



**Date:**

**Friday, March 26, 2010**

**Time:**

**4:25 p.m. – 5:05 p.m.**

**Presentation:**

***“Reuse of Industrial Waste as a Step Toward Sustainability”***

Paul Van de Sand

Strategic Alliances, Franklin Energy Services, LLC

Two Wisconsin based companies were attempting to solve challenges they faced regarding consumable production materials as they strived to implement triple bottom line business strategies. Waukesha Electric was trying to reduce, reuse, and or recycle a production process material which was being disposed of as 100% solid waste. Walk On Water Surfboards, which handcrafts both freshwater and saltwater surfboards in Wisconsin from recyclable materials, was looking to acquire additional production materials, sourced as waste, at little or no cost, while reducing disposable waste from the source to preserve landfill space and reduce overall production process energy. Neither firm knew the other existed or of their common but independent sustainability missions. However, a staff member of Franklin Energy Services, LLC serving as a contractor to the We Energies Energy Incentives & Renewable Energy Programs, recognized a synergistic connection between Waukesha Electric and Walk On Water Surfboards. The result has become a mutual gain for Waukesha Electric and Walk On Water Surfboards to convert production process waste into reusable production material, reduce landfill space, and reduce production energy and costs.

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### Presenter Biographies:

#### **Paul Van de Sand**

Paul Van de Sand is an energy engineer with Franklin Energy Services, LLC. Prior to his current position, he was the Director of Recruiting & Marketing for the Graduate Programs & Research in the College of Engineering & Applied Science at the University of Wisconsin-Milwaukee. He was also an investment officer with Northwestern Mutual. In that capacity he founded and directed the Environmental Affairs & Engineering group for the real estate investment division.

#### **Mike Deau**

Mike Deau is a staff engineer with Waukesha Electric Systems. He is assigned to Waukesha Electric's sustainability task force. While earning his Bachelor's degree in mechanical engineering at the University of Wisconsin-Madison, he was a member of the hybrid vehicle team which won world acclaim in hybrid vehicle design and performance competition. Mike was also awarded the national Tong and Schoofs awards for ingenuity and entrepreneurship for his invention of the EcoStream™ reusable beverage system.

#### **Lance Athearn**

Lance Athearn is the president, cofounder and co-owner of Walk On Water Surfboards. The Wisconsin based company handcrafts both freshwater and saltwater surfboards from recyclable materials.