



America's Small Businesses... A Presidential Priority

n March 2002, President George W. Bush unveiled his plan to promote an economic and regulatory environment where small businesses can flourish. He is committed to breaking down regulatory barriers to job creation and giving small businesses a voice in the complex and sometimes confusing regulatory process.

> "I want to make sure people understand that we're going to do everything we can to clean up the regulatory burden on small businesses...Every agency is required to analyze the impact of new regulations on small businesses...The Office of Management and Budget will not accept regulations that do not calculate the cost on American small businesses."

> > President George W. Bush March 19, 2002

A Message From the EPA Administrator



Dear Small-Business Owner:

I am pleased to introduce you to *Opening Doors for America's Small Businesses.* This brochure highlights some of the ways the U.S. Environmental Protection Agency supports President Bush's plan to promote the growth and vitality of our nation's small-business community.

At EPA, we share President Bush's appreciation for the key

role played by small businesses in sustaining the health of our national economy. We have established a Small Business Ombudsman and initiated more than 100 activities designed to help small businesses fulfill their environmental responsibilities. We also recognize our responsibilities to ensure that regulations are understandable, compliance assistance efforts are effective, and our programs succeed in promoting cost-effective solutions.

As EPA continues its partnership with America's small businesses and strives to identify better ways to integrate business growth and environmental protection, I encourage you to use this brochure as a guide to begin exploring the valuable resources this agency can provide.

Sincerely yours,

Christine Todd Whitman Administrator U.S. Environmental Protection Agency

Navigate EPA

S mall businesses face unique challenges in their efforts to understand and comply with environmental regulations. Recognizing the need for a small business advocate, EPA created the Small Business Ombudsman. This important contact point provides "one-stop" assistance to help America's small businesses find answers to their environmental questions.

The Small Business Ombudsman is your advocate for:

Assistance

We answer regulatory questions via a toll-free hotline, provide more than 350 EPA publications free of charge, develop compliance assistance tools, and give direct access to regulatory assistance via a comprehensive Web site.

Communication

We publish a newsletter twice a year that reports on important Agency activities and provide timely alerts to small businesses and interested service providers about EPA actions.

Leadership

We help Agency officials understand the special needs of small businesses, represent small business views during EPA regulatory activities, and facilitate dispute resolutions between small businesses and EPA.

Outreach

We support the small business assistance program in each of the 50 states and work with small businesses, service providers, and state and regional officials to address small business needs.

Key Resources...

As your gateway to EPA, the Small Business Ombudsman can help you navigate EPA's small business resources. The Small Business Ombudsman's services are only a phone call or computer click away.

Hotline: 1-800-368-5888

Professional engineers staff the tollfree hotline and answer small businesses' questions about environmental regulations. You can also call the hotline to request any of the free publications maintained in our publication inventory.

NEW! Small Business Environmental Assistance Providers Directory

This free directory provides an overview of small business assistance programs and includes federal, state, and private providers of environmental assistance. Call the hotline to order your free copy, or you can download it from our Web site at <www.epa.gov/sbo>.

Web Sites:

www.smallbiz-enviroweb.org

The Web site provides immediate access to relevant environmental and pollution prevention information from EPA, state small business assistance providers, and other useful sources.

www.epa.gov/sbo

Descriptions of the 100+ small business activities that EPA has undertaken as well as answers to frequently asked questions can be found on the Small Business Ombudsman's Web site.



Already Making a Difference... Small Businesses Get Results

During testimony before the U.S. Senate, Ben Cooper of the Printing Industries of America described the Small Business Ombudsman office as "one of the best outreach programs in the federal government." And with over 1,000 calls to the office each month, small businesses are taking advantage of the services provided by the Ombudsman. For example, when the owner of a truck washing facility recently called about storm water regulations, the Ombudsman put the company in direct contact with a state official who answered the company's questions about the necessary permit—all in under 5 minutes. That's results!

Improve Emerging Regulations

e are improving our regulations so they are easy to understand and practical to implement by small businesses. By providing better and earlier access to the regulatory process, developing alternative approaches to regulations, and preparing guidance in simple terms, we are creating a system that works for small businesses.

Early Involvement

The Small Business Regulatory Enforcement Fairness Act provides you with an opportunity to participate early in the development of certain environmental regulations to ensure your views are considered. For rules that will have a significant impact on small businesses, we solicit input from affected parties and consider alternatives that minimize adverse affects on the small business community. We also develop regulatory compliance guides to make it easy for small businesses to understand and comply with the new regulations. Our Small Business Advocacy Chair is responsible for implementing the law and helps identify small businesses to participate in the review of selected proposed rules. With this process, you have a voice before, during, and after the rulemaking process.

Contact: 202 564-4000 <www.epa.gov/sbrefa>

Self-Certification

To make it less burdensome for you to comply with our regulations, we are testing innovative new ideas. One promising concept is the Environmental Results Program, which uses self-certification as a means to improve and reward compliance. This comprehensive, sector-based program replaces individual state permits with industry-wide environmental performance standards and annual certifications of compliance. In this program, small businesses receive detailed compliance assistance, are able to self-certify compliance, and use common-sense performance measurements. This system has become a reality in Massachusetts and is being replicated in Rhode Island, Florida, Maryland, and the District of Columbia. Our goal is to encourage greater use of this type of business accountability in other state and federal programs.

Contact: 202 260-4822 <www.epa.gov/permits/ masserp.htm>

Plain Language

We are striving to write our regulations in plain language to make them easier to read and understand. This effort will help you save time, effort, and money when complying with environmental rules. Plain language rules also send a clearer message about your responsibilities and our expectations regarding compliance. In addition, we are providing more information in a "question and answer" format to help you readily find the information you need.

Contact: 202 564-6559 <www.plainlanguage.gov>

Online Access

We are providing better ways for you to share your views on our proposed regulations and policies. EPA Dockets enables you to participate in the rulemaking process and access electronic docket materials more easily and more efficiently using the Internet. This system was developed to process and manage public information including rulemaking documents, supporting documentation, and *Federal Register* notices, and it will help you view, retrieve, and submit comments online.

Contact: 202 566-1674 <www.epa.gov/edocket>



Already Making a Difference...

Small Businesses Influence EPA Decision

When we began the process to regulate industrial laundries, we learned from small businesses that our original proposal would cause unnecessary problems (e.g. significant burden for some laundries). We also learned that the industry was already subject to oversight by publicly owned treatment works facilities. So we looked for a better idea. A coalition of trade associations and individual small businesses such as Rite-Way Laundry & Dry Cleaners, and Huebsch Linen and Uniform encouraged us to develop better exemptions and to consider alternatives to regulating all or part of the industry. As a result of this dialog, we withdrew the proposed regulation, and the industry introduced a voluntary pollution prevention plan.

Manage Environmental Compliance

e are creating new tools and other resources to help small businesses reduce the burden associated with regulatory compliance and better manage their compliance efforts. With online resources, specialized assistance, creative tools, and better policies to reduce penalties, EPA's compliance activities are becoming more responsive to small business needs.

Compliance Assistance Centers

We have partnered with industry representatives and others to launch sector-specific Compliance Assistance Centers. The centers provide tools such as screening checklists, plain language guides, online "virtual tours" of facilities, and technical information to help small businesses understand their regulatory requirements. Through Internet Web sites, telephone assistance lines, fax-back systems, e-mail discussion groups, and more, the centers can help you understand environmental requirements and save money through pollution prevention techniques. The centers support:

- Agriculture
- Automotive service & repair
- Chemical manufacturers
- Metal finishing
- Paints & coatings
- Printed wiring board manufacturers
- Printing
- Transportation

Contact: 202 564-7076

<www.assistancecenters.net>

Disclosure Incentives

The Small Business Compliance Policy promotes environmental compliance among small businesses (i.e., those with 100 or fewer employees) by providing incentives to discover and make good faith efforts to correct violations, provided they meet certain criteria. EPA will eliminate or significantly reduce penalties for small businesses that voluntarily discover violations of environmental law and promptly disclose and correct them. If your business has more than 100 employees, however, you may be eligible for EPA's Policy on Incentives for Self-Policing, known as the "Audit Policy," which also provides potential penalty reductions for voluntary discovery and correction of environmental violations.

Contact: 202 564-2310

<www.epa.gov/oeca/ smbusi.html> or <http://es.epa.gov/oeca/ore/ auditupd.html>

Compliance Clearinghouse

The National Compliance Assistance Clearinghouse is your guide to compliance information on the Internet. It provides quick access to compliance tools, contacts, and planned activities from across EPA as well as other compliance assistance providers. This site differs from others because it provides comprehensive links not only to EPA's environmental compliance assistance materials, but also to materials from all 50 states and many other organizations. Many innovative features allow you to interact directly with EPA and improve communication and collaboration among compliance assistance providers.

Contact: 202 564-7071 <www.epa.gov/ clearinghouse>

User-friendly Software

The "Toxics Release Inventory - Made Easy" software, or TRI-ME, is an interactive, user-friendly software that guides you through the entire Toxics Release Inventory reporting experience from start to finish. The software program will lead you through a series of logically ordered questions to determine if your company needs to comply with Toxics Release Inventory reporting requirements. If your company is required to report, the software provides guidance on how to complete the necessary reporting forms. After you have finished entering information, the program checks your forms for errors and then creates a final report. This new tool will help you eliminate potential mistakes and significantly reduce your data entry time.

Contact: 202 566-0731 <www.epa.gov/tri/report/ trime/index.htm>

Already Making a Difference... Small Business Finds Relief in New Software

When John Troxler of Propeller Foundry sat down to work on his company's annual Toxics Release Inventory forms, he wasn't looking forward to the task. He had a plan to help make his job much easier, however. Instead of clearing a space on his desk for all the paperwork and plugging in his accounting calculator, he loaded TRI-ME software on his computer. As the format was similar to the tax program he used at home to complete his income taxes, he found the system easy to use. His assessment of the software: "TRI-ME program saved me about 4 hours and at least 10 points on my blood pressure!" While he will still have to complete TRI forms next year, he is looking forward to using the program to make his job— and his life—a lot easier.

Embrace Environmental Leadership

e are partnering with small businesses to promote voluntary stewardship activities that reduce waste, increase efficiencies, and save money. We are recognizing and rewarding small businesses for embracing innovative environmental protection approaches and becoming environmental leaders in their industry.

Partnership Opportunities

We offer a variety of opportunities, known collectively as Partners for the Environment, that help you improve business practices in ways that are good for your business and the environment. They're designed to help you apply ideas that can produce environmental results more quickly and costeffectively. Focusing on pollution prevention, businesses set and reach environmental goals such as conserving water and energy, or reducing greenhouse gases, toxic emissions, solid wastes, indoor air pollution, and pesticide risk. While some of these programs are highlighted in this brochure, more than 40 others at EPA can help you take advantage of cost savings, gain public recognition, or find technical assistance.

Contact: 202 260-6135 <www.epa.gov/partners>

National Recognition

To encourage top environmental performance, we are giving businesses a reason to "go the extra mile." The National Environmental Performance Track is designed to recognize and encourage top environmental performers-those who go beyond compliance with regulatory requirements to attain levels of environmental performance that benefit the workforce, communities, and the environment. Participation in EPA's Performance Track program can lead your company to implement potentially more efficient approaches to environmental protection as well as receive public recognition for your environmental commitments. With Performance Track, your company can lead the way to environmental excellence while saving money and improving productivity.

Contact: 888 399-PTRK

<www.epa.gov/performancetrack>

Industry-Specific Assistance

SectorSTAR is an online resource that provides targeted information on environmental innovation and excellence in five industry sectors: meat and poultry processing, metal casting, metal finishing, shipbuilding and repair, and specialty batch chemicals. SectorSTAR's industry-specific tools and resources can be searched by industry sector, program, state, or by tool or resource type so you can quickly locate the information most useful to you. You also can find out how others in your industry have used innovative approaches to protect the environment by reading the monthly success stories on SectorSTAR. To learn what is happening in your industry and how to improve your environmental performance, SectorSTAR is your one-stop solution.

Contact: 703 750-6401 <www.sectorstar.org>

Energy Conservation

ENERGY STAR[®] for small business is a voluntary program that can help you increase your company's energy efficiency, which will reduce your energy use and save you as much as 30 percent on your utility bills. ENERGY STAR[®] provides a free 100-page guide, success stories, finance directory, technical support, and a national awards program to help you save money and prevent pollution. Any private business or non-profit organization with an aggregate facility space of 100,000 square feet or less can participate. ENERGY STAR® can help you decide on a strategy that optimizes savings and minimize upfront costs.

Contact: 888 STAR YES <www.energystar.gov/ smallbiz>



Already Making a Difference...

Small Business Finds That Saving Energy Saves Money

Situl Vekaria of Bestway Supermarket in Hemingway, South Carolina, decided to slash energy costs, and he quickly found the "best way" with the help of ENERGY STAR® for small business. He converted an open freezer to an enclosed frozen food case and replaced standard fluorescent lighting with highly efficient metal halide lamp fixtures. As a result, the store saved \$800 a month in energy costs with the new freezer and \$50 a month with the new lights. In addition, Bestway saved energy by tuning up the store's heating and cooling system and by insulating a hot water tank and piping. Outside the store, trees were planted to provide shade on the storefront to reduce cooling costs in the summer. Not only was the store more attractive to its customers, but the changes combined saved a significant amount of money: the total energy savings was \$12,000 annually—a 33 percent reduction in energy costs.

Prepare for the Future

e are investing in technologies and innovative tools to help small businesses easily adopt processes that are good for both the environment and for the bottomline. By funding cutting-edge technologies, creating new management tools, and exploring better product designs, we are preparing today's small businesses for tomorrow's environmental management approach.

Practical Guide to Environmental Management

Environmental management plans are key to helping small businesses manage their environmental responsibilities while becoming more efficient and competitive. The *Practical Guide* to Environmental Management for Small Businesses is your guide to putting in place an efficient environmental management plan. Following the guide's recommendations will enable you to develop all the elements of a fully functional environmental management plan without being overwhelmed. When your plan is completed, you may chose to formalize the plan into an Environmental Management System, such as ISO 14001. If you need help completing the guide, contact your state small business ombudsman for hands on assistance working through the guide.

Contact: 202 260-1211 <www.epa.gov/sbo>

Design for the Environment Small businesses face a variety of challenges including maintaining highquality goods and services at a low cost, staying competitive in a global marketplace, and meeting consumer preferences for more environmentally friendly products. The Design for the Environment Program (DfE) is a voluntary partnership program that works directly with you to integrate health and environmental considerations into business decisions so you can meet these challenges. DfE partnerships promote cleaner, cheaper, and smarter business practices. DfE also can help you design or redesign products and processes that are cleaner, more cost-effective, and safer for workers and the public and the environment.

Contact: 202 564-8792 <www.epa.gov/dfe>

Research Support

Through the Small Business Innovation Research program, we are tapping the talent and innovation of America's small businesses to find new, innovative solutions to priority environmental problems. Our goal is to foster commercial ventures that improve our environment and quality of life. We believe supporting innovative technology development will create jobs, increase productivity and economic growth, and improve the international competitiveness of U.S. industry. The program provides financial support to help you develop cutting-edge environmental technologies and ready them for commercialization.

Contact: 800 490-9194 www.epa.gov/ncer/sbir

Pollution Prevention Tools Pollution prevention practices can help your company prepare for the future by reducing raw material and energy costs, treatment and disposal expenses, and associated labor costs. Pollution prevention information is widely available but, until recently, finding high quality and easily accessible information demanded valuable time and resources. The Pollution Prevention Resource Exchange, known as P2Rx, now makes it easy for you to find exactly what you need. P2Rx is composed of eight regional centers that offer a range of services, including information for industry sectors, training, library resources, referrals, and research. P2Rx is your source for high quality pollution prevention information to help you improve your company's bottom line.

Contact: 202 564-8833 www.p2rx.org



Already Making a Difference...

Small Business Takes Off With New Technology

By taking advantage of EPA's Small Business Innovation Research Program, NITON Corporation of Bedford, Massachusetts, was able to turn its start-up company into a high-tech champion. NITON used EPA funding to develop and successfully commercialize a portable x-ray fluorescence instrument that makes accurate measurements of lead in paint independent of the composition, thickness, and substrate of the paint. This instrument helps to detect and subsequently eliminate the health risks associated with lead-based paints. To date, NITON has sold 1,500 lead paint analyzers, and the revenue from this EPA-funded technology has exceeded \$22 million. As a result, NITON has grown from 6 employees to 42.

Contacts

REGION

In addition to the resource and contact information provided throughout this brochure, EPA's 10 regional offices have small business liaison contacts. Most states also have staff who can help. Small Business Assistance Programs (SBAPs) provide compliance information, outreach, and advocacy services to small businesses. SBAPs were created by the Clean Air Act Amendments of 1990, which required all states to develop programs to assist small businesses meet the requirements of the law. Since then, most of these programs have expanded to provide assistance in other environmental areas including air, water, and waste.

EPA REGIONAL REGULATORY SMALL BUSINESS LIAISONS

1	CT, ME, MA, NH, RI, VT	Dwight Peavey	617 918-1829
2	NJ, NY, PR, VI	Ronald Lockwood	212 637-3413
3	de, dc, md, pa, va, wv	David Byro	215 814-5563
4	AL, FL, GA, KY, MS, NC, SC, TN	Annette N. Hill	404 562-8287
5	IL, IN, MI, MN, OH, WI	Glynis Zywicki	312 886-4571
6	AR, LA, NM, OK, TX	David Gray	214 665-2200
7	IA, KS, MO, NE	Janette Lambert	913 551-7768
8	CO, MT, ND, SD, UT, WY	Rob Laidlaw	303 312-7064
9	AZ, CA, HI, NV, GU	Mark Samolis	415 744-2331
10	AK, ID, OR, WA	Robyn Meeker	206 553-7154

STATE SMALL BUSINESS OMBUDSMEN AND TECHNICAL ASSISTANCE DIRECTORS

STATE	OMBUDSMAN	PHONE	TECH. ASST. DIR.	PHONE
AL	Gary Ellis	334 394-4352	Mike Sherman	334 271-7873
		800 533-2336		800 533-2336

STATE	OMBUDSMAN	PHONE	TECH. ASST. DIR.	PHONE
AK	Bill Smyth	907 451-2177 800 520-2332*	Contact National Small Business Hotlin	800 368-5888 ne
AZ	Contact National Small Business Hotline	800 368-5888 e	Ira Domsky Richard Polito (Maricopa County)	602 207-2365 602 506-5102
AR	Ron Alexander	501 682-0866 888 233-0326	Ron Alexander	501 682-0866 888 233-0326
CA	Kathleen Tschogl	916 323-6791 800 272-4572*	Larry Kolczak (South Coast AQMD)	909 396-3215 800 388-2121*
СО	Nick Melliadis	303 692-2135 800 886-7689*	Chuck Hix	303 692-3148
CT	Tom Turick	860 424-3003 800 760-7036*	Tom Turick	860 424-3003 800 760-7036*
DE	Kim Finch	302 739-6400	Contact National Small Business Hotlin	800 368-5888 ne
DC	Sandra Handon	202 535-1722	Olivia Achuko	202 535-2997
FL	Bruce Thomas	850 921-7744 800 722-7457*	Bruce Thomas	850 921-7744 800 722-7457*
GA	Anita Dorsey-Word	404 362-4842 877 427-6255	Contact National Small Business Hotlin	800 368-5888 ne
HI	Patrick Felling	808 586-4528	Robert Tam	808 586-4200
ID	Sally Tarowsky	208 373-0472	Sally Tarowsky	208 373-0472
IL	Don Squires	217 785-1625 888 372-1996*	Roslyn Jackson	217 524-0169 800 252-3998*
IN	Erika Seydel Cheney	317 232-8598	Mark Hancock	317 232-6663 800 988-7901*
IA	Wendy Walker	515 242-4761 800 351-4668	John Konefes	319 273-8905 800 422-3109*

Contacts

STATE	OMBUDSMAN	PHONE	TECH. ASST. DIR.	PHONE
KS	Thersa Hodges	785 296-6603 800 357-6087	Hamdy El Rayes	785 532-3246 800 578-8898
KY	Rose Marie Wilmoth	502 564-2150 x 128 800 926-8111	Gregory Copley	859 257-1131 800 562-2327
LA	Jim Friloux	225 765-0735 800 259-2890*	Dick Lehr	225 765-2453 800 259-2890*
MD	Don Jackson	410 631-3165 800 633-6101 x 3772*	Andrew Gosden	410 631-4158 800 633-6101 x 4158*
ME	Ron Dyer	207 287-4152 800 789-9802*	Julie M. Churchill	207 287-7881 800 789-9802*
MA	Contact National Small Business Hotline	800 368-5888	Contact National Small Business Hotlir	800 368-5888 ne
MI	Susan Holben	517 335-5883	Dave Fiedler	517 373-0607 800 662-9278
MN	Charlie Kennedy	651 297-8615 800 985-4247	Troy Johnson	651 296-7767 800 657-3938*
MO	Contact National Small Business Hotline	800 368-5888	Byron Shaw	573 526-6627 800 361-4827
MS	Jesse Thompson	601 961-5167 800 725-6112	Randy Wolfe	601 961-5166 800 725-6112
MT	Bonnie Rouse	406 444-3641 800 433-8773	Bonnie Rouse	406 444-3641 800 433-8773
NC	Edythe McKinney	919 733-0823 877 623-6748	Tony Pendola	919 733-0824 877 623-6748
ND	Dana Mount	701 328-5150 800 755-1625*	Tom Bachman	701 328-5188 800 755-1625*
NE	Tom Franklin	877 253-2603	Tom Franklin	877 253-2603

STATE	OMBUDSMAN	PHONE	TECH. ASST. DIR.	PHONE
NH	Rudolph Cartier	603 271-1379	Rudolph Cartier	603 271-1379
		800 837-0656*		800 837-0656*
NJ	Chuck McCarty	609 984-6922	Ky Asral	609 292-3600
		800 643-6090		877 753-1151 *
NM	Rita Trujillo	505 955-8091	Steve Dubyk	505 955-8025
		800 244-7009		800 224-7009
NV	Marcia Manley	775 687-4670 x 3162	Janet Goodman	775 687-4670 x 3067
		800 992-0900 x 4670*		800 992-0900 x 4670*
NY	Keith Lashway	518 292-5340	Marian Mudar	518 402-7462
		800 782-8369		800 780-7227*
ОН	Mark Shanahan	614 728-3540	Rick Carleski	614 728-1742
		800 225-5051*		
ОК	Steve Thompson	405 702-7100	Dave Dillon	405 702-1000
		800 869-1400*		800 869-1400
OR	Rich Grant	503 229-6839	Jill Inahara	503 229-6147
		800 452-4011*		800 452-4011*
PA	Bruce McLanahan	717 772-5942	Gerald Laubach	717 772-2333
PR	Contact National	800 368-5888	Angel Berrios-Sivestre	787 767-8025
	Small Business Hotline			
RI	Contact National	800 368-5888	Joe Antonio	401 222-6822 x 4410
	Small Business Hotline			
SC	Phyllis Copeland	803 896-8982	James Robinson	803 896-8984
		800 819-9001		800 819-9001
SD	Joe Nadenicek	605 773-3836	Rick Boddicker	605 773-6706
		800 438-3367*		800 438-3367*
TN	Ernest Blankenship	615 741-5262	Linda Sadler	615 532-0779
	I-	800 734-3619		800 734-3619

Contacts

STATE	OMBUDSMAN	PHONE	TECH. ASST. DIR.	PHONE
ТΧ	Israel Anderson	512 239-5319 800 447-2827	Tamra Shae-Oatman	512 239-1066 800 447-2827
UT	Renette Anderson	801 536-4478 800 458-0145	Ron Reece	801 536-4091 800 270-4440
VT	Contact National Small Business Hotline	800 368-5888 2	Judy Mirro	802 241-3745 800 974-9559*
VI	Contact National Small Business Hotline	800 368-5888	Marilyn Stapleton	340 774-3320 x 5167 340 714-8529 Hotline
VA	John Daniel	804 698-4311 800 592-5482*	Richard Rasmussen	804 698-4394 800 592-5482*
WA	Bernard Brady	360 407-6803	Bernard Brady	360 407-6803
WI	Pam Christenson	608 267-9384 800 435-7287	Renee Lesjak-Bashel	608 264-6153 800 435-7287
WV	Terry Polen	304 759-0510 x 341	Gene Coccari	304 926-3731 800 982-2474*
WY	Dan Clark	307 777-7388	Charles Raffelson	307 777-7347

For More Information

National Small Business Hotline 800 368-5888

<www.epa.gov/sbo> <www.smallbiz-enviroweb.org>



Printed on paper that contains at least 50 percent postconsumer fiber.