

**Small Business Counselors**

Here is the resource to help you deliver the following message to your clients:

**“Reduce waste...improve your bottom line.”**

*with the* **Small Business**  
**Waste Reduction Guide**

The 400-plus page Guidebook, designed for small business counselors, covers a wide range of business and non-manufacturing sectors as well as manufacturing businesses.

- waste reduction/cost reduction curriculum
- sector-specific tip sheets and case studies
- regulatory primer
- environmental performance checklist
- helpful resources

**Two videotapes accompany the Guidebook:**

- “Cost Reduction Through Waste Reduction,” a small business client tape, emphasizes to businesses how waste reduction positively affects the bottom line.
- “Expanding Partnerships: A Comprehensive Approach to Small Business,” an orientation tape, emphasizes the role and opportunity for the counselor to work with business to provide education and support with waste reduction issues.

Ordering information:

Please send me \_\_\_\_\_ Small Business Waste Reduction Guide(s) and accompanying videotapes at \$120 per set.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Please enclose a check payable to University of Wisconsin-Extension and mail to:  
Marilyn McDole, UW-Extension/Solid and Hazardous Waste Education Center, 610 Langdon Street, Room 528, Madison, WI 53703

For inquiries, please call Marilyn McDole at 608/262-0910 or email: [mcdole@engr.wisc.edu](mailto:mcdole@engr.wisc.edu)