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## **Community Block Grant Board Awards WCEDC Sustainability Grant**

PEWAUKEE, Wis. – April 14, 2009 – The Waukesha County Economic Development Corporation (WCEDC) today announced the Waukesha Community Block Grant Board approved \$90,000 to develop sustainability tools for small- and medium-sized businesses.

“This grant recognizes sustainability as a crucial component to achieving business efficiency, and it speaks to our county’s commitment to innovative and forward-thinking business practices in economic development,” Waukesha County Executive Dan Vrakas said.

WCEDC and its Sustainability Advisory Team will use the grant to research, test and pilot practical tools to help companies improve top-line revenue streams and bottom-line efficiencies through sustainable business practices. Plans include a corporate mentorship program led by companies with demonstrated success in sustainable practices, a survey/assessment tool to identify savings in energy efficiency, water utilization and waste stream management, as well as communications tools including a best practices website, e-newsletter and workshops.

“Leaders of small- to medium-sized businesses will benefit from this grant through access to actionable, practical sustainability tools, and the opportunity to participate in business-to-business mentoring,” said Joe Muehlbach, WCEDC Sustainability Advisory Team member and Quad Graphics’ director of environmental policy. “The advisory team’s core focus rests solely on the fact that businesses can *only* be sustainable, *if* profitable.”

In September of 2008, WCEDC convened a group of businesses from Waukesha, Milwaukee and Racine Counties to form a Sustainable Advisory Team that would design and deploy an innovative business development strategy to expand the use of sustainable business practices.

The Sustainability Advisory Team includes representatives from Quad/Graphics, Kohl’s, American Transmission Company, Johnson Controls, RA Smith National, Engberg Anderson, MSI General, Reinhart Boerner Van Deuren, Karl James & Company Public Relations and Johnson Diversey.

“Combine this community block grant with the advisory team’s dedication to sustainability as an economic driver and couple those with private sector support and what you see is an illustration of the strength brought by private-public alliances to accelerating innovation,” said Bill Mitchell, WCEDC executive director.

*WCEDC focuses on two business development initiatives: **Accelerating Innovation** and **Advancing Sustainability**. These efforts are made possible through major underwriting from Quad/Graphics, Reinhart Boerner Van Deuren, Aurora Health Care and Pabst Farms Development. WCEDC is a 501(c)(3) not-for-profit corporation, whose mission is to prepare Waukesha County businesses to compete in a global and innovation economy.*

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