

**To:** Hupp, Sydney[hupp.sydney@epa.gov]  
**From:** Bode, Denise A (53804)  
**Sent:** Thur 4/20/2017 4:13:54 PM  
**Subject:** Re: What security information do we need from our group for the meeting?  
EPA\_DNR Leave Behind -- final.docx

Sydney, Here are our attendees and a short fact sheet. We will be providing a longer memo after talking to Samantha tomorrow afternoon. Best, D

- Greg Wickham (DFA)  
- Mike McCloskey (Select)  
- Jason Weller (LOL)  
- Mark Duffy (Agri-Mark)  
- Clay Detlefsen (NMPF)  
- Steven Rowe (Newtrient)  
- Denise Bode (Michael Best Strategies)  
- Andrew Cook (Michael Best Strategies)

Denise A. Bode  
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my bio <<http://www.michaelbeststrategies.com/dc/lawyer/denise-bode/>> | our firm  
<<http://www.michaelbeststrategies.com/>> | vCard <<http://www.michaelbest.com/People/Denise-Bode.vcf>>

On 4/20/17, 11:51 AM, "Hupp, Sydney" <hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov>> wrote:

Denise what is the specific topic for the meeting?

Sydney Hupp  
Office of the Administrator- Scheduling  
202.816.1659

-----Original Message-----

From: Woodward, Cheryl  
Sent: Monday, April 17, 2017 4:19 PM  
To: Hupp, Sydney <hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov>>  
Cc: Bode, Denise A (53804)  
<dabode@michaelbeststrategies.com<mailto:dabode@michaelbeststrategies.com>>  
Subject: Re: What security information do we need from our group for the meeting?

Please don't stress. As soon as you get the information pass it to us.

Sent from my iPhone

On Apr 17, 2017, at 2:54 PM, Hupp, Sydney <hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov>> wrote:

Oh that's terrible. So sorry to hear that. We've got time! Get to us at your convenience of course!

Sydney Hupp  
Office of the Administrator- Scheduling

202.816.1659

-----Original Message-----

From: Bode, Denise A (53804) [mailto:dabode@michaelbeststrategies.com]

Sent: Monday, April 17, 2017 2:35 PM

To: Hupp, Sydney <hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov>>

Cc: Woodward, Cheryl <Woodward.Cheryl@epa.gov<mailto:Woodward.Cheryl@epa.gov>>

Subject: Re: What security information do we need from our group for the meeting?

Not yet. Steve Rowe, CEO of Newtrient lost his mom late last week and will be coming back to work on Wednesday and he has the lead on the industry names! Back to all soon! Thanks for info! D

Denise A. Bode

Partner

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firm<http://www.michaelbeststrategies.com/> |

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On Apr 17, 2017, at 2:25 PM, Hupp, Sydney

<hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov><mailto:hupp.sydney@epa.gov>> wrote:

Hey Denise, directions are below! Everyone will need an ID and will have to go through metal detectors.

Do you have a complete list of attendees? Thanks!!

Directions: If you come by Metro, the Federal Triangle metro stop is directly below the building entrances. You would leave the metro station and go up all three sets of escalators and then do a small U-Turn to the right heading toward 12th street, the North Lobby entrance is directly and immediately to your left (Glass Doors -EPA Signified on Glass).

If you are coming by taxi/vehicle, you want to be dropped off on 12th NW, between Constitution Ave and Pennsylvania Ave. It is almost exactly half way between the two avenues on 12th street and the Federal Triangle Metro sign can be used as a landmark. From 12th Street, facing the building with the EPA and American flags, walk toward the building (under the flags) and take the glass door on your left hand side with the escalators going down to the metro on your left. This again will be the South Lobby of the William Jefferson Clinton building.

Once inside the building, security will prompt you to scan all items such as bags, coats etc., and then let the guards know that you were instructed to call Cheryl Woodward at 564-1274 or Michelle Hale at 564-1430 to escort you to the meeting with the Administrator. Security will make temporary cards for everyone. Allow for 15 minutes to get through the process.

Sydney Hupp

Office of the Administrator- Scheduling

202.816.1659

-----Original Message-----

From: Bode, Denise A (53804) [mailto:dabode@michaelbeststrategies.com]

Sent: Monday, April 17, 2017 12:48 PM

To: Hupp, Sydney

<hupp.sydney@epa.gov<mailto:hupp.sydney@epa.gov><mailto:hupp.sydney@epa.gov>>

Subject: What security information do we need from our group for the meeting?

We want to make sure we gather this early. D Denise A. Bode Partner E

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[cid:1D2F825E-209B-4F67-9B4B-B7288CF1F57F]

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vCard<<http://www.michaelbest.com/People/Denise-Bode.vcf>>

Email Disclaimer

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## Who is Newtrient?

Forward-looking dairy industry leaders driving to play an increasingly important role in supplying the world with healthy food, stimulating the rural economy, and effectively protecting the environment.



Select Milk



These dairy cooperatives represent 50+% of the milk produced in the U.S. representing 20,000+ dairy farms of all sizes.



Playing integral roles on Newtrient's Board of Managers, these two industry associations work on behalf of the entire dairy industry in terms of promotion, research, education, innovation, issues management, international trade and public policy.

## Our Team of Experts

Newtrient has brought together an unprecedented team of experts and leaders in manure

Newtrient is a dairy driven venture focused on reducing the environmental footprint of dairy farming and making it economically viable to do so. Newtrient does this by advancing:

1. The state of manure management technologies
2. The marketplace for manure-based products
3. The adoption of environmental asset markets for voluntary, pollution prevention services

- I. Farmers are perfectly situated to
  - A. voluntarily protect the environment,
  - B. reduce the total cost of environmental protection,
  - C. receive economic value for the products and protections created
  
- II. Environmental Asset Markets Are the Key to unlocking the potential environmental and economic potential of agricultural by-product. Environmental Asset Markets shift government's role from environmental "cop" to economic stimulator using an environmental services marketplace:
  - A. Incentivizing the lowest cost pollution prevention to voluntarily act first, and
  - B. Directing some of those economic savings to the benefit of those obligated to incur higher cost pollution prevention efforts
  
- III. The Result:
  - A. Unleashed power of the marketplace
  - B. Increased application of technologies
  - C. Stimulated rural economies
  - D. Increased economic opportunity for farmers performing voluntary environmental protection actions
  - E. Reduced environmental protection costs for municipalities and other large sources
  - F. Aligning of incentives between regulators and the regulated community
  - G. Overall improved environmental protection

- I. Timely confluence of political change, technological opportunity and shift of focus from point sources to non-point sources of potential pollution
  - A. EPA's command & control model was built on the belief that environmental protection required "negative drivers" to force certain behaviors
  - B. Positive economic drivers, will result in both faster and less expensive environmental protection/improvement with the additional benefits of:
    - 1. Economic stimulation in rural (non-point source) America
    - 2. Cost reduction in urban (point source & stormwater) America
    - 3. Regulators welcomed rather than feared and avoided
    - 4. Farmers valued as the true protectors of the environment
  
- II. Manure is a largely neglected valuable resource
  - A. Manure's economic value is trapped
    - 1. Farmers are "price takers" for their products
    - 2. Commodity pricing
    - 3. Necessary cooperative structures
    - 4. Antiquated farm input supply chain
  - B. Antiquated concepts of environmental protection
    - 1. Command & Control works well in urban and point-source settings
    - 2. Command & Control is antithetical to rural outlook and non-point settings
  
- III. Newtrient's recently released Technology Catalog is a publicly available analysis of all relevant dairy manure management technologies in the U.S.
  - A. Open source: available to all
    - 1. Dairy farmers
    - 2. The rest of the barnyard
    - 3. Regulators
    - 4. Technology vendors and consultants
  - B. Designed to provide information and spur technological competition
  - C. Views manure management as a means to generate economic value



Newtrient: 10255 West Higgins Road, Suite 900 Rosemont, IL 60018  
[www.NEWTRIENT.com](http://www.NEWTRIENT.com)