

The Midwest Energy Efficiency Alliance Presents the

*5th Annual*

INSPIRING

EFFICIENCY

AWARDS

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*Thursday, January 8, 2009*

*InterContinental Chicago*

*Welcome to the*

# 2009 Inspiring Efficiency Awards

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The Midwest Energy Efficiency Alliance welcomes you to the 2009 Inspiring Efficiency Awards.

It is our honor to recognize Midwest leaders who deliver groundbreaking advancements in energy efficiency across five categories: Leadership, Education, Impact, Marketing and Innovation and our Chairman's award which honors an organization or individual that has provided exemplary leadership and support to MEEA throughout the organization's history.

We are excited and invigorated by the contributions that our 2009 Inspiring Efficiency Awards recipients have made in advancing energy efficiency in the Midwest. From executive office leadership to engaging outreach strategies and state-of-the-art technologies, this group represents the highest levels of dedication and innovation.

The depth and breadth of the applicants and winners only further demonstrates the success and contribution of the Midwest in the energy efficiency marketplace.

David Eijadi  
Chairman of the Board

Wendy Jaehn  
Executive Director

# Inspiring Efficiency Awards *program*

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## *Welcome*

David Eijadi, The Weidt Group  
Chair, Midwest Energy Efficiency Alliance

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## *Dinner*

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## *Dinner Entertainment*

Peter Polzak's Big City Jazz

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## *Introduction*

Randy Gunn, Summit Blue Consulting  
Vice Chair, Midwest Energy Efficiency Alliance

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## *Inspiring Efficiency Awards Ceremony*

Ginger Zee, NBC-5 Chicago  
Emcee

# Inspiring Efficiency Awards

## LEADERSHIP

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*The Inspiring Efficiency LEADERSHIP Award is presented to the organization or individual who has served as a strong leader in support of energy efficiency in their city, state, region, company, or community.*

2009 Winner

***Jim Doyle, Governor, Wisconsin***

Since taking office as Wisconsin governor in 2003, Jim Doyle has been a champion of energy efficiency. Some of Governor Doyle's initiatives include Clean Energy Wisconsin — his plan for energy independence — and creating a task force on energy efficiency, renewable energy and global warming.

Governor Doyle's hope for the Clean Energy Wisconsin initiative is "to strengthen Wisconsin's energy future by investing in renewable energy, creating green jobs of the future, striving for the gold standard in energy efficiency and partnering with communities across the state."

Governor Doyle, through the state Department of Commerce expects to award \$15 million annually in grants and loans for research and development, commercialization or adoption of new technologies, and supply chain management in energy efficiency. This effort is expected to leverage nearly \$1 billion in private investment and create new jobs for Wisconsin families on farms, in forests, in research labs and manufacturers, in addition to fostering new ideas to save energy.

**Presented by:**

Wendy Jaehn, Executive Director  
Midwest Energy Efficiency Alliance

**Accepted by:**

Judy Ziewacz  
Executive Director  
Wisconsin Office of Energy Independence

# Inspiring Efficiency Awards *EDUCATION*

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*The Inspiring Efficiency EDUCATION Award is presented for the development and implementation of a local campaign, program, strategy, or idea to increase knowledge and action on energy efficiency.*

2009 Winner

***Interstate Power and Light Co.***

To support the goals for their prescriptive rebate program, IPL developed a campaign that specifically targeted residential customers' energy usage. In lieu of a traditional direct mail postcard, this campaign was centered on a very simple design - a customer letter. Experience has shown that personally addressed letters from a utility can have greater customer response rates than traditional direct mail postcards.

The concept is to send a letter to customers detailing their specific 12 month energy use history. The letters also highlight other topics such as the value of electricity/natural gas when compared to other everyday expenses, the customer's role in their carbon footprint and energy efficiency tips and energy efficiency rebate options/services available. The Personal Use History letters contain a customer friendly usage report specific to their home, which details average monthly temperatures, kWh/therms used and dollars expended over a 12 month period. Additionally, customers are provided data that enables them to compare their average usage to that of the typical IPL customer or to see where energy is typically used in an average home.

IPL initially projected a one to two percent response rate of business reply card. However, the 801,121 letters sent to IPL customers yielded 47,409 business reply cards representing a 5.92% response rate.

Use of the online My Home Comfort Check Up increased following the mailing of the Personal Electric Use History letters. In 2007, the site recorded 2,747 unique users during March, April and May (following the letter) a 282% increase over the same months in 2006 (base year) with no promotional activity. In 2008 when WPL customers were added to the campaign, the site recorded 4,604 unique users during the months April, May, and June following the letter, a 438% increase over the base year as well as a 180% increase over the same months in 2007.

**Presented by:**

Mary Anne Emmons, MEEA Board Member  
Commonwealth Edison

**Accepted by:**

Linda Mattes  
Director, Energy Efficiency and New Product Development  
Alliant Energy

# Inspiring Efficiency Awards

## *IMPACT*

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*The Inspiring Efficiency IMPACT Award is presented for significant contribution to market transformation either through the implementation of a specific program or through a policy change that has reduced energy consumption and/or increased market penetration of energy-efficient products.*

2009 Winner

### ***Orion Energy Systems, Inc.***

Orion Energy Systems designs, manufactures and implements energy management systems, consisting primarily of high-performance, energy-efficient lighting systems for commercial and industrial customers without compromising the quantity or quality of light. Orion's integrated phased approach includes energy-efficient lighting, proprietary energy management controls and direct renewable light pipes.

Based on the dual principles of optimizing input energy and maximizing lighting output, Orion's patented high-intensity fluorescent (HIF) lighting platform uses 220 kilowatts, or 50 percent less energy, than HID lights and delivers immediate, compelling and sustainable financial, workplace, and environmental benefits to each one of its customers. For every 4,200 HID lights replaced by Orion's HIF fixtures, approximately one megawatt of power is reduced from the power grid.

Since 2001, Orion technology has displaced nearly 358 megawatts — enough electricity to power more than 298,000 homes — and has helped companies save nearly \$402 million in energy costs. According to the Environmental Protection Agency, Orion's high-efficiency lighting systems have prevented more than 3.5 million tons of carbon dioxide from being emitted into the atmosphere. Orion also has reduced the emissions of other harmful, greenhouse gases, including sulfur dioxide, nitrous oxide, carbon and mercury. The reduction in greenhouse gas emissions is equivalent to removing more than 842,000 cars from the road or saving 430 million gallons of gasoline.

**Presented by:**

Susan Stratton, MEEA Board Member  
Energy Center of Wisconsin

**Accepted by:**

Neal Verfuert  
CEO  
Orion

# Inspiring Efficiency Awards *INNOVATION*

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*The Inspiring Efficiency INNOVATION Award is presented for developing and implementing a new and innovative program, idea or policy in the Midwest.*

2009 Winner

*Keyser Visual, Inc.  
and Florida Plastics International, Inc.*

Keyser Visual provides visual merchandising solutions, signage and menu boards to the quick service restaurant industry. The company showcased its substantial investment in energy-efficient light emitting diode (LED) technology through a complete interior and exterior conversion from traditional light sources to LEDs at a local McDonald's® restaurant. The conversion will save over 16,000 kilowatts annually in that one facility, demonstrating the benefits of a comprehensive approach to LED conversion over a socket- by-socket approach. Additionally, the project included an innovative Web-enabled tool to track LED installation, validate kilowatt reduction and lower carbon emissions.

**Presented by:**

Jay Wrobel, Program Director  
Midwest Energy Efficiency Alliance

**Accepted by:**

Judy Haselberger  
President  
Keyser Visual, Inc.

# Inspiring Efficiency Awards *MARKETING*

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*The Inspiring Efficiency MARKETING Award is presented for engaging in or supporting a marketing campaign, program, strategy, or idea to increase the adoption of energy-efficient products and/or best practices in the Midwest.*

2009 Winner

## *Wisconsin Focus On Energy*

In an attempt to leverage the nation's obsession with reality television, in December 2007, Focus on Energy launched the "Home Energy Makeover," an innovative contest-driven marketing campaign designed to combine the allure of reality TV with the nation's growing interest in energy efficiency. The campaign gave residents of Milwaukee, Wisconsin the chance to win comprehensive energy efficiency upgrades for their homes.

During the contest's three-week entry period between December 2007 and January 2008, Focus captured 9,916 leads. Focus narrowed the field to six semi-finalists and announced the winner during the NFL's Super Bowl half-time show on February 3, 2008.

Promotions continued to run through June, with banner ads, television spots and segments on the FOX 6 morning show "Wake Up" that featured regular updates on the winning home's transformation. In addition, Focus followed up with the nearly 10,000 entrants in March and June to encourage home energy evaluations and offer Cash-Back Rewards for installing efficiency upgrades. The contest helped Focus build awareness of the information, services, and financial incentives offered through the Focus program enabling Focus to position itself as a friendly, helpful authority on energy efficiency. Additionally, it is hoped that the contest has helped create long-term behavioral changes among energy consumers across the state by showing them ways to save energy and money at home.

### **Presented by:**

Stacey Paradis, Director of External Relations  
Midwest Energy Efficiency Alliance

### **Accepted by:**

Mary Woolsey Schlaefer  
Wisconsin Energy Conservation Corporation

# Inspiring Efficiency Awards *CHAIRMAN'S*

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*The Inspiring Efficiency CHAIRMAN'S Award is presented to the organization or individual who has provided exemplary leadership and support to MEEA throughout the organization's history.*

2009 Winner

*Janet Streff*

The Minnesota Department of Commerce was one of the founding members of MEEA and Janet has served as its representative on MEEA's Board of Directors since MEEA's inception in 2000 through 2008. Janet has held leadership positions within the Board serving as MEEA's Vice Chair from 2001 until May 2005 and then served as MEEA's Chairperson from May 2005 until May 2007. Over the course of Janet's leadership tenure, she oversaw MEEA's growth from a staff of three, subletting a few offices from the Environmental Law and Policy Center to a 12 person, thriving organization housed in a LEED certified office space on Michigan Avenue. Additionally, Janet's support for two of MEEA's core program activities, the Change A Light, Change The World lighting campaign and the Building Operator Certification Program were critical to the success of these regional programs. Janet's participation, dedication, and commitment to MEEA has helped to shape MEEA and our continued growth and ability to achieve our mission.

Janet has managed the State Energy Office in the MN Department of Commerce since 1999. In this capacity she directs professional staff with responsibilities for the state's utility Conservation Improvement Program. She also, through state and federal funds, manages programs that promote energy efficiency and renewable energy by providing technical assistance and consumer information. Her group also has manages the federal Weatherization Assistance Program, which provides energy conservation improvements to low-income homes. Prior to joining the State Energy Office in 1995, Janet managed commercial construction. She is a certified building official, holds a B.A. from the University of North Dakota and an M.A. (Public Administration) from Hamline University.

**Presented by:**

David Eijadi, Chair  
Midwest Energy Efficiency Alliance

**Accepted by:**

Janet Streff

# Midwest Energy Efficiency Alliance Board of Directors

## **Chair**

David Eijadi  
*Vice President*  
The Weidt Group

## **Vice Chair**

Randy Gunn  
*Principal, Energy Practice*  
Summit Blue Consulting

## **Secretary**

Sarah Else  
*Director, Renewable Energy Resources*  
Alliant Energy

## **Treasurer**

Sam Sirkin  
*Program Development Director*  
JACO Environmental, Inc.

Dave Backen  
National Practice Director  
Ecos Consulting

Charley Budd  
Senior Principal Consultant  
KEMA, Inc.

Martha J. Carney  
Principal  
Outsourced Innovations, LLC

Brian Castelli  
Executive Vice President/Chief Operating Officer  
Alliance to Save Energy

Mary Anne Emmons, P.E.  
Director, ComED CARE and Marketing Programs  
Commonwealth Edison Company

Jonathan Feipel  
Deputy Director, Division of Energy  
Illinois Department of Commerce

Peter Feroli  
Vice President  
Applied Proactive Technologies, Inc.

Joel Freehling  
Manager, Triple Bottom Line Innovations  
ShoreBank

Marty Kushler  
Director, Utilities Program  
American Council for an Energy-Efficient Economy

Greg Lovett  
Director, Products and Services  
AmerenUE

Janine Migden-Ostrander  
Consumers' Counsel  
Office of Ohio Consumers' Counsel

Kate Offringa  
Director, Federal and State Programs  
North American Insulation Manufacturers Association

John Sarver  
Supervisor  
Michigan Department of Labor and Economic Growth

Raiford Smith  
Director, Product Development  
Duke Energy

Garrett Stone  
Founding Principal  
Brickfield Burchette Ritts & Stone

Susan Stratton  
Executive Director  
Energy Center of Wisconsin

Jim Wiet  
Associate Director, Energy Resources Center  
University of Illinois at Chicago

# Inspiring Efficiency Awards

## *past winners*

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### Inspiring Efficiency Leadership Award

**2008 - Minnesota: State Senator D. Scott Dibble, State Representative Jeremy Kalin, Christy Brusven, Minnesota Dept. of Commerce and Sheldon Strom, Center for Energy and Environment**

**2008 - Illinois: State Senator Don Harmon & Anne Pramaggiore, Commonwealth Edison  
2008 - Ann Arbor Energy Office**

**2006 - Sen. Robert L. Cowles, State of Wisconsin**

**2006 - Diane Munns, Iowa Utilities Board**

**2005 - Governor Jennifer Granholm, State of Michigan**

**2004 - Governor Tim Pawlenty, State of Minnesota**

### Inspiring Efficiency Marketing Award

**2008 - Rochester Public Utilities**

**2006 - MidAmerican Energy**

**2005 - Interstate Power and Light Co. (IP&L)**

### Inspiring Efficiency Impact Award

**2008 - MiraCit Development Corporation**

**2006 - Alliant Energy-Wisconsin Power and Light Co.**

**2005 - MidAmerican Design Assistance**

**2004 - The Compressed Air Challenge**

### Inspiring Efficiency Education Award

**2008 - Schools for Energy Efficiency**

**2006 - Missouri Botanical Garden's EarthWays Center**

**2005 - University of Illinois at Chicago, Energy Resources Center (ERC)**

**2004 - Wisconsin Focus on Energy Residential Programs**

### Inspiring Efficiency Innovation Award

**2008 - George Bialecki, Jr., Founder, Alternative Energy Builders**

**2006 - District Energy St. Paul**

**2006 - The Cleveland Green Building Coalition**

**2005 - Center for Technology Transfer, Inc.**

**2004 - Community Energy Cooperative's Energy-Smart Pricing Plan**

### Inspiring Efficiency Chairman's Award

**2008 - Sara Ward, Ohio Department of Development, Office of Energy Efficiency**

**2006 - Mary O'Toole, Commonwealth Edison**

**2005 - David Leishman, Applied Proactive Technologies, Inc.**

**2004 - Val Jensen, ICF Consulting**

***The Inspiring Efficiency Awards recognize organizations and individuals for their efforts to increase energy efficiency awareness and practices in the Midwest region. MEEA extends a sincere thank you to the sponsors who made this event possible:***

*Platinum*

Alliant Energy  
Commonwealth Edison Company  
MidAmerican Energy Company

*Gold*

Ameren  
Dow Building Solutions  
Duke Energy  
North American Insulation Manufacturers Association  
U.S. Environmental Protection Agency

*Silver*

Applied Proactive Technologies, Inc.  
ARCA Incorporated  
Columbia Gas of Ohio  
Ecos Consulting  
General Electric

*Inspiring Efficiency Patron*

Orion Energy Systems

*Inspiring Efficiency Contributor*

ESI, Inc.