



**THE NEW AIR
COALITION**



**THE NEW AIR
COALITION**

**Ten myths
shattered
and rebuilt
in
Northeast
Wisconsin**



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First things first...

- Who is the NEW Air Coalition?
 - Voluntary
 - Diverse in background
 - Diverse in driving motivation



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- What makes us unique?
 - Proactive versus reactive
 - Believe we can make a difference
 - Don't let the myths hold us back



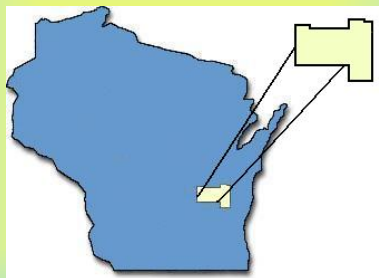
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- When did we form and why?
 - Late winter 2004
 - Grassroots/homegrown better than being told what to do
 - Staying in attainment very important to the economic and physical health of our county



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Where is Fond du Lac County?





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Purpose Statement

To promote environmental stewardship through the voluntary efforts of the entire community to maintain the highest quality of life measurable by human health and economic standards and to remain in attainment status as it relates to regulated air quality standards.



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Let's get into the "How"....

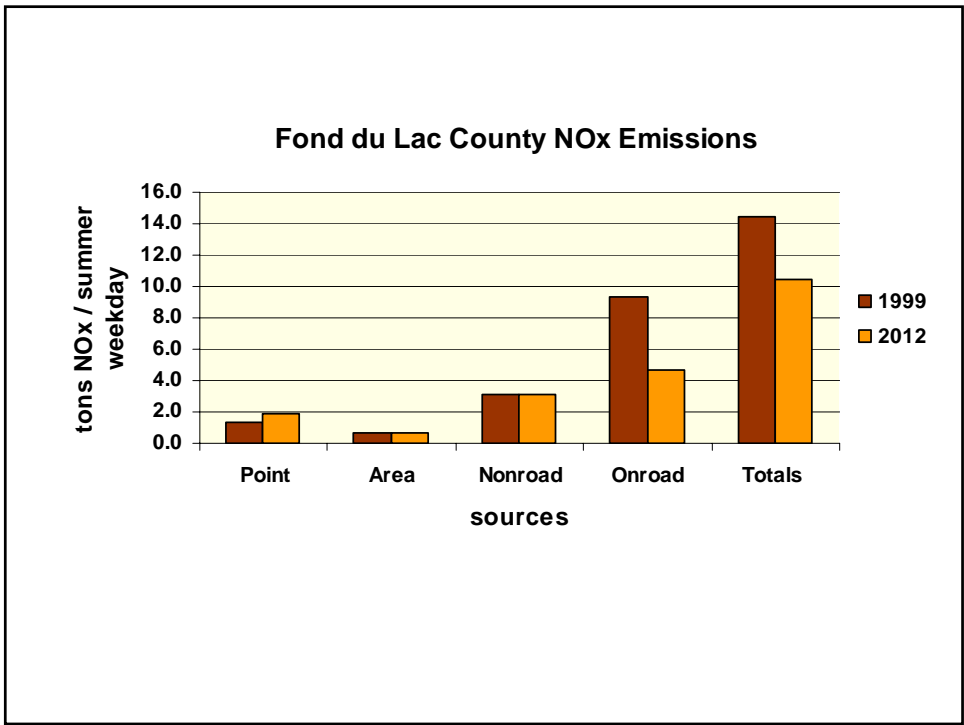
From our home office in
Fond du Lac, WI...

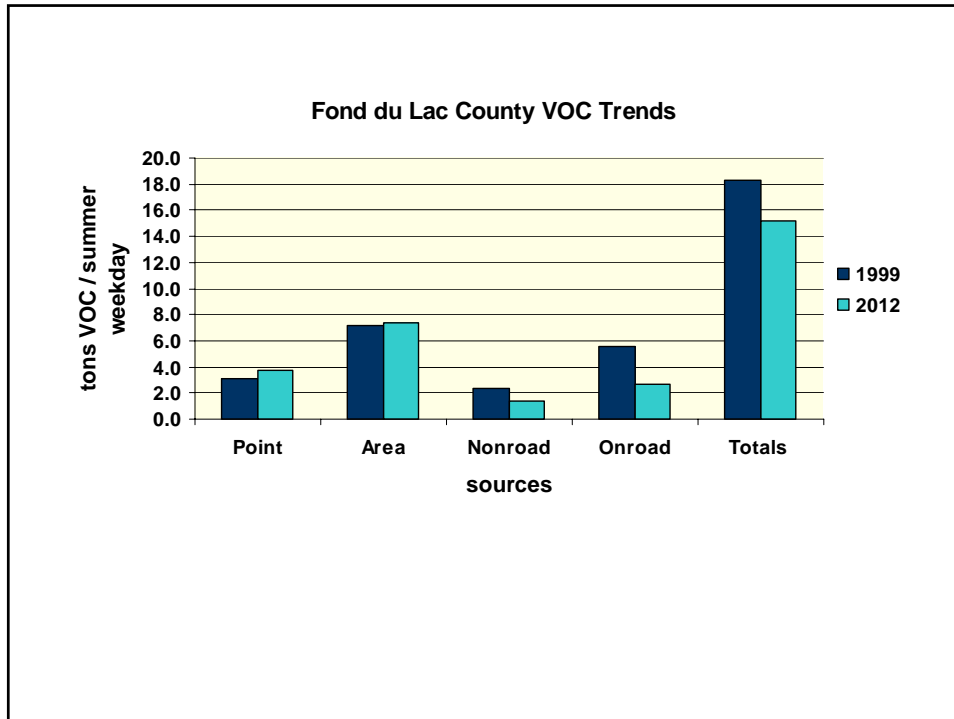
***The NEW Air Coalition's
Top 10 list of
shattered myths***



Top 10 list of shattered myths

10. Point sources are the problem.





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How we shattered the myth:

- Educated ourselves
- Educated the business community
- Educated the media
- Educated the educators
- Educated the public



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Top 10 list of shattered myths

10. Point sources are the problem.

9. The public doesn't care about the air.



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How we shattered the myth:

- Brought all parties together
- Didn't rely only on the media
- Made everyone a part of the process



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Top 10 list of shattered myths

- 10. Point sources are the problem.**
- 9. The public doesn't care about the air.**
- 8. Varied interests have no interest in cooperating.**



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How we shattered the myth:

- Found common ground
- Viewed the diversity in driving interests as a GOOD thing.
- Focused on end result.



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Top 10 list of shattered myths

- 10. Point sources are the problem.**
- 9. The public doesn't care about the air.**
- 8. Varied interests have no interest in cooperating.**
- 7. The big dogs will see effort as "small potatoes".**



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How we shattered the myth:

- Simply was not an issue.
- Cooperated, took active role.
- Part of steering committee.
- Very knowledgeable.



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Top 10 list of shattered myths

- 10. Point sources are the problem.**
- 9. The public doesn't care about the air.**
- 8. Varied interests have no interest in cooperating.**
- 7. The big dogs will see effort as "small potatoes".**
- 6. The big dogs will want to run the show.**



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How we shattered the myth:

- Simply was not an issue.
- Cooperated, took active role.
- BUT came to the table as part of team.
- Willing to share knowledge.



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Top 10 list of shattered myths

- 10. Point sources are the problem.**
- 9. The public doesn't care about the air.**
- 8. Varied interests have no interest in cooperating.**
- 7. The big dogs will see effort as "small potatoes".**
- 6. The big dogs will want to run the show.**
- 5. Operational changes are out of the question.**



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How we shattered the myth:

- Brought the right people to the table.
- Action plans developed
- Surprisingly active and wide-scale responses



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Top 10 list of shattered myths

10. *Point sources are the problem.*
9. *The public doesn't care about the air.*
8. *Varied interests have no interest in cooperating.*
7. *The big dogs will see effort as "small potatoes".*
6. *The big dogs will want to run the show.*
5. *Operational changes are out of the question.*
4. *"Voluntary" equals "feel-good" or "ineffective".*



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How we shattered the myth:

- Diversity in involvement brought credibility.
- Active committee seen as responsive and effective.



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Top 10 list of shattered myths

10. *Point sources are the problem.*
9. *The public doesn't care about the air.*
8. *Varied interests have no interest in cooperating.*
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6. *The big dogs will want to run the show.*
5. *Operational changes are out of the question.*
4. *"Voluntary" equals "feel-good" or "ineffective".*
3. *Changing lifestyle habits is difficult.*



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How we shattered the myth:

- WE DIDN'T!
- Changing lifestyle habits is difficult.
- BUT changes can be made slowly and encouraged through ongoing education.



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Top 10 list of shattered myths

10. *Point sources are the problem.*
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6. *The big dogs will want to run the show.*
5. *Operational changes are out of the question.*
4. *"Voluntary" equals "feel-good" or "ineffective".*
3. *Changing lifestyle habits is difficult.*
2. *Significant change is "pie in the sky."*



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How we shattered the myth:

- Conveyed message of importance of issue, thus....
- Conveyed how each person, each entity could make a difference.
- Consistent message conveyed from multiple sources.



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***And the number one
myth shattered
in Northeast Wisconsin
is...***

(drum roll please.....)

**Regulation is
Inevitable**



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***How we shattered
the myth:***

The community came together focused on a common cause and developed a plan of action capable of making real change in our air quality and staying within attainment levels.



***Top Ten List of
myths
REBUILT
in
Northeast
Wisconsin***



***#10
Air Quality is
everyone's
concern.
No one source is
the problem.***



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#9

***Armed with
information, a
community will
show its care
for the air and
its environment.***



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#8

***Varied interests
will willingly
come together
for a common
cause that
affects
everyone.***



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#7

Most large corporations will see the value in their keeping their home community healthy.



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#6

Most large corporations will gladly come to the table as an equal partner and offer their knowledge.



#5

It is possible to gain the cooperation of businesses, school districts and government. Operational changes for the good of the cause may be a result of this cooperation.



#4

With cooperation as a cornerstone, education as a vehicle and real results as a goal, a voluntary effort will produce enthusiastic and effective results.



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#3

Changing lifestyle habits is difficult, but with a continued and consistent message that is not over-hyped, habits can be changed and challenges overcome.



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#2

Significant change is possible.

Period.



#1

***Regulation is not
inevitable when
people care
enough to make
a difference on
their own.***



Our goals



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Questions?



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***Packets of
information***



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Group exercise



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Thank you!

