left Margin Links & Icons

The link "Small Business Assistance - Permit Primer" at the bottom of this page and all others tells you that you're in the DNR Small Business Web system. If you don't see the logo, you should hit your browser's "back" button to return to these pages. Occasionally, you will have the option of exiting the Small Business Web pages to review a pdf file or other information source. Please make sure to return to the "Small Business Assistance - Permit Primer" pages to continue on to the next topic.

Other helpful links and icons

-  - Look for definitions on complex words or phrases along with frequently asked questions and answers.
-  - whenever you see this clock image you will find out when your permit or plan needs to be completed.
-  - Look for permit fee information when you see the green dollar sign.

Pollution Prevention Saves! - Whenever you see this in the heading, look for a link to a special stand-alone web page that provides suggestions on how to minimize waste, substitute materials, or conserve natural resources. These suggestions could potentially save your business money and will protect our environment.

Permit Primer

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Related Water Supply Information

- Pollution Prevention Information and Case Studies
- Related Links

Contact Information

- WI DNR Water Supply Staff

Definitions and FAQs

- Water Supply Definitions
- Water Supply FAQs

Applicable Water Supply Codes and Statutes

Topic - Water Supply

Thank you for connecting to the Department of Natural Resources, Small Business Assistance Web Site - Water Supply Issues!



Old photo of hand pump

When starting a small business, you will need to consider all of your water needs. This can include any basic services such as restroom facilities (toilets, sinks, showers), breakrooms (coffeemakers, sinks), or fire suppression (sprinkler systems, standpipes) to process water needed for complex business operations.

Once you have identified your water needs, you need to explore what your water source will be. Will you be able to hook up to a municipal water system or will you need to install a new well? This web page will help you work through those questions as well as offer you information on water saving

techniques, appropriate permits and staff contact information.

Will you need water or access to a water supply?





Search Site...

[Program Search](#)

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Related Water Supply Information

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- Related Links

Contact Information

WI DNR Water Supply Staff

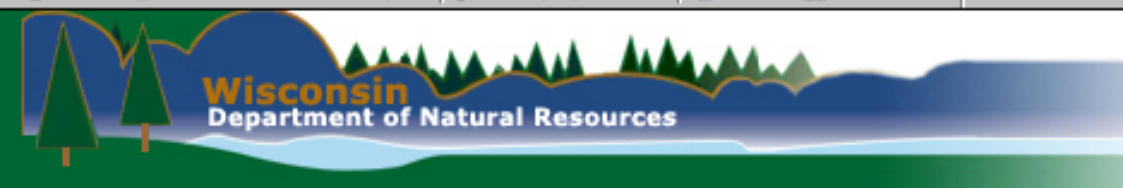
Topic - Water Supply

Is there access to a municipal water supply?



[Small Business Assistance - Permit Primer](#)

Last Revised: Tuesday October 21 2008



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Water Conservation

Pollution Prevention Saves!

Would you like to review water conservation ideas for your small business processes? "Water Conservation" will provide you with many water conserving options that may be applicable to your business and may help you save money!

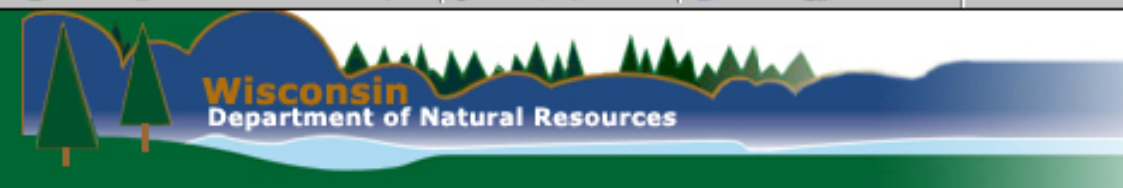
If you don't want to review the Water Conservation page, please "Skip Water Conservation and Continue". This button will take you to the "Well Water- How Much Do You Need?" page.

Water Conservation

Skip Water Conservation and Continue

[Small Business Assistance - Permit Primer](#)

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Topic - Water Supply: Well Water

How much water are you going to need?

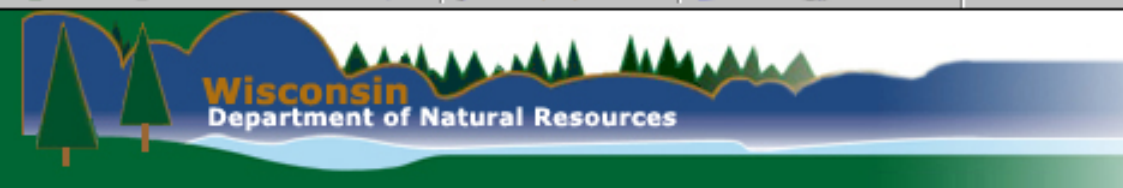
Over 70 gallons per minute

Under 70 gallons per minute

Not Sure

[Small Business Assistance - Permit Primer](#)

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WI DNR Water Supply Staff

Topic - Water Supply: Well Water

You will need to apply for a high capacity well permit

Please download the [High Capacity Supply Wells application](#) and submit it per the directions. Licensed well drillers are able to obtain and assist you with filing the application.



[Small Business Assistance - Permit Primer](#)

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Stop



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Address http://dnr.wi.gov/org/water/dwg/county.htm

Go

Links Free AOL & Unlimited Internet RealOne Player RealPlayer Windows Marketplace

Google

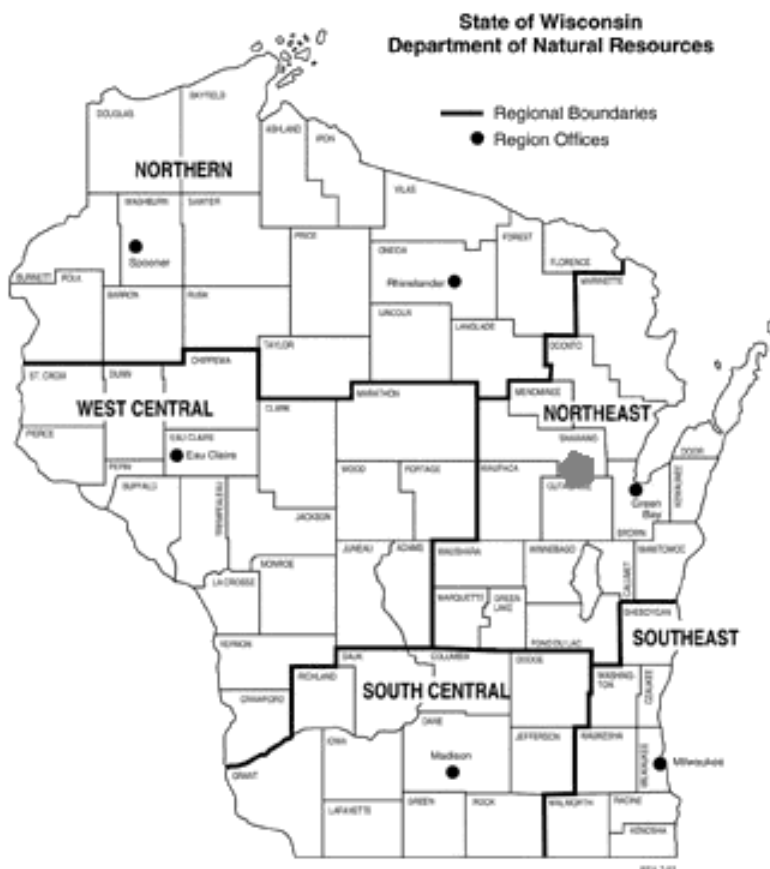
Search Web



492 blocked


AutoFill





Options



File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address  http://dnr.wi.gov/org/water/dwg/staffnor.htm Go

Links  Free AOL & Unlimited Internet  RealOne Player  RealPlayer  Windows Marketplace

Google Search Web 492 blocked AutoFill Options

Drinking Water Wells

Water Quality Databases

Information for Consumers

Public Water System Owners & Operators

Groundwater

Groundwater Coordinating Council

Wellhead Protection

Arsenic

Our Programs

Capacity Development

High Capacity Wells

Operator Certification

Northern Region Drinking Water Program Personnel

Rhineland, WI - Headquarters

Fax - (715) 365-8932

Name	Phone Number	Location	Job Description
Jerow, Tom	(715)365-8901	Rhineland	Water Leader
Cable, Nadene	(715)635-4066	Rhineland	Drinking Water & Groundwater Supervisor
Becker, Ron	(715)365-8921	Rhineland	Non-Community Water System Specialist
DeBrock Owens, Michelle	(715)365-8935	Rhineland	Environmental Enforcement
Dobbins, Bill	(715)365-8923	Rhineland	Engineer
Fitzgerald, Chuck	(715)365-8920	Rhineland	Water Supply Specialist/Sanitarian
LeFebvre, Connie	(715)365-8922	Woodruff	Water Supply Specialist

Permit Primer

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Stormwater
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Hazardous Waste
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Air

General Pollution Prevention (P2)

Information and Case Studies
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WI DNR Storm Water Staff

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Storm Water Definitions
Storm Water FAQs

Applicable Storm Water Codes and

Topic - Storm Water Management (Construction and Industrial)

Thank you for connecting to the Department of Natural Resources, Small Business Assistance Web Site, Storm Water Management!

The goal of the Storm Water Program is to prevent the movement of pollutants to Wisconsin's water resources by ways of runoff. To achieve this goal, there are two types of storm water permits: Construction and Industrial. Construction permits focus in on land disturbing activities that a business may perform when building or expanding. Industrial permits focus in on the activities that occur as part of the businesses operations (outside storage, utilization of heavy equipment).

- [More information about best management practices for storm water runoff.](#)

The following pages will help you determine if you need a permit prior to site construction and/or whether your facility needs an industrial storm water permit.

First we must determine if you need a construction storm water permit.

Are you a new commercial business?



Wetland detention pond near a car dealership

Thank You!

Laurel Sukup, Environmental
Assistance Coordinator

Wisconsin Department of
Natural Resources

(715)365-8936

Laurel.sukup@wisconsin.gov

<http://dnr.wi.gov/permitprimer/>