



IN THIS ISSUE

3.0 EIGHT QUESTIONS: WITH ROBERT LAMPPA UW-MADISON PHYSICAL PLANT DIRECTOR

4.0 EXCEPTIONAL PRACTICE THE JOSEPH B. ZILBER SCHOOL OF PUBLIC HEALTH UW-MILWAUKEE

5.0 STAFF NEWS/ UPCOMING EVENTS

6.0 THE LAST WORD: BY WES ENTERLINE UW-WHITEWATER



Find us on [Facebook](#)

WE Badgers: Building Community Through Student Service

By Timothy McClain

This summer marks the exciting new launch of UW-Madison's WE Badgers Volunteer Program. The program, housed within the Morgridge Center for Public Service, is described as *"a semester-long program focused upon sustainability and environmental stewardship offering students (both undergraduate & graduate) training and logistical support while serving the Madison community."*



Volunteers Collecting Corn. Photo courtesy of University of Wisconsin-Madison Communications

For students, the volunteer program provides opportunities to learn principles of sustainability in a practical, hands-on manner while developing leadership skills. Students also experience the concept of building community. This is of mutual interest both to the university and the city leading to stronger town-gown community relationships.

For non-profit partners, the program provides an excellent opportunity to work and interact with students to support the organization's objectives that positively impact the mission of community service.

As a result, a win-win situation among students, non-profits and the communities they serve takes place over the course of each semester as projects are planned, undertaken, and completed.



Karen Crossley

According to Karen Crossley, WE Badgers Volunteers Coordinator, the projects are challenging and also diverse including such topics as urban gardening and food, materials consumption and waste, transportation, water, stewardship of natural resources, activism and

advocacy, and community building.

The overall response from students for this summer's launch of the program has been very encouraging and the diversity of students attracted to the program has also been impressive.

Says Crossley, "In the fifth week of volunteering this summer, nearly 80 students are serving as WE Badger Volunteers composing 26 teams who work with 20 community partner organizations. Students come from various backgrounds, majors, class standing, ages, color and gender that serve to enhance the overall learning experience."

Crossley, formerly head of the non-profit, Dane Arts in Madison, was hired one year ago to lead the program. Her intimate knowledge of non-profit organizations in the Madison area helped her to network and develop professional relationships that proved useful in connecting students with community partner organizations.

Using a "train-the-trainer model," non-profit staff take an active role in teaching leadership skills to student team leaders and serve alongside UW volunteers on a weekly basis as they work on the projects.

CONTINUED ON PAGE 2

WE Badgers Volunteers (Continued from Page 1)

Partners must meet certain written expectations in order to participate. These include on-site orientations for volunteers, ongoing communication with student leaders and their team, defined roles and responsibilities for volunteers that provide for an adequate and consistent workload, on-site supervision, and mid- and post-project evaluations.



WE Badger Volunteers preparing for work in community garden
Photo courtesy of the Morgridge Center for Public Service

While students are expected to have a fun learning experience and to build friendships with each other, they must also agree to a formal set of expectations covering both student leaders and volunteers. Students must commit to serve for the entire semester and conduct themselves in a respectful manner while also building community and a positive team spirit. Students are also expected to take sustainable transportation (bus, walking, bicycling) each day to the work site.

Crossley has been excited about student enthusiasm for the program. Says Crossley, “Most students are not doing this for the credit; they do it because they want to make a difference in Madison and in the world. This is a generation of students that want to be connected and involved.”

For more details see: [UW-Madison WE Badger Volunteers](#)



FOR MORE INFORMATION ON STARS CLICK [HERE](#)

SUMMER WE BADGER VOLUNTEER PROJECTS

Click on the link to view more info about a summer WE Badger Volunteer Project:

- [Blackhawk Food Pantry Garden](#)
- [Center for Resilient Cities-Urban Farmer](#)
- [Clean Lakes Alliance-Water Quality Monitoring Program Volunteer](#)
- [Clean Wisconsin-Communications Volunteer](#)
- [City of Madison Engineering-Greenway Volunteer](#)
- [Community Action Coalition-Kids' Garden Coordinator](#)
- [Community GroundWorks Troy Community Garden-Farm Volunteer](#)
- [Dane County TimeBank-Door to Door Outreach](#)
- [Dane County TimeBank-Resource Development Ambassador](#)
- [DreamBikes-Bicycle Organization Czar](#)
- [Farley Center-Nature Preserver & Media Enhancer](#)
- [Goodman Community Center TEENworks-TEENworks Mentor](#)
- [Growing Food and Sustainability-Youth Farm Program Volunteer](#)
- [Habitat ReStore-Warehouse Volunteer](#)
- [Holy Wisdom Monastery-Grounds Maintenance & Environmental Restoration Worker](#)
- [Lake View Elementary School Outdoor Classroom-Garden Grounds Teacher](#)
- [Leonardo Academy-World Green Blog Volunteer](#)
- [Madison Metropolitan Sewerage District-Water Quality Softening Survey Specialist](#)
- [Madison Water Utility-Outreach Volunteer](#)
- [Porchlight-Porchlight Products Volunteer](#)
- [Redamte-Local Heroes Coordinator](#)
- [Redamte-Social/Environmental Concern Researcher](#)
- [Salvation Army Food Pantry-Stocker and Shopping Assistant](#)
- [Sherman Middle School Garden-School Garden Volunteer](#)
- [Sherman Middle School Garden-School Garden Student Educator](#)
- [U.W. Arboretum-Horticultural Helper](#)
- [Village of Shorewood Hills-Park Steward](#)
- [Wheels for Winners-Bicycle Volunteer](#)
- [Wisconsin Bike Fed-Bicycle Encouragement Coordinator](#)
- [Wisconsin Environmental Initiative-Main Street Green Program Coordinator](#)

Eight Questions with Rob Lamma, Physical Plant Director, UW-Madison

This spring, Robert Lamma became the new Physical Plant Director at UW-Madison Facilities Planning & Management. Previously the Director of Sustainability and Energy Management at Oberlin College in Ohio, he is excited about the challenge of applying his background as an engineer, manager, and organizational change agent within a large university setting at UW-Madison.

You are a registered, professional engineer with academic coursework in civil engineering (environmental emphasis). How did you become interested in facilities management within a campus setting? I got my start working for six years for an architectural firm in Minneapolis doing structural engineering and inspections of buildings. This led to another 15 years working for the food industry in the design and development of energy and cost-efficient equipment and processes for food production that affected the company's profit. From there, and for the past 12 years, I have worked in academic campus settings doing energy management, facilities planning and project management. This included Carleton College, the University of Maine at Farmington, Oberlin College, and now here at UW-Madison. I like my new position because I can be involved in a broad manner with different types of projects and facilities. The campus setting also provides opportunities to interact with students and faculty.

What brought you to UW-Madison? Seven years ago, I met Faramarz Vakili (Director of Campus Sustainability Operations and Associate Director of the Physical Plant Department at UW-Madison) at a conference where we were both presenting. I was impressed with UW-Madison's reputation and commitment to energy conservation. I recognized that things were happening here with the Office of Sustainability and I wanted to be a part of that. So, when the opportunity presented itself, I was interested. I also enjoy living here in the upper Midwest, even the cold weather.

How has your background and your work shaped you professionally? Well, I'm a product of the 1970s when Earth Day began. I always wanted to make a difference in my work and it has been gratifying when I've been able to do so. Some examples... when I was at Carleton College in Minnesota, I managed the installation and on-going operation of the college's first 1.65 MW wind turbine. At the University of Maine, I developed a green house gas inventory and completed a total indoor and outdoor lighting retrofit. At Oberlin College, I planned the construction of 2.27-megawatt solar array on ten acres of college property. Construction is now underway on that project.

What are some examples of what you hope to achieve in the near-term at UW-Madison? I would like to make improvements in exterior lighting and work toward standardization of energy



measurements. In addition, I would like to expand our chilled water capacity. For example, I am interested in exploring – possibly working with faculty – the

potential for using smaller, portable chilling plants to help gain efficiencies. I would like to work with the Office of Sustainability to see how we might contribute to their efforts. I've also been thinking about how we might create zero waste events using compostable/recyclable materials and use this as a model for different events on campus.

Changing the campus culture to think more sustainably has always been a challenge. What is your approach to this?

Someday, I would like to see actions that are not sustainable become the things that people view as unusual. One way to change the culture is to intersect with students and others based upon their current needs, to understand what they see as important and then see where sustainability might fit into their lives and daily activities.

I read from your background that you completed a summer class at the University of Oslo focusing on sustainable planning and energy management. Did you bring back any tools or information that you have found helpful in your work?

Yes. I learned about Sustainability Value Mapping (SVP). SVP takes the three main entities of sustainability (Economy, Ecology and Society) and focuses specific characteristics/issues to which the project is working to address. Each is assigned a value (i.e., 1-5) for outcome importance. These are then circularly mapped and a visual emerges that depicts the “balance” of the project in relationship to the three main areas. The discussion surrounding the development of the “map” helps the project team to coalesce around a common understanding of the sustainability goals.

What is something unique about you that others may not know?

Several years ago, I was in a rowing club in the Twin Cities and came to Madison to compete. This was my first exposure to Madison and I really enjoyed it. I miss being in a rowing club and if I had more time, I would definitely like to do it again.

Exceptional Practice: The Joseph J. Zilber School of Public Health, UW-Milwaukee

The Joseph J. Zilber School of Public Health, which opened in June 2012, is a five story, 57,000 square foot building developed by Brewery Project LLC, designed by Eppstein Uhen Architects, and constructed by KM Development Corporation,. The building achieved LEED Gold status in October 2012

The building achieved its success by blending together a strong set of sustainable achievements placing the School of Public Health among one of the most energy efficient, resource materials friendly, and healthy buildings in the state and nation.



The following is a partial listing of the project's sustainability achievements:

- The building occupies a previously developed Brownfield site that has easy access to hundreds of bus rides per day and established bike routes.
- The impact of parking on site was limited to 12 spaces with the balance of the parking needs being met by the adjacent Brewery Parking Structure. Three of the 12 spaces are assigned to carpools, energy efficient cars, and accessibility.
- Bike storage and showers have been provided to make bike transportation more feasible.
- The roof runoff and site stormwater is cleaned and reduced in volume through an onsite underground stone reservoir and a nearby bioswale.
- The building's white roof, reflective site surfaces, and tree plantings reduces the exterior ambient temperature and in turn, cooling loads.
- The building uses 33% less than the national threshold for water consumption by using water efficient fixtures. Water usage is reduced further through the use of native plants eliminating the need for irrigation.
- The building was designed to use 24% less energy than the baseline standard.

- The building is material and resource efficient by reusing over 80% of an existing historic building, diverting 95% of the construction waste and demolition debris from the landfill, while also using materials that have over 35% recycled content. Over 40% of the materials used were manufactured and extracted within 500 miles of the site.
- The interior air quality and building controls contribute significantly to a healthy work environment. The interior air quality is superior to many buildings because all of the paints, adhesives, sealants, and carpeting used contain low or no VOC's that "off gas" over time.
- All duct work and mechanical equipment was wrapped and protected from construction dust, the building had a week-long 24 hour flush out of air at the end of construction, and the building is ventilated with 30% more outside air than the code minimum. There are large amounts of exterior windows that fill the interior spaces with daylight and give generous views. The interior spaces are also equipped with thermal and light controls for maximizing individual comfort.



The building is also an integral part of a sustainable neighborhood called The Brewery (formerly known as The Pabst Brewery). The Brewery redevelopment attained a LEED for Neighborhood Development Stage 2 Platinum Plan Certification in April 2012. The Brewery neighborhood is unique, as it has developed its own sustainability guidelines created to educate, motivate, and inspire the numerous property owners to make sustainability a priority in their development and design process.

In addition, the City of Milwaukee, as part of their zoning approvals for the neighborhood, required certain guideline criteria such as thresholds for stormwater management, reduced water usage, reduced parking footprint, light pollution reduction, and construction waste management.

The School of Public Health building is the first of its kind in Wisconsin and will contribute greatly to the understanding, need, and direction for good health care in the City of Milwaukee and Wisconsin. It is only fitting that the building exemplifies a highly sustainable design and environmental experience.

STAFF NEWS AND EVENTS

UW System Administration

Greta Iliev - Sustainability Assistant

We bid a fond farewell to Greta Iliev who for three and a half years, served as Sustainability Assistant to UWSA's Sustainability Working Group and also this current year, worked as a University Services Associate for the UW System Board of Regents.



Greta was instrumental in facilitating information and news on sustainability events, research, projects and took the lead in developing UWSA's Facebook page which averages over 1,000 hits each week. Greta also conducted research on institutions outside of the UW System to help inform the sustainable efforts of UW institutions. A graduate of UW-Madison with a BA in International Studies and Russian Language and Civilization, Greta will be attending George Washington University in Washington, D.C. as a first-year law student. Her work will be missed but we wish her the best in her new studies and career endeavors.

UW-Oshkosh

Stephanie Spehar - University Leadership Sustainability Fellow

Congratulations to Dr. Stephanie Spehar, Professor of Anthropology, for her work in Borneo, Indonesia studying coping mechanisms of tree-loving orangutans. Spehar and her colleagues observed that orangutans spend considerable time on the ground and can do so between fragmented forests. The finding supports efforts in conserving the endangered species as well as helping to better understand why our ancient ancestors left the forest for open land. A recent online article in *NewScientist Life* describing the finding can be found [here](#). Dr. Spehar travels worldwide studying primate behavior and ecology.



Upcoming Events

- Aug, 26-28: [AASHE Workshop: Next Steps for Campus Sustainability: Connection, Integration & Transformation](#)
Oshkosh, WI
- Sept 24-25: [Growing Sustainable Communities Conference](#)
Dubuque, IA
- Oct. 6-9: [AASHE Conference & Expo](#)
Nashville, TN
- Oct. 21-22: [UW System Sustainability Meeting \(More Info. Soon\)](#)
Madison, WI
- Nov. 7: [Ball State University Geothermal Conclave](#)
Muncie, IN
- Nov. 8-9: [2013 UMACS Regional Conference](#)
Decorah, IA

UW-Superior - ECAR's unveiled.

UW-Superior recently introduced four new 100% electric ECAR vehicles to the campus on July 16th at the Yellow Jacket Student Center. The cars can recharge at any electrical outlet and will help facilities staff to save the university money. Built in Princeton, Minnesota, the vehicles received special permits from Wisconsin Department of Transportation and are classified as Low Speed Vehicles. They are road compliant and can travel 50 miles on a single charge. The cars can travel on city streets at 35 mph and under and will be used throughout the campus. Each car cost \$21,000 and was purchased through a rebate for utilities savings from the UW System.



The Last Word: Eco-Preneurship: Blazing a New Path for Capitalism

By Wes Enterline

Attending the Midwest Renewable Energy Association's (MREA) 24th Annual Energy Fair in June has become an annual ritual of rejuvenation and rededication for me as I continue my work in sustainability at UW-Whitewater. It is challenging to work within a public institution where innovative ideas must be vetted by procedures and bureaucracies, and a student's excitement for sustainability is counterbalanced with fierce competition for their time and attention. There is also the ultimate reality that individual students are transient. Sustainability has enjoyed exciting momentum and traction among higher education, including the UW System over the last five years; but it still tends to be an uphill battle as resources are thin and time is tight.

So I look forward to finding community and new ideas among like-minded folks at the Energy Fair, and each year I find myself gravitating toward something a little different. In the past, the idea of renewable energy and electric cars captured my imagination. Other years, the concepts of self-sufficiency steered my attention toward gardening, permaculture and seed-saving. This year I found myself taken with a much more typically capitalistic idea – entrepreneurship - or as John Ivanko and Lisa Kivistik coin the term with the title of their book, "[ECOpreneurship](#)."

I attended a workshop during the Energy Fair led by John and Lisa called "Lifestyle Entrepreneurship: Restoring the Planet." Here is the workshop description:

"Learn how to harness the power of business to make the world a better place while providing a more meaningful and purpose-driven life as a lifestyle of entrepreneur. Make self-employment work for you."

The workshop inspired me to check out their book, and their book inspired me to at least try to summarize and convey the idea that we all have an opportunity to pursue our dreams and honor our "Earth Mission", or the expression of our passions and purpose that define the reason why we're here.

Another book, [Natural Capitalism](#) by Paul Hawken, introduced me to the idea of using business principles to make the world a better place. As Dr. Paul Fowler mentioned in the Spring newsletter, the triple bottom line concept is an increasingly important framework for many business operations, particularly related to new technologies or processes to reduce waste. The ecopreneuring approach is decidedly more personal and embraces blurring the boundaries between work and personal spheres most people

Wesley Enterline is Sustainability Coordinator at the University of Wisconsin - Whitewater. In his role, he strives to educate students on the importance of meeting global challenges and how sustainable outcomes can be reached in various fields of study.



deliberately keep separated. From a practical standpoint, UW-Whitewater has a reputation as a business school and has an entrepreneuring major, so I thought this would at least be informative for possible integration of sustainable topics into our program on campus. However, I found it to be a more profound personal philosophy worth sharing.

What I discovered on a personal level in John and Lisa's workshop at the fair was a husband and wife team who had left their positions with an advertising firm in Chicago to seek meaning and fulfillment in rural Wisconsin. I also discovered very practical, hands-on tips and ideas for working within the current economic system to make sustainable business ideas work and be profitable enough.

The idea of enough is a key part of their message that challenges how we define success and measure achievement. Our conception of the "American Dream" speaks to the opportunity to achieve and find success; but the modern consumption-driven derivative of the term has effectively enslaved most of society to a "work-spend" treadmill where our "dreams" are fulfilled through acquiring material possessions. In this modern pursuit, people are often willing to "sell their souls, divorce their values, destroy our relationships, and squander our time on Earth" to end up sitting on a golden nest egg (at best) or a mountain of debt (at worst).

Often, people gain a lot of possessions, but little satisfaction, from their lifetime of consumption. Ecopreneurs advocate making a quality life over living to work, putting money to work over working for money, being your own boss to lessen your tax burden, searching for meaning over status or the right job, choosing good health over good health care, and recognizing wealth in friends, family and community. They advocate the idea of living in the present and defining happiness by finding pleasure in what you have right now, not getting what you don't have.

CONTINUED ON PAGE 7

THE LAST WORD: CONTINUED FROM PAGE 6

For example, John and Lisa advocate a biomimicry business model to help infuse their entrepreneurial activities with some of the same resilience found in nature. They emphasize multiple income streams through “branching out” in diversified ventures and encourage investing in assets that will provide an income of their own. In their case, they run Inn Serendipity, a bed and breakfast near Monroe, WI, to satisfy their enjoyment of having house guests and still earn an income from their primary asset.

They also invest in renewable energy systems that will pay them back over time and honor their Earth Mission. Additionally, they also spend their time consulting on marketing projects, freelance writing and photography for magazines, authoring books, speaking at conferences, tending organic crops, and home-schooling their son. This also allows them to engage in a wide variety of “work-related” activities like offering workshops at the Energy Fair, which become deductible business expenses that reduce their tax liability, even though they admit it hardly feels like work to them. Their home is modestly sized and their accommodations are not extravagant (no air conditioning, for example), but they make up for it with intimate and engrossing campfire conversations and home-cooked, healthy meals made with ingredients from their organic backyard garden.

They look for ways to reduce their carbon footprint and engage in volunteer and community activities. Jon and Lisa’s approach advocates creating a “workstyle” where leisure and work are fused into a “right livelihood.” The boundaries between these spheres are intertwined and managed holistically. Passions are approached not just as hobbies, but as potential business opportunities. Wealth is redefined through tangible results like health, wellness, meaningful work, vibrant community life, and family; money is just an intangible tool for change.

Ecopreneurs try to set up a “honey bee economy” where they live off solar income and depend on mutually beneficial relationships, but also foster a healthy and sustainable household economy by being more self-reliant for food and necessary services. They lead by example through sustainable living, but also realize that sustainability, like happiness, is a journey and not a destination. They are continually looking for ways to refine their methods and lessen their negative impact while enhancing their restorative capacity. They look to creatively fill market niches and embrace failure as a learning opportunity before trying something else.

We live in a world where instability and uncertainty have established certain fear and doubt about the future of our existence on Earth. We face global challenges that often inspire a decidedly apocalyptic sense of dread, including climate change,

ecological collapse and extinction, peak energy, and crushing debt. It is easy for anyone engrossed in sustainability to feel overwhelmed and hopeless by the magnitude of challenges and so channel their energy into negative, cynical analyses or retreat to environmental fundamentalism or extremism. As a pessimist, I am certainly guilty of both.

Fortunately, there are ecopreneurs like John and Lisa who look at these apocalyptic visions for our future as the “Four Horsemen of Opportunity.” The ecopreneur anticipates and embraces change as an opportunity to positively respond to these challenges we all face as humans with new solutions or methods of operating. In the process, ecopreneurs end up as vanguards that catalyze transformative change to the very economic systems that created these problems.

Once a year, the MREA Energy Fair fills a few fields in Custer, WI with people like this, all working to redefine success and work toward a brighter future by inspiring all of us to follow our own passions and carve out our right livelihood. Those of us in the UW System have an opportunity to use their inspiration to cultivate and foster the ecopreneurial spirit in our students, for the sake of our future. Is this your Earth Mission?

Reference: [ECopreneuring](#) by John Inanko and Lisa Kivirist

SUSTAINQuarterly Contributors

WESLEY ENTERLINE is Sustainability Coordinator for the University of Wisconsin-Whitewater.

TIMOTHY McCLAIN, AICP (Editor) is a freelance writer and planner in Madison, Wisconsin.

EILEEN NORBY is a Solid Waste Research Manager and Sustainability Coordinator and member of the UW System Administration Sustainability Working Group in Madison, Wisconsin.

DENNIS STAPLETON, NCARB is Senior Architect with KM Development Corporation in Milwaukee, Wisconsin.

SUSTAINQuarterly is published by the University of Wisconsin System Administration Office of Risk Management four times a year. Its purpose is to feature sustainable practices, activities and events throughout the University of Wisconsin System and beyond the borders of the state. Comments and suggestions are welcome and can be directed to Timothy McClain, Editor at tmcclain@uwvalumni.com.