



September 30, 2020

Kimberly & Hurtado Zimmerman SC;

**Welcome back to the Green Masters Program!** Thank you for being a part of the Green Masters Program, it helps create a stronger and more visible sustainability community across Wisconsin.

Congratulations, with a score of **445** you have received recognition as a **Green Professional!** Based on the industry you selected in your application; we have included you in the **Professional, Scientific, and Technical Services (B2B)** Sector. Your certificate will be mailed to you, expect to see it in the month of November.

Since benchmarking is a component of this program, we can give you a perspective of how your company compares to other businesses in your sector, as well as how your score compares year over year. If you are interested in purchasing a dashboard for \$100, please email Lindsey at [lindsey@wisconsinsustainability.com](mailto:lindsey@wisconsinsustainability.com) or visit [this link](#).

Keep in mind that most Green Masters Program participants improve their score year after year, committing to continuous improvement and developing systems that support integrating sustainability throughout their business. If you are interested in learning more ways you can improve, please feel free to reach out to us.

Identifying yourself as a Green Masters Program company is a great way to be an example and share your story with those that you do business with. **We ask that you include your participation and the logo as part of your sustainability story; it gives you credentials that validate your sustainability programming.** We would also love it if you encouraged clients/supply chain partners and /or key vendors to apply.

We are prepared to help you in any way that we can in sharing your success stories, lessons learned and your involvement with the program. Included in this email is our logo kit for your use. **We ask that you include the Green Master Logo on your website and anywhere else it makes sense in your communications.** Attached is a press release template to create your own press release about your participation. If you would like assistance in drafting one, we can help with that as well. We also ask that you follow us on our social channels so that we can share your participation there. You can find us at the following links:

- <https://www.linkedin.com/company/wisconsin-sustainable-business-council/>
- <https://twitter.com/WISustainableBC>
- <https://www.facebook.com/wisconsinsustainability/>
- <https://www.instagram.com/wisconsinsustainability/>



Also, be sure to save the date for our annual conference that will be held virtually on December 8<sup>th</sup> and 9<sup>th</sup>! Green Master Program participating businesses receive a discount to our annual conference. More details will be released in the next few months so be sure to sign up for our monthly newsletters. This way you will be the first to be notified when registration opens! To sign up, visit [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com).



If you have any questions, please don't hesitate to reach out.

Again, congratulations and thank you for participating in the Green Masters Program!

*Jessy*

Jessy Servi Ortiz  
Managing Director, Wisconsin Sustainable Business Council

*Lindsey*

Lindsey Trickey  
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