

## Your Company's Good Name is Priceless

*Today, a “green” reputation is worth pure gold. But do your customers and your community really know what your company is doing to protect our air, water, and other natural resources?*

*“You get recognition that goes beyond what you can do as a highly profitable or successful company by any other measure.”*

— David Gunnarson  
Environmental Program Manager  
Lockheed Martin



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**888-339-PTRK (888-339-7875)**



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# Are You Earning a Return on Your Environmental Performance?



Waste  $23\frac{4}{8}$  ▼  
 $12\frac{3}{8}$  ▼

*P*erformance Track is a voluntary program in which the U.S. EPA rewards both public and private facilities that consistently exceed regulatory requirements, work closely with their communities, and excel in protecting the environment and public health.

*A core principle of Performance Track is that companies with a history of beyond compliance behavior and dedication to continuous improvement should be*

*treated differently than other facilities. To foster continuous improvement at member facilities, Performance Track offers incentives such as recognition on both local and national levels, low inspection status, and regulatory changes to help ease reporting requirements and reduce other administrative costs.*



## Who Should Apply?

Both public and private facilities across the nation have successfully qualified for membership in Performance Track. Participants range from large multinational corporations to small local businesses with fewer than 100 employees.

To become a member of Performance Track a facility must have:

- A proven record of regulatory compliance;
- An independently audited Environmental Management System;
- A history of past achievement and a commitment to continuous improvement; and
- Mechanisms for public outreach.

*“What’s good for the environment can actually improve our competitiveness.”*

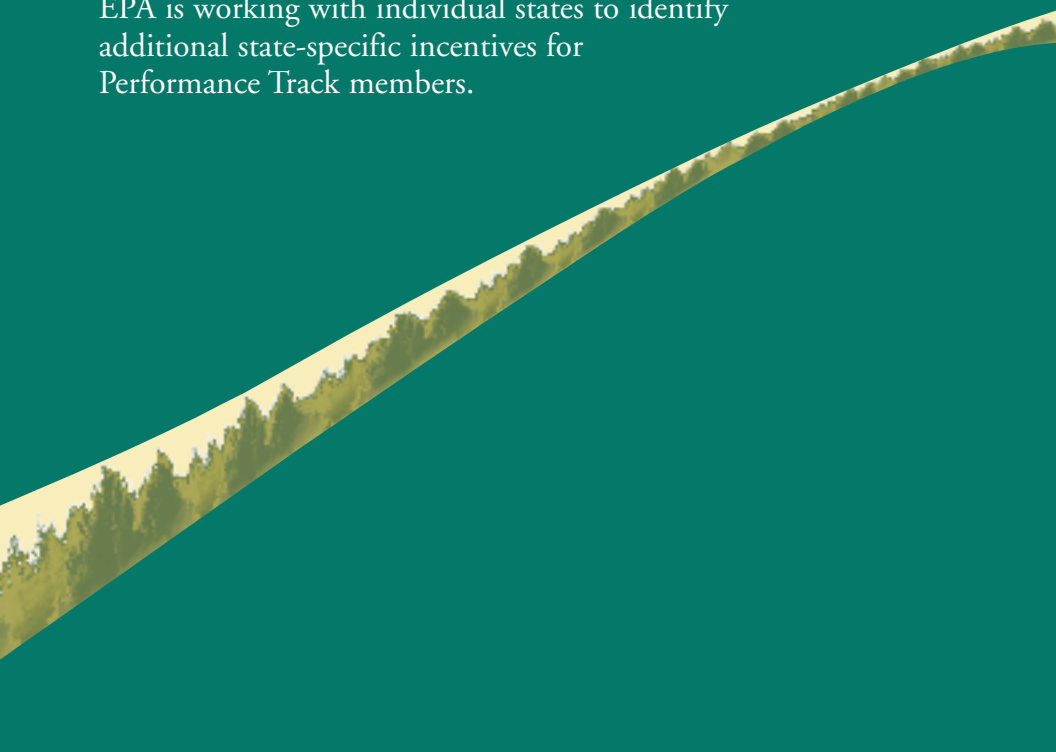
— Karl F. Schmidt, Vice President  
Worldwide Environmental Affairs  
Johnson & Johnson



## Benefits of Performance Track Membership

- Low priority for routine inspections
- EPA recognition including membership certificate, listing on the EPA web site and inclusion in trade journal feature articles and EPA-funded “best practices” database
- Permission to market facility participation in the program through use of the Performance Track logo
- Increased access to senior EPA officials
- A network of Performance Track members with whom to share best practices
- Access to regulatory changes including the recent extension of the hazardous waste accumulation period and reduced reporting frequency for air sources

EPA is working with individual states to identify additional state-specific incentives for Performance Track members.



## Membership Services

**Bimonthly Tele-Seminars**—members discuss timely issues, techniques for furthering environmental performance, and important regulatory changes

**Mentoring Program**—one-on-one matches between members and applicants where mentees increase efficiencies and environmental performance by applying lessons learned from experienced mentors

**Regional Events**—forums to provide networking opportunities among members and recognition of facilities for their achievements

**EPA Roundtables**—members meet with state and EPA representatives to discuss Performance Track-related issues and concerns



**Annual Members Event**—opportunities for recognition, networking and learning workshops

**P-track News**—a bimonthly, online newsletter for members that highlights timely environmental issues, members' success stories and new membership services

**Feature Articles in Trade Journals**—articles written and placed by EPA to highlight Performance Track members in print and online trade journals

## How Can Your Facility Apply to Become a Member of Performance Track?

A facility can formally apply for Performance Track by submitting the application form on the web site at [www.epa.gov/performancectrack](http://www.epa.gov/performancectrack) or by calling the Performance Track Information Center at **888-339-PTRK**. Applications are accepted twice a year.

A facility that is accepted into Performance Track will receive written notification from EPA within 90 days of the end of the application period. Once a facility is accepted, it becomes eligible for the incentives offered in the program.

Check web site [www.epa.gov/performancectrack](http://www.epa.gov/performancectrack) for details.