



# Waste Wise e-News

*A Tool for Environmental Sustainability Resources and Networking*

September 6, 2011

**Sponsored by**

**Tunheim Partners**  
Synchronizing Brands and Relationships

## **WATER CONSUMPTION**

Water is a limited resource in many areas of the world. In Minnesota, we don't often think about the water we use because it is a plentiful resource. Water usage applies to all of us, both at work and at home. For businesses, looking at ways to reduce water usage can be beneficial in the following ways:

- *Physical risk: potential shortage of supply affecting business operations.*
- *Reputational risk: damage to a company's reputation if commitment to sustainable water supply and impacts of overusage are questioned.*
- *Regulatory risk: regulatory compliance at present and in future, as water may become more regulated.*
- *Financial risk: the added costs or reduced revenue that could occur as a result of the points above.*

[Information provided by [WaterFootprint.org](http://WaterFootprint.org)]

Various industries have historically relied on water to sustain their operations, such as the paper and beverage industries. However, we all play a role in water consumption with restroom and kitchen usage presenting significant opportunity for reduced consumption.

For more information on water awareness issues, visit <http://water.epa.gov/> and [www.waterfootprint.org](http://www.waterfootprint.org).

## **IN THE NEWS**

### **"Editorial: Water ideas compete"**

TwinCities.com, August 31

Click [here](#) for full story.

### **"Recycling goes commercial"**

TCDailyPlanet.net, August 28

Click [here](#) for full story.

## **EVENTS**

### **Green Business Workshop**

Tuesday, September 13

8:30 a.m.-10:30 a.m.

Eagan Community Center

This workshop is free to attend and open to all business owners and employees in Eagan, Apple Valley and Burnsville. For more information or to register, click [here](#).

### **RAM/SWANA Annual Fall Conference**

October 12-13

7:30 a.m.-4:30 p.m.

Minneapolis Convention Center

For more information or to register, click [here](#).

### **SAVE THE DATE!**

#### **Waste Wise Annual Meeting**

Thursday, November 17

11:30 a.m.-2:00 p.m.

The Science Museum of Minnesota, St. Paul

## WASTE WISE RECEIVES GOVERNORS AWARD

Minnesota Waste Wise recently received a 2010-2011 Governor's Award for our role in creating a program to recycle hospital blue wrap. This program is the first of its kind in Minnesota to collect and recycle blue wrap, a large waste stream for many hospitals. The "Governor's Partnership Award for Pollution Prevention" was given to Fairview Health Services along with several other Minnesota organizations that have partnered to increase recycling in Minnesota. The other partners recognized were Merrick, Inc., Partnership Resources Inc., and PPL Industries. To view the award video, click [here](#).

## ABOUT OUR SPONSOR

Tunheim is a strategic brand marketing agency that believes sustainability is about more than operations. Your customers and strategic partners are increasingly concerned about how sustainability fits into your long-term plans, as well as near-term operations. We work with clients to help integrate their sustainability efforts into brand, marketing, public relations, social media and public affairs messaging. For more information, go to [www.tunheim.com](http://www.tunheim.com).

## MEMBERSHIP UPDATE

***Thank you to our new and renewing members:***

### TRUSTEE

Waste Management of Minnesota (Burnsville)

### PATRON

IBM Corporation (Rochester)

### CORPORATE

Choice Plastics (Mound)

Delta Airlines (Minneapolis)

Land O' Lakes (Arden Hills)

LHB, Inc. (Duluth)

### SUPPORTER

148th Fighter Wing/Minnesota National Air Guard (Duluth)

Ameriprise Financial (Minneapolis)

Aveda Corporation (Blaine)

Bay West (St. Paul)

Blandin Paper Company (Grand Rapids)

Bloomberg & Podpeskar, LLC (Minneapolis)

Dero Bike Rack Co. (Minneapolis)

Hennepin Technical College (Brooklyn Park)

Jonco Die Company, Inc. (Mounds View)

Merit 72 (Minneapolis)

Minnesota Beer Wholesalers Association (Minneapolis)

Pearson Candy Company (St. Paul)

Tastefully Simple (Alexandria)

## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Is your business interested in promoting its services to more than 1,000 businesses statewide? Would you like to position your business as a sustainability leader? For \$199, your business will become the sole sponsor of a monthly Waste Wise e-News edition to include premier logo placement and an advertisement. Contact Kate Worley at (651) 292-4662 or [kworley@mnchamber.com](mailto:kworley@mnchamber.com) to secure your sponsorship today!

## MEMBERSHIP SERVICES

Not a member but would like to join? Want to take full advantage of your member benefits? Contact Kate Worley at (651) 292-4662 or [kworley@mnchamber.com](mailto:kworley@mnchamber.com).

*Disclosure: Waste Wise e-News is a tool to inform our members of current events or waste issues. The content of Waste Wise e-News is for educational purposes only and does not constitute legal advice. Minnesota Waste Wise does not endorse any of the following waste services, organizations or events. Any such portrayal is unintentional by Minnesota Waste Wise.*

