



HOME PERFORMANCE in the News



WELCOME! This newsletter is being sent to you, our referral, advocacy and contractor ally partners throughout the state. There are over 200 businesses in the Home Performance with ENERGY STAR® network and our numbers continue to grow at a steady pace. A number of you have been with the program for many years and are quite active and others are new to the program. Some of you may be wondering “who are these guys” and “what is it they really do?” It is our intention to open lines of communication by keeping you regularly updated about activity in the Home Performance with ENERGY STAR Program. This effort will help to strengthen our collective efforts in addressing energy-related issues. – Bob Pfeiffer, Program Manager

UPDATES

CO-OPERATIVE ADVERTISING

A new Co-operative Advertising Policy is enclosed in this packet. This \$3,000 value can help you spread the word about Home Performance and the State-of-the-Art diagnostics and retrofits services you can provide to your customers and in turn, will help differentiate your business in the marketplace. Changes to the Co-operative Advertising Policy include the requirement of referring 5 jobs into the program per fiscal year, when a consultant performs a whole-house evaluation. Remember, you will receive \$75 for every referral into the program, when an evaluation takes place.

EQUIPMENT PURCHASE LOANS

We are now offering six month interest-free loans to contractor allies who wish to purchase diagnostic equipment to aid in their installations.

Eligible diagnostic equipment:

- Blower Door
- Digital Manometer
- CO Analyzer
- Combustion Efficiency Testing Equipment

For more information on an interest-free equipment loan, contact Theresa Bauer at 608.249.9322, ext. 318 or theresab@weccusa.org.

FOCUS ON ENERGY CHANGES

Due to Act 141, which was signed into law March 2006, Focus on Energy funding will be restored to full funding on July 1, 2007. Existing programs will increase in scope and breadth; new programs, still in the planning stages will be also be initiated. We hope the stability this provides will encourage non-participating co-operatives and municipal utilities to join.

Utility companies and the Public Service Commission work with us to establish goals that will help accomplish the following:

- Reduce natural gas, fuel oil consumption: reduce greenhousegas emissions
- Postpone or eliminate need to construct power lines: maintain our farmlands and forests
- Postpone or eliminate need to construct power plants
- Improve air and water quality; our children should be able to safely eat fish from Wisconsin lakes
- Create jobs and maintain economic security; let's keep energy dollars in the state

This is no small task! Political, environmental and climatic events can only lead us to the conclusion that energy efficiency and conservation have become key components on the path to global and local stability. There are no magic fixes on the horizon that will give us clean, worry-free energy; there's just us, each business and individual who recognizes their ability to contribute by adopting and promoting the most efficient technologies available. You are the solution - thank you for your continuing efforts!

EXAMPLES OF SUCCESS

A primary goal of Focus on Energy is to transform the marketplace, bring emerging technologies and installations into commonplace usage. Below are just a couple of examples how we are doing that!

Incentives and rewards are established for contractors, retailers and customers, allowing all to adopt these energy efficient practices. Our best example to-date is condensing furnaces. Wisconsin has a 90 percent placement rate across the state - better than anywhere in the United States! This is a direct result of state-offered incentives set in place during the early 1990's.

In addition, compact fluorescent light bulbs (CFL's) are becoming widely accepted and used across the United States.



211 S. Paterson Street, Third Floor
Madison, Wisconsin 53703

PRSR STD
US POSTAGE
PAID
MADISON WI
PERMIT NO. 2902

Experienced staff will work with your crews to assure they understand and promote "best-practices". Contact Kevin Hogan at 608.249.9322 ext. 183 or kevinh@wecusa.org.

This is the Home Performance difference - we bring building science principles into action, in turn helping you assure safe, comfortable, durable and efficient operation of your customer's homes. Partnering with our program gives your company a competitive edge, benefiting you and your customers.

Our 38 consultants and six qualified contractors serve Focus on Energy eligible territories and are listed on our Web site: <http://www.focusonenergy.org/embed.jsp?pagelid=35>

They perform the evaluations and ratings, submit reports and/or work scopes to you and your customers which enable you to take advantage of the Ally rewards and offer Cash-Back Rewards to your customer.

If you are not currently partnered with a consultant or qualified contractor, visit focusonenergy.com or call us at 800.762.7077 to make the connection!

REMINDERS

FREE INTRODUCTORY EVALUATIONS

For allies who have not yet taken advantage of our offer to receive two free introductory evaluations; this opportunity was created for you to witness the program in action. Observing our practices allows you to better understand the protocols and inspection measures of the Home Performance with ENERGY STAR Program.

MENTORING AND TRAINING OPPORTUNITIES

Training and professional development are key components in our relationship with contractor allies. We offer and strongly recommend classroom sessions in building science; "best-practices" and diagnostics. The Energy Center of Wisconsin offers courses across the state, year-round. Focus on Energy and Home Performance with ENERGY STAR sponsor the annual "Better Buildings: Better Business" Conference being held in Wisconsin Dells from February 5-6, 2007. This is an excellent chance to meet peers and learn from nationally recognized professionals.

All contractor allies are eligible for free on-site mentoring.

ALLY CLASSIFICATIONS

REFERRAL ALLIES
Supply houses, retailers, realtors, manufacturers

CONTRACTOR ALLIES
Companies providing the services of remodeling, home-improvement, insulation, weatherization, HVAC, windows, siding and roofing

ADVOCATE ALLIES
Non-profits, community groups

PROGRAM MANAGER
Bob Pfeiffer
608.249.9322 x186
bobbp@wecusa.org

PROGRAM COORDINATOR
Rich Marshall
608.249.9322 x130
rich@wecusa.org

PROGRAM COORDINATOR
Kevin Hogan
608.249.9322 x183
kevinh@wecusa.org

PROGRAM ASSISTANT
Theresa Bauer
608.249.9322 x318
theresa@wecusa.org

MARKETING MANAGER
Amy Wollangk
608.249.9322 x317
amyw@wecusa.org

ADVERTISING and EVENTS COORDINATOR
Amy Lord
608.249.9322 x314
amyl@wecusa.org

