



GOOD FOR THE
ENVIRONMENT

GOOD FOR THE
ECONOMY



THE ALABAMA
DEPARTMENT OF
ENVIRONMENTAL
MANAGEMENT

WWW.ADEM.ALABAMA.GOV



DIRECTORS NOTE

Through the cooperative efforts of the Alabama Department of Environmental Management and the Alabama Small Business Development Consortium, we hope to extend our commitment to the entrepreneurs of Alabama in a new capacity. This guide was developed to assist the small business owner in navigating his or her way through the state regulation and permit process. We realize how difficult it is to begin your own business and we want you to know ADEM and ASBDC are here to help. We wish you much success with your new venture and we stand ready to assist you in achieving your goals.

Trey Glenn, Director - Alabama Department of Environmental Management

William Campbell, Jr., Director - Alabama Small Business Development Consortium



Trey Glenn & William Campbell, Jr.

25 YEARS OF SERVICE - ADEM

The Alabama Department of Environmental Management was created in 1982 when the Alabama Legislature consolidated the functions of various commissions, boards, and environmental programs into one department. Since its creation, ADEM has been instrumental in creating a cleaner, healthier environment for the citizens of Alabama.

Alabama has experienced significant changes during the past 25 years. The overall population has increased to more than 4 million people, technological advances have improved the quality of life and economic development has flourished during this time. Likewise, the efforts to protect our air, land, and water resources have undergone significant changes. The drinking water that is consumed by Alabama citizens is currently monitored at unprecedented levels and more than 9,600 cleanups have been completed at underground storage tank sites.

Alabamians can take pride in the fact that ADEM has been instrumental in the designation of more than 800 waterways as Outstanding National Resource Waters and the designation of more than 280 miles of waterways as Outstanding Alabama Waters.

Although there are more people, more miles driven, more industrial activity and more stringent air quality standards in Alabama today, air quality is much improved. Programs implemented by ADEM have resulted in the designation of only two areas that do not meet the National Ambient Air Quality Standards compared to 19 areas that did not meet the national standards in 1982. In addition, ADEM provides air quality forecasts to the citizens in Huntsville, Birmingham, and Mobile which allows them to alter their daily activities on certain days to actually help in the prevention of ground level ozone.

The efforts to monitor the quality of our environmental resources have increased significantly since the establishment of ADEM. The number of sites that are monitored, the number of chemicals/pollutants that are analyzed for, the measurement techniques that are utilized, and the detection levels that are achieved are at historic levels. This data translates into better decisions by ADEM scientists/engineers and better protection of our air, land, and water resources for Alabama's citizens.

Furthermore, the department's efforts to provide environmental information to Alabamians and accept feedback from interested citizens are at the highest level in history at the department.

The development of public service announcements, informational brochures, newspaper inserts and the video coverage of the Alabama Environmental Management Commission meetings allow citizens to garner valuable information on the department's efforts to protect our environmental resources.

As ADEM looks to the future the department will continue to take advantage of new technologies to improve its efficiency/effectiveness and build upon the many achievements that have been realized.

ALABAMA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT

Office of the Director

Phone: 334.271.7700

Fax: 334.271.7950

ADEM is under the authority of a director, appointed by the Environmental Management Commission, and a deputy director, who is a merit system employee. The director is the final authority on a number of activities and provides direction in the development of department policy, legislation, etc., while the deputy director is largely responsible for day-to-day operations. The director is also assisted by an Executive Counsel who was appointed to address concerns identified in the Commission's 2004 Strategic Plan.

Office of General Counsel

Phone: 334.271.7977

Fax: 334.394.4332

Email: Ogcmail@adem.state.al.us

Staff attorneys represent ADEM in all civil litigation in state and federal courts, assist in the formulation of administrative orders, which are mechanisms for enforcing environmental regulations, and represent ADEM in appeal hearings before the Environmental Management Commission.

Office of External Affairs

Phone: 334.260.4501

Fax: 334.394.4383

Email: Oemail@adem.state.al.us

This office serves as a conduit for information between ADEM and various groups including government officials, the regulated community, special interest groups, environmental organizations, the media and the general public.

ADEM Contact Information

Physical Address:

1400 Coliseum Boulevard

Montgomery, Alabama 36110-2059

Mailing Address:

P.O. Box 301463

Montgomery, Alabama 36130-1463

ADEM Montgomery Office:

334.271.7700

Branches:

Birmingham: 205.942.6168

Decatur: 256.353.1713

Mobile: 251.450.3400

Coastal: 251.432.6533

Montgomery: 334.260.2700

Emergency Response & After Hours:

1.800.843.0699

Website:

www.adem.alabama.gov

Email Requests:

permitsmail@adem.state.al.us



AIR DIVISION

Phone: 334.271.7861

Fax: 334.279.3044

Email: Airmail@adem.state.al.us

Air Division

ADEM's Air Division and local air pollution control programs in Jefferson County and Huntsville implement procedures designed to ensure that National Ambient Air Quality Standards, established by EPA to protect human health and the environment, are met. These measures include monitoring air quality, periodically reviewing state emission-limiting regulations, implementing a permitting system to ensure that facilities comply with applicable regulations and do not violate ambient air quality standards. The Air Division also monitors industrial operations to assure that pollution controls are properly operated and maintained.



LAND DIVISION

Phone: 334.271.7730

Fax: 334.279.3050

Email: Landmail@adem.state.al.us

Land Division

ADEM's Land Division works to ensure that hazardous wastes, hazardous substances, non-hazardous solid wastes, medical waste, and scrap tires are being properly managed in a manner protective of the environment and public health. The division administers major provisions of federal hazardous waste laws in Alabama, which specify environmental standards for hazardous waste generators, transporters, and treatment, storage and disposal facilities. ADEM's "cradle-to-grave" regulatory approach tracks waste from generation to final disposition and imposes standards at each step to safeguard the environment. The division also administers the Brownfields redevelopment and voluntary cleanup program which is designed to return inactive or abandoned facilities to productive use.



GOING GREEN TIP - BUY IN BULK!

Buy the largest size of a product that you were going to purchase anyway. The larger containers use the smallest amount of packaging per unit thereby producing less waste in our landfills. And, it is better for your shopping bill, because the larger size almost always costs less per flake of cereal, per drop of detergent, etc.

Source: Go Green, Live Rich

Divisions of Alabama Department of Environmental Management

Water Division

ADEM's Water Division evaluates and classifies all waters of the state based on existing and expected uses. The division administers the Clean Water Act in Alabama ensuring water quality standards are met. This is accomplished by regulating point-source discharges including mining and coalbed methane operations and municipal, industrial, semi-public and private wastewater treatment plants, and stormwater runoff from construction activities and industrial and municipal facilities. The division issues permits requiring that industries, municipalities, semi-public and private wastewater treatment facilities use, at a minimum, the level of best available technology or secondary treatment, as appropriate, to protect the state's water resources. The division works to maintain clean and safe drinking water for more than four million Alabamians.



WATER DIVISION

Phone: 334.271.7823

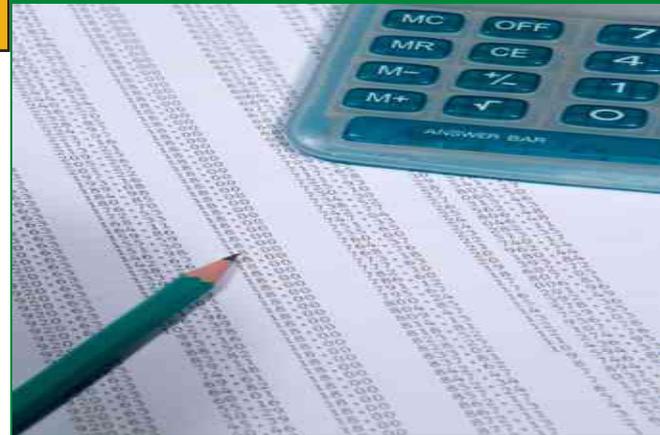
Fax: 334.279.3051

Email: H2omail@adem.state.al.us

Field Operations Division

ADEM's Field Operations Division supports the department's programs and activities by gathering, analyzing, and distributing data and information. Field offices are located in Birmingham, Decatur, Mobile, and Montgomery. The division provides statewide emergency response 24-hours a day to natural disasters, hazardous material releases, oil spills, gasoline and diesel fuel leaks, accidents, facility incidents, and responds to fish kills.

The division is responsible for the collection of fish tissue samples to support the issuance of fish consumption advisories and is also responsible for the collection of water samples from Alabama's rivers, lakes, and stream. In addition, the division conducts compliance inspections, implements regulatory activities associated with the Alabama Coastal Area Management Plan and provides support for water quality certifications associated with dredge and fill permits.



FIELD OPERATIONS DIVISION

Phone: 334.260.2700

Fax: 334.394.4326

Email: Fieldmail@adem.state.al.us



GOING GREEN TIP - BRING YOUR LUNCH TO WORK!

Takeout food packaging creates 1.8 million tons of trash in the U.S. a year. It's also good for your pocket - you'll save around \$45 a week!!

Permits & Services Division



PERMITS & SERVICES DIVISION

Phone: 334.271.7714

Fax: 334.271.7950

Email: Permitsmail@adem.state.al.us

ADEM's Permits & Services Division handles all permit applications and redevelopment projects by coordinating communications, conferences and other administrative functions. An environmental permit is the mechanism used to regulate emissions to the air and water as well as to assure quality drinking water and the proper management of solid and hazardous wastes. The conditions and limits of these permits are developed by skilled technical staff assigned to specific program areas to ensure the protection of human health and the environment. In addition to permits, the division houses most of the administrative staff at the department including educational resources, compliance assistance, operator certification programs, revolving loan programs, and computer information systems.

GOING GREEN TIPS

Turn off your computer! - If every US computer and monitor were turned off at night, the nation could **shut down 8 large power stations and avoid emitting 7 million tons of Carbon Dioxide (CO2) every year!**

Use recycled paper! - According to the Natural Resources Defense Council, buying 40 cases of copy paper made from 30% postconsumer paper instead of paper made from virgin pulp saves more than 7 trees, 2,100 gallons of water, 1,230 kilowatt-hours of electricity, and prevents 18 lbs. of air pollution. The same amount of paper made from **100% postconsumer paper saves 24 trees, 7,000 gallons of water, 4,100 kilowatt-hours of electricity, and prevents 60 lbs. of air pollution!!**

Pay your bills online! - It saves you time and money, saves millions of trees from being clear-cut and used for paper, and saves companies money- savings that may eventually be passed along to you. Paying bills online would **save 18.5 million trees every year, enough wood for more than 216,000 houses!** Most large banks now offer free online bill payment to customers who enroll in online banking so set up bills online today!

HOW WE ARE HELPING DIRECTOR OF ADEM - TREY GLENN

What would you consider ADEM's biggest accomplishment (s) during your tenure as director?

To-date, there are several accomplishments the citizens of Alabama can be very proud of. As your government, it is imperative that we serve all the people of Alabama in a fair and equitable manner. I clearly understand that the small business owner wants to know that they are on a level playing field with their competitors and that their government truly wants to serve them. We have made tremendous strides to ensure that all citizens will be treated equally through the development of a Quality Management System and we have had considerable success in re-framing the ADEM culture to see the citizens of Alabama as our customers whose needs and expectations we must work to meet.

Meeting customer needs and expectations takes many shapes such as timely permit issuance, making appropriate enforcement decisions, providing adequate compliance assistance or ensuring records are accessible to the public. Each ADEM process has very specific customers it tries to serve with tangible and measurable outputs and the agency as a whole is striving to ensure a certain level of quality for all of the products we provide to the many diverse interests in our state.

What projects – that are still in implementation or have not yet begun – are you most looking forward to seeing accomplished?

ADEM is in the middle of redesigning its website. One of the outcomes will be a much easier site to navigate for all citizens including members of the regulated community. This will provide small business owners with clear information on the regulations that affect them and how to effectively interact with ADEM.

I am personally challenging our program managers to take a hard look at all points of interaction with Alabama citizens and ensure these points have the greatest amount of clarity possible. In line with this effort there will actually be a tool on the website that assists you to know which types of permits you are required to hold, how to obtain the permits, what they cost, the time to process and the specific paperwork required.

How does ADEM (programs, online, permits, etc.) assist small business owners in Alabama?

ADEM has several specific tools it uses to assist small business owners in Alabama. ADEM's Ombudsman Office assists small businesses in complying with environmental rules and serves as a liaison between ADEM, small business, local governments and the general public to keep these groups informed of regulatory changes and opportunities for compliance assistance. This office also maintains a toll-free telephone line for inquiries regarding its services, (800) 533-2336.

ADEM allows for reporting of eDMR's for NPDES permittees and will soon be testing ePermitting for two permits which generally affect small businesses more than any other regulated entities. Once revised, ADEM's website will be a much more powerful resource for small businesses. With all this being said, the most time-tested service we provide is simply the availability of our program staff to answer questions and provide assistance to small businesses any time it is requested. After all, ADEM is your agency, we are here to serve you and we want to serve you.

BECOMING A GREEN BUSINESS

What is a Green Business?

By law, businesses are required to meet environmental standards. However, a green business will go above and beyond standards in order to reduce pollution and waste, increase recycling, and conserve natural resources like water, energy, and raw materials.

All green businesses have an underlying principle to protect and conserve the environment. This principle leads to improving practices in general operations, practices specific to business type, and use of special products and appliances. A green business is sometimes recognized by a seal or logo of certification, an award, or membership to a network. A business may operate on a green level without an official logo, but beware of businesses that claim to be green without doing anything to protect the environment.

General Green Business Practices

Go Beyond Compliance

When it comes to conserving natural resources, recycling, and reducing pollution and waste, green businesses meet and exceed legal standards. New methods and practices are accomplished in all areas of operation, in the facility itself, and for each individual employee. A green business develops practices based on the type of industry it is. For example, a certifying association may require specific improvements for the auto industry that differ from the restaurant industry. Owners and managers keep up to date on the latest environmental issues, products, and methods for the industry

Develop Plans

To become green, a business identifies the greatest impacts it makes and potential improvements. Employees meet to discuss plans and strategies, which may include formal training. Progress is documented and new ideas created for continued improvement.

Recognition and Continued Improvement

Once the beneficial measures are in place, the business may receive a seal or logo from the certifying association. Official programs help the company to be recognized in its community and may also offer seminars or conferences to help maintain green status.

Economics and Benefits

Costs of becoming a green business may include membership dues, consulting fees, and investment in green products. The benefits, which include actual financial return are wide ranging. Business finances can improve due to the following results:

- Efficiency in operations and a streamlined process from new products and methods
- Less waste disposal costs due to increased recycling
- Zero or reduced cost in fines due to successful environmental compliance
- Reduced cost in power and water bills



Other benefits include:

- Promotion as an environmental steward through media, advertisements, and press coverage
- Recognition and increased business from customers and suppliers
- Creation of a healthy and desired workplace for employees
- Networking and help from other businesses
- Formal education, training, and consulting
- Help in future legal compliance and continued improvement.

Environmental Impact for Businesses

Natural Resources

Some business use natural resources in production and all use natural resources in operation. Buildings, vehicles, and factories need energy to function. Three quarters of U.S. lighting energy is used for commercial and industrial purposes.

Businesses use raw materials like wood, minerals, and metals for products in their daily operation. In the U.S., the average employee uses about 10,000 sheets of paper every year. Water is also essential for many manufacturers and service businesses. A building itself requires numerous materials from the earth. Visit our 'business construction and remodeling' page to learn more.

A green business is aware of its use of natural resources and takes steps to use fewer materials more efficiently. They also choose suppliers who are stewards of energy, water, and raw materials.

Waste and Recycling

Schools and commercial locations, including businesses, contributed 35% to 45% of the U.S. total municipal solid waste in 2006. The greatest category in solid waste was containers and packaging.

Businesses contribute to landfills by disposing of paper and unnecessary packaging materials.

A green business will reduce waste and recycle as much as possible. Many green businesses have saved the most money by reducing waste. Visit our recycling page to be amazed at the variety of products you can recycle.

Information provided by: www.go-green.com



GOING GREEN TIP!

Get rid of junk mail!! – More than 8 million tons of trees are used each year to produce 19 billion catalogs, requiring enough energy to power 1.2 million homes for a year! As for junk mail, the average adult is on at least 50 mailing lists, resulting in about 40 pounds of mail sent our way each year. To cancel catalogs you don't want sign up at www.catalogchoice.org; to cut down on junk mail call 1.888.5OPTOUT and to decline unsolicited credit card offers go to www.opoutprescreen.com

Alabama Small Business Development Centers:

Making Alabama Small Businesses Aware of the Business Opportunities and Promoting Environmentally Responsible Policies and Practices

The Green Revolution has impacted every aspect of our national and regional business and political consciousness. Small businesses are uniquely positioned to facilitate the Green Revolution and profit from the emerging sensitivity the general citizenry have towards environmental issues.

Many states offer environmental assistance with some of the notables being Vermont, North Carolina and Maryland. Each state offers assistance that is consistent with its business composition and environmental footprint.

There have been a number of federal government initiatives that have recognized the need for environmentally sound policies and practices. Some of these programs involved the small business community in an integral fashion. A few of these programs are listed below:

- The HUBZone program encouraged and assisted minority- and women-owned businesses in their competition for federal contracts by certifying firms that could perform environmental engineering and construction.
- The Small Business Investment Company provided venture capital for small businesses and invested significant resources in the development of green businesses.
- The Small Business Development Center Program conducted workshops and seminars on hazardous waste management, waste reduction and recycling, and pollution prevention.
- The Small Business Compliance Alliance Project helped small businesses comply with environmental regulations.

Consistent with the initiatives outlined above at the federal level, one group that has joined these efforts in a supportive role is the Alabama Small Business Development Consortium. The Alabama Small Business Development Consortium is positioning itself to offer some of the following services to small businesses in Alabama:

- Programs and initiatives for reducing hazardous materials and waste in business operations;
- Confidential on-site assessment of business for waste reduction, recycling, energy and water use to help reduce operating costs;
- Overview of existing practices related to environmental health and safety;
- Assistance with issues involving regulatory and compliance;
- How to purchase products containing recycled materials and environmentally preferable products;
- Referral service for technical assistance sources;
- Financial planning and analysis in implementing pollution prevention or energy efficiency investments;
- How to use a business's environmental efforts as a marketing tool to differentiate a business from competitors and create unique market niches; and
- Opportunities to network and collaborate with other businesses that are reducing their overhead through sound environmental management.

It is essential that small businesses understand the issues and opportunities associated with environmental planning.

A few internet-based resources are provided below:

- <http://greenbizwire.csrwire.com/news/10801.html>
- <http://www.entrepreneur.com/tradejournals/article/54313436.html>
- <http://www3.interscience.wiley.com/cgi-bin/abstract/112770528/ABSTRACT>

To request more information on counseling services please contact the Small Business Development Center nearest you (below) or visit www.asbdc.org.

Alabama A & M University SBDC
256.372.8018
www.aamu.edu

Troy University SBDC
334.670.3771
<http://cibed.troy.edu/sbdc>

Alabama International Trade Center
205.348.7621
www.aitc.ua.edu

University of Alabama SBDC
205.348.7011
<http://sbdc.cba.ua.edu>

Alabama State University SBDC
334.229.4138
www.cobanetwork.com/sbdc

University of Alabama Huntsville SBDC
256.824.6788
<http://sbdc.uah.edu>

Auburn University SBDC
334.844.4220
www.sbdc.auburn.edu

University of North Alabama - SBDC
256.765.4629
<http://business.una.edu/sbdc>

Jacksonville State University SBDC
256.782.5271
www.jsu.edu/depart/sbdc

University of South Alabama SBDC
251.460.6004
www.southalabama.edu/sbdc

Procurement Technical Assistance Program
205.307.6513
www.asbdc.org/procurement.htm

University of West Alabama SBDC
205.652.3665
www.sbdc.uwa.edu

A Joint Publication of



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