

Dells TimberLand Environmental Policy, Evaluation and Action Plan

Mission Statement

As a good steward of the land we call Dells TimberLand, and as an inhabitant of this planet, it is our responsibility to do our best to protect the natural resources of Dells TimberLand and the World. By using known best practices and innovative ideas as well as leveraging technology we will become a model business and citizen of this planet. We will challenge ourselves and our ideas of what is acceptable behavior and the long term cost of our actions. We will invest in ourselves and take seriously our responsibilities to future generations and the other creatures we share this planet with.

Environmental Policy

1. Dells TimberLand recognizes that the campground business and the act of camping itself can have an impact on our local, regional and global environment. We also recognize that we all share this planet with a finite number of resources. In order to secure a future for generations to come, it is vital that we all act in a responsible and sustainable way. To this end Dells TimberLand is compelled to make significant changes in the way we do business. We are committed to reducing and eliminating harmful effects on the environment and promoting responsible use of resources and sustainability in its broadest context.
2. Dells TimberLand Camping Resort will adhere to the following practices whenever feasible.
 - a. Integrate the consideration of environmental concerns and impacts into all of our decision making and activities.
 - b. Wherever feasible, to use resources to meet today's needs in a manner which does not adversely affect the environment or compromise the ability of future generations to meet their needs.
 - c. Promote environmental awareness; and train, educate and inform our employees and guests about environmental issues. Encourage them to act in an environmentally responsible manner at work, at home and while camping.
 - d. Reduce waste through re-use and recycling and by purchasing recycled, recyclable or re-furnished products and materials where these alternatives are available, economical and suitable.
 - e. Promote efficient use of materials and resources throughout the property including water, electricity and other resources, particularly those that are non-renewable.
 - f. Avoid unnecessary use of hazardous materials and products, seek substitutions when feasible, and take all reasonable steps to protect the environment when such materials must be used, stored and disposed of.
 - g. Communicate our environmental commitment to guests and the general public and encourage them to support it.
 - h. Act promptly to identify and correct any problems at the campground which pose an unacceptable threat to the environment.
 - i. Periodically evaluate ourselves and our practices in relation to this policy.
 - j. Update and provide action plans to respond to and correct any identified deficiencies in a prompt and efficient manner.

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2008 Environmental Report Card

Waste Reduction, Reuse, Recycle

A recycling program in the business operations and with guests has been in place for many years. Recycling containers are located in many of the common areas of the property. At check-in time guests are supplied with clear and colored garbage bags, as well as instructions for recycling. Although this program is voluntary for guests we are continually seeing an increase in participation and a reduction of the waste sent to a land fill. On the room for improvement checklist we could do a much better job of making more recycling containers available in the common areas of the property, making it easier for guests to participate. For the last 13 years we have composted yard waste. The majority of the waste is in the form of leaf litter and is collected in the spring. Approximately 86,400 cubic feet of yard waste has been collected and composted over the past 13 years. Unclaimed lost and found items collected throughout the year are annually donated to the local charities for reuse. Plastic bags are available for purchases in the store however they are not automatically used unless a guest requests one. When appropriate, trash cans in common areas are emptied into larger trash cans in employee service areas to avoid the replacement of the plastic trash bags in the guest area trash can. Paper that is printed on only one side is cut up and used for taking messages and notes before eventually being recycled. Although we have done many things to reduce waste, reuse, and recycle. One of the most effective and simplest has been sending confirmation letters via email. By sending most of our confirmation letters by email we completely avoid the paper manufacturing process, the physical delivery process and the fact that the receiver may or may not recycle the letter and envelope when done. We expect that there will always be ways to improve in this area.

Energy Efficiency and Conservation

To date 75% of the lighting fixtures have been changed from incandescent to florescent or LED. When available, Energy Star products have replaced old appliances. Most computer monitors have been updated to LED screens and a practice of shutting down equipment that is not necessary was adopted many years ago. Windows, fans and separate zone cooling are utilized rather than a central air system that cools unoccupied areas. When remodeling is done motion sensor lights have replaced constant on lighting. We incorporate a 3 stage hot water heater system that allows us to turn on or off heaters in relation to our level of occupancy. We feel we have done a better than average job of adopting new technology and being energy efficient / conserving energy. Calculating a financial pay back on conserving energy is fairly simple, making this area easy to justify investing in. However there are a number of ways we can do more. In the fall of 2008 we experimented with solar heating for the swimming pool. We expect to install a system for heating the swimming pool sometime late 2009 or early 2010.

Fresh Water and Waste Water Use

Water conservation and waste water reduction was implemented here over 15 years ago when we installed water meters to track the water being pumped from the wells. We have committed to constantly reducing our fresh water usage and ultimately our waste water. All

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shower heads are low flow and showers incorporate a timed shower valve that requires guest to press or pull to restart the shower. All of the toilets are low flow and about one half are very low flow with a power assist flush. During a recent remodel of one of the two restroom buildings, automatic sensor faucets and water free urinals were installed saving thousands of gallons of fresh water. Conventional top loading washers were replaced in 2008 with front loading low water use washers. For over 10 years now we have only sold environmentally friendly holding tank chemicals in the store. Seasonal campers are encouraged not to use their holding tanks with chemicals, but instead flush directly into the sewer system. When appropriate and acceptable results can be obtained, chemicals use for cleaning is minimized or eliminated. Additionally chemicals are disposed of properly and are never disposed of by dumping them down the drain. This is another area that we feel that we have done very well in.

Air quality

Good ventilation of buildings has proven to be the best way to reduce or eliminate smells, mold, and mildew as well as heat buildup in buildings. Proper ventilation, particularly in the restrooms has allowed us to eliminate the use of deodorants and quickly dry surfaces in shower areas after cleaning. We have found that good record keeping is key to identifying positive as well as negative things we are doing. And although we maintain a record of cleaning, maintenance and repair we are lacking detail on the products used. In addition we have not made an effort to use low or no VOC paints and finishes. This is an area with much room for improvement, specifically good record keeping and awareness of our actions. With a few basic changes we will be able to measure our progress. Although we have some good practices in place, there is always room for improvement.

Wildlife and Land Management

Drought tolerant grasses are planted and watering is basically restricted to flowering plants and starting new grass seed. Watering is done during off times not only to avoid evaporation but to avoid peak water / well demands. We have had a very active invasive species program for a number of years. The program began when we were in the mode of trying to prevent the gypsy moth caterpillar from reaching our property. The program has evolved into a general invasive species program that includes education, non toxic insecticides and various control methods. Good camping practices are promoted through handouts at check-in including the "Leave No Trace" principals. Trash is picked up routinely and deposited in covered containers to avoid encouraging wildlife to feed on trash. The Campground utilizes lands that are appropriate for camping and are not advantages for agricultural use. We plant large numbers of trees each year and in the past 15 years we have averaged more than 100 trees planted per year. We have done a slightly better than average job in this area. We plan to look at rain water runoff, rain gardens and storing rain water for other uses like watering plants or flushing toilets.

Transportation

Over ten years ago we began restricting the use of gas vehicles, specifically golf carts, within the Campground and promoted the use of electric vehicles. Currently one of the Campground vehicles operates on E85 fuel. We have made a commitment to reduce noise

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and emissions with the use of electric golf carts and alternative fuel vehicles. In addition most of the Campground staff live within one mile of the Campground. We have performed reasonably well in this area however we have room to grow. We could use and promote bicycles more to further reduce our contribution to greenhouse gases.

General Operations, Management

Our general operations have always included green actions like recycling used paper, however it was an afterthought and a single action rather than an integrated approach to the way we do business. This area has the most room for improvement. On the surface the office and management have done a reasonably good job of recycling and the basics of being green. However when you look deeper into the facts you find that much of the success was by accident and some is completely negated. For example we print and use much more paper than is necessary and then toss the extra pages into the recycling bin thinking we are doing our part to be green. We have done a good job on the mechanics and a poor job mentally. The biggest challenge we have ahead of us is to change the way we think in management. And changing the way we think will influence all the other areas in the business.

Education and Community Communication

Of all of the actions required to become a Travel Green Wisconsin Certified Business this area is the one that required the most work. Although we have used things like confirmation letters and handouts to educate guests on everything from trash separation to invasive species we have not truly educated the public on our efforts to become green. For example we have been using timed buttons in our showers for a long time. On occasion we will receive a complaint about the timed showers. If we had placed a sign in the shower area thanking guests for doing their part to save fresh water and a total amount of gallons saved we might have avoided that complaint and turned it into a sense of accomplishment for the guest. To affect real change in this world we need to lead the way and set a good example for others. We can do a better job of involving our guests, our employees and community through education of what we have done, what we are doing and what we plan to do.

Report Card Summery

This assessment finds that we have done surprisingly well considering the lack of a conscious effort to be green. However this is not a pass fail situation with a minimum effort being acceptable. This is about being a good Steward and doing the best you possibly can. Although we do deserve credit for the effort that has been made we also deserve the criticism for not doing a better job. In the past being green was considered in the decision making process however the primary driving factor was the short term financial cost. Although we have a reasonably good report card and have made some very good green decisions it is not necessarily due to a conscious effort to think and act green. To make significant changes we will need to adopt a new way of thinking about and applying green practices. It will require an integrated approach involving all aspects of our business. We have a lot of work to do in order to reach the commitment we have aspired to in our mission statement.

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Action Plan for the next 3 years to improve our report card

Waste Reduction, Reuse, Recycle

1. Our recycling program has room for improvement both in the office and in the Campground.
 - a. We will add more recycling containers and appropriate signs.
 - b. We will add written instructions to check-in materials without adding a piece of paper.
2. Printing of materials and general office waste will be reduced through technology.
 - a. We will purchase an automatic duplex printer that will automate 2 sides printing to reduce waste.
 - b. We will make the printing of handouts simpler for office personnel by means of creating a central folder on the network. This folder will allow us to print in more of an "on demand" way rather than printing large quantities in advance.

Energy Efficiency and Conservation

1. Electrical use and lighting is a major waste of electricity. This is a known fact making this an easy place that we can make a significant improvement even before we have more data.
 - a. Roughly ½ of all the electrical fixtures in use on the on the property are designed for florescent bulbs. The majority of remaining fixtures in use on the property were designed for incandescent bulbs. Roughly ½ of the fixtures designed for incandescent bulbs now have compact florescent bulbs. We will replace as many conventional bulbs as possible with compact florescent bulbs.
 - b. Many times during the camping season the lights are on in areas that are not being used. We will install additional lighting controls to subdivide these areas. This will allow us to turn off the lights in the unused areas.
 - c. Automation and technology will be applied to eliminate waste. Where appropriate timers will be added to electrical devices that could be shut down or that are commonly left on by accident overnight.
 - d. The feasibility of adding occupancy sensors for Recreation Hall lighting will be investigated.
2. Late in the summer of 2008 we did some design testing of home built solar collectors and proved that heating water with solar energy was viable at our location. Currently we use 6 electric water heaters in the bathrooms and 1 propane gas heater for the pool. We will undertake 2 large solar energy projects.
 - a. We will install a solar heating system to heat the swimming pool water.
 - b. We will install a solar heating system to supply hot water for the Office and Recreation Hall.

Fresh Water and Waste Water Use

1. Within the next 3 years the lower restroom building will need remodeling.
 - a. Replace existing faucets with automated faucets.

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- b. Replace existing toilets with lower flow power assist flush units.
 - c. Replace urinals with waterless type.
 - d. Replace existing pull chain shower heads with push button.
2. Investigation as to the viability of using rain water and pool filter backwash water for other purposes
 - a. The amount of rain fall as well as a retention method will be investigated.
 - i. Uses might include make up water for the pool.
 - ii. Toilet flushing in the restrooms.
 - b. The pool filters are backwashed multiple times a week. An accurate account of the water used will be recorded so that an assessment of the potential to reuse this water can be made.

Air quality

1. Due largely to lack of attention to detail we do not know the types of paints and solvents that have been used in and on buildings.
 - a. Low VOC and No VOC coatings will be used when available.
 - b. Record keeping of chemicals used in cleaning will be started.
 - c. A list of acceptable cleaners and their intended use will be developed.

Wildlife and Land Management

1. Storm water runoff in the Campground is thought to be minimal, however there are a few places that this happens.
 - a. We will identify runoff areas and look for ways to place a water retention pond / rain garden to absorb runoff where needed.

Transportation

1. A replacement for the main work truck in the Campground will need to be purchased during the 3 years of this plan.
 - a. Because technology sometimes changes things quickly we are unable to accurately forecast the exact type of vehicle. However we are committed to an alternative fuel or electric.
2. People power is the best energy savings and it can have a positive effect on our bodies.
 - a. We will purchase some bicycles and promote them for employee use when traveling within the Campground property.

General Operations, Management

1. The most important thing we can do is work on how we think and ultimately act toward living and doing business green.
 - a. We will rethink everything we do with a green perspective.
 - b. We will weigh the tangible and intangible environmental costs in decisions, as opposed to making decisions based primarily on the money spent.
2. Record keeping is an important component of this plan. Although we have done a basic assessment we need to collect data so that we can improve, and measure the progress we make. Measuring and recording our resource use will be a priority in

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year one of this plan. Collection of this data will allow us to make future decisions based on fact. It will allow us to make projections and do budget / payback estimates for projects.

- a. We will install additional electric meters "sub meters" that will allow us to more accurately measure and identify energy use throughout the property.
 - b. We will create forms and schedule personnel for the reading of sub meters, water meters, solid refuse, and recycling data.
3. Once we have collected some solid data we will be able to reassess ourselves and make additional plans to improve.
- a. By the end of 2011 we will evaluate the data collected, our performance and our journey to achieving the goals in our green mission statement.
 - b. By the beginning of 2012 we will have a new set of goals

Education and Community Communication

1. Employee training and acceptance by employees is important to the success of our policy and plan. If we do not educate employees and they do not participate we will not achieve our goals.
 - a. Our green policy and this plan will become part of new employee training as well as the annual policy review with existing employees.
 - b. Employees will be encouraged to participate in the policy making and implementation process. Suggestions by employees will be encouraged and rewarded.
 - c. Improvements and significant mile markers will be shared with employees and a general discussion will be added to the weekly meeting agenda.
2. In the past couple of years our guests have become more receptive to our recycling program. Interestingly this increase was despite the fact that we did not change anything that we were doing. Therefore we must conclude that the increase in participation has been a result of an outside influence such as general recycling education and acceptance. This also indicates that the education component has two parts, educating our guest on how to participate using our system and general green thinking.
 - a. Currently when guests check-in the office personnel verbally explain the colored bag / recycling and trash system to guests. Without adding an additional piece of paper we will add written instructions to their check-in information and add instructional signs in appropriate areas.
 - b. For the general green education component we will teach by example and offer suggestions on how they can participate both here as well as at home and at work.
 - c. We will add a going green bulletin board in the Recreation Hall. Once a week during our craft time, we will invite campers to help fill the bulletin board with their ideas about green living and the leave no trace principals.