

**Prepared Remarks of Governor Jim Doyle  
Clean Energy Jobs Act  
Thursday, January 7, 2010**

**Remarks:**

Thank you all for joining us here today.

**ACKNOWLEDGEMENTS**

I want to thank the members of my Global Warming Task Force for their work in generating a really comprehensive set of recommendations to help Wisconsin address climate change and take advantage of the opportunities that lie in building a strong green economy.

I particularly want to thank the co-chairs of the Task Force, Roy Thilly of WPPI and Tia Nelson, for their leading efforts.

I want to thank Senators Jeff Plale and Mark Miller, and Representatives Jim Soletski and Spencer Black for their work in turning the Task Force recommendations into legislation.

And I also want to thank the business leaders, labor unions, environmental organizations and others who have joined us here today in support of a green economy in Wisconsin.

**GROWING GREEN ECONOMY IN WORLD/WISCONSIN**

But I especially want to thank Stacy McAnulty and all the great people here at Wind Capital Group. It's businesses like yours that are ahead of the curve and helping position Wisconsin to lead in green energy economy. Wind Capital Group is working hard across 16 states to develop wind farms, produce renewable energy and help the nation become energy independent.

As businesses like Wind Capital Group are showing, addressing climate change is not just an environmental issue. It's about creating a new sector of Wisconsin's economy around alternative energy and energy conservation. And it's about creating new jobs.

Make no mistake, other states and other countries have recognized the tremendous opportunity for economic growth in building a sustainable green economy. Jobs are being created around the world, and if we don't get out in front we'll really be far behind in no time.

**CALL TO ACTION**

The world is moving rapidly in this direction. That's why we need the new standards to help build Wisconsin's economy through the Clean Energy Jobs Act. I am calling on the legislature to update renewable portfolio standards to generate 25 percent of our fuel

from renewable sources by 2025 and set a realistic goal of a 2 percent reduction in energy consumption by 2015.

By setting new standards, we will ensure more of our energy dollars stay in the state, creating thousands of jobs for Wisconsin families in fields like construction, manufacturing, and agriculture.

I've always seen this issue pretty simply. It's an enormous economic opportunity for us. We're not a state that has coal, or gas, or petroleum. Right now, we sent \$16 billion – that's billion, with a "b" – out of the state every year to heat our homes and fuel our cars. Whether that money goes half way around the world or half way across the country, it's a dollar lost for Wisconsin's economy. We have vast production capabilities in our forests, in our farm fields and in our factories.

Wisconsin is already the 7<sup>th</sup> largest producer of ethanol in the country – ethanol needed to power a thriving biofuel industry and decrease our reliance on big oil. Advanced renewable portfolio standards will continue to generate new opportunities in biomass and biofuels for agriculture.

Five years ago we became one of the first states in the country to enact renewable portfolio standards. And since then we've seen a rapid expansion in alternative energy production and real growth in green jobs.

We Energies and Domtar are building a \$250 million biomass-fueled power plant in Rothschild, turning wood waste into electricity and creating 400 construction jobs and 150 permanent jobs in the community.

We've seen real development in the solar and wind industries. Today there are more than 300 companies in Wisconsin that provide products and services to the wind industry, employing thousands of people. Companies like Magnetek and ABB, wind component manufacturers with strong reputations and quality products. The New North in particular is a hub for wind.

Earlier this fall I spoke at wind supply chain conference in the New North that was attended by hundreds of area companies interested new opportunities to expand their businesses in the growing wind industry. And just a few weeks ago I was at New North to announce a grant to advance the area's competitive advantage in two target markets: wind energy and cellulosic ethanol.

The new economic opportunities generated by our original standards stand as an example of how we can spur greater innovation and job creation in alternative energy.

And we all know the cheapest way to lower carbon emissions is through energy conservation. By setting achievable conservation goals this bill will help reduce energy costs in business and homes across the state.

Again, successful results can be seen in ongoing efforts. We recently announced more than \$14 million in funding to help some of our biggest manufacturers complete energy efficiency projects. These are companies like Kohler, Quad Graphics, New Page, Wausau Paper, Didion Milling, Domtar and Thilmany Paper. And together, through this effort they were able to create more than 400 jobs by bringing down their energy costs.

And today, Orion Energy brought their signature innovation – specialized high-intensity lighting systems that reduce energy costs – demonstrating the entrepreneurial spirit that will carry Wisconsin into the future.

It's the same concept that families understand when they buy appliances, light bulbs and windows. Conserving energy saves money.

It's a simple idea that Wisconsin companies like Johnson Controls, Orion Energy and the more than 50 Energy Star manufacturers have built their businesses on. Moving forward with realistic goals for energy conservation will save everyone money and drive further innovation in these new technologies.

The results we've already seen in Wisconsin demonstrate the real opportunity that lies in building a strong, green economy. But today, I am really happy to announce that for the first time we have industry recognized research that details the tremendous job growth that is possible as a result of this legislation.

The report shows that at a minimum – at a minimum – this package will directly create more than 15,000 jobs by Wisconsin by 2025. And more than 1,800 jobs would be created in the first year alone.

#### **BUILD ON CURRENT EFFORTS**

It's not some pie in the sky. We're already doing it in Wisconsin. Even in these difficult economic times we're creating good, green jobs.

Businesses understand this. Companies like Johnson Controls and Orion Energy have developed profitable businesses based on energy conservation. And Kohler, one of Wisconsin's premier manufacturing companies, is finding success with their own line of energy efficient products.

As a state, we've helped do our part to build a sustainable green economy – one that offers great opportunities for manufacturers. We directed stimulus funds for energy conservation almost exclusively to help manufacturing – and we were the only state to do so.

And in Milwaukee specifically, we recently announced major awards creating 276 new green jobs at three companies – two manufacturing start ups and another manufacturer looking to expand. The companies, Helios USA, Nature Tech and ZBB Energy, will

provide good jobs to hard working people making solar panels, energy efficient insulation and advanced battery products.

Nature Tech in particular is a really interesting business. William Sellars has developed a process to take old newspapers and make insulation. His product is safer and more energy efficient.

And you who know how seriously we take cheese in Wisconsin. I met a man named Joe Van Groll, who has a small cheese-making operation in central Wisconsin. It's just a cross-roads plant, the kind you'd find all across the countryside in Wisconsin. But Joe found a way to take the leftovers of cheese-making – it's called whey permeate – and turn it into ethanol fuel.

He not just figured out this method, he set up a local distribution network at his neighborhood gas stations. So Wisconsin is not just a state that loves cheese, that wears cheese hats at football games – we're a state that's found a way to run our cars on cheese.

We are making Wisconsin the place to do business in a green economy.

This is the long term future in Wisconsin. Our businesses know it and are already taking advantage of it. Now is the time to take the next step. Now is the time for action.