**SBN Racine Representatives Attend the WI Sustainable Business Conference**

Representatives of the Racine Sustainable Business Network, Dave Rhoads (RSBN facilitator), and Joan Roerhe (staff person) attended the annual day-long Wisconsin Sustainable Business Conference at the University of Wisconsin Oshkosh on December 10, 2015. For details about the conference, see <http://www.wisconsinsustainability.com/2015-conference/>

Joan and I thoroughly appreciated the plenary lectures. Tom Eggert, head of the Wisconsin Sustainable Business Council and convener of the conference, gave an impassioned defense of the importance of sustainability for business success. Tom Sonnleitner, Vice Chancellor for Administrative Services at UW Oshkosh, gave a keynote address on the pioneering efforts they have made in sustainability at the branch university. What a model for schools, businesses, and government agencies!

Five workshops were held in the late morning and five in the early afternoon, with three people in each workshop telling their story about the subject, followed by conversation and networking. Joan and I each went to separate workshops in the morning and afternoon so we could benefit from as many presentations as possible. Joan went to “Marketing and Branding” and “Water as a Sustainable Issue.” Dave went to “Innovations in Sustainability” and “Telling Your Story through Sustainable Reporting.”

Between sessions, we enjoyed networking with those around us. We met Tom Eggert and spoke with him about the Racine SBN. We also saw our friends in leadership at Sustain Dane, Stacey Reece and Jessie Lerner.

We also learned about Green Masters, the state-wide program sponsored and promoted by the WI Sustainable Business Council. The program fosters business sustainability and enables individual companies to get recognition for fulfilling a series of sustainability markers. In greater Racine, Butter Buds, Case New Holland, Kranz, and S. C. Johnson are participants in the Green Masters program. To learn more about the WSBC and the Green Masters program for your company, visit [www.wisconsinsustainability.org](http://www.wisconsinsustainability.org).

The conference was thoughtfully planned and well-organized. We brought back resources and suggestions that will benefit our planning for the RSBN, including the idea to launch this newsletter!

We wish to thank Tom Eggert for the discount offered by WSBC in the registration fee and the generous support of Tom Buhler of Butter Buds, Inc. which together made it possible for the two of us to attend the conference.

Submitted by Dave Rhoads and Joan Roehre.

Consider attending SMART IS SUSTAINABLE: COLLABORATE, INNOVATE, TRANSFORM on April 13-14, 2016 at the Potawatomi Hotel and Casino in Milwaukee. Sponsored by the Sustainability Summit and Exposition. For more information, visit <http://www.sustainabilitysummit.us/>.