

## **For Immediate Release 10.20.09**

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### **Mpower Empowers Business Action**

**Madison** – On Tuesday, November 17<sup>th</sup> Mpower Madison partners will host a workshop intended for area businesses to discover practical ways to reduce costs and climate impact. The workshop will feature local programs available to businesses to assist them in their sustainability efforts and a keynote by Paul Linzmeyer, co-founder of Innovative Sustainability for Organizations Inc. (ISO) and chair of the NEW North Sustainability Committee.

Participants will walk away with resources they can use to implement changes at their own business including possible grant opportunities through City of Madison's Office of Business Development and information on how to apply to be selected into the 2010 round of eight additional Mpower Business ChaMpsions. Participants will also learn first hand how the Mpower program has benefited the first group of seven Mpower Business ChaMpsions. Pre-registration is required to attend this free event and a light breakfast will also be provided.

Over the course of a year, Mpower Business ChaMpsions access many local resources that engage their employees and help them save both energy and money. Jim Garner, CEO of Sergenian's, a current ChaMpsion explains, "We are experts in Floor Coverings, not greenhouse gas emissions...without the support and expertise of those involved, the initiatives that we've identified would stand little chance of successful implementation."

Through a multi-pronged approach to reduce their carbon emissions, the ChaMpsions are implementing an impressive breadth of projects. To date, over 35 money saving, carbon reducing initiatives are being implemented by Mpower Business Champions. For one participant, improvements to warehouse lighting will eliminate 120,000 lbs. of CO<sub>2</sub> emissions annually and provide a return on investment of less than two years. Another is changing rental car contracts, specifying 28 mpg which costs nothing yet delivers reduced carbon emissions and a 30% savings on refueling costs.

The cross pollination of ideas among the ChaMpsions is apparent to Cathy Mackin who represents one of the Mpower Partners, MGE. "The businesses participating displayed the positive aspects of a user's group; they were learning from each other and finding the best ways to reduce energy use throughout their facilities."

The workshop is brought to you by Applied Tech, Sustain Dane and UW – Extensions Solid & Hazardous Waste Education Center.

**Event details:**

Tuesday, November 17<sup>th</sup>, 2009

7:30 am – 9:30 am

Pyle Center, 702 Langdon Street

Register by November 16<sup>th</sup> for this free event at

<http://www.mpoweringmadison.com/registration09>

**Event Features:**

- Welcome by Mayor Dave Cieslewicz
- Keynote by Paul Linzmeyer
- Mpower ChaMption Panel
- Resources to Mpower you, including possible grant opportunities through City of Madison's Office of Business Development
- Refreshments

**More About Mpower Champions**

Mpower Business ChaMptions is a free program providing businesses with one on one technical support, tools, and a structured approach to improve their environmental footprint. The goal of the Mpower ChaMption program is to help companies reduce greenhouse gas emissions that contribute to climate change and to track and measure the savings. Participating companies also benefit from lowered operating costs. Working with a variety of businesses and capturing their process allows Mpower to create models of success for the greater Madison business community.

Mpower is currently working with 7 leading businesses across sector and size that range from 4 to over 600 employees and that collectively occupy over a half million square feet of building space. Current ChaMptions include Capitol Insurance Companies, designCraft Advertising, Great Big Pictures, Inc., JJR, Sergenian's Floor Coverings, The Payroll Company and Webcrafters, Inc.

Each business has committed to tracking their baseline resource data, for example water use in order to create their carbon emission baseline. Through individual assessments and peer-to-peer meetings where each participating organization teaches and learns, ChaMptions are connected with local resources to help them target conservation, efficiency and renewable energy opportunities and reduce their emissions.