



2015

Environmental Policy & AWARDS CONFERENCE

THURSDAY, MAY 21, 2015

MILWAUKEE MARRIOTT WEST | WAUKESHA, WI

Sponsors:



focus on energy™
The power is within you.



JOHN DEERE



501 East Washington Avenue, Madison, WI 53703 | 608.258.3400 | www.wmc.org | [f](#) WisconsinMC | [v](#) WMC501 | [t](#) @WisconsinMC



Agenda

8:00 – 8:30 a.m.

Registration

8:30 – 9:30 a.m.

State and Federal Air Update

As the onslaught of new air rules from EPA continues, Mr. Sponseller will provide an update on the state air program, the federal NAAQS, 111d, pending and upcoming air rule changes, and permitting.

Bart Sponseller

Dept. Division Administrator, Air, Waste, Remediation & Redevelopment, WI DNR

9:30 – 10:15 a.m.

Trends in Water that Can Impact Your Bottom Line

Water regulation is in flux in Wisconsin. Ms. James will discuss litigation, rulemaking, and policy changes impacting the cost of water use and discharge in Wisconsin. Covered topics include TMDL development, phosphorus, well permitting, and forthcoming state and federal rules.

Angela James, Attorney, Michael Best & Friedrich LLP

10:15 – 10:30 a.m.

Break

10:30 – 12:00 noon

Energy Efficiency Leadership Panel

Focus on Energy will lead a panel discussion on best practices and ways in which Wisconsin manufacturers have improved their bottom line through energy efficiency.

Moderator-- John Nicol, Focus on Energy

- Randy Stoeckel, President, Flambeau River Papers
- John Wiesbrock, Vice President, Waupaca Foundry, Inc.
- Dow Didion, President, Didion Milling (Grain Milling and Ethanol Company)
- Dennis Finley, Plant Manager, All-Color Powder Coating, Inc.

12:00 noon – 1:30 p.m.

Conference Luncheon

12:15 – 12:30 p.m.

Keynote Address – WI DNR Secretary Cathy Stepp

12:30 p.m. – 1:30 p.m.

Business Friend of the Environment Awards Presentation

Cathy Stepp, *WI DNR Secretary*

Kurt Bauer, *WMC President/CEO*

1:30 p.m. – 2:15 p.m.

State Budget and Environmental Policy Update

Mr. Bott will provide an update on state legislation including potential challenges for industry and opportunities for air permitting, water regulatory, and administrative rule making reforms. He will also cover the natural resources portions of the pending state biennial budget, significant state rules, and the impacts of federal regulations on Wisconsin.

Eric Bott, *Director, Environmental and Energy Policy, WMC*

2:15 p.m. – 3:00 p.m.

Keeping out of the Lawyer's Office – Clean Air Tips to Avoid Violations and Litigation

Using air rules as a framework, Mr. Tomasi will provide advice on how companies can best avoid ending up in a lawyer's office or court room and will share the business perspective on new and forthcoming rules from EPA.

Peter Tomasi, *Quarles & Brady*

3:00 – 3:15 p.m.

Break

3:15 – 4:00 p.m.

State Water Update

Mr. Rasmussen will provide an update on the state's water program including discussion on several new rules of interest to WPDES permit holders, the status of the DNR's efforts to create a multi-discharger variance for phosphorus, and permitting changes.

Russ Rasmussen

Division Administrator, WI DNR

2015 Environmental Policy & Awards Conference

Thursday, May 21, 2015

Milwaukee Marriott West

W231 N1600 Corporate Court, Waukesha, WI | 262.574.0888



About the Speakers

SECRETARY CATHY STEPP served as Racine's State Senator from 2002-2006, but most of her professional experience has been in the private sector. As a former homebuilder, she became aware of Wisconsin's regulatory climate and how it affected small business owners. In 1998, Gov. Tommy Thompson asked her to bring this perspective to the Natural Resources Board, and she served on the Board for 3 years. That experience led her to run for the Legislature where she was chairman of the Senate Job Creation Committee and co-chair of the Environment and Natural Resources Committee. She chose not to seek re-election and returned home at the end of the 4-year term to rejoin her husband in her family truck business. Stepp notes her administration is concentrating on improving DNR's customer relations and streamlining and simplifying permitting to accomplish Gov. Scott Walker's goals to create state jobs. She notes creation and environmental protection are mutually supportive.

BART SPONSELLER is the DNR's Dept. Division Administrator, for Air, Waste, Remediation & Redevelopment and past Air Management Bureau Director. Bart has worked in the department since 2004, beginning as a contract employee for the Lake Michigan Air Directors' Consortium, working on policy and science issues for the DNR. Until recently, he was the leader of the state's air monitoring program. He is co-investigator on a science team for NASA that is researching the integration of data products from satellites for use by policy makers and analysts. In 2011, Bart was the co-organizer of an American Council on Germany (ACG) Conference at the UW-Madison that focused on the reinvention of the industrial heartland and its auto industry and the development of sustainable supply chains.

ANGELA JAMES is a Senior Counsel member of the firm's Transactional Practice Group in the Madison office. Angela has worked on matters related to water quality trading, TMDLs, air and water permitting, industrial regulatory compliance, utility ratemaking, and energy regulation. Prior to joining Michael Best, Ms. James was a Senior Associate at Stafford Rosenbaum LLP from 2000-2004 and a Corporate Attorney from 2004-2012 at Madison Gas and Electric Company. From 2012 – 2013 she was the Vice President of Government Relations and Legal Affairs with the Wisconsin Paper Council.

JOHN NICOL is a Regional Energy Program Director with Leidos, a licensed Professional Engineer, and has more than 30 years of experience in energy engineering and program management. He directed the award winning Industrial Sector Program for Wisconsin's *Focus on Energy* program from 2001 to 2012 where he led the development of many different energy management tools, including Practical Energy Management. He has twice presented to the U.S. House of Representatives energy committee staff on Industrial Energy Efficiency.

PETER TOMASI, Partner with Quarles & Brady, practices in the areas of environmental permitting and environmental litigation. Pete has further experience with general civil, commercial, and intellectual property litigation. His recent experience includes: Representation of multiple clients in citizen suits brought under the Clean Air Act and Clean Water Act., and representation of a utility relating to several challenges to a proposed generating facility, including challenges to the preconstruction permit issued under the New Source Review provisions of the Clean Air Act and discharge permit issued by the state NPDES permitting program.

RUSS RASMUSSEN has a Bachelor of Science degree from the University of Wisconsin - Madison and a Masters of Business Administration degree from Edgewood College in Madison. He started his career in the private sector managing a business for sixteen years. Russ has served with the State of Wisconsin for the past 22 years with the Departments of Administration and Transportation, and, since 1998, with the Department of Natural Resources. Since 2011, he has served as the Deputy Administrator of the Water Division and was named Division Administrator in 2014.

ERIC BOTT joined WMC in 2013 after working for more than ten years in the State Legislature, most recently serving as Policy Director for the current Senate Majority Leader and as Policy and Budget Director for the past Assembly Speaker. In recent years, Mr. Bott has helped advance air permitting, phosphorus discharge and administrative rule reforms. Mr. Bott represents WMC on environmental and energy issues before the Wisconsin Legislature and state regulators.



2015 Environmental Policy & Awards Conference

Thursday, May 21, 2015

Milwaukee Marriott West

W231 N1600 Corporate Court, Waukesha, WI 53186

262.574.0888

Registration

Online registration available at wmc.org. Please type or print your contact information or attach your business card.

Mail to: WMC, PO Box 352, Madison, WI 53701-0352

Email to: kmahlkuch@wmc.org, though please call with credit card number

Attendee Names			
1.		Title	
2.		Title	
3.		Title	
Company			
Street Address		Zip + 4	
PO Box		Zip + 4	
City		State	
Telephone		Fax	
Email			
Registration Rates			
<input type="radio"/> WMC Member \$175/attendee		<input type="radio"/> Non-Members - \$200/attendee	

Discount of \$25 per attendee are available if 3 or more individuals attend from one organization, use PROMO CODE: ENVCONF.

Cancellations must be made by May20, 2015, for a full refund. Substitutions are accepted at any time. Accommodations for persons with disabilities will be made, if requested and if feasible. If you have dietary requirements, please notify WMC when registering.

Hotel accommodations may be arranged at the Milwaukee Marriott West at 262.574.0888.

Directions at www.wmc.org.

Questions? Contact Karen Mahlkuch at kmahlkuch@wmc.org or 608.661.6938.

Method of payment			
Total \$			
<input type="radio"/> Check (payable to WCCF, Fed ID #39-1394068)			
Bill my: <input type="radio"/> Visa <input type="radio"/> MasterCard <input type="radio"/> American Express			
Cardholder's Name (print)			
Signature			
Card number		Expiration date	

CLE CREDITS ... This program has been submitted to the WI Board of Bar Examiners for up to 6.0 CLE credits.