



14<sup>TH</sup> ANNUAL  
INSPIRING  
EFFICIENCY  
AWARDS

Dinner & Gala

THURSDAY, FEBRUARY 8, 2018

CHICAGO HILTON AND TOWERS

7:00 - 9:00 p.m.

International Ballroom South

## WELCOME TO THE 2018 INSPIRING EFFICIENCY AWARDS

The Midwest Energy Efficiency Alliance welcomes you to the 14th Annual Inspiring Efficiency Awards Dinner and Ceremony.

It is our honor to recognize the Midwest leaders who support energy efficiency, develop advancements and deliver impressive energy savings across five categories: Education, Impact, Innovation, Leadership and Marketing. Each year, we also recognize a leader with the Chairman's Award for their exemplary leadership in energy efficiency and support of MEEA.

Now in our 14th year of presenting the Inspiring Efficiency Awards, our industry continues to flourish. All of the winners and nominees contribute to the continued support and growth of energy efficiency in the Midwest and they share a passion for working in our industry. There are so many exemplary programs and people that we can't recognize them all. Please review your dinner program which includes an overview of each nominee, so you can learn more about all the great work that is happening in the Midwest.

We are truly invigorated by the contributions of the 2018 Inspiring Efficiency Award winners and all of the individuals and organizations that were nominated. With engaging programs that have encouraged energy savings for homeowners and major energy savings in large industrial buildings, the winners tonight have shown dedication and enthusiasm for promoting energy efficiency in the Midwest.

We want to thank the Inspiring Efficiency Awards Review Committee, who spent hours reviewing applications and had the difficult task of selecting the winners from so many highly qualified applicants. We also want to thank our table sponsors for their support.

The consistent quality of all the winners and nominees from this year and years past further demonstrates the Midwest's leading role in the energy efficiency marketplace. Thank you for joining us in recognizing their successes! We hope you enjoy your evening.



**Jim Jerozal**  
Board Chairman  
MEEA



**Stacey Paradis**  
Executive Director  
MEEA

# INSPIRING EFFICIENCY AWARDS

## CEREMONY PROGRAM

### WELCOME & INTRODUCTION

2018 Inspiring Efficiency Award for Education  
2018 Inspiring Efficiency Awards for Impact

### DINNER

2018 Inspiring Efficiency Awards for Innovation  
2018 Inspiring Efficiency Awards for Marketing

### DESSERT

2018 Inspiring Efficiency Awards for Leadership  
2018 Inspiring Efficiency Chairman's Award

### CHAMPAGNE TOAST SPONSORED BY CADMUS GROUP

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### EMCEE

Bill Angelos  
Midwest Energy Efficiency Alliance

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*The Inspiring Efficiency through Education Award is presented to the organization that has developed and implemented a campaign, program or strategy to increase knowledge and action on energy efficiency.*

## **2018 WINNER**

### National Energy Foundation - Think! Energy

The National Energy Foundation (NEF) is a unique 501(c)(3) nonprofit educational organization founded in 1976 and dedicated to the development, dissemination and implementation of supplementary educational materials and programs such as Think! Energy. NEF recognizes the importance and contribution of energy and natural resources to our economy, to our national security, the environment and our quality of life.

NEF programs reach over 500,000 students annually, including students in Ohio, Indiana, Missouri, Minnesota and Michigan. NEF's flagship program, Think! Energy, began in 2007 in Indiana, with Michigan programs starting in 2010 for Consumers Energy, DTE Energy and Efficiency United.

#### **ACCEPTED BY:**

Robin Reinarts  
Sr. Program Director  
National Energy Foundation

#### **PRESENTED BY:**

Mary Woolsey Schlaefer  
President/CEO  
Wisconsin Energy Conservation Corporation (WECC)



*The Inspiring Efficiency Impact Award is presented to an organization that has made a significant contribution to market transformation either through the implementation of a specific program or through a policy change.*

## **2018 WINNER**

### Ameren Illinois

Ameren Illinois delivers energy to 1.2 million electric and 816,000 natural gas customers in Illinois, and our mission is to meet their energy needs in a safe, reliable, efficient and environmentally responsible manner. Our service area covers more than 1,200 communities and 43,700 square miles. Since 2008, the Ameren Illinois energy efficiency programs have helped our customers save over \$850 million in energy costs, providing an economic boost to residents and businesses throughout central and southern Illinois. Over the next several years, the company will invest in a groundbreaking initiative to provide energy-saving benefits to more moderate- and low income customers. In addition, Ameren Illinois has committed to help develop new companies and create new local job opportunities in the energy efficiency arena across downstate Illinois.

#### **ACCEPTED BY:**

Keith Martin, Director-Energy Efficiency, Ameren Illinois  
Kristol Simms, Corporate Counsel, Ameren Illinois

#### **PRESENTED BY:**

Brenda Wilbers  
Program Director  
Missouri Dept. of Economic Development



*The Inspiring Efficiency Impact Award is presented to the organization that has made a significant contribution to market transformation either through the implementation of a specific program or through a policy change.*

## **2018 WINNER**

### ComEd Energy Efficiency Programs

The ComEd® Energy Efficiency Program introduced a midstream lighting program, Instant Discounts, to its commercial and industrial customers in 2011 to promote energy efficiency and increase program participation by removing prescriptive paperwork barriers. The program has a market-friendly approach that works for ComEd customers and lighting distributors. Instant Discounts is a tremendous success – saving an estimated 1,056 GWh over the past five years – and acts as a gateway to future projects that help customers save energy.

#### **Accepted by:**

Sharon Madigan  
Program Manager  
ComEd

#### **Presented by:**

Nathan Baer  
Managing Partner and COO  
Staples Energy



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

## **2018 WINNER**

### ComEd Energy Efficiency Programs

The ComEd Energy Force is the nation's first energy-efficiency program designed for and taught by people with disabilities. The Energy Force is composed of ambassadors who are responsible for educating ComEd customers, including their peers with disabilities, about the importance of energy efficiency. Ambassadors participate in community events to educate customers on how to save energy and money. Aside from genuine cost-savings realized by our customers, one of the greatest benefits of Energy Force has been to promote the personal and professional growth of its ambassadors.

#### **Accepted by:**

Lisa Schuh  
Senior Marketing Specialist  
ComEd

#### **Presented by:**

Jeff Erickson  
Associate Director  
Navigant



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

## **2018 WINNER**

### **Focus on Energy and Madison Gas and Electric (MGE)**

The On Demand Savings (ODS) Program was an 18-month pilot program that worked with commercial and industrial customers to better understand and manage on-peak summertime demand. The goal of the program was to see if customers could reduce on-peak demand through in-house programmatic and manual interventions when assisted by program experts, software tools (including a real-time energy dashboard), and financial incentives.

Madison Gas and Electric (MGE) generates and distributes electricity to 149,000 customers in Dane County and purchases and distributes natural gas to 154,000 customers in seven south-central and western Wisconsin counties. Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities.

#### **Accepted by:**

Matt Matenaer, Senior Account Manager, Madison Gas & Electric  
Chad Bulman, Director of Energy Portfolios, APTIM

#### **Presented by:**

Dan York  
Policy Program Fellow  
ACEEE



*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.*

## **2018 WINNER**

### **Ameren Illinois**

Ameren Illinois delivers energy to 1.2 million electric and 816,000 natural gas customers in Illinois, and our mission is to meet their energy needs in a safe, reliable, efficient and environmentally responsible manner. Our service area covers more than 1,200 communities and 43,700 square miles. Since 2008, the Ameren Illinois energy efficiency programs have helped our customers save over \$850 million in energy costs, providing an economic boost to residents and businesses throughout central and southern Illinois. Over the next several years, the company will invest in a groundbreaking initiative to provide energy-saving benefits to more moderate- and low income customers. In addition, Ameren Illinois has committed to help develop new companies and create new local job opportunities in the energy efficiency arena across downstate Illinois.

#### **Accepted by:**

Keith Martin, Director-Energy Efficiency, Ameren Illinois and  
Kristol Simms, Corporate Counsel, Ameren Illinois

#### **Presented by:**

John Nicol  
Energy Program Director  
Leidos



*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.*

**2018 WINNER**

**Vectren Corporation**

In the Vectren Energy Efficiency Program's school campaign, our outreach team played the role of energy guidance counselors to support school maintenance staff and contractors. Our goal was to boost therm savings over a six month period in rural and urban areas. During the campaign, schools generated nine times more therm savings than the previous six months, and continued delivering increased results into the next year. Our campaign's successes are attributed to the upfront investment in in-house market research, tailored messaging for each school, and the informed, engaged, in-person support provided by the counselors. This support helped schools find the best energy-saving solutions, led to more informed decisions, and caused average savings per application to increase three times versus the previous year.

**Accepted by:**

Rina Harris  
Director, Energy Efficiency  
Vectren Corporation

**Presented by:**

Scott Steiner  
Sr. Program Manager  
Lockheed Martin



*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.*

**2018 WINNER**

**Louis James, SEEL, LLC**

A prolific entrepreneur, Louis E. James has more than 40 years of experience in managing sales, marketing, operations, personnel and merchandising for both start-up and established retail, franchise, manufacturing, and service companies. He has served as a senior executive for the past thirty years and has owned many successful business ventures. One of James' most successful ventures in the Midwest, MCLJASCO, Inc. provides a diverse range of supply chain management services, quality and containment, including inventory management and steel manufacturing. Solutions for Energy Efficient Logistics (SEEL) is the energy division of MCLJASCO, that provides services within the energy efficiency space. Through SEEL, James promotes positive environmental change by administering energy management programs, on behalf of its clients.

**Presented by:**

Sam Mueller  
VP, Engineering  
Nexant



*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.*

### **2018 WINNER**

Governor Rick Snyder, State of Michigan

Rick Snyder became Michigan's 48th governor when he was sworn into office on Jan. 1, 2011. In energy policy, his "no regrets" policy built on four key attributes: adaptability, reliability, affordability, and protection of the environment. Energy waste reduction has been a cornerstone of his energy policy, as it meets all four of those objectives. His leadership has brought about a number of advances, including championing the legislation that allowed Detroit to do the largest LED streetlighting conversion in the country and creating the annual Governor's Energy Excellence Awards to spotlight leadership in the area. Michigan's comprehensive 2016 energy reform legislation, which included increased incentives for and requirements for energy waste reduction programs, gained strong bi-partisan support, securing support two-thirds of the legislators in both chambers.

**Presented by:**

Shaun Dentice  
Sr. Director  
CLEAResult



*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.*

### **2018 WINNER**

Jon Williams, AEP Ohio

Jon Williams' responsibilities include the design, development and implementation of the portfolio of energy efficiency and peak demand reduction programs for all classes of customers in AEP Ohio. AEP Ohio serves 1.5 million customers in Ohio. He is also responsible for portfolio compliance activities including the evaluation, measurement and verification of program results, as well as the filing of portfolio plans and program results. He further serves as an expert witness for AEP Ohio in regulatory proceedings for energy efficiency and peak demand response. Prior to this position, Mr. Williams managed Customer Services operations in Eastern and Western Ohio for AEP Ohio and has worked in similar positions in Virginia and West Virginia. He has over 36 years of experience working with all classes of customers on energy related issues, including energy efficiency, demand response, power quality, construction, rates and contracts. Mr. Williams graduated from Clemson University with a bachelor of science degree in Mechanical Engineering.

**Presented by:**

Jim Jerozal  
Managing Director Energy Efficiency  
Nicor Gas

*Thanks to everyone who took the time to apply and was nominated.*

## **EDUCATION NOMINEES**

### **Center for Energy and Environment - Efficiency Works! CIP in Your District**

CEE brings together local legislators, energy efficiency trade allies, and participants of utility energy efficiency programs through our Efficiency Works! CIP District Tours. These events connect legislators to local projects and impact of energy efficiency in their district, serving as an opportunity to create energy efficiency advocates and educate all attendees on the benefits of CIP (Conservation Improvement Program, Minnesota's energy efficiency statute).

#### **Program Contact:**

Jamie Fitzke  
Center for Energy and Environment  
jfitzke@mncee.org

### **Michael Lopez, Valley View School District**

During the Summer of 2017, Valley View School District (VVSD) in Romeoville and Bolingbrook, IL brought solar power into the mainstream by energizing 5 existing school buildings with solar roofs that will produce about 2.3 million kWh annually. Valley View School District's Director of Facility Operations, Michael Lopez, overcame procurement hurdles by presenting cost saving benefits and positive environmental impacts to his school board. After presenting at numerous meetings, the Board was sufficiently informed on the benefits these solar installations and approved the project. Valley View School District is the first of thirty districts in Will County to install distributed generation solar arrays on five schools aside from simply using the panels for educational purposes. This project follows an expansive energy efficiency program in the VVSD. Lopez has championed energy and cost-reducing projects for more than 20 years, bringing leading technologies to VVSD's building profile, including LED lighting, demand response participation, high efficiency boilers and chillers, frequency drives for mechanical equipment, and building automation controls throughout the District.

#### **Program Contact:**

Sam Bluemer  
Will County  
sbluemer@willcountygreen.com

### **Xcel Energy**

The Corporate Sponsorship team at Xcel Energy created the "Build Your Own Energy Efficient Dog House Curriculum Kit". This kit is a great way to talk to families about energy efficiency and offer them low cost options for managing home energy needs, while educating children on why energy efficiency is important for the environment. Each kit contained a foldable dog house model, bubble wrap, a pipe cleaner, energy efficiency appliance cut outs as well as an Energy Saving Booklet for Kids. The bubble wrap in the kit worked as a model for insulation, the pipe cleaner as a model for weather stripping and appliance cuts outs (smart thermostat, light switch, power strip) served as models for energy efficiency options. The Energy Saving Booklet for Kids worked as a way to explain each element of the dog house.

#### **Program Contact:**

Jordan Martinez  
Xcel Energy  
Jordan.R.Martinez@xcelenergy.com



# IMPACT NOMINEES

## Ameren Illinois

While many programs approach energy efficiency in a piecemeal fashion, Ameren Illinois launched its two-year Strategic Energy Management (SEM) pilot program as a comprehensive alternative that makes energy efficiency a way of life for organizations that use the most energy. The pilot program featured an incentive structure that rewards energy savings as well as performance related to executive sponsorship, assessment, goal-setting and communications. In the first two years, participants saved a total of 25.6 million kWh and 4.9 million therms. By building energy awareness into corporate cultures, the SEM program has a lasting impact on industry, consumers, the environment and the Illinois economy.

### Program Contact:

Keith Martin  
Ameren Illinois  
kmartin@ameren.com

## Columbia Gas of Ohio

The EfficiencyCrafted Homes program implemented by Columbia Gas of Ohio incentivizes local homebuilders to increase the natural gas efficiency of the homes they build. By making an incentive investment mid-stream, Columbia Gas is able maximize its ability to cost effectively increase the efficiency of homes for its customers. The program works with both market rate and income eligible builders to ensure all members of the community are able to take advantage of higher efficiency and lower utility bills.

### Program Contact:

Megan Melby  
Columbia Gas of Ohio  
Mmelby@nisource.com

## Consumers Energy

Through their Nonprofit Energy Efficiency initiative, Consumers Energy assists nonprofit groups, community organizations with historic buildings, and houses of worship implement energy efficiency updates and achieve much needed energy and cost savings. Thanks to these savings, partnering organizations are able to do more good and help more people in the communities they serve.

For over 130 years, Consumers Energy has supported Midwest communities in Michigan through the creation of initiatives such as the Nonprofit Energy Efficiency program. This program is a natural extension of the company's successful waste-reducing energy efficiency efforts since 2009 and continues their proud tradition of local community support.

### Program Contact:

Dawn Smigelski  
Franklin Energy Services  
dsmigelski@franklinenergy.com

## DTE Energy, Project Green Light Detroit

In 2016, the Detroit Police Department (DPD) created a groundbreaking crime-fighting partnership between local businesses, the City of Detroit, and community groups called "Project Green Light Detroit." It is the first public-private-community partnership of its kind, blending real-time crime fighting and community policing to improve public safety, promote the revitalization of local businesses and strengthen the DPD's ability to deter and solve crimes. In 2017, the program added energy efficiency, and DTE Energy and Comcast joined the partnership. The new initiative provides improved lighting to participating businesses and feeds enhanced security footage directly to neighborhood police stations. To help businesses become brighter and safer, DTE offered generous incentives for LED lighting additions/retrofits, as well as a host of other energy efficiency measures.

### Program Contact:

Bryan Russell  
DNV GL  
Bryan.russell@dnvgl.com

## DTE Energy, Smart Thermostat Rebates

DTE Energy is all in for smart Wi-Fi thermostats and the Energy Efficiency Rebate Programs' (Programs) strategic engagements have proven to make a significant impact. With a full program launch in 2016, DTE Programs (HVAC, Home Performance, and Lighting and Appliances) added smart Wi-Fi thermostats. In 2016, DTE was one of the first utilities to offer an instant down-stream rebate for smart Wi-Fi thermostats. Programs immediately began to engage and educate customers through in-store promotion events, and eventually experimented with applying segmentation and propensity modeling to DTE's customer data to further define and target DTE's customers.

### **Program Contact:**

Chris Munn  
ICF  
Chris.Munn@ICF.com

## Peoples Gas Multifamily Program

Peoples Gas serves the Chicago market. With that come large multifamily buildings, but also a wide range of building sizes and characteristics, including condos. This program is distinguished by breadth of offerings and sheer size, combining comprehensive measures with gas and electric direct install in-unit measures. The program offers multiple market offerings to meet broad needs: direct install (water saving, lighting), prescriptive rebates, trade ally partner installed (pipe insulation, steam traps, boiler tune-ups), custom projects, and retro-commissioning. In terms of impact metrics, the numbers are gargantuan. Through five years: 84,972 living units treated and their building commons, 81 percent of 12,927,076 verified therm savings from comprehensive measures, 133 miles of pipe insulation, and an estimated water savings of 353 million gallons per year.

### **Program Contact:**

Kevin Grabner  
Navigant  
Kevin.grabner@navigant.com

## SEEL, LLC

SEEL (Solutions for Energy Efficient Logistics) is a Service Disabled Veteran Owned Business (SDVOB), as well as a nationally-recognized, certified Minority Business Enterprise (MBE). SEEL's expertise includes: program design & management, single family & multifamily residential program implementation, consumer-focused outreach, lead generation, and contact center management. We are honored to nominate our Appliance Recycling Program, that we operate for DTE Energy, for MEEA's 2018 Impact Award. Since program inception, we set a record for appliance recycling and savings goals, for our utility clients and their customers. Often overlooked, yet immensely impactful, is the care we take to ensure safe disposal of hazardous materials found in household appliances. We understand being a leader in Energy Optimization also entails the responsible elimination of hazardous waste per EPA guidelines with RAD certified recyclers.

### **Program Contact:**

Louis E. James  
SEEL, LLC  
ljames@seellc.com

## Xcel Energy

The One-Stop Efficiency Shop® is a full-service lighting rebate program available to small businesses in Xcel Energy's Minnesota service territory with an electric demand of 400 kW or less. The program is designed to save business owners energy and money through the installation of energy efficient lighting by specifically targeting barriers that prevent small businesses from investing in energy efficiency products: limited financial resources and time, limited knowledge of lighting products and lack of access to quality contractors. Since 2000 the program has saved 139 MW, 535,000 MWh and has disbursed \$65 million in rebates to 16,758 program participants.

### **Program Contact:**

Kristen Funk  
Center for Energy and Environment  
kfunk@mncee.org

# INNOVATION NOMINEES

## AEP Ohio

AEP Ohio's Efficient Financing for Business program, provided through HBC Energy Capital (HBC) and Wisconsin Energy Conservation Corporation (WECC), is a complete finance brokerage service that uses efficiency-focused financing products and customizes them for AEP Ohio's customers. The service provides commercial, nonprofit and municipal business customers access to HBC's finance management service, which brings individual projects to the lenders most likely to approve them at the best rates, shepherding projects through the entire financing process from project proposal to contractor funding. By removing the typical barriers to financing uptake such as lack of familiarity, lack of time, and ineffective communication of financing as a sales tool, AEP Ohio Business customers now have an accessible service with which to implement more and larger efficiency projects.

### **Program Contact:**

Julie Volpe-Walker  
AEP Ohio  
Javolpe-walker@aep.com

## AEP Ohio & DNV GL

Five years ago, AEP Ohio/ DNV GL visited Stirling Ultracold in Athens, OH to see an innovative new technology utilizing Stirling engines. Ultracold freezers are used by hospitals, universities and laboratories to store sensitive biological samples. This Stirling Ultracold freezer was determined to use 70%-75% less electricity than standard technology (cascaded compressors) to achieve temperatures from -70 to -80 degrees C.

Seeing the opportunity for market transformation, AEP Ohio contacted EPA Energy Star® to discuss the ultra-cold freezer category. They reviewed this information with Stirling Ultracold and encouraged them to become Energy Star®-certified. After AEP Ohio/DNV GL compared Stirling Ultracold technology to old technology and Stirling became certified, DNV GL created a new incentive structure which provided a prescriptive incentive of \$20 per cubic foot.

### **Program Contact:**

Richard Sullivan, PE, CEM, CEP  
AEP Ohio  
rwsullivan@aep.com

## Ameren Illinois

To inspire efficiency among a group of historically underserved customers, Ameren Illinois launched its income-qualified program targeting low and moderate income customers. The program design aimed to make it financially viable for not just low-income customers to participate, but also moderate-income households. Since federal and state assistance typically does not extend to households with incomes between 200-300% of the poverty level, Ameren Illinois felt it was important to serve these customers through the program. Over a 12-month period, the program generated more than 2,000 direct install or retrofit project completions and savings of 3.27 million kilowatt-hours and 520,000 therms. Within these program totals, moderate income households completed more than 900 projects while saving more than 1.5 million kilowatt-hours and nearly 247,000 therms.

### **Program Contact:**

Keith Martin  
Ameren Illinois  
kmartin@ameren.com

## ComEd

The ComEd® Energy Efficiency Program introduced the Comprehensive Energy Savings approach to mid-sized commercial and industrial customers with a peak electric demand over 100 kW. It offers extra incentives for completing multiple energy efficiency projects within a two-year timeframe. Mid-sized customers frequently struggle with the resources to plan and fund energy efficiency improvements. The comprehensive approach assists customers by encouraging them to create an energy management plan instead of taking a one and done approach with energy efficiency upgrades. First-year results are promising; the 25 projects submitted thus far are more than 6 times larger than the average standard project. Customer commitment has also improved; the project cancellation rate is half that of average projects.

### **Program Contact:**

Ashley Harrington  
ComEd  
Ashley.Harrington@ComEd.com

## Columbia Water & Light

The City of Columbia's Water & Light and Community Development Departments established the Enhance Your Attic program to better serve the rental community of low to middle income residents. This underserved community often spends a larger portion of their income on utility bills than the average family. Since attic insulation is the most cost-effective energy efficiency measure, landlords are incentivized to improve their properties by insulating attics to reduce utility expenses for tenants. By focusing on Housing Choice Voucher recipients, the Enhance Your Attic program targets at need neighborhoods with the goal of increasing available affordable housing.

### Program Contact:

Brandon Renaud  
Columbia Water & Light  
Brandon.renaud@como.gov

## Dayton Power & Light and Vectren Corporation

In early 2017, Dayton Power & Light launched a smart thermostat rebate and in collaboration with Vectren Delivery of Ohio brought an innovative, integrated instant rebate offer to their joint electric and gas customers. DP&L and Vectren offered this technology-powered Instant Rebate Store to customers through an online retailer marketplace -- nest.com -- and a validation API through CLEAResult.

DP&L and Vectren reinvented the traditional rebate program with a real-time validated rebate, bringing the rebate closer to point of purchase and incorporating real-time eligibility verification in one seamless process. In addition, DP&L and Vectren were able to take advantage of Nest's manufacturer promotions during Earth Day and over the 4th of July to bring even more value to their customers.

Over the course of those two promotions, DP&L and Vectren drove nearly 4,000 validated rebates, exceeding program expectations and meeting program targets cost-effectively through email and digital marketing. This innovative rebate program and digital email campaign shows the power of gas and electric utility collaboration and the value of marketing a single offer to joint customers.

### Program Contact:

Yeye Zhang  
Nest  
yeye@nestlabs.com

## DTE Energy, Smart Thermostat Rebates

DTE Energy offers downstream and midstream incentives to residential customers. In 2016, DTE offered a \$100 rebate to residential gas, electric, and combination customers for the purchase of a select Wi-Fi enable or advanced thermostat. The thermostat program targets customers with marketing emails, social media, in store point of purchase materials, as well as in store events. DTE worked with specific retail partners to provide an in store, instant coupon. Customers fill in a simple form during an in store event and receive a \$100 rebate instantly, by scanning a unique barcode at check out. DTE dramatically reduced the cost barrier of entry for this exciting, new technology as well as any lag time in redemptions from traditional downstream rebate applications.

### Program Contact:

Alex Citron  
ICF  
Alexander.Citron@icf.com

## DTE Energy

DTE's energy efficiency program for business has been around since 2009, but has had challenges in penetrating the commercial cooking equipment market. The food service market is underserved and the goal of this program was to create a new model for restaurant owners and to involve food service equipment distributors. DTE developed a midstream program to serve this market segment, which offers a simple and direct application process resulting in direct rebate at the time of purchase and timely payment directly to the distributor.

### Program Contact:

Bryan Russell  
DNV GL  
Bryan.russell@dnvgl.com

## Focus on Energy

The Focus on Energy Pilot Program Initiative successfully identifies and field tests new and innovative efficiency strategies and technologies. Ideas are openly solicited from Focus staff and through public request, then vetted through a rigorous three-stage review process designed to select the most promising new approaches. Successful pilot programs that exhibit cost-effective savings can then be incorporated into permanent program offerings. This Pilot Program Initiative ensures that Focus on Energy continues to maintain a dynamic, well-balanced portfolio and provide salient, cutting-edge programs to Wisconsin utility customers.

### **Program Contact:**

Erinn Monroe  
Wisconsin Focus on Energy  
Erinn.monroe@aptim.com

## Nicor Gas

The Nicor Gas Emerging Technology Program (ETP) is the only program of its kind in Illinois and the largest in the Midwest. Nicor Gas' impact through the ETP enables growth and expansion in natural gas savings opportunities for the future, making Nicor Gas a leader in the natural gas energy efficiency industry. The program assesses promising technologies and strategies that not only have the potential to generate natural gas savings, but also provide a gateway to the future for new ideas and opportunities. These technologies are selected for pilot assessments, which provide critical information on market performance, potential energy savings and costs. Technologies that show promising therm savings are then considered for rebate offerings and may be added to the Illinois TRM.

### **Program Contact:**

Cristina Fernandez  
Nicor Gas  
cfernand@southernco.com

## Seventhwave

As code baselines advance, deemed energy savings for utility commercial new construction programs erode, yet goals continue to escalate as we transition to a cleaner grid. Seventhwave's Accelerate Performance initiative empowers building owners to achieve energy performance goals within their project budget and offers utilities an outcome-based, high-performance new construction program enhancement that is immune to advancing code baselines. Accelerate Performance drives market transformation without added cost to the utility. Seventhwave is piloting Accelerate Performance with support from the DOE and in partnership with utilities and owners around the country. Many of the early leaders are right here in the Midwest—ComEd, University of Chicago, Mayo Clinic and Related Midwest.

### **Program Contact:**

Anna Svensson  
Seventhwave  
asvensson@seventhwave.org

## Wisconsin Energy Conservation Corporation (WECC)

Residents of manufactured homes spend nearly twice as much on energy per square foot compared to individuals residing in site-built homes, according to a recent American Council for an Energy Efficient Economy (ACEEE) study. Manufactured home residents are eligible to participate in some existing energy efficiency programs today. Inspired to address this underserved market, WECC developed a targeted direct install with duct sealing and diagnostic testing program, designed to serve the unique needs of manufactured homes residents.

Since 2015, WECC has served more than 500 manufactured homes through pilots in Michigan and Wisconsin, and a production program in Michigan. Through the use of trained contractors, the program realized measured energy savings and an average CFM50 air leakage reduction of 370 CFM50 per home.

### **Program Contact:**

Elizabeth Schroeder  
WECC  
eschroeder@weccusa.org



# LEADERSHIP NOMINEES

## AEP Ohio

AEP Ohio began the development of an energy efficiency organization to reach significant legislative requirements in 2008. Energy efficiency was not a core competency and no department existed prior to 2009. A dedicated department was formed and a framework was developed in four areas that has established the Company as a leader in furthering energy efficiency in Ohio and beyond.

## Bill Clemens, DTE Energy

William Clemens has more than 39 years of experience in the utility industry. He has held numerous positions which include principle engineer in the engineering research lab for generation systems, start-up engineer for new generation plants, developing overhead and underground line specifications, and designing energy conservation programs. He was one of initial developers of the DTE Energy's Energy Optimization Commercial and Industrial portfolio of energy efficiency program offerings. He presently holds a Program Manager's position in the Commercial and Industrial Energy Optimization department. Bill is also active in many industry organizations, including the AESP marketing committee, Energy Solutions Center/American Gas Association consortium, and CEE's Whole Building Performance Committee.

## Joe Fontaine, Focus on Energy

Joe Fontaine, in his role as Performance Manager, has created an environment of collaboration, innovation, and integrity within Focus on Energy. His approachability and encouragement of open and honest discussion has been instrumental in fostering a sense of teamwork among a diverse set of players including administrators, implementers, evaluators, and commissioners. This sense of partnership is instrumental in creating opportunities for innovation and cutting-edge portfolio evolution. Joe's investigative rigor and attention to detail ensure that the Focus on Energy portfolio meets high standards in both cost-effectiveness and customer satisfaction. It is through Joe's leadership that the Focus on Energy program continues to provide one of the most successful and inspiring examples of energy efficiency initiatives in the Midwest.

## Lissa Pawlisch, University of Minnesota

Over the past 15 years, Lissa Pawlisch has developed and elevated a comprehensive model for advancing community-based clean energy projects across the state of Minnesota, with a steady and deep emphasis on energy efficiency. Lissa has served as director of the Clean Energy Resource Teams (CERTs) since its inception as her graduate school project in 2002, and has grown it into a partnership employing 16 staff. CERTs' innovative model joins cross-sector leadership (higher education, government, nonprofit) with a strong network of local community members engaged across the state. CERTs' network supports clean energy solutions through seed grants, educational campaigns, technical consulting, demonstrations, and convenings resulting in measurable impacts and innovative solutions within the energy efficiency sector.

## Jolene Sheil, Public Service Commission of Wisconsin

For the past 18 years, Jolene Sheil has provided outstanding leadership, guidance, and supervision of the Focus on Energy program. In her current position as Director of Focus on Energy at the Public Service Commission of Wisconsin (PSC), she is responsible for the successful and cost-effective management of the 100 million-per-year energy efficiency and renewable energy program portfolio. She has guided the program from its inception as a pilot in 1999 while at the Department of Administration, through its launch as a statewide program 2001, to its present day success. Her impact comes from irreplaceable expertise in program policy, administration, design and implementation. While leading two Quadrennial Planning Processes, and soon a third, she has worked tirelessly to set program priorities, goals and budgets. Her work has made Focus on Energy a national leader in energy efficiency and renewable energy programming and resulted in unprecedented energy-related and economic benefits for the State of Wisconsin.

## Joshua Whitson, The University of Illinois at Urbana-Champaign

Josh Whitson is a champion and an exceptional leader for energy efficiency initiatives at UIUC. He keeps the University community highly engaged throughout the implementation of comprehensive energy and infrastructure improvements campus-wide. He led a partnership with our marketing team which included a customized project website, monthly communications bulletins, regular presentations, facility tours and much more. These efforts not only helped keep the campus community and administration informed about construction progress and the economic and environmental impacts of the projects in terms of promoting campus sustainability, yet also included educational components about the various energy conservation measures being implemented and their benefits to students, staff, faculty and the community. In addition, he shares his knowledge and successes with other college and university energy professionals.

## MARKETING NOMINEES

### AEP Ohio, Community Energy Savers Program

Community Energy Savers (CES) is a partnership between AEP Ohio and communities they serve that aims to achieve energy efficiency savings in hard-to-reach customer sectors, such as small and medium-sized businesses, single-family homes, and multi-family units, while maintaining a high level of customer satisfaction. Participating communities earned awards such as technical support in developing an Energy and Sustainability Roadmap and a financial incentive from AEP Ohio that can go toward one or more community-directed projects – e.g. a lighting project at the local school ballpark. The CES program has been implemented in ten communities throughout the AEP Ohio service territory. To date, all the participating communities had great results, and therefore, were eligible to receive their awards from AEP Ohio.

#### **Program Contact:**

Corina Man  
APTIM  
corina.man@aptim.com

### ComEd Energy Efficiency Workout

The ComEd Energy Efficiency Workout teamed up a smart power strip and an outlet in a CGI format to help get their energy bill in shape. The idea was to “Create a Powerful Alliance” between ComEd and the customer in an innovative energy efficiency format that could combat energy efficiency apathy among our target. It increased site engagement from 6 seconds to 58 seconds (966% increase) and contributed to customers saving \$26.2 MM on electric bills in 2014 (46% increase over 2013 year – \$17.9 MM), while elevating the ComEd Energy Efficiency Program, with awareness rising from 48th to 8th place among 59 large utilities as measured by J.D. Power & Associates from 2013 – 2016.

#### **Program Contact:**

Michele Ptaszek  
ComEd  
Michele.ptaszek@comed.com

## ComEd Hot Dog Cool Cat

How do you make someone care about energy efficiency? You make an emotional connection from the vantage point of those who live it every day: your lights, fridge and outlets. We also invited the family pets to join in educating our audience, showing a smart thermostat is "... so easy to use a kitty can do it." We scheduled the ad to run as a trailer during the summer blockbuster movie releases, appealing to our Dutifully Green segment, achieving over 4.6MM impressions

Through CGI characters, ComEd told customers a story, which could bring energy-efficiency savings into their lives. Awareness of the ComEd Energy Efficiency program, rose from 48th to 8th place among 59 large utilities as measured by J.D. Power & Associates from 2013 – 2016.

### **Program Contact:**

Michele Ptaszek  
ComEd  
Michele.ptaszek@comed.com

## DTE Energy Power Together

The Power Together program is a community-based energy efficiency online contest and multi-channel marketing campaign, which most recently took place in Ann Arbor, Michigan. The program set out to increase program participation and energy savings, boost customer satisfaction, and create a replicable model to implement in other communities. The Pilot team applied the program model and worked with the local community in tailoring a program that would motivate customers to register online, vote for a public project, enter to win prizes, and save energy. Approximately 4,200 customers registered and the program proved to increase energy efficiency program participation and customer satisfaction in just three months.

### **Program Contact:**

Kevin Stewart and Reshma Nadkarni  
DTE Energy  
Kevin.Stewart@dteenergy.com / Reshma.Nadkarni@dteenergy.com

## DTE Energy Trade Ally Website

Since 2009, DTE Energy Efficiency Program for Business has made a concentrated effort to grow its Trade Ally Network, starting from a loose collection of contractors and consultants to create a tightly knit, productive and active group of "Designated Trade Allies." This core group of contractors have become a program mainstay and are essential to successfully meeting annual program goals.

In 2014, DTE launched a dedicated website, dtetradeally.com, which enables its 400-600 trade allies to access the latest program information: updates, news, documents, and training videos. The site has become an important resource for contractors. The addition of a dedicated "portal" that allows contractors to find the status of their projects provided an additional level of value to customers and reduced call center inquiries.

### **Program Contact:**

Bryan Russell  
DNV GL  
Bryan.russell@dnvgl.com

## Xcel Energy

Xcel Energy was presented with an opportunity to redesign a space in the Xcel Energy center; a sponsorship asset included in the naming rights sponsorship of the Xcel Energy Center. Up until 2016 the branded space held customized pucks that fans could purchase online, to be displayed in a glass display case on the wall. The funds collected from each puck purchased went to supporting the Salvation Army's Heat Share program, a utility assistance program that helps those who can't afford their winter heating bills. After many years of pucks being added, the physical space was running out of room for additional pucks. The Puck-O-Matic was born after much collaboration both internally and externally the new redesigned space came to life with the debut of the Xcel Energy Warming House and Puck-O-Matic puck maker benefiting the HeatShare program. In its first season the Puck-O-Matic raised \$9,000 for the Salvation Army HeatShare Program and sold 180 pucks a 10% increase from the original sales from the year prior, with the total of 54 pucks and \$3,200 in 2016.

### **Program Contact:**

Jordan Martinez  
Xcel Energy  
Jordan.R.Martinez@xcelenergy.com



# THANKS TO THE 2018 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE

MEEA would like to thank all of our members and Board Members who spent hours promoting the 2018 Inspiring Efficiency Awards and reviewing the nominations. We had nearly 50 applications this year in the five categories. There was great diversity among the applications from across the Midwest representing a wide variety of industries. The Inspiring Efficiency Awards represent the best in the Midwest and all of the great work you are doing.

Please join us in thanking our members for their time and service:

David Tabata, AEP Ohio  
Andrea Hansen, APTIM  
Monica Thilges, APTIM  
Cathy Milostan, Argonne National Laboratory  
Jamie Fitzke, Center for Energy and Environment  
Shaun Dentice, CLEAResult  
Scott Yee, CLEAResult  
Chanda Rowan, Franklin Energy  
Rich Hackner, GDS Associates  
Kevin Duffy, ICF  
Bobbi Fey, ICF  
Scott Steiner, Lockheed Martin  
Kevin DeMaster, Mitsubishi Electric Cooling and Heating Solutions  
Rick Morgan, Morgan Marketing Partners  
Josh Arnold, Navigant  
Randy Gunn, Navigant  
Rob Geltner, Nexant, Inc.  
Walid Guerfali, Nexant, Inc.  
Akshaya Satpute, Nexant, Inc.  
Ashley Lucier, SEEL, LLC  
E'Lois Thomas, SEEL, LLC  
Sue Hanson, Tetra Tech, Inc.  
Jonathan Hoechst, Tetra Tech, Inc.  
Carrie Koenig, Tetra Tech, Inc.  
Eric Flower, The Weidt Group

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

AEP OHIO  
ALLIANT ENERGY  
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MADISON GAS & ELECTRIC  
NEXANT, INC.  
NICOR GAS  
RESOURCE INNOVATIONS  
SEEL, LLC  
XCEL ENERGY

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# IEA PAST WINNERS

## CHAIRMAN'S AWARD

2017: Jeanine Penticoff  
2017: Llona C. Weiss  
2016: Randy Gunn  
2015: Tim Melloch  
2014: Alecia Ward  
2014: Wendy Jaehn  
2014: Jay Wrobel  
2013: Sam Sirkin  
2012: Commonwealth Edison  
2011: David Eijadi  
2010: Illinois Department of Commerce and Economic Opportunity (DCEO)  
2009: Janet Streff  
2008: Sara Ward  
2006: Mary O'Toole  
2005: David Leishman  
2004: Val Jensen

## EDUCATION AWARD

2017: Xcel Energy  
2016: Alliant Energy  
2016: Columbia Water & Light  
2015: Nicor Gas  
2014: AEP Ohio  
2014: Wisconsin K-12 Energy Education Program (KEEP)  
2013: AEP Ohio  
2013: Xcel Energy, BOMA Greater Minneapolis, and BOMA St. Paul  
2012: Advanced Technology Environmental and Energy Center (ATEEC)  
2011: Energy Center of Wisconsin  
2010: Commonwealth Edison and Chicago Urban League  
2010: Commonwealth Edison and US EPA ENERGY STAR Change the World  
2010: Smart Energy Design Assistance Center (SEDAC)  
2009: Interstate Power & Light Company  
2008: Schools for Energy Efficiency  
2006: Missouri Botanical Gardens EarthWays Center

2005: University of Illinois Energy Resources Center  
2004: Wisconsin Focus on Energy Residential Programs

## IMPACT AWARD

2017: Focus on Energy  
2017: Michigan Saves  
2016: ComEd  
2016: MidAmerican Energy  
2015: City of Chicago - Retrofit Chicago  
2015: Illinois Public Housing Authority Efficient Living Program - Illinois Energy Now  
2014: Commonwealth Edison and Nicor Gas  
2014: Columbia Gas of Ohio  
2013: Xcel Energy  
2012: Association of Illinois Electric Cooperatives  
2011: Commonwealth Edison  
2010: Interstate Power & Light Company, an Alliant Energy Company  
2009: Orion Energy Systems, Inc.  
2008: MiraCiti Development Corporation  
2006: Alliant Energy- Wisconsin Power & Light Co.  
2005: MidAmerican Design Assistance  
2004: The Compressed Air Challenge

## INNOVATION AWARD

2017: AEP Ohio  
2017: Iowa Economic Development Authority  
2016: AEP Ohio  
2015: AEP Ohio's Continuous Energy Improvement Program  
2015: DTE Energy, DTE Insight  
2014: Focus On Energy  
2013: Ohio Development Services Agency  
2012: Ohio Hospital Association  
2012: Energy Innovation Corridor (Xcel Energy & CenterPoint Energy)  
2011: DTE Energy

2011: Missouri Department of Natural Resources  
2010: Ameren Illinois Utilities, Watts Solution Program  
2010: Ameren Illinois Utilities, LED Refrigerated Case Project  
2009: Keyser Visual, Inc. and Florida Plastics International, Inc.  
2008: George Bialecki, Jr., Alternative Energy Builders (AEB)  
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

## LEADERSHIP AWARD

2017: George Malek, ComEd  
2017: Kim Winslow, KCP&L  
2016: Rick Sites, Ohio Hospital Association  
2015: Jim Jerozal, Nicor Gas  
2015: Carol Stemrich, Public Service Commission of Wisconsin,  
2014: The Honorable Toni Preckwinkle, Cook County (IL) Board President  
2013: Commissioner Cheryl Roberto, Public Utilities Commission of Ohio  
2012: Jennifer Easler, Iowa Office of Consumer Advocate  
2011: Commissioner Monica Martinez, Michigan Public Service Commission  
2010: Janine Migden- Ostrander, Office of the Ohio Consumers' Counsel  
2010: Tom Casten, Recycled Energy Development  
2009: Governor Jim Doyle, Wisconsin  
2008: State of Minnesota  
2008: State of Illinois  
2008: City of Ann Arbor, Michigan  
2006: Diane Munns, Iowa Utilities Board  
2006: Robert L. Cowles, Wisconsin State Senate  
2005: Governor Jennifer Granholm, State of Michigan

2004: Governor Tim Pawlenty, State of Minnesota

## MARKETING AWARD

2017: Nicor Gas  
2016: Consumers Energy  
2015: Nicor Gas  
2014: Ameren Illinois  
2013: Nicor Gas  
2012: DTE Energy  
2012: AEP Ohio  
2011: Xcel Energy  
2011: Prairie Power  
2010: Interstate Power & Light Company, an Alliant Energy Company  
2010: R.L. Just & Associates, P.C. Architect  
2009: Wisconsin Focus on Energy  
2008: Rochester Public Utilities  
2006: MidAmerican Energy  
2005: Interstate Power & Light Co.

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