

Winning Strategies to Improve Relations in Your Community and with Local, State and Federal Regulators

Midwest Environmental Compliance Conference
May 17, 2017

Midge Winkler

General Motors

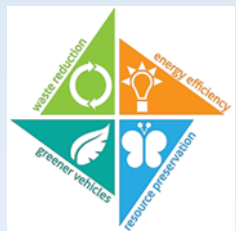
Global Environmental Compliance and Sustainability

Air Permitting and Compliance



Agenda

- Introduction
- Relationships Matter
- Community Outreach
- Relationships with Regulators
- Questions



Relationships Matter

- Be Intentional
- It's a Win-Win
- Watch for opportunities
 - Community groups
 - Industry groups
 - Conferences and Training



Community Outreach

- Be active in the community
- Watch for opportunities
- Look for organizations to team up with
- Work with the Area Schools
- Get involved in Community Events
- Requires time and maybe some money
- As you get involved, more opportunities will become available



GM Environmental Outreach

- Earth Force Green Partnership
- Wildlife Habitat Certification
- Mission Clean Stream / Earth Day Celebration

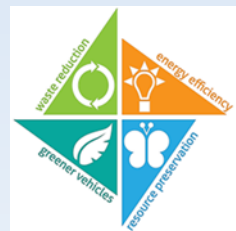


Earth Force GREEN

(Global Rivers Environmental Education Network)



- Began in 1989
- Partner with local schools and organizations to empower kids to take action through inquiry based water quality investigations.
- Participating in GREEN increases the students' interest in science.
- 2016
 - 51 GM Facilities involved
 - 15,000+ students engaged
 - 300 + employees involved
 - 68 Student-driven action projects



Earth Force GREEN



Wildlife Habitat Council's Conservation Certification

- Program provides a structure for creating, conserving and restoring wildlife habitats on corporate lands. The certification also recognizes environmental education efforts that use the habitat as a tool for teaching ecological concepts and conservation.
- GM has 63 certified wildlife habitat programs
- Manages 5000 acres globally
- 2020 Goal – Wildlife Habitat at every manufacturing facility



Wildlife Habitat Council's Conservation Certification



Mission Clean Stream / GM Earth Day Celebration

- Partners with City of Wentzville and Greenway Network
- Earth Day Celebration - 2011
- Clean-up local streams
- Celebration and Lunch
- 2017
 - 293 volunteers
 - 7 cleanup sites
 - 5,410 pounds of trash removed from streams



Mission Clean Stream / GM Earth Day Celebration



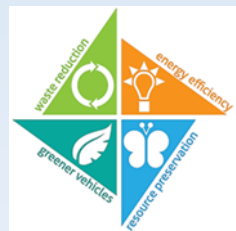
Cultivating Relationships with Regulators

- Relationships Matter
- It's a Win-Win for all
- Create a positive relationship
- Invest the Time
- Industry Groups
- Training and Conferences
- Meetings



Good Relationships Come in Handy

- Regulatory interpretations
- Rule Development
- Technical support
- Permit Negotiations
- Compliance Issues



Questions

