

clean wisconsin

# ANNUAL REPORT

2008



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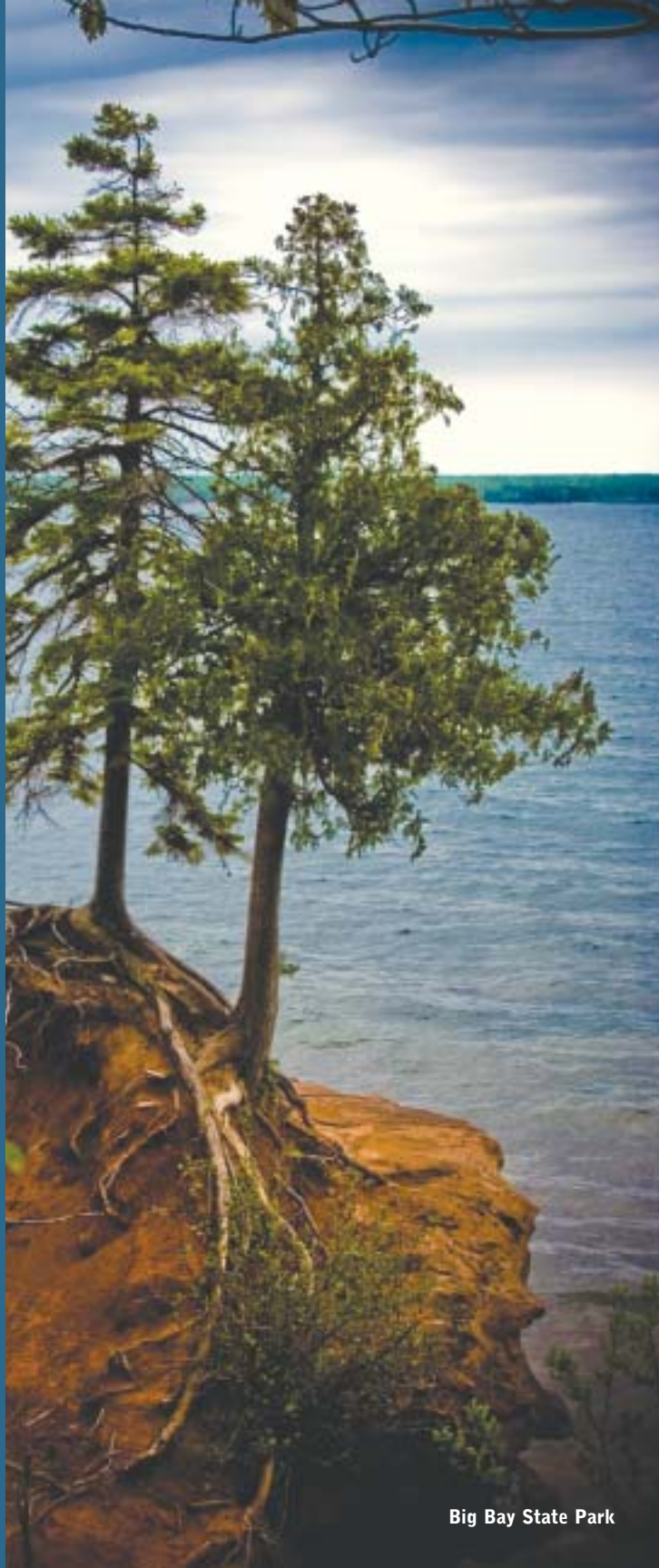
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# A letter from the Executive Director



**I am proud to report that 2008 will go down in history as a year of enormous achievement for our organization and major victories for Wisconsin's environment.**

In June, Clean Wisconsin reached a settlement over the cooling system at the Elm Road Generating Station coal plant that will require its owners to contribute to the protection of water quality in Lake Michigan and to take significant steps to reduce global warming pollution.

In addition, historic progress was made with the Great Lakes Compact's passage through the State and Federal legislature and its signing by Governor Doyle and President Bush, ensuring the protection of the Great Lakes for generations to come.

Another important victory for Wisconsin's clean waterways came when the state passed a new rule requiring the owners of coal-fired power plants to reduce toxic mercury pollution, protecting the health of Wisconsinites and our treasured fishing tradition.

We also created new opportunities to significantly improve air and energy policy when Governor Doyle's Task Force on Global Warming finalized its recommendations. Clean Wisconsin played a leading role in the Task Force, helping to create a framework to reduce global warming pollution and build Wisconsin's clean energy economy.

Finally, after Clean Wisconsin staff and members spent more than two years opposing the construction of a coal-fired power plant in Cassville, the Public Service Commission unanimously rejected the plant, signaling a monumental shift in energy policy in our state.

These historic victories of 2008 were made possible by the support of our members. We are forever grateful, and with your continued support, we look forward to continuing this momentum in 2009.

Sincerely,

A handwritten signature in black ink that reads "Mark Redsten". The signature is written in a cursive, flowing style. The name "Mark" is written in a larger, more prominent script than "Redsten".

Mark Redsten  
Executive Director

# Victory in the

**On November 11, 2008, Clean Wisconsin helped make state history when, for the first time, the Public Service Commission denied a coal plant application.**

We began fighting Alliant Energy's application for a coal-fired power plant in Cassville three years ago. At first, the prospects for victory looked grim. Wisconsin had recently approved the construction of three old-technology coal plants, and a national momentum was growing to push through hundreds of new coal plants. Despite the odds, Clean Wisconsin launched a campaign to stop this project from going forward.

**We knew that Alliant would burn dirty coal and petroleum waste. Also, this plant would produce nearly 3 million tons of greenhouse gas pollution per year,** hundreds of pounds of mercury pollution that would poison fish in Wisconsin's waters, and put massive amounts of fine particulates and other pollutants in our air, compounding respiratory illnesses for all Wisconsinites.



# Alliant Coal Plant Fight

We also knew that with our members' support, a victory was possible. With your help, our Grassroots Organizer, Ryan Schryver, mobilized incredible opposition to the project. More than 4,500 people overwhelmed the Public Service Commission with comments opposing this coal plant. Thanks to your e-mails, letters, phone calls and petitions, comments against the coal plant outnumbered supporters by a nearly 10-to-1 margin. Our members attended and testified at the public hearings and came to our rally at the Alliant Energy stockholder meeting. **Your voices were heard.**

This public input supported Clean Wisconsin's legal arguments before the Commission. Katie Nekola, our Energy Program Director, worked as the lead attorney to build a strong and sound legal case. The technical analysis by our Staff Scientist, Peter Taglia, hammered home the fact that this new coal plant countered the state's goal of reducing global-warming pollution.

In a historic decision, **the Public Service Commissioners voted 3-0 to deny Alliant's application to build a coal plant in Cassville.** In giving his decision, Commissioner Mark Meyer held up two huge binders filled with public comments and said that they helped to influence his decision. This victory sends a clear message: Wisconsin is ready for clean, safe and affordable renewable energy and energy-efficiency options.



Perrot State Park

# Victory Passing

Wisconsin Point



The Great Lakes hold one-fifth of the world's (and 95% of the United States') fresh surface water and provide drinking water to over 40 million people. But until last year, there were no consistent rules governing the use of water from the lakes. The Great Lakes water supply was vulnerable to tankers and pipelines that could pump water away from the region, leaving us open to water shortages and lowered lake levels.

**The Great Lakes Compact establishes fair and consistent rules for responsible Great Lakes water use. It's an interstate agreement to guarantee the long-term protection and sound management of Great Lakes water, ensuring that it is not sold to the highest bidder, but protected for generations to come.**

Clean Wisconsin began its work on the Great Lakes Compact in 2001 as part of a small group of environmental organizations in the Midwest working on this issue. Passing the Compact required several years of difficult negotiating and policy advocacy at the local, state and regional levels.

Keith Reopelle, Clean Wisconsin's Program Director, worked with a variety of legislators and stakeholders to draft language for the Compact on a special committee for the Wisconsin legislature. When detractors hijacked that committee, Reopelle and Melissa Malott, our Water Program Director, along with our conservation partners, worked closely with the governor and select legislators to pass a strong Great Lakes

# the Great Lakes Compact



Compact. Board Member Lucia Petrie organized citizen activists up and down Wisconsin's Lake Michigan shore, motivated friends to attend hearings, helped organize an event of citizens, and set up meetings with business leaders in Milwaukee.

**Clean Wisconsin members met with legislators in their home districts and in Madison and made thousands of contacts with their legislators through phone calls and letters** in the last few months of this campaign. Dozens of communications with important legislators revealed that they responded to our members' efforts with votes to get the Compact passed.

Due in part to the pressure that Clean Wisconsin put on our legislators, we were able to secure a bipartisan supermajority in the state Senate for ratifying a strong Compact. This accomplishment led to significant pressure on the state Assembly. On May 24, the Compact passed with a vote of 97-1 in the Wisconsin Assembly and 32-1 in the Senate. **We were proud to stand with Governor Doyle as he signed it into law at celebrations in both Milwaukee and Green Bay, and were elated when the Compact was finally signed by President Bush on October 3, 2008.**

Wisconsin can continue to be a leader on Compact implementation and show the way for other states in the Great Lakes Basin. Clean Wisconsin will be advising the DNR as they lead the region on implementing the Great Lakes Compact.

# Global Warming Task



View from Blue Mounds State Park

**Governor Jim Doyle created the Global Warming Task Force in 2007, bringing together business, industry, government, energy and environmental leaders to recommend policies to reduce Wisconsin's greenhouse gas pollution and build a clean energy economy.**

**Clean Wisconsin took a lead role in the Task Force from the beginning.** Our Senior Policy Director, Keith Reopelle, and Board Member, Margi Kindig, served on the task force at the request of the Governor. Staff Scientist Peter Taglia, Energy Program Director Katie Nekola, and Board Member Paul Linzmeyer all played important roles as part of the Task Force as well in the committees that helped develop and recommend solutions.

In July of 2008, Governor Doyle's Global Warming Task Force recommended a

strong package of policies and incentives to reduce Wisconsin's global warming pollution and stimulate growth in the clean energy economy.

**The Task Force's recommendations are a road map to making Wisconsin a leader in reducing global warming pollution.**

## **Renewable Electricity Standard**

The Task Force recommended that Wisconsin require 25% of our electricity to come from renewable resources such as wind, solar and biomass by 2025. This standard will not only reduce global warming emissions and air pollution, it will also create thousands of new jobs and stimulate our economy. Farmers and rural land owners in Wisconsin could see an economic boon of nearly \$300 million in new income and benefit from over \$724 million in new capital investments.

# Force: A Win for Wisconsin



## Energy Efficiency

Increased funding for programs promoting investment in energy efficiency will reduce global warming emissions, create new jobs and reduce energy bills for consumers across the state. These energy-efficiency initiatives will create more than 3,300 new jobs, while saving consumers more than \$505 million on their heating bills and over \$650 million on electric bills over the next five years. Creating appliance efficiency standards, modifying building codes, providing incentives to retrofit existing structures, and promoting other policies designed to drive efficiency will improve our economy and reduce demand for power from coal-fired power plants.

## Low Carbon Fuel Standard

By simply requiring our fuel to be cleaner and more efficient, Wisconsin could cut nearly 8.5 million tons of global warming emissions every year by 2030. Implementing this standard will provide incentives for smart biofuel production methods and promote energy independence.

## Clean Car Standard

In addition to reducing global warming emissions, increasing the efficiency standards for new cars sold in Wisconsin significantly reduces the amount of smog-forming pollutants and toxic chemicals released from automobiles.

## Cap and Trade Program

A cap and trade program is designed to reduce global warming emissions from large stationary sources such as coal plants. A predetermined cap on the overall amount of global warming emissions allowed from stationary sources will be created. The emissions allowed under the new cap will be divided into individual permits, representing the right to emit that specified amount of pollution. Those credits will be auctioned to polluters, creating a market-based system that forces polluters to pay for their emissions. As the overall number of credits is reduced in the marketplace, the price of polluting will continue to increase, driving Wisconsin toward a clean energy future.

# Victory Reducing

When Henry (Buddy) Henk Jr. was hospitalized, no one knew what was wrong with him at first. He had sores that wouldn't heal and tremendous leg and back pain. He eventually lost all feeling in his legs, and his weight dropped by 100 pounds. His throat muscles atrophied to the point where he couldn't swallow anything but soft cereal. He suffered hallucinations and had to be restrained in a straight jacket. "He was a dying man," said Henk's wife, Sue.

But when a nurse discovered that Henk's diet was made up mostly of large fish caught in Windago Lake, near his home south of Hayward, his extreme symptoms were explained: **severe mercury toxicity** was the diagnosis.

**Henk almost died of mercury poisoning just from eating the fish he caught in Wisconsin's lakes and rivers**, reports Senior Policy Director Keith Reopelle, who met Henk in the late 1990s.

Personal stories like that of Buddy Henk are the reason Clean Wisconsin is determined to reduce mercury pollution in our state. **We know the cause of this problem, and we know the solution.**

After years of work on this issue, in 2008, our efforts paid off. Early in the year, Keith Reopelle testified before the Natural Resources Board on mercury pollution, and Development Director Brian Kelly worked with our members to gain additional public comment.



Spring Camp Falls

# Toxic Mercury Pollution

At its June 25, 2008 meeting, **the Natural Resources Board approved new rules to reduce mercury pollution from Wisconsin's largest power plants.**

On August 20, 2008, the Wisconsin Assembly Committee on Natural Resources considered the mercury rules. Clean Wisconsin also testified at this hearing and coordinated efforts with other health and environmental advocates. **We were successful**, and as of October 6, the rules were finalized and approved by the state of Wisconsin.

These new rules will produce a 90-percent reduction of mercury pollution from the largest plants by 2015, or alternatively, a multi-pollutant

compliance approach which requires significant cuts in sodium dioxide and nitrogen oxides by 2015, and a 90-percent reduction of mercury by 2021.

With strong mercury reduction rules now approved in Wisconsin (rules are already in place in Illinois and Minnesota), we will significantly reduce mercury contamination in fish and protect our children from this toxic pollutant. The rules will also reduce air pollution, protecting children and elderly who suffer from asthma and cardiovascular disease.

**Reducing toxic mercury pollution is a significant victory, not just for the health of Wisconsin's rivers and lakes, but for everyone who lives here.**



# Elm Road Settlement:

**After three years of fighting the “Big Pipe,” Clean Wisconsin ended litigation over the once-through cooling system at the new Elm Road Generating Station in Oak Creek with an agreement that provides \$100 million for Lake Michigan restoration and requires utilities to take significant steps to address global warming.**

Our members’ support allowed us to challenge the permit for a cooling system that we still believe is unlawful but was almost completely constructed and scheduled to start operating early in 2009. We were able to fight for over three years, scoring significant victories along the way, because our members cared enough to write letters, attend public hearings and speak out against the project, and support us with their donations.

The immediate, significant benefits of the lake restoration and global warming projects that the utilities offered in settlement discussions were the best likely outcome for this case and for Lake Michigan.

With your continued support, we can move on to the next challenge and work to protect Wisconsin’s air and water for our members, their children and grandchildren, and for everyone in Wisconsin.



Kohler-Andrae State Park

# Victory for the Great Lakes

## The Agreement

We Energies and the other ERGS utilities agreed to fund \$4 million per year over the next 25 years, for a total of **\$100 million for projects that will address the health of Lake Michigan**, including invasive species, polluted runoff, toxic loading and several other issues. The money will not be paid to Clean Wisconsin or Sierra Club, but rather will be held by an independent foundation that will fund proposals from others to do lake improvement projects.

In addition, the utilities agreed to contribute **\$5 million to a newly formed organization that will facilitate voluntary action to reduce global warming pollution**.

We Energies also pledged to **retire two coal-fired generating units**, to publicly **support the Governor's Task Force on Global Warming recommendations** and to construct a small power plant that uses **100% biomass**. The three utilities further committed to installing **15 megawatts of new solar generation** by 2013, helping the solar industry grow in Wisconsin.



**Clean Wisconsin's many victories in 2008 put us on the path toward new opportunities in 2009 and beyond.** With your support, we will continue leading the charge on clean water, clean air, and clean energy for Wisconsin. Here are the priorities we're working on now in 2009:

### **Implementing the Global Warming Task Force Recommendations**

As a member of Governor Doyle's Task Force on Global Warming, Clean Wisconsin is working hard to enact the task force recommendations in the 2009-'10 legislative session. Omnibus legislation is being drafted, and Clean Wisconsin will be involved at all steps of the process to highlight our key recommendations of renewable portfolio standards and energy efficiency.

### **Polluted Runoff**

Agricultural runoff is the source of much pollution in our waterways, and many new large factory farms are being considered in Wisconsin. Because of their potential to cause irreparable environmental harm,

Clean Wisconsin is fighting to update regulations that adequately prevent polluted runoff from reaching our waterways.

### **Wind Siting Reform**

Clean Wisconsin is dedicated to passing bills that encourage the use of renewable wind power. Specifically, we are hard at work leveraging support to pass legislation that reforms the wind-siting process and creates uniform standards for local governments looking to regulate wind turbine siting within their municipalities. This legislation will put renewable energy on a more level playing field with other forms of electrical generation.

### **Groundwater: Protection from Withdrawals**

Building on the 2003 Groundwater Protection Act - where a small but important set of rivers, lakes and springs were granted some protections - Clean Wisconsin is working on legislation that will extend protections to other smaller waterways threatened by the significant negative impacts of groundwater

# What We're Working on Now

pumping. The legislation will balance the right to use groundwater in a way that ensures our valued public water resources are not damaged, and that water is adequately conserved throughout the state.

## **Mercury Products Ban: Protecting our Health from Toxins in Nonessential Products**

Legislation is being introduced to ban the sale of mercury-containing products, and prohibit mercury use in schools. Mercury can cause brain and nervous system damage in fetuses and young children and make Wisconsin's fish dangerous to eat. Building on our 2008 success on the mercury pollution reduction rule, this will be the next step toward reduces mercury releases to our ground, water and air.

## **Electronic Waste**

Electronic waste is the fastest-growing source of waste generated in the United States. In March, Senator Mark Miller reintroduced his bill to promote the recycling of electronic devices such as

televisions and computers. Clean Wisconsin is advocating for its passage.

## **Restricting Phosphorous: Protecting the Quality of our Waterways**

In April 2009, Governor Doyle signed a bill into law that prohibits the sale and residential application of fertilizer containing phosphorus to turf in Wisconsin. A second bill that would ban the use of phosphorus in household dish detergents is expected to be introduced. Clean Wisconsin is also working to update the DNR's phosphorous water quality criteria. Legislation and administrative action are imperative to protect the quality of our state's waterways, and Clean Wisconsin is part of these important water quality protection efforts.

In 2008, you helped us reach victory in many of the most important environmental battles in the state's history.

**With your continued support, we will keep up this winning streak in 2009!**

Jackson Park, Milwaukee

# Supporters

## Foundation and Family Foundation Supporters

Bliffert Family Foundation  
Emily H. Earley Fund  
Energy Foundation  
Garfield Foundation  
Jewish Community Foundation of the Milwaukee Jewish Federation  
Eileen and Howard Dubner Philanthropic Fund  
Bill and Idy Goodman Family Fund  
Joyce Foundation  
Katz Family Foundation  
Kendeda Foundation  
Madison Community Foundation  
Mazess Fund for the Environment  
McKnight Foundation  
George and Julie Mosher Family Foundation  
Charles Stewart Mott Foundation  
Oberweiler Foundation  
Public Service Commission of Wisconsin — Intervenor Compensation Program  
Rockefeller Family Fund  
Linda Gale Sampson Charitable Fund, Inc.  
Teska Family Fund  
Wege Foundation

## Business Sponsors (\$500 and up)

GHD, Inc  
Sustainable Engineering Group

## Pro Bono Services

Applied Tech  
Axley Brynson, LLP  
Cullen, Weston, Pines and Bach, LLP  
Downtown Dailies Film Studio  
File 13  
Focus on Energy  
Garvey McNeil & McGillivray  
Geek World  
Dennis Grzezinski, Attorney at Law  
Public Interest Law Firm Foundation

## Other Support

Community Shares of Greater Milwaukee  
Community Shares of Wisconsin

## Gifts In-Kind

Applied Tech

## Volunteers

Fay Augustyn  
Matt Bains  
Kristin Charipar  
Doug Cowgill  
Alex Dederich  
Ross DePaola  
David Heiss  
Caitlin Kelly  
Vanessa Klemish  
Shaina Kilcoyne  
Zheng Ma  
Joe Mingle  
Genevieve Rosay  
Liz Schmidt  
Karen Stevensen  
David Vitse  
Students of UW Madison WISPIRG

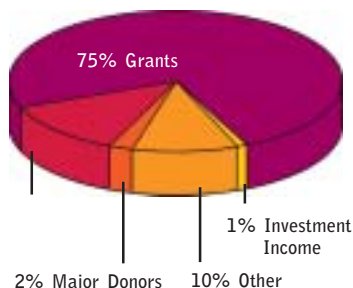
Water Program Economic Research  
Membership Outreach  
Energy Program Legal Intern  
Global Warming Solutions Research  
Media Clippings Management  
Energy Efficiency and Policy Research  
Communications and Writing Support  
Development Database Technical Support  
Water Program Legal Intern  
Communications and Writing Support  
Communications and Writing Support  
Alliant Campaign Outreach  
Water Program Assistant  
Alliant Campaign Outreach  
Global Warming Support  
Communications and Writing Support  
Alliant Campaign Outreach

Clean Wisconsin was selected in November as the grand prize winner of **Applied Tech's Green IT Makeover contest**, based on an application scoring process that evaluated need, impact, and commitment to environmental responsiveness. This makeover allowed us to "walk the walk" by improving our office's energy efficiency and reducing our carbon footprint.

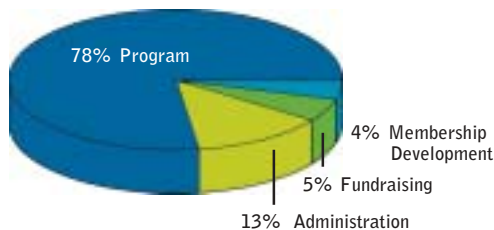
The contest, sponsored by **Applied Tech, Focus on Energy** and **The Capital Region Business Journal**, awarded Clean Wisconsin over \$25,000 in environmentally-friendly products and services from **Applied Tech, Focus on Energy, Microsoft, Hewlett-Packard, WatchGuard** and others.

# Financials

## 2008 Sources of Revenue



## 2008 Distribution of Expenses



### Statement of Activities

January 1, 2008 to December 31, 2008

#### Income

Foundation Contributions (Grants)	\$362,000
Grants Released from Restrictions	<u>828,000</u>
<b>Subtotal Grant Income</b>	<b>1,190,000</b>

Membership Contributions	\$237,000
Other Income	177,000

<b>Unrealized Gain(Loss) on Investments</b>	-
<b>Total Income</b>	<b>\$1,604,000</b>

#### Expenses

Personnel	\$836,000
Contract Services	266,000
Graphics & Publication	98,000
Supplies, Postage & Office Costs	48,000
Rent, Repairs, & Insurance	56,000
Depreciation & Amortization	13,000
Other Expenses	<u>79,000</u>
<b>Total Expenses</b>	<b>\$1,396,000</b>

### Statement of Financial Position December 31, 2008

Cash & Short-term Investments	\$725,000
Grants Receivable	396,000
Accounts Receivable	109,000
Furniture & Equipment	25,000
Other Assets	<u>7,000</u>
<b>Total Assets</b>	<b>\$1,262,000</b>

<b>Liabilities</b>	<b>\$62,000</b>
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Net Assets:	
Net Assets - beginning of year	992,000
Increase in net assets during 2008	<u>208,000</u>

<b>Net Assets at 12/31/2008</b>	<b>\$1,200,000</b>
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<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,262,000</b>
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#### Temporarily Restricted Net Assets

Contributions - Foundations	\$1,004,000
Released from Restrictions	828,000
<b>Change in Temporarily Restricted Net Assets</b>	<b>\$176,000</b>

#### Unrestricted Net Assets

Total Income	\$367,000
Total Expenses	335,000
<b>Change in Unrestricted Net Assets</b>	<b>\$32,000</b>

<b>Increase in Net Assets During 2008</b>	<b>\$208,000</b>
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Net Assets - beginning of year	992,000
<b>Net Assets - end of year</b>	<b>\$1,200,000</b>



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## 2008 Staff

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Executive Director

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Program Director

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Senior Policy Director

**Katie Nekola**  
Energy Program Director

**Melissa Malott**  
Water Program Director

**Peter Taglia**  
Staff Scientist

**Ryan Schryver**  
Grassroots Organizer

**Ezra Meyer**  
Water Resources Specialist

**Sam Weis**  
Media Specialist

**Elizabeth Wheeler**  
RE-AMP Coordinator

**Elizabeth Edelstein**  
RE-AMP Coordinator Assistant

**Brian Kelly**  
Development Director

**Becky Weber**  
Membership & Development Manager

**Allie Theuerkauf**  
Development Assistant

**Roger Sneath**  
Chief Financial Officer

**Mary Coughlan**  
Accounting Manager

**David Vitse**  
Office Administrator

## 2008 Board of Directors

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Vice Chair  
Treasurer

**Gary Goyke** (Madison)  
Secretary

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**Susan Greenfield** (Racine)

**Kate Gordon** (California)

**Margi Kindig** (Madison)

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**Lucia Petrie** (Milwaukee)

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**Guy Wolf** (Stoddard)

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