

LOCAL CIRCUIT

SPRING / SUMMER 2009

Power supplier changes name

Wisconsin Public Power Inc. has changed its name to WPPI Energy. A new tagline – *the way energy should be* – and a new logo were adopted to complement and highlight WPPI Energy's updated identity.



The change reflects WPPI Energy's overall commitment to energy efficiency, conservation, renewable energy, and above all, its member utilities.

The new tagline and new logo, three blue half circles joined together, symbolizes WPPI Energy members' shared strength.

The change identifies WPPI Energy as a strong public power partner and a leader in the power industry.

For more information, please visit www.wppienergy.org.

Annual Green Power for Business Program update

Through its voluntary Green Power for Business Program, WPPI Energy offers a dedicated portfolio of environmentally friendly, renewable resources such as wind, landfill gas and solar energy generated in Wisconsin and Minnesota. The renewable energy used for the voluntary program is just a small portion of the renewable energy produced by WPPI Energy's resources.

In 2008, WPPI Energy was awarded Green-e Energy certification for its voluntary renewable energy programs, including its program for residential customers and Green Power for Business program.

Green-e Energy certifies that the Renewable Energy Program/Green Power for Business meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions.



For more information on Green-e Energy certification requirements, call 888-63-GREEN or log on to www.green-e.org

Energy Sources	Renewable Energy Program 2008 Actual	Renewable Energy Program 2009 Projected	Current WPPI Energy Overall Supply Mix
Renewable Energy	100%	100%	5%
Wind	66%	66%	
Biogas	33%	33%	
Solar	<1%	<1%	
Coal	0%	0%	65%
Nuclear	0%	0%	20%
Oil	0%	0%	1%
Natural Gas	0%	0%	9%
TOTAL	100%	100%	100%

Wind energy is produced in Minnesota and Wisconsin; energy from biogas and solar energy is produced in Wisconsin. Actual figures may vary according to resource availability. For specific information about this renewable electricity product, visit www.wppienergy.org.

\$250K offered for efficiency projects

The Request-For-Proposals (RFP) for Energy Efficiency Program is designed to increase the magnitude of cost-effective energy improvement projects that large power customers can accomplish.

The RFP for Energy Efficiency is structured to use a request-for-proposal format, and enables large commercial and industrial customers to bid for funds and secure their own level of funding needed to advance selected efficiency improvement projects. The program is an alternative approach to utility incentives. It allows customers the flexibility to determine how best to meet their financial requirements while maintaining

their eligibility for other WPPI Energy incentive programs.

It is open to all commercial, industrial, and institutional customers receiving electric service from a WPPI Energy member utility. Customers may 'bid' for the required incentive award needed to implement their energy efficiency project.

The projects themselves must reduce annual energy consumption by 150,000 kWh or more and/or reduce site electrical demand by 25 kW or more during the on-peak hours of 1 p.m. to 4 p.m., Monday through Friday, during the months of June, July, and August.

Customers may submit bid applications in partnership with an equipment vendor, engineering consultant, contractor, or other third-party service provider. The bids will be reviewed, scored, and ranked with the highest ranking bids funded first until available funds are expended.

WPPI Energy is offering \$250,000 in funding in each round to implement electrical energy saving projects.

The program's next bid round is June 1, 2009. For more information, please visit www.wppienergy.org/rfp.

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Training available from ECW

The Energy Center of Wisconsin provides a variety of training opportunities online and around the state each year. Visit www.ecw.org/university for more information about workshops and courses such as Geothermal Technologies, Daylighting, Optimizing Fans & Pumps, Demand Control and more.

Considering a new building?

The New Construction Program works with prospective building owners and developers, design professionals, and construction contractors to deliver high performance buildings that provide improved energy efficiency, peak load reduction, improved systems performance, and greater comfort.

Energy savings will be accomplished by simulating incremental improvements of efficiency in lighting, HVAC, and other building systems. The program seeks to capture synergistic energy savings by encouraging the design and construction of buildings as integrated systems.

For more information, contact Energy Services Representative Jim Schieble at 524-4381.

Our connection to WPPI Energy

Reedsburg Utility would like customers to know more about how we serve the electric needs of the community and keep pace with all the changing developments in the energy industry.

We recently launched a new communications effort designed to inform the community about our connection to WPPI Energy, a regional power company with 50 members, including Reedsburg. The utility plans to use a new phrase on its communications to capture the essence of this connection: "Shared strength through WPPI Energy."

"Shared strength through WPPI Energy" refers to the benefits of being part of a network that brings together 50 customer-owned utilities," said General Manager Dave Mikonowicz. "Through WPPI Energy, we can buy power jointly, offer innovative products and services, and bring energy information to everyone in our community – including business people, school children, and homeowners."

"Our membership in WPPI Energy helps us to provide our customers with a reliable, cost-effective and environmentally responsible energy supply," Mikonowicz added, "and also puts us in a better position to meet future challenges and ensure a secure energy future for Reedsburg."

Reedsburg Utility has been a member of WPPI Energy since 2001. Customers will see no difference in the way the utility operates, but will begin seeing the line "Shared strength through WPPI Energy" used under the utility's name and logo in various communications pieces.