



**WISCONSIN ENERGY
CONSERVATION
CORPORATION**

2005
ANNUAL
REPORT



CELEBRATING 25 YEARS OF ENERGY EFFICIENCY

Dear Friends,

It's a rare treat when looking back inspires as much hope as looking ahead.

During the last year, all of us at WECC had the distinct pleasure of designing both a future *and* a past - the former by way of an exciting new three-year Strategic Plan, and the latter by way of recording history (literally) in celebration of WECC's 25th anniversary.

The comprehensive strategic planning process benefited from enthusiastic participation at all levels of the organization. Our work not only yielded a concise new mission statement (below), but vetted out four key priorities and dozens of action plans to guide our growth through 2008.

Before we had even finished planning for the future, we found ourselves rediscovering the past. In conjunction with a special anniversary edition of the WECC annual dinner, scores of friends, partners and colleagues - past and present - pooled their memories to help us reconstruct our first quarter century. The result is a captivating DVD that records the people, passions and projects that set the stage for the company we are today.

In between our exploration of the past and the future, we found great opportunities in the present day. WECC's new business development effort has been active, robust and enthusiastically received. Our first full year administering Focus on Energy Business Programs has produced exceptional results, and our continued commitment to customer service initiatives has strengthened our working relationships even further.

John F. Kennedy captured WECC's 2005 in his famous quote, "We can't know where we're going until we know where we've been." We've glimpsed tomorrow in the context of yesterday, and the picture is both clear and compelling.

Thank you for your continued support!


Janet Brandt
Executive Director


Carol Fisher
President of the Board



Janet Brandt, Executive Director and
Carol Fisher, President of the Board (sitting).

OUR MISSION

Wisconsin Energy Conservation Corporation champions innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses and policy makers.

PROOF BEYOND THE NUMBERS

It's common practice here at WECC to "prove the value of energy efficiency" with the numbers we know best: kilowatt hours saved, ENERGY STAR® qualified products sold and customers served, to name a few.

While numbers are an easy way to measure success and report results, they don't always tell the full story. Other benefits of the programs we administer are often difficult to quantify. But they are equally impressive.



- **Fewer emissions** of carbon dioxide, nitrogen oxide and sulphur dioxide make for a cleaner environment.



- Low-interest loans for home energy efficiency improvements **stimulate economic cycles** for contractors, communities and homeowners alike.



- Retailers and manufacturers reap **economic benefits**, including higher profit margins, by producing and mass marketing energy efficient products.



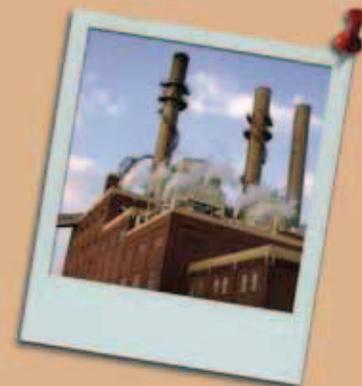
- **Natural resources** - many of them in finite supply - are conserved with every ENERGY STAR qualified product or appliance sold.



- Builders and contractors are adopting **higher standards for green building**, which in turn creates a greater consumer demand for environmentally-friendly construction.



- Farmers are learning new ways to harness **renewable energy sources like biogas and wind**, making their businesses more viable and flexible.



- Homeowners don't just save energy and money; they enjoy greater **comfort, safety and durability** in their energy efficient homes.
- Dollars saved by limited-income families can be spent on **vital needs like food and clothing**.



- Businesses that adopt conservation measures create more comfortable work environments and save money, making **employee recruitment and retention** easier; increasing profitability.

While the quantifiable results of our work will always steal the spotlight, it's rewarding to realize the many non-energy benefits of WECC's programs and services.

POSITIVE ENERGY



2005 (JULY 1, 2004 - JUNE 30, 2005) WECC PROGRAM ENERGY SAVINGS

PROGRAM NAME	Total Annual kWh Program Savings	Total Annual kW Program Savings	Total Annual Therms Program Savings
ENERGY STAR® Products	77,320,503	9,571	375,278
Wisconsin ENERGY STAR® Homes	1,537,735	672	221,246
Home Performance with ENERGY STAR®	9,043,292	6,984	575,830
Targeted Home Performance with ENERGY STAR®	326,756	63	75,347
Apartment & Condo Efficiency Services	16,659,189	846	797,619
Business Programs (Commercial, Industrial, Agricultural, Schools and Local Government)	122,576,993	22,707	7,239,812
Renewable Energy	20,801,867	3,378	894,165
Commitment to Community Programs	7,751,219	1,132	55,933
	256,017,554	45,353	10,235,230

ENERGY SAVINGS

- Estimated annual savings on utility bills = **\$26,928,827**
- Estimated sales generated = **\$83,300,413**
- Total savings equivalent to **50,030 cars** off the road
- Total savings equivalent to **1,280 carloads of coal** reduced
- Electric savings are equivalent to powering **25,705 homes**
- Gas savings are equivalent to powering **10,519 homes**
 - Estimated emission reduction of:
 - CO₂ – **683,072,692 lbs.** saved
 - SO₂ – **3,124,028 lbs.** saved
 - NO_x – **1,561,652 lbs.** saved



FINANCIAL ACTIVITIES

WISCONSIN ENERGY CONSERVATION CORPORATION ANNUAL REPORT FINANCIALS FISCAL YEAR: JULY 1, 2004 - JUNE 30, 2005

REVENUE

Focus on Energy Residential Programs.	18,017,219
Focus on Energy Business Programs.	15,045,995
Focus on Energy Renewable Energy Program.	2,353,138
Energy Finance Solutions.	9,855,900
Other Energy Efficiency Programs.	2,450,734
Low Income Programs and Services.	1,057,266
Other Consulting and Miscellaneous.	612,916
TOTAL REVENUE	49,393,168

EXPENSES

Salaries and Benefits.	3,653,798
Indirect Costs.	1,041,053
Direct Costs.	715,713
Marketing.	2,563,982
Subcontracts.	13,815,435
Participant Rewards, Ally Incentives.	17,829,360
Energy Finance Solutions Loan Transactions.	9,422,855
TOTAL EXPENSES	49,042,196

INCREASE IN NET ASSETS.	350,972
NET ASSETS - JUNE 30, 2005.	3,836,808



WISCONSIN ENERGY CONSERVATION CORPORATION

2005 BOARD OF DIRECTORS

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Chazen Museum of Art
Asst. Director of Administration

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Conservation Specialist

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What's Inside

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- FISCAL YEAR FINANCIALS & SAVINGS

