



**For Immediate Release**

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## **Wisconsin Sustainable Business Council Announces 2024 Sustainable Business Award Finalists**

**Milwaukee, Wisconsin** – The Wisconsin Sustainable Business Council (WSBC) is excited to reveal the finalists for the 2024 Sustainable Business Awards. These prestigious awards honor Wisconsin businesses for exceptional leadership in environmental, social, and governance (ESG) initiatives, recognizing those who set the standard for sustainable innovation and impact within their industries and communities.

The finalists exemplify forward-thinking leadership, driving measurable progress and innovation across their operations and the communities they serve.

"Businesses are key to shaping the future by delivering sustainable solutions to markets and customers," said Jessy Servi Ortiz, Managing Director of WSBC. "These awards highlight Wisconsin companies that not only integrate sustainability into their operations but also influence broader market transformation through innovation and leadership."

**The 2024 Sustainable Business Award Finalists are:**

**Sustainable Product:**

- *New Leaf Green Notes™* by New Leaf Paper
- *Peel and Stick Tin Can End* by Roaster

**Innovative Service:**

- Emplify Health by Gundersen
- *Impact Storytelling* by Evolution Marketing, LLC

**Sustainable Leadership – Executive:**

- Sandra Henry, President & CEO, Slipstream
- Russ Klisch, CEO, Lakefront Brewery
- Rachel Turgasen, Sr. Director of Member Relations and Corporate Sustainability, Foremost Farms

**Sustainable Leadership – Champion:**

- Cindy Bohlen, Chief Mindfulness Officer, Riverwater Partners
- Michelle Miller, Sustainability Manager, North America, Symrise
- Tricia Baker, Senior VP of Strategy and Impact, PACE Equity

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**Award Ceremony Details:** Winners will be announced during the WSBC Awards Reception hosted at Milwaukee Tool in Milwaukee on **November 12, 2024**. The reception will be followed by WSBC's 17th Annual Conference, held at the Harley-Davidson Museum on November 13<sup>th</sup>.

In addition to recognizing the finalists, WSBC will present a special honor: the **Thomas L. Eggert Leadership Forward Award**, named after WSBC's founder and executive director emeritus. This award celebrates an individual who has significantly contributed to expanding sustainability efforts across Wisconsin, embodying the legacy of leadership and collaboration fostered by Thomas L. Eggert.

For more information about the events

- 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 WI Sustainable Business Council's (WSBC) mission is to advance sustainable principles and practices forward through the power of business. WSBC is a member-driven organization, that supports companies' and sustainability professionals' efforts to educate, measure, and improve their sustainability outcomes, and collaborate for shared success. For 17 years, they have brought businesses together to solve sustainability challenges and work to address environmental, social, and governance actions in business, meeting companies where they are and assisting them with greater profitability and sustainability strategy integration. For more information, visit <http://www.wisconsinsustainability.com/>