

**Register now for this free event! See inside for details.**

# **Focal Point 2011**

## **Celebrating a year of successful collaborations**



**Some market opportunities and challenges  
for the state of Wisconsin**

A free, half-day symposium and lunch, organized by the Wisconsin Institute for Sustainable Technology at the University of Wisconsin-Stevens Point.  
9:15 a.m. to 12:45 p.m.

**October 4, 2011**



**University of Wisconsin  
Stevens Point**

**Hosted by**

Wisconsin Institute for Sustainable Technology  
and the University of Wisconsin-Stevens Point



# Focal Point 2011

Come and hear how applied research and development supported by WIST on the UW-Stevens Point campus is set to provide new market opportunities and address business challenges throughout the State of Wisconsin and beyond. In its first year of existence, WIST has supported early stage applied research that has potential to sustain and create new jobs in manufacturing, energy, water quality and sustainability. Join business leaders, economic development professionals and university faculty and administration in marking WIST's first year in creating sustainability solutions through collaboration.



## Register online

**Register**  
Click Here

The event is free but please register by Tuesday, September 27. For further information or details about the event, contact WIST Program Associate, Angie Hauer at [angie.hauer@uwsp.edu](mailto:angie.hauer@uwsp.edu) or call 715-346-2331.



## About WIST

WIST is a multidisciplinary center designed to address today's environmental, social and economic challenges with research, laboratory services and education. Wisconsin has abundant natural resources needed to grow a green economy. WIST intends to build relationships with businesses to harness the strengths of Wisconsin's agricultural, manufacturing and business infrastructure.



## Coming soon!

Watch for WIST Education Division's prospectus of short courses covering a range of business sustainability issues. Request details or sign up for our email newsletter at [www.uwsp.edu/wist](http://www.uwsp.edu/wist).

# Program

9:15 a.m.

Registration, Alumni Room, Dreyfus University Center

9:45 a.m.

Some market opportunities and challenges for the state of Wisconsin:  
Paul Fowler, Executive Director, Wisconsin Institute for Sustainable Technology  
Alumni Room, Dreyfus University Center

## Concurrent sessions

10 a.m.

### Alumni Room

#### Residual Biomass Equations, Including Stand History Effects, for Plantation and Grown Red Pine in Wisconsin.

Knowing the quantity of biomass available on a site will allow better estimates of the amount of bioenergy that can be produced.

Paul Doruska, College of Natural Resources



10:30 a.m.

#### Environmental Sustainability and Economic Development: Problems and Prospects

A pair of forums addressed the relationship between environmental sustainability and economic growth in Central Wisconsin.

Bob Wolensky and Ed Miller, College of Letters & Science



11 a.m.

#### UWSP Student and Employee Sustainable Transportation Cost Assessment, Awareness and Decision Support

Transportation is a huge driver of fossil fuel use and finding ways to maximize efficiencies in travel can lead to significant cost savings and conservation gains.

Gene Martin, College of Letters & Science



11:30 a.m.

#### Developing American Hazelnut as a Crop for the Midwest

Research will characterize the genetic structure of American hazelnut, fine-tune micro-propagation techniques, and conduct field trials.

Mike Demchik, College of Natural Resources



Noon

### Lunch: Laird Room

Presentation: WIST Scholar Les Werner, College of Natural Resources, describes the collaborative effort to establish the Environmental Microbial Analysis and Research Laboratory and the initiation of a pilot research project.

### Legacy Room

#### Developing a Nature-based Business and Marketing Approach for Treehaven

A business model framework helps define opportunities for economic sustainability.

John Leschke, College of Professional Studies



#### Development of an "Introduction to Life Cycle Assessment" course

A new course provides an understanding of the scope, challenges and possibilities in applying life cycle assessment to decision-making processes.

Karyn Biasca, College of Natural Resources



#### The Use of Hydroxy Acids From Black Liquor as Additives During Oxygen Delignification

Research into a method to decrease the need for chlorine-containing bleaching chemicals in paper production, leading to a more environmentally friendly process.

Don Guay, College of Natural Resources



#### Developing an Economical Analytical Technique for Identifying Manure Contamination

A comparatively low-cost analysis protocol fills an important need to distinguish manure pollution from other potential sources, including human sewage.

Bill DeVita, College of Natural Resources





**University of Wisconsin  
Stevens Point**

**WIST offices are in the Science Building and the Dan Trainer Natural Resources Building  
on the UWSP campus.**

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