



For Immediate Release

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Wisconsin Sustainable Business Council Announces 2024 Sustainable Business Award Winners

Milwaukee, Wisconsin – The Wisconsin Sustainable Business Council (WSBC) proudly recognizes the winners of the 2024 Sustainable Business Awards, honoring individuals and organizations leading the way in sustainability, innovation, and leadership across Wisconsin. These awards celebrate achievements in environmental, social, and governance (ESG) practices, highlighting businesses that set benchmarks for sustainable innovation and drive meaningful impact within their industries and communities.

“Businesses play a crucial role in shaping a sustainable future by bringing innovative, eco-conscious solutions to markets and consumers,” said Jessy Servi Ortiz, Managing Director of WSBC. “These awards honor Wisconsin companies that not only embed sustainability into their operations but also drive transformative change across industries through their leadership. We’re proud to celebrate their achievements and hope to inspire others to follow their lead.”

The 2024 Sustainable Business Award Winners are:

- Sustainable Product:
 - *New Leaf Green Notes™* by [New Leaf Paper](#)
- Innovative Service:
 - *Large Business Category:* [Emplify Health by Gundersen](#)
 - *Small Business Category:* [Impact Storytelling by Evolution Marketing, LLC](#)
- Sustainable Leadership – Executive:
 - [Sandra Henry](#), President & CEO, Slipstream
- Sustainable Leadership – Champion:
 - [Michelle Miller](#), Sustainability Manager, North America, Symrise

Award Ceremony Details:

The winners were celebrated during the WSBC Awards Reception on November 12, 2024, hosted at Milwaukee Tool in Milwaukee. The reception kicked off the two-day event, culminating in WSBC's 17th Annual Conference on November 13th at the Harley-Davidson Museum.

“At the 10th year of the WSBC recognizing outstanding sustainability leadership from Wisconsin companies, I am honored to have Evolution Marketing recognized in the Innovative Service category for our impact storytelling services,” said Lisa Geason-Bauer, President of Evolution Marketing. “This recognition illustrates the continued importance of the role effective sustainability communication can play in a business's ability to successfully share their social and environmental impacts

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This year, WSBC also presented the prestigious Thomas L. Eggert Leadership Forward Award to Randy Bertram, retired sustainability director for WMEP Manufacturing Solutions. This special honor recognizes Randy’s exceptional contributions to advancing sustainability in Wisconsin’s SME manufacturing sector, embodying the legacy of collaboration and leadership championed by WSBC's founder and executive director emeritus, Thomas L. Eggert.

- For more information about the **Awards Reception and WSBC Conference**, visit: <https://www.wisconsinsustainability.com/2024conference>
- For more information about the Awards, visit: <https://www.wisconsinsustainability.com/awards>
- To see last year’s award winners, visit <https://www.wisconsinsustainability.com/2023winners>

ABOUT THE WISCONSIN SUSTAINABLE BUSINESS COUNCIL

The Wisconsin Sustainable Business Council (WSBC) advances sustainable principles and practices through the power of business. As a member-driven organization, WSBC supports companies and sustainability professionals in educating, measuring, and improving sustainability outcomes while fostering collaboration for shared success. For 17 years, WSBC has united businesses to address sustainability challenges, focusing on environmental, social, and governance (ESG) actions. By meeting companies where they are, WSBC helps integrate sustainability strategies that drive greater profitability and impact.

For more information, visit www.wisconsinsustainability.com.

