



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

**DINNER & GALA**

**CHICAGO MARRIOTT  
MAGNIFICENT MILE**

**THURSDAY, FEBRUARY 27, 2020**

7:00 - 9:00 p.m.

Grand Ballroom Salon 3

## WELCOME TO THE 2020 INSPIRING EFFICIENCY AWARDS

The Midwest Energy Efficiency Alliance welcomes you to the 16<sup>th</sup> Annual Inspiring Efficiency Awards Dinner and Ceremony.

It is our honor to recognize the Midwest leaders who drive advancements in energy efficiency and deliver outstanding 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 remarkable leadership in energy efficiency and support of MEEA.

Now in our 16th year of presenting the Inspiring Efficiency Awards, our industry continues to thrive. With each passing year, we continue to be impressed with the passion and dedication that the winners and nominees have for energy efficiency. With so much exemplary work happening here in the Midwest, we are proud to highlight all these successes. Please take the time to learn about each nominee, so you can discover all the great work happening across the region.

The programs honored this year have proven to be innovative and impactful initiatives that bring communities together virtually or face-to-face: for example, forming creative solutions to reduce energy usage, inspiring customers through engaging storytelling or helping communities struck by natural disasters restore their homes and businesses in an efficient way.

The individuals recognized tonight have made significant contributions to energy efficiency in our region, spearheading legislation for strong building codes to save energy for future generations, and providing industry leadership while being an invaluable resource to MEEA, colleagues and peers throughout our EE community.

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 industry. Thank you for joining us in recognizing their successes! We hope you enjoy your evening.



**Shawn White**  
Board Chairman  
MEEA



**Stacey Paradis**  
Executive Director  
MEEA

## INSPIRING EFFICIENCY AWARDS

### CEREMONY PROGRAM

#### WELCOME & INTRODUCTION

2020 Inspiring Efficiency Award for Education  
2020 Inspiring Efficiency Award for Impact

#### DINNER

2020 Inspiring Efficiency Awards for Innovation  
2020 Inspiring Efficiency Award for Marketing

#### DESSERT

2020 Inspiring Efficiency Award for Leadership  
2020 Inspiring Efficiency Chairman's Award

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#### EMCEE

Bill Angelos  
Midwest Energy Efficiency Alliance

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*The Inspiring Efficiency Education Award will be presented to the organization that increased knowledge of and action on energy efficiency amongst policy makers, stakeholders and customers through a local campaign or strategy.*

## **2020 WINNER**

### School Energy Manager Project (SEMP) Kentucky School Boards Association

The School Energy Manager Project (SEMP), a service by the Kentucky School Boards Association, began in 2010 after receiving \$5 million dollars in funding from the Obama Administration to develop an Energy Management Program for Kentucky K-12 public schools. This funding helped local school districts hire energy managers and to get an Energy Management Program started in most of the Kentucky's 173 public school districts.

When the initial investment had been spent, many school districts continued to fund this program, finding great value and seeing results in energy reduction and education for their students. For 5 years, a partnership with Kentucky utilities contributed to the energy manager's salary. While the SEMP officially ended in 2018, its legacy continues with many schools maintaining the Energy Management Program.

Due to this program and SEMP leadership, many remarkable results have been seen. The statewide energy utilization index for Kentucky's Public Schools lowered over an eight-year period from 65 to below 50 KBTU/SF/yr. The corresponding dollar savings (returned to the classroom) were over \$225 Million. Despite rising energy costs, Kentucky schools are spending less in non-transportation energy in today than in FY2010. The number of ENERGY STAR labeled school buildings in Kentucky went from 12 in 2008 to 450 through fiscal year 2018, making Kentucky the third ranked state in the nation for the highest percentage of ENERGY STAR labeled school buildings at the time. Over 600,000 metric tons of CO2 gases into the environment were eliminated.

The School Energy Management Project was recognized nationally by the U.S. Environmental Protection Agency and the U.S. Department of Energy as an ENERGY STAR Partner of the Year in Program Delivery for 5 years of Sustained Excellence.

#### **ACCEPTED & PRESENTED BY:**

Scott Steiner  
Vice President - Central Region  
TRC Companies



*The Inspiring Efficiency Impact Award will be presented to the organization that has made a significant and measurable impact through a program, campaign or strategy to reduce energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden or other societal impact) based on their target market.*

## **2020 WINNER**

### Cincinnati Zoo & Botanical Garden's Light Up Avondale Program

America's Greenest Zoo, the Cincinnati Zoo & Botanical Garden, has teamed up with key partners Donovan Energy and Groundwork Ohio River Valley on an ambitious LED project to make their urban, low-income home community of Avondale the most energy-efficient neighborhood in Cincinnati, Ohio. By gaining trust, building relationships, and connecting closely to their neighbors, the project is allowing them to share the Zoo's deep experience and commitment to energy efficiency and environmental sustainability, all while inspiring community members to go green and providing them with much needed cost savings at the same time.

Since 2017, thanks to \$725,000 in grants from the Duke Class Benefit Fund, the Zoo has transitioned its campus to 100% LED and installed LED lighting in Avondale buildings, homes, churches, and outdoor areas. At least 25 commercial entities and over 100 residences have been upgraded, saving Avondale over \$1 million in energy bills and maintenance within the next 5 years.

Light Up Avondale also provides Groundwork Ohio River Valley's Green Corps, a green workforce development program for young adults, the opportunity to increase their skills in energy efficiency, data collection, customer service, and lighting technologies while connecting to the Zoo's neighbors. The impact of Light Up Avondale goes beyond LED light bulbs. It has built strong relationships among the Zoo's partners and their community, increased opportunity for energy efficiency and financial savings, and provided workforce development for our region's young adults.

#### **ACCEPTED BY:**

Fia Turczynewycz  
Sustainable Communities Advocate  
Cincinnati Zoo & Botanical Garden

#### **PRESENTED BY:**

Paige Knutsen  
Senior Vice President, Regional Operations  
Franklin Energy



*The Inspiring Efficiency Innovation Award will be presented to the nominee that has developed and implemented a successful new and innovative program, campaign or strategy or has implemented a program in a new and innovative way.*

## **2020 WINNER**

### Focus on Energy Disaster Relief Offerings

After major flooding from extensive rainfall, Focus on Energy formed the Flood Relief Offering for affected rural small businesses and residents. Additionally, in response to collapsed structures and barn roofs from heavy snow buildup, the Farm Disaster Bonus was created. These disaster relief initiatives helped rural residents and small businesses recover from recent natural disasters by replacing impaired equipment and reconstructing damaged buildings with newer, longer-lasting, energy-efficient measures that reduce overall energy costs.

To do this, the offerings provided a bonus incentive alongside existing energy efficiency incentives when participants rebuilt or upgraded through a Focus on Energy program. Participants also received guidance from an Energy Advisor to identify and incorporate energy efficiency measures in their projects for maximum savings.

#### **ACCEPTED BY:**

Jolene Sheil  
Director, Focus on Energy  
Public Service Commission of Wisconsin

#### **PRESENTED BY:**

John Boladian  
Director of Energy Efficiency and Demand Response Management  
DTE Energy



*The Inspiring Efficiency Innovation Award will be presented to the nominee that has developed and implemented a successful new and innovative program, campaign or strategy or has implemented a program in a new and innovative way.*

## **2020 WINNER**

### Virtual Commissioning Program

Partnering with Power TakeOff to deliver its Virtual Commissioning (VCx) Program, ComEd has successfully leveraged its Grid Modernization investment to implement a cost-effective, scalable, and measurable energy efficiency solution for SMB and public institution accounts. These hard-to-reach customer segments represent more than 90% of all non-residential accounts for ComEd.

Using newly available interval meter data, the program remotely identifies and crafts personalized, site-specific energy efficiency recommendations. Each commissioning opportunity is individually reviewed with the targeted prospect, who is encouraged and taught how to adjust the operations of their existing equipment to save energy. ComEd provides the VCx service at no charge to the customer as the program incentive, and there are no enrollment forms, on-site visits, or financial commitments, making participation as easy as possible. The VCx program is also entirely evaluated using M&V 2.0 statistical methodology.

The VCx Program has grown substantially from its 2 GWh savings achievement in 2017 to 8 GWh in 2018 and an estimated 15 GWh for 2019. On average, participants have realized 13.8% annualized savings by implementing no to low-cost energy efficiency opportunities. In addition, more than 80% of local SMB participants have never previously participated in a ComEd energy efficiency offering. The short participation cycle, approximately one month, has also enabled ComEd to increase VCx Program saving targets mid-year to help accommodate portfolio needs.

#### **ACCEPTED BY:**

Rick Tonielli  
Sr. Energy Efficiency Program Manager  
ComEd

#### **PRESENTED BY:**

Scott Drake  
Manager, Corporate Technical Services  
East Kentucky Power Cooperative



# MARKETING

INSPIRING EFFICIENCY AWARDS

## WINNER

*The Inspiring Efficiency Marketing Award will be presented to the nominee that has engaged in or supported a successful marketing campaign or strategy to increase the adoption or market penetration of energy efficient products and/or altered public behaviors/ practices in the Midwest.*

### 2020 WINNER

#### Nicor Gas Energy Efficiency Program Unexpected Love Story Campaign

The Nicor Gas Energy Efficiency Program developed the "Unexpected Love Story" campaign to take their customers on a relatable energy efficiency journey while promoting furnace rebates. Research identified that more than half of the territories' residential customers have been in their current home for 10 to 20 years, aligning with the average furnace lifecycle. The campaign, told through weekly social media posts, a bill insert, billboards and digital ads, highlighted a woman and the familiar experience of a turbulent relationship – but with an energy efficiency twist. Her relationship is with her old, battle-worn furnace.

The Unexpected Love Story campaign is an innovative comic strip-type love story, highlighting the reliability and cost-saving benefits of upgrading to an energy-efficient furnace. The campaign resulted in an 8.3% increase in furnace rebate participation, an 81% increase in Find a Contractor tool visits, a 298% increase in sessions driven from digital ad clicks, and a 102% increase in website visits from Facebook. Through this effort, they were able to educate customers about the importance of having safe, efficient equipment in a unique way.

#### ACCEPTED BY:

Jackie Nagel  
Manager, Customer Engagement  
Nicor Gas

#### PRESENTED BY:

Gary Enama  
Program Manager  
AEP Ohio



# LEADERSHIP

INSPIRING EFFICIENCY AWARDS

## WINNER

*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.*

### 2020 WINNER

#### Senator Megan Hunt

Senator Megan Hunt is an entrepreneur, activist, and parent elected in 2018 to represent District 8 in the Nebraska Legislature. As a first term senator, she championed a vital update to the Nebraska state energy code, when few senators would, given that previous attempts had rarely moved out of committee. Through Senator Hunt's efforts, this bill was skillfully shepherded through the legislative process, with no harmful amendments, gaining support and momentum. She was able to work with stakeholders of all political affiliations to have this bill pass three separate votes, per state requirement. Due to her leadership, LB 405 was signed by the governor May 8, 2019 and the 2018 IECC was adopted as the Nebraska state energy code. This update brought Nebraska's state energy code to the 2018 IECC from the 2009 IECC, leading to a 30% - 35% increase in building energy efficiency across the state.

Senator Hunt has lived and worked in the Dundee area of Omaha for over 13 years. Her good work and impact have been featured Forbes, INC, The Washington Post, Cosmopolitan, the Huffington Post, BuzzFeed, and numerous other publications. Megan is motivated by her goal of helping others translate their experiences into positive action and change in the real world.

#### PRESENTED BY:

Nathan Baer  
Managing Partner/ COO  
Staples Energy



*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.*

## **2020 WINNER**

James J. Jerozal Jr., Nicor Gas

Jim Jerozal is currently the Director of Energy Efficiency for Nicor Gas and is located at the company's operational headquarters in Naperville, Illinois. In this position, Jim was responsible for developing the Nicor Gas Energy Efficiency Program that began in 2011. The program provides a wide portfolio of offerings that meet the needs of all 2.2 million customers, from home audits and rebates to offerings for small and large businesses, including sophisticated engagements such as Strategic Energy Management and gas and electric CHP assistance. The portfolio also includes an emerging technology element that is quite unique to the industry. In the process of building the program, Jim has collaborated effectively on the policy front with stakeholders, regulators and other utility partners over the years, helping shape a statewide Technical Reference Manual, Policy Manual, Net to Gross methodology, and novel Market Transformation State-wide protocol and a national Market Transformation collaborative.

Prior to this post, Jim served Nicor Gas as General Manager of Environmental Health and Safety and its Regulatory Compliance Manager. Prior to Nicor Gas, Jim was Director of Technical and Business Services at the Laidlaw/Safety-Kleen Technical Business Center and was an environmental engineer and project manager for ERM-Southeast in Charleston, South Carolina. Jim holds a B.S. in Bioengineering from Syracuse University in Syracuse, New York. Jim has more than 32 years' experience in the energy and environmental fields.

### **PRESENTED BY:**

Shawn White  
MEEA Board Chair  
Manager, DSM Strategy  
Xcel Energy

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

## **EDUCATION NOMINEES**

### **AEP Ohio presents Cops and Barbers, in partnership with Starfish Assignment**

Cops and Barbers is an initiative to help youth in the inner city of Columbus start the school year right by providing them with a positive perspective on police and giving them fresh haircuts and new school supplies. AEP Ohio's energy efficiency programs provided support as the event's premier sponsor. Boys received a fresh haircut and girls created a friendship bracelet with female police officers. In addition, all participants received a backpack with new school supplies, energy efficiency education, and free LED light bulbs and nightlights from AEP Ohio's energy efficiency team. Participants also enjoyed visits from the Columbus Division of Police's mounted patrol and helicopter, while the City of Columbus taught bicycle safety and AEP Ohio's line workers gave bucket truck rides.

#### **Program Contact:**

Tracie Campbell  
AEP Ohio  
tdcampbell@aep.com

### **Center for Energy and Environment and City of Minneapolis**

Center for Energy Environment (CEE) worked with the City of Minneapolis to pass a time of listing energy disclosure policy for residential single-family homes. This policy makes Minneapolis the 4th City in the country with a similar policy, and it includes many aspects that are designed to inform and motivate homeowners to make energy improvements. This policy will require an energy disclosure report that provides information on home energy performance to over 5,500 Minneapolis residents each year. This report will include an energy performance score, but more importantly it outlines cost-effective recommendations on how to improve that score. This policy will bring much needed information to a motivated audience that will help drive action on energy efficiency upgrades.

#### **Program Contact:**

Isaac Smith  
Center for Energy and Environment  
ismith@mncee.org

## **Greenlite Lighting Corporation USA, Income Qualified Energy Efficiency Food Bank Programs**

Greenlite, together with partner CLEAResult, designed and implemented extremely successful Income Qualified Energy Efficiency Food Bank Programs to deliver ENERGY STAR LED Bulbs to low income demographics while incorporating energy-efficiency educational content and messaging throughout the customer experience, including product packaging, engaging marketing techniques, outreach events, and more. Greenlite's goal was to deliver a program that directly reaches a previously underserved market, while increasing knowledge and awareness about energy efficient lifestyle choices. Greenlite's Income Qualified Food Bank Programs recently delivered over 5M ENERGY STAR LED Bulbs to Food Banks in the Midwest alone (Illinois and Indiana). Greenlite's innovative Food Bank campaign is distinct in its focus on educational utility messaging, encouraging lower income demographics to engage with efficiency, and cooperating with CLEAResult and MEEA-member utilities to create a holistic targeted campaign.

### **Program Contact:**

Simran Kohli  
Greenlite Lighting Corporation USA  
partners@greenliteusa.com

## **Greenlite Lighting Corporation USA, ComEd "Income Eligible" (IE) Promotion**

Since 2018, Greenlite has been ComEd's leading partner in their Income Eligible Energy Efficiency Programs, designed to target income disadvantaged areas of the ComEd territory in Illinois with increasingly attractive offers on energy efficient lighting. Demographic factors within different neighborhoods were analyzed in order to best identify lower income areas (referred to as being "income eligible"). Then, varying degrees of utility incentives were used to offer Greenlite LED lighting products at different discount tiers in retail stores depending on the income eligibility of the neighborhood. This effort required extensive effort determining appropriate product mix, determining different pricing, signing up different kinds of unconventional retailers, deploying a bilingual English-Spanish workforce and developing in-store displays.

### **Program Contact:**

Simran Kohli  
Greenlite Lighting Corporation USA  
partners@greenliteusa.com

## **IMPACT NOMINEES**

### **AEP Ohio Community Assistance Appliance Replacement (CAAR) Program**

AEP Ohio combined the best practices from their Community Assistance Program (income eligible) and their Appliance Recycling Program and created the Community Assistance Appliance Replacement (CAAR) program. CAAR is a seamless, turnkey solution for appliance replacement. The synergies of combining excellent qualities of these two programs has increased customer satisfaction and driven down costs. Just as important, CAAR is a partnership of AEP Ohio, Reclim (the delivery/de-manufacturing vendor), Ohio Partners for Affordable Energy (the income eligible program vendor), 34 Ohio community agencies, General Electric, and Whirlpool (a U.S. based product manufacturer). AEP Ohio is the first utility in the Midwest to enter into such a partnership to provide a one-stop-shop for appliance delivery and de-manufacturing services, but others are considering implementing this process.

### **Program Contact:**

Debbie Paris  
AEP Ohio  
dlreed@aep.com

### **Ameren Illinois Residential Initiatives**

With a vision of "Energy Efficiency for All," Ameren Illinois created its Market Development Action Plan in 2018 to create economic and energy efficiency opportunities for diverse individuals, businesses and communities in its service territory. Targeting communities with a high percentage of low- and moderate-income customers, Ameren Illinois has made it easier than ever to access energy-saving opportunities through the income-qualified Home Efficiency Program, the Multifamily Program and other residential initiatives. To further boost local economies, we partnered with diverse vendors to implement these programs — achieving a nearly seven-fold increase in diverse spending in a single year. On many levels, these efforts are helping to improve quality of life by empowering residents and businesses in underserved communities.

### **Program Contact:**

Julia Sander  
Ameren Illinois  
jsander@ameren.com

## Ameren Illinois, Small Business Direct Install

In 2019, Ameren Illinois launched an innovative initiative to deliver big savings to small businesses, while illuminating the benefits of LED lighting. With low (and often, zero) out-of-pocket costs for customers and streamlined installation processes, the contractor-driven initiative makes energy savings more accessible than ever to small businesses, schools, cities and non-profit organizations. The program has already proven an all-around win for lighting contractors, customers and the 1,200 communities served by Ameren Illinois.

### Program Contact:

Julia Sander  
Ameren Illinois  
jsander@ameren.com

## CenterPoint Energy's Minnesota Conservation Improvement Program (CIP), 2008-2018

In the last ten years, CenterPoint Energy's natural gas energy efficiency portfolio has seen extraordinary growth. The number of programs has more than doubled from 12 to 27, participation has increased more than six hundred percent, and energy savings have increased from just over eight million therms (0.5% of sales) in 2008 to nearly 20 million therms (1.4% of sales) in 2018. All of this has been achieved during a period that saw a marked decline in natural gas prices. While program spending has had to increase to achieve these results, the company has nevertheless kept the programs extremely cost-effective, achieving an average cost of about fifteen cents per lifetime therm saved.

### Program Contact:

Carter Dedolph  
CenterPoint Energy  
carter.dedolph@centerpointenergy.com

## ComEd Retro-Commissioning (RCx) Offering

The ComEd RCx offering provides commercial and public facilities with an expert engineering study of their energy usage, along with a set of recommended ECMs for optimizing the operational practices of their existing building systems. Customers then select and implement the ECMs that meet their needs. Following implementation, the offering verifies that the ECMs are operating correctly and producing the expected energy saving results. The offering, which started as a single program track with a narrow customer base and process, has evolved over its 11-year life to include a wide variety of options that are tailored to the unique customer needs and perspectives of different-sized

facilities and customer types. This continued evolution has positioned ComEd at the cutting edge of Retro-Commissioning offerings nationally.

### Program Contact:

Joshua Beeber  
Nexant  
jbeerber@nexant.com

## ComEd Small Business Offering (part of the ComEd Energy Efficiency Program)

The Small Business offering within the ComEd® Energy Efficiency Program is a service provider-driven, prescriptive incentive approach for private businesses with <100 kW peak demand. The Small Business offering started as a lighting-only program in 2011, but through several strategies it has grown into a comprehensive offering of which currently 23% of the program savings will be from non-lighting measures which is equivalent to savings of nearly 40 GWh.

By capturing deeper savings for customer facilities through a single comprehensive offering, the small business customer's limited time and money are ensured to be used in the best way possible. The growth strategy for the Small Business offering was to empower the service providers to meet the comprehensive needs of the customers.

### Program Contact:

Neal Latham, CEM  
ComEd  
neal.latham@comed.com

## DTE Energy, Residential Energy Waste Reduction Program

DTE Energy is committed to bringing reliable and affordable energy to customers and helping residents lower their energy bills while increasing the comfort of their homes. Four key features have distinguished DTE's Energy Waste Reduction Program: 1) Exceeding the goals mandated by the State, achieving 155% (728 GWh) of planned electric savings and 136% (1,750 MMcf) of planned natural gas savings in 2018. Of the overall EWR savings, 301 GWh and 895 MMcf of savings came from the Residential EWR program. 2) Focusing special attention and significant financial backing on initiatives that serve low-income residents. 3) Commitment to contracting with Michigan-based, Minority and Women-owned businesses. 4) Ongoing innovation and new solutions including a pilot program for new homes and a unique revolving loan program.

### Program Contact:

Quinn Zeagler  
ICF  
quinn.zeagler@icf.com

## **EFI – A non-profit impacting Millions through Utility e-commerce Marketplaces**

The e-commerce marketplace platform provides a unique opportunity for utilities and their customers. Through the platform, EFI provides energy-efficient, top of the line utility sponsored instant rebates. This allows utilities to meet their program goals, while empowering customers to make the energy conscious choice at a low cost and helping EFI fulfill the mission of the organization.

At a local retailer, a customer would receive a Nest Learning Thermostat at \$249, but EFI works closely with the vendor to bring prices down by 20% during promotional offers, in addition to the utilities' instant rebates. The result of this can bring the price down 60% from retail price for participating customers. This case also qualifies for lighting, water, and appliance products.

### **Program Contact:**

Jessica Kerr  
EFI  
jdematos@efi.org

## **Focus on Energy, Benchmarking**

In 2018, FOCUS ON ENERGY® launched the School Benchmarking Program. This innovative offering provided an opportunity for Wisconsin K-12 public school districts to track and compare their energy usage to other schools throughout the state. Participating school districts provided each building's utility information, square footage, space characteristics, and usage details. Focus on Energy compared this data to the current Wisconsin Energy Code, provided an ENERGY STAR® Score, and ran a peer comparison against other participating Wisconsin schools.

The 2018 School Benchmarking program was a sequel to a similar initiative Focus on Energy conducted in 2006. Over the 12 years between these studies, Wisconsin schools reduced their energy use by 23%, resulting in savings of over \$40 million.

### **Program Contact:**

Heather Feigum  
Focus on Energy  
hfeigum@focusonenergy.com

## **Focus on Energy, Flood Relief**

After major flooding from extensive rainfall, Focus on Energy created the Flood Relief Offering for affected rural small businesses and residents. Additionally, in response to collapsed structures and barn roofs from heavy snow buildup, the Farm Disaster Bonus was created. These disaster relief initiatives helped rural residents and small businesses recover from recent natural disasters by replacing damaged equipment and reconstructing damaged buildings with newer, longer-lasting, energy-efficient equipment that reduced overall energy costs. To do this, participants received guidance from an Energy Advisor to identify and incorporate energy efficiency measures in their projects for maximum savings. The offerings also provided a bonus incentive alongside existing energy efficiency incentives when participants rebuilt or upgraded through a Focus on Energy program.

### **Program Contact:**

Jessica Wagner  
APTIM  
jessica.wagner@aptim.com

## **Kentucky Cabinet for Health and Family Services**

To upgrade and re-fit the water tower in Dawson Springs, Kentucky, I successfully identified and stopped extensive issues of water leakage. The leak was causing a loss at a rate of 30 GPM or about 15 million gallons per year. This was potable water coming at a loss of roughly \$90,000 per year. The way the tank was designed allowed for instances in which the fill level could not be properly discerned. The successful effort of the project identified the cause and installed the appropriate measures that would in effect stop the leak. The project came at a total cost of \$40,000, with a 1-year payback and stopped the loss of one of our critical resources, water.

### **Program Contact:**

Chad Miller  
Kentucky Cabinet for Health and Family Services  
chad.miller@ky.gov

## **SEEL LLC, The Heat and Warmth Fund (THAW)**

SEEL worked to reach traditionally underserved income qualified customers with deep savings measures and housing repairs. For the segment of the program that participated through THAW, SEEL worked with a \$1 million spending goal and a target participation of at least 100 homes. THAW works to connect Michigan families in need to utility assistance with a focus on the elderly, unemployed, underemployed, and disabled individuals who find themselves in energy crisis.

**Program Contact:**

Louis James  
SEEL, LLC  
ljames@seellc.com

**The Kentucky Commonwealth Energy Management and Control System (KY CEMCS)**

The Commonwealth Energy Management and Control System (CEMCS) is an innovative software application which is integrated to utility company billing, building automation systems and statewide accounting systems. The data collected from these sources enables the identification of energy-saving opportunities and verification of corrective actions that reduce energy use, and thus allows the Commonwealth to operate as much as 25% more efficiently in integrated facilities.

**Program Contact:**

Andrew Carter  
Kentucky State Government  
andrew.carter@ky.gov

**University of Illinois at Chicago Energy Resources Center, LIKE Kit Program**

The University of Illinois at Chicago Energy Resources Center provides qualified income-eligible residential customers with a free kit containing energy-saving devices such as an advanced power strip, LED light bulbs, low flow kitchen aerators, low flow bathroom aerators, low flow showerheads, and LED night lights, and educational information about other energy-saving actions they can take to reduce their energy bills.

Since 2016, ERC has distributed over 111,000 kits. Green Home Experts, a Brookfield, IL based company, employs adults with disabilities to assemble the kits. They are then sent to community action agencies for distribution to eligible customers. The LIKE program's target population is income-eligible customers living in single-family and small multifamily housing buildings that are currently underserved by existing energy efficiency programs. So far, LIKE kit recipients have saved over 48,000 MWH.

**Program Contact:**

Maria Onesto Moran  
Green Home Experts  
maria@ghexperts.com

## INNOVATION NOMINEES

**AEP Ohio Cars**

AEP Ohio Cars is an innovative choice engine platform designed to help customers make energy smart decisions on the car shopping journey. The platform allows customers to compare vehicles side-by-side, providing an accessible resource for total cost of ownership and efficiency. Customers can easily locate public EV charger stations, request information via TrueCar or Tesla, and learn more about available incentives and rebates.

**Program Contact:**

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

**Ameren Illinois, Neighborhood Energy Efficiency Day**

Inspired by Ameren Illinois' rallying cry of "Energy Efficiency for All," summer 2019 brought the debut of an innovative, family-friendly event: Neighborhood Energy Efficiency Day. Held in a lower-income neighborhood in Alton, Illinois, on Saturday, June 1, Ameren Illinois partnered with the city, Google and Senior Services Plus to educate local residents on the value of energy efficiency – and the availability of cash incentives. Featuring free food, face painting, carnival games, giveaways and music, this celebration of energy savings drew more than 200 visitors. Many learned how Ameren Illinois' Home Efficiency Program can help income-qualified customers achieve deep savings at little to no cost. Sixteen neighborhood homes received free energy assessments and energy-saving equipment.

**Program Contact:**

Julia Sander  
Ameren Illinois  
jsander@ameren.com

**Center for Energy and Environment and City of Minneapolis**

Center for Energy Environment (CEE) worked with the City of Minneapolis to pass a time of listing energy disclosure policy for residential single-family homes. This policy makes Minneapolis the 4th City in the country with a similar policy, and it includes many unique and innovative aspects for effective implementation. This policy will utilize already occurring home inspections, so an energy disclosure report and energy performance score can be implemented seamlessly. This reduces several barriers that

have made it difficult to pass similar policies, and this resulted in the policy passing unanimously. The energy performance score that will be utilized is also unique, in that it is designed for existing homes with an eye towards motivating homeowners to complete cost-effective energy upgrades.

**Program Contact:**

Isaac Smith  
Center for Energy and Environment  
ismith@mncee.org

### ComEd Emerging Technologies Team

The ComEd Emerging Technologies Team is a dedicated innovation team charged with identifying new customer energy savings opportunities. Our goal is to identify new and innovative ways of building a more energy-efficient community in northern Illinois by incorporating successful concepts into the ComEd Energy Efficiency Program. We seek partnerships with individuals, organizations, businesses, research institutions and government entities for the research, development and pilot deployment of new energy efficiency equipment and measures. Running pilots across a wide spectrum of market segments; we test, validate and integrate new approaches into the ComEd Energy Efficiency Program.

**Program Contact:**

Mark Milby  
ComEd  
mark.milby@comed.com

### ComEd Retro-Commissioning (RCx) Offering

The ComEd RCx offering provides commercial and public facilities with an expert engineering study of their energy usage, along with a set of recommended ECMs for optimizing the operational practices of their existing building systems. Customers then select and implement the ECMs that meet their needs. Following implementation, the offering verifies that the ECMs are operating correctly and producing the expected energy saving results. The offering, which started as a single program track with a narrow customer base and process, has evolved over its 11-year life to include a wide variety of options that are tailored to the unique customer needs and perspectives of different-sized facilities and customer types. This continued evolution has positioned ComEd at the cutting edge of Retro-Commissioning offerings nationally.

**Program Contact:**

Joshua Beeber  
Nexant  
jbeeber@nexant.com

### ComEd Small Business Offering (part of the ComEd Energy Efficiency Program)

After nearly 8 years and over 40,000 participating customers in the Small Business offering, the program needed a solution to reach additional small business customers. The SBO team established a strategy for recruiting and developing contractors to become Service Providers that would be able to reach underserved areas: the Apprenticeship Initiative. This Initiative focuses on the recruitment of diverse contractors and contractors in underserved areas, in an effort to bring more, hard to reach customers into the program. The contractors that we recruit are often overlooked due to their size and experience and the Apprenticeship Initiative provides them with the extra support and training needed to become successful small business energy efficiency Service Providers.

**Program Contact:**

Neal Latham  
ComEd  
neal.latham@comed.com

### Daikin North America LLC

VRV LIFE was launched in 2018 as the industry's first variable refrigerant flow, dual fuel HVAC system. A single VRV LIFE system can provide heating either as an electric heat pump or as a gas fired furnace. The changeover point from electric heat pump to gas is adjustable, based on the outside ambient temperature. VRV LIFE is engineered with a Daikin inverter compressor and variable refrigerant temperature (VRT) technology (see Exhibit 2), empowering the compressor to operate at its optimal efficiencies during part load operations, thereby reducing power consumption and providing high operational efficiencies. VRV LIFE systems are capable of connecting up to 9 ducted or ductless zones to a single system. Precision engineered refrigerant control allows system operation to meet the needs of individual zones. The compact size and whisper quiet operation of the side discharge condensing unit, along with multiple indoor zones, provides ultimate flexibility for both new construction and replacement applications.

**Program Contact:**

Holly Green  
Daikin  
holly.green@daikincomfort.com

### Duke Energy, Retail and Wholesale Instant Rebates

Duke Energy has a goal of promoting adoption of Heat Pump Water Heater (HPWHs) technology for its customers in order to meet its energy efficiency portfolio goals and help customers save money on their energy

bills. Heat Pump Water Heaters make up a small fraction of water heater sales nationally, so they remain a relatively unfamiliar product for residential customers and contractors. In order to promote adoption, Duke Energy took an omni-channel approach including instant rebates in the distributor and retail channels to make the process as easy as possible for participants and give customers the choice of where to shop. This has led to significant growth in the program, which Duke is still evolving as lessons are learned.

**Program Contact:**

Linda Brown  
Uplight  
linda.brown@uplight.com

**Greenlite Lighting Corporation USA, Income Eligible Retail Lighting Promotion**

Greenlite is committed to bringing quality ENERGY STAR LED Bulbs to all population sectors with over 10,000 unique retail locations across socio-demographic sectors. Through Greenlite's innovative partnerships with retailers that target income eligible populations such as Habitat for Humanity ReStore, Salvation Army, Goodwill, St. Vincent de Paul and Independent Retailers, etc., Greenlite reaches consumers' that are typically not customers of residential energy-efficiency products.

Greenlite has been ComEd's leading partner in their IE Energy Efficiency Programs. Demographic factors within different neighborhoods were analyzed in order to best identify lower income areas (referred to as being "income eligible"). Then, varying degrees of utility incentives were used to offer Greenlite LED lighting products at different discount tiers in retail stores depending on the income eligibility of the neighborhood. This effort required extensive effort determining appropriate product mix, determining different pricing, signing up different kinds of unconventional retailers, deploying a bilingual English-Spanish workforce, and developing in-store displays.

**Program Contact:**

Simran Kohli  
Greenlite Lighting Corporation USA  
partners@greenliteusa.com

**Greenlite Lighting Corporation USA, "Plug In To Win" Xcel Energy LED Bulb Giveaway**

Since 2009, Greenlite has partnered with implementer SlipStream and Xcel Energy in MN, NM, CO, TX, serving more than 3.3M customers and 2019 was no exception! This year, Greenlite provided 500,000 ENERGY STAR LED Bulbs for giveaways at Professional Sporting events for MN Twins, MN Timberwolves, and CO Rockies. Beyond the novelty of distribution of free bulbs to fans in this

way, which was unique to the region, immediate installation was encouraged with a custom on-packaging contest requiring participants to plug in their bulbs at home to win prizes. This innovative promo leverages the Jumbotron & PA Announcements during games to get consumers excited about saving energy with ENERGY STAR with hundreds of thousands of views as well as TV placement! Greenlite also provided ENERGY STAR 4Packs for Xcel Outreach events and all the Domino's Stores during Energy Saving Month in NM.

**Program Contact:**

Simran Kohli  
Greenlite Lighting Corporation USA  
partners@greenliteusa.com

**Income Eligible Multifamily Energy Savings (IEMS) Program**

The Income Eligible Multifamily Energy Savings (IEMS) program is a joint delivery program in collaboration with ComEd, Peoples Gas, and Northshore Gas and administered by Elevate Energy. It provides energy efficiency improvements which save energy and preserve affordable housing for low-income customers. The program provides comprehensive energy assessments, free energy efficiency measures, incentives on capital measures that help to save on electric and gas bills, and funding to correct health and safety issues that typically prevent customers from accessing efficiency incentives.

The IEMS program is unique and innovative in its location-based eligibility, health and safety provisions, and joint gas and electric delivery. In its first year, the program delivered energy upgrades to over 14,000 units in 320 income-eligible properties, saving customers over \$1.5 million.

**Program Contact:**

Elizabeth Judson  
Elevate Energy  
elizabeth.judson@elevateenergy.org

**Minnesota Housing's EnergyScoreCards Minnesota Phase II**

Minnesota Housing's EnergyScoreCards Minnesota Phase II studied the impacts of energy and water benchmarking paired with supportive technical and financial assistance at 31 properties. The pilot was conducted over a two-year period from 2016-2018. During the pilot, we offered technical assistance including: quarterly check-in calls, building assessments, and other one-on-one support. The pilot helped navigate utility incentive and other financing programs to facilitate the implementation of efficiency projects at multifamily properties in Minnesota. At the end of Phase II, 74% of properties implemented energy conservation projects and found, on average, a savings of roughly \$1,160 in electric and \$2,331 in water costs annually.

**Program Contact:**

Josh Nguyen  
Minnesota Housing  
josh.nguyen@state.mn.us

**Peoples Gas, Research and Development Program**

The Art Institute of Chicago is positioned for nearly \$200k in energy savings by leveraging machine learning (ML) technology to optimize dehumidification in their art galleries. The initiative has involved using the facility's large, diverse dataset to minimize energy consumption, operating costs, and downtime by adjusting the HVAC cycles. Energy-saving decisions are made continuously while the system maintains strict temperature and humidity requirements to preserve sensitive works of art. The initial focus has been on two galleries, with the intent to scale up as savings are demonstrated. The project started in 2017 and has shown substantial electric and gas savings potential. Key to the successful demonstration has been funding provided by Peoples Gas, with additional support from Microsoft.

**Program Contact:**

Allen Dusault  
Franklin Energy  
adusault@franklinenergy.com

**Xcel Energy, with digital partner Apogee Interactive**

Xcel Energy's Personalized Video Messaging (PVM) program has achieved stunning results in customer engagement using pre-emptive, personalized videos to educate customers on high-bills, pre-heating season reminders and recommendations, an annual energy summary report and an email message with information on an online energy audit offer, products and programs.

The program combines customer engagement, customer satisfaction, education, and promotes other programs and products to help customers manage their energy. This program is a game-changer as consumer attention spans are shrinking. Research shows that customer engagement and satisfaction increase when programs are designed to engage customers on a personal level rather than a one-size-fits-all approach.

**Program Contact:**

Karen Morris  
Apogee Interactive  
kmorris@apogee.net

## LEADERSHIP NOMINEES

**Gary B. Stanley, DLA Architects**

Since retiring Gary Stanley has begun his second career. His job title is K-12 Specialist and it shows by his active manner of professional development and interaction with schools. Now working at DLA Architects, he has begun a battery recycling program and advocates green and sustainable practices. Gary is a member of the Illinois Association of School Business Officials' Professional Development, Planning and Construction, Operation and Maintenance Committees, and is a Real Estate Professional. Gary is very active in a multitude of areas: and is involved in the Wisconsin Association of School Business Officials: on the School Facilities and School Safety Committees.

**Jed Crawford, EFI**

Jed Crawford has worked in the energy efficiency (EE) industry for 15 years and is currently employed as the Director of Strategic Initiatives at EFI. He loves being able to help customers with their energy-efficiency decisions, which ultimately helps conserve natural resources. One of Jed's proudest accomplishments was working on the Focus on Energy Simple Energy Efficiency Program for the past three years. Jed also works hard to incorporate EE outside the office. He has focused on living a green life by installing LED lighting, water conservation measures, air-sealing and insulation – even installing a solar domestic hot water heating system for his home.

**Nicor Gas**

At a time when advancing baseline efficiencies are decreasing traditional energy efficiency opportunities, utilities across the country are being tasked with identifying new implementation avenues. Nicor Gas recognized the power of market transformation (MT) as a strategy to drive more long-term savings at lower costs early on, and they proactively led the charge to create a Midwest MT Collaborative. The team had a bold vision for this collaborative--it was assembled based on the principle that if Midwest utilities and partners pool resources to investigate, implement and evaluate MT initiatives together, they can cause dramatic market shifts toward more sustainable structural change for the industry overall. Supporting their mission, Nicor Gas has positioned the Midwest to lead the nation in identifying market transformation solutions.

## **Violet Sistovaris, Executive Vice President & President, NIPSCO**

Violet Sistovaris, Executive Vice President & President of NIPSCO, the most senior executive at NiSource's natural gas and electric utility company in Indiana, is responsible for all operations, regulatory policy and compliance functions, while ensuring premier service delivery to more than 1.2 million natural gas and electric customers across northern Indiana. Through her many years of experience and strong leadership, Violet has led the creation and implementation of NIPSCO's visionary generation transition initiative called Your Energy, Your Future - NIPSCO's balanced, gradual and orderly transition to retire its coal-fired generating units by 2028, replacing them with new lower-cost, cleaner energy sources, including wind and solar.

## **MARKETING NOMINEES**

### **AEP Ohio, It's Your Power Cross Program Promotion**

AEP Ohio used a personalized coaching engine within a Home Energy Management application (Powerley), It's Your Power, to target and communicate to users for their energy efficiency programs. By having the platform take the user's energy data, behavioral data, and home profile data into account, AEP Ohio effectively targets users based on eligibility and likelihood to engage with utility energy efficiency programs (e.g. appliance rebate) in a manner which shows the user the value of the program in a personalized way. The program has thus far been effective at doubling the engagement AEP Ohio has typically seen in terms of enrollments for these programs, thereby optimizing AEP's overall energy efficiency impact.

#### **Program Contact:**

Jessica Edmondston  
Powerley  
jedmondston@powerley.com

### **Ameren Illinois Energy Efficiency Portfolio Marketing, The right message, to the right people at the right time**

The Ameren Illinois Energy Efficiency Program is dedicated to providing information and incentives to help customers become smarter, safer energy consumers. To more fully engage our customer base, in 2019 the Ameren Illinois Energy Efficiency Program adopted the Salesforce Marketing Cloud. The cutting-edge marketing platform paves the way for

next-generation, 1:1 marketing and new levels of marketing efficiency. By better understanding a customer's individual choices, Ameren Illinois can customize marketing outreach and foster deeper customer loyalty. A quantum shift away from an outdated, "one-size-fits-all" strategy, the Marketing Cloud allows Ameren Illinois to communicate the right message to the right person at the right time — and ultimately help customers achieve energy-saving goals.

#### **Program Contact:**

Julia Sander  
Ameren Illinois  
jsander@ameren.com

### **CenterPoint Energy, MN Commercial Foodservice Energy Efficiency Marketing Program**

The CenterPoint Energy Minnesota Foodservice Program offers 20 natural gas high-efficiency foodservice equipment rebates to help reduce the initial purchasing price for commercial cooking customers in its Minnesota service territory. It also offers the resources of the company's Foodservice Learning Center to all end-use customers and foodservice trade allies to receive training, learn about and test new natural gas foodservice equipment. Marketing campaigns include social media (Facebook and LinkedIn), paid search, email, direct mail, web, YouTube videos and "Try Before You Buy" events. We use a funneled approach from awareness to purchase/rebate program participation. Commercial audience research helps shape and enhance messaging. CenterPoint Energy's foodservice program has been recognized nationally by ACEEE as an exemplary energy efficiency program in all three of the organization's surveys.

#### **Program Contact:**

Suzanne Pierazek and Ann Lovcik  
CenterPoint Energy  
suzanne.pierazek@centerpointenergy.com  
ann.lovcik@centerpointenergy.com

### **ComEd Energy Efficiency – Lighting for All Campaign**

The Lighting for All campaign was designed to increase customer awareness and utilization of lighting discount offerings for all ComEd customers. This unique campaign addressed all ComEd customers because every customer in our territory purchases light bulbs. ComEd customers can obtain instant discounts on energy-efficient LEDs at the point of purchase in retail locations. Income eligible customers receive special instant discounts at the point of purchase in targeted zip codes. Business customers receive instant discounts through distributors or contractors. In all cases, lighting discounts do not require an extra step after purchase to receive the discount. In fact, redemption is so easy that

many customers receive the discount without realizing it's from ComEd. This campaign helped to increase participation and emphasize the connection to ComEd.

**Program Contact:**

Michele Ptaszek  
ComEd  
michele.ptaszek@comed.com

**ComEd Energy Efficiency – Saving Energy for Residential and Business Customers**

ComEd created a residential :30 “Saving Energy” ad that was able to clearly and cleverly convey our program offerings in a small amount of time. When given the opportunity, we decided to jump at the chance of recreating the theme for our business customers. This straightforward creative allows us to educate our customers on all the ways that they can save by participating in the ComEd Energy Efficiency Program. While the settings were different (residential backyard & business warehouse) the dialogue was similar, and the delivery was directed to be the same with very intentional casting. The consistent messaging across both marketing segments reinforced the idea that saving energy is simple and all customers can take advantage of our offerings.

**Program Contact:**

Michele Ptaszek  
ComEd  
michele.ptaszek@comed.com

**Consumers Energy Residential ENERGY STAR Lighting Program, 25 Million Reasons to Celebrate**

CLEAResult working with Consumers Energy's Energy Waste Reduction program and marketing team wanted to develop a new strategy to encourage people to embrace and adopt LED bulbs. We knew from Shelton Group research that saving money from using lower energy while important, was not as strong of a motivator as it was in the past. It was time to try a new strategy, so we developed a campaign that used crowd behavior to encourage LED adoption. In early 2019, the program reached 25 million bulbs sold and distributed, which provided a campaign theme to encourage customers to be part of the group that is saving energy. We developed the “25 Million Reasons to Celebrate” campaign.

**Program Contact:**

Lynda White and Frank Eslinger  
CLEAResult  
lynda.white@clearesult.com  
frank.eslinger@clearesult.com

**Consumers Energy Business Energy Efficiency Programs - Mobile Training Unit**

Consumers Energy provides energy to 178,000 business customers in 68 counties across lower Michigan. The challenge was to create a strategy to meet these customers where they live and work in an effort to increase business energy efficiency awareness and engagement while driving energy savings. Consumers Energy created the Mobile Training Unit (MTU) strategy as a grassroots marketing campaign to solve this challenge. Using our analytic tool that aggregates program participation data, we were able to determine non-participating and low participating geographies in Michigan and took business energy efficiency on the road to connect with customers in their hometown providing powerful face-to-face interactions, often in rural communities. The MTU launched in March 2019.

**Program Contact:**

Melissa Kelley  
DNV GL  
melissa.kelley@dnvgl.com

**DTE Insight Marketing Campaign**

DTE targeted customers based on their demographic breakdown to drive adoption of smart home energy management. The creative campaigns focus on savings messages for potential acquisitions and product messages for current users. The email and paid social media campaigns leverage DTE customer data to target the various audiences with the messages that resonate with them. More specifically the program has targeted customers through customer service focused emails, marketing emails, cross-promotional emails, and paid and organic Facebook and Instagram posts. In August alone, the program has thus far been effective at quadrupling people downloading the app and engaging within the DTE Insight app.

**Program Contact:**

Jessica Edmondson  
Powerley  
jedmondson@powerley.com

# THANKS TO THE 2020 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE

MEEA would like to thank all of our members and Board Members who spent hours promoting the 2020 Inspiring Efficiency Awards and reviewing the nominations. We had 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  
Brad Cain, Agentis Energy  
Monica Thilges, APTIM  
Cathy Milostan, Argonne National Laboratory  
Amalia Hicks, Cadmus  
Jamie Fitzke, Center for Energy and Environment  
Julie Drennen, Center for Energy and Environment  
Brittany Zwicker, CLEAResult  
Adam Cooper, Edison Foundation Institute for Electric Innovation  
Craig Catallo, Franklin Energy  
Rich Hackner, GDS Associates  
Randy Gunn, Guidehouse  
Kevin Duffy, ICF  
Quinn Zeagler, ICF  
Kelly Mulder, ILLUME  
Mark Stover, Leidos  
Todd Parker, Michigan Saves  
Kevin DeMaster, Mitsubishi Electric Trane HVAC US LLC  
Rick Morgan, Morgan Marketing Partners  
Chanda Rowan, Nicor Gas  
Ashley Lucier, SEEL, LLC  
E'Lois Thomas, SEEL, LLC  
Scott Steiner, TRC  
Eric Flower, Willdan

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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:**

AMEREN ILLINOIS  
COMED  
CLEAResult  
DTE ENERGY  
FOCUS ON ENERGY  
NICOR GAS  
RESOURCE INNOVATIONS  
XCEL ENERGY

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# IEA PAST WINNERS

## CHAIRMAN'S AWARD

2019: Lauren Casentini  
2018: Jon Williams  
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

2019: Ameren Illinois  
2018: National Energy Foundation, Think! Energy  
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

2019: Minnesota Army National Guard  
2018: Ameren Illinois  
2018: ComEd Energy Efficiency Programs  
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: MiraCit Development Corporation  
2006: Alliant Energy- Wisconsin Power & Light Co.  
2005: MidAmerican Design Assistance  
2004: The Compressed Air Challenge

## INNOVATION AWARD

2019: Focus on Energy's Strategic Energy Management (SEM) Initiative  
2018: ComEd Energy Efficiency Programs  
2018: Focus on Energy and Madison Gas and Electric (MGE)  
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

2019: Mayor Rahm Emanuel, City of Chicago  
2019: Richard J. Mark, Ameren Illinois  
2018: Louis James, SEEL, LLC  
2018: Governor Rick Snyder, State of Michigan  
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

2019: Focus on Energy's Wisconsin Is In Campaign  
2018: Ameren Illinois  
2018: Vectren Corporation  
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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