

WECC

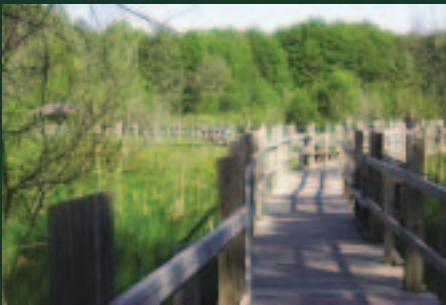


Wisconsin Energy Conservation Corporation



2002
annual report

proving the value of energy efficiency



WECC

Wisconsin Energy Conservation Corporation

Annual report for period July 1, 2001 to June 30, 2002

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Dear Reader:

In 1981, the Wisconsin Energy Conservation Corporation (WECC) welcomed readers to its first annual report. In that report, the founding Board of Directors outlined an ambitious goal for the fledgling organization: to integrate energy conservation, employment of disadvantaged youth and economic development into a single effort in order to assist the low-income citizens of the State of Wisconsin.

WECC's mission has undergone multiple revisions since 1981, but our goals remain as ambitious and worthwhile as ever. And, perhaps more important than what has changed is what has not. WECC remains committed to addressing the energy plight of low-income households, and WECC continues to demonstrate the connections between energy efficiency and economic development.

The average U.S. household spends less than 4% of its annual income on energy while low-income households spend from 10%-12% of their income. WECC remains committed to narrowing this gap through its long-term partnerships with the state's weatherization agencies and through innovative programs such as Targeted Home Performance with ENERGY STAR®, which makes weatherization services available to households just over poverty guidelines but still considered to be working poor.

Wisconsin is also a state that imports more than 95% of its energy resources. Dollars spent in the state on energy efficiency create jobs and opportunities far in excess of the dollars exported to pay for that energy. Taking advantage of this economic reality, WECC has created, designed and implemented multiple programs that aim to enhance economic development by making energy efficiency profitable for private businesses. By providing market providers (retailers, contractors, etc.) with advanced technical and sales skills, as well as referral networks, WECC strives to expand the sound business opportunities available through offering energy efficiency products and services. Businesses benefit and, in addition, consumers who participate in WECC programs save money on their energy bills—money that they can save or spend in other ways. All of this grows the state's economy.

Much has changed at WECC—and in the energy field—over the last twenty years and WECC's mission has consistently been grounded in these changes. On behalf of our Board of Directors, I invite you to read on and learn more about both the changes and the constants here at WECC.



“WECC continues to demonstrate the connections between energy efficiency and economic development.”

Bob Jones
President, WECC Board of Directors

To our Readers,

As our national energy consumption continues to climb and our reliance on finite natural resources, imported fuel, and ozone-depleting technologies continues to escalate, WECC's mission rises in importance and urgency. We are seeing increased state, regional, and national demand for workable solutions—programs that can build a market for energy efficiency, reduce consumer costs, and mainstream viable alternative energy technologies.

Many of the program models that WECC has developed are turning out to be just that—very workable solutions! Throughout the past year, our strong partnerships with manufacturers, retailers, builders and contractors have helped us successfully drive consumer demand for ENERGY STAR® qualified appliances, lighting, heating/cooling equipment, and high-performance homes.

With the increased success of our program models comes an increased demand for our services. WECC has been fortunate this year to pursue many exciting opportunities with new clients. Building on our strong relationship with the State of Wisconsin Division of Energy and the state's investor-owned and municipal utilities, we have tackled new projects with Minnesota Power, City Public Service of San Antonio, and the New York State Energy Research and Development Authority (NYSERDA).

“our strong partnerships with manufacturers, retailers, builders and contractors have helped us successfully build consumer demand for ENERGY STAR”

All of this has meant a year of significant growth and change for our organization:

- WECC's staff has doubled. We now have 62 very talented employees. Their passion for our mission, day-to-day enthusiasm, technical capabilities and administrative skills make this a formidable team.
- WECC's budget has doubled. More money, more mission, more results.
- WECC has added renewable energy expertise to coordinate the efforts of the new Wisconsin Renewable Energy Network.
- WECC's Board and management team have developed a three-year strategic plan to effectively guide our growing organization.
- WECC has worked to improve communication with the community, our clients and consumers through our new updated web site and annual report.

Most importantly, some things have not changed. Amidst this rapid growth and development, the organization holds tightly to our mission and core values. During a spring strategic planning retreat, both Board and staff agreed that WECC's vision and mission still ring true. And from our contingent of biking commuters, to our community volunteers for affordable housing, to the latest energy-monitoring project for our office building—we're walking our talk.

Please read on to learn more about our organization's activities and a summary of our accomplishments over the past 12 months.

Janet Brandt, WECC Executive Director



Wisconsin Energy Conservation Corporation is dedicated to promoting sound energy policy, and designing and delivering innovative energy efficiency services that:

- Provide affordable solutions to consumers' energy needs, especially those with limited incomes;
- Maximize the safety, comfort, durability and energy efficiency of buildings;
- Educate consumers on options for making energy efficient choices;
- Reduce the environmental impact of energy use; and,
- Promote economic development by increasing profitable opportunities for energy efficiency and renewable energy.

Wisconsin WHAT?

OK, WE ADMIT IT. WISCONSIN ENERGY CONSERVATION CORPORATION IS QUITE A MOUTHFUL. THAT'S PROBABLY WHY MOST FOLKS JUST CALL US WECC. IT'S IMPORTANT, THOUGH, TO RISK A TIED TONGUE AND STATE THE WHOLE NAME NOW AND THEN BECAUSE THE CORE OF WHAT WE DO IS RIGHT THERE IN OUR NAME—ENERGY CONSERVATION.



Fulfilling that MISSION

We take our mission pretty seriously; in fact, it's the cornerstone of all WECC activities. Our drive to fulfill this mission creates an impressive list of energy conservation efforts. Below we turn the spotlight on just a few of these accomplishments.

We administer and implement Wisconsin's residential energy efficiency programs as part of Focus on Energy, the statewide public benefits program. Our programs promote ENERGY STAR qualified appliances, lighting, heating and cooling equipment, and whole house measures for new and existing single and multifamily homes.

We are the lead organization in a consortium that is implementing renewable energy programs for Focus on Energy. The consortium—the Wisconsin Renewable Energy Network (WREN)—is responsible for increasing electric-generating renewables in the state.

More than 50 of the 80+ municipal and cooperative electric utilities that did not join Focus on Energy have contracted with us to implement one or more of our efficiency programs as part of their local Commitment to Community effort. These contracts make our programs available more broadly, benefiting both consumers and market providers.

Our loan program, marketed as Energy Finance Solutions (EFS), has contracts with ten entities in nine states including Wisconsin. Through this program our clients can offer their customers an unsecured, low-interest financing option for energy efficiency and renewable energy projects. Many customers who have minimal equity in their home find the loan option appealing.

WECC assists various consumer and environmental groups in their efforts to affect energy-related policy issues before the Public Service Commission of Wisconsin and the State Legislature.

For the 15th year we are administering the training contract for the state Weatherization Assistance Program (WAP). WECC's origins are in providing job development training and technical assistance to this program, and WAP remains a cornerstone of our activities. Last year we conducted ten workshops as part of this contract.

EPA Honors WECC

THE ENVIRONMENTAL PROTECTION AGENCY HAS HONORED THE WISCONSIN ENERGY CONSERVATION CORPORATION WITH ITS 2001 AND 2002 ENERGY STAR® EXCELLENCE IN CONSUMER EDUCATION AWARD FOR WECC'S DEDICATION TO INCREASING CONSUMER KNOWLEDGE ABOUT ENERGY EFFICIENCY AND ENERGY STAR QUALIFIED PRODUCTS. WECC EARNED THIS HONOR FOR ITS COMPREHENSIVE MARKETING AND CONSUMER EDUCATION INITIATIVES DESIGNED TO PROMOTE PRODUCTS AND HOMES THAT CARRY THE ENERGY STAR LABEL. THESE EFFORTS AIM AT A COMMON GOAL OF BOTH SAVING MONEY FOR CONSUMERS AND REDUCING ENVIRONMENTAL POLLUTANTS.



Another TWIST on ENERGY SAVINGS

Home Concept, one of WECC's enthusiastic ENERGY STAR retailers (see *A Star Is Born*), is practicing what it preaches. This lighting retail store set an example for all to follow when it switched all of its interior lighting in both its Madison and Appleton stores from incandescent bulbs to compact florescent light bulbs (CFLs). This switch will save Home Concept approximately \$8,975 annually. In addition, the change demonstrates to customers that this retailer truly believes ENERGY STAR qualified CFLs are the smart choice.

A STAR is BORN

A light bulb—an energy efficient one, that is—has gone off for thousands of Wisconsin's energy conscious consumers. On June 11 ENERGY STAR qualified compact fluorescent light bulbs (CFLs) poured out of WECC-sponsored sales at the federal buildings in Madison and Milwaukee.

The 13,100 energy efficient bulbs sold on this one day will save a total of 864,600 kilowatt hours (kWh). That's the equivalent of removing 139 cars from the road.

But it's not only CFL sales symbolizing an awakened energy awareness. There's a growing interest in ENERGY STAR qualified products as a whole across Wisconsin. To encourage the purchase of ENERGY STAR qualified lighting and appliances WECC works with over 700 retailers statewide to promote efficient products. This includes training sales staff, creating sales displays, educating consumers, and coordinating special events. During a six-week ENERGY STAR promotion at Sears, energy efficient clothes washer sales in Wisconsin were over 35 percent higher than the rest of the nation. And Westinghouse has indicated that Wisconsin consumers purchase as many Westinghouse CFLs as the rest of the country combined.

Wisconsin isn't stopping with simply adding more efficient appliances and lighting. To pull inefficient freezers and refrigerators off the electric grid, WECC created the Appliance Turn-In program. Last year the Appliance Turn-In program recycled enough appliances to save 6,548,040 kWh.

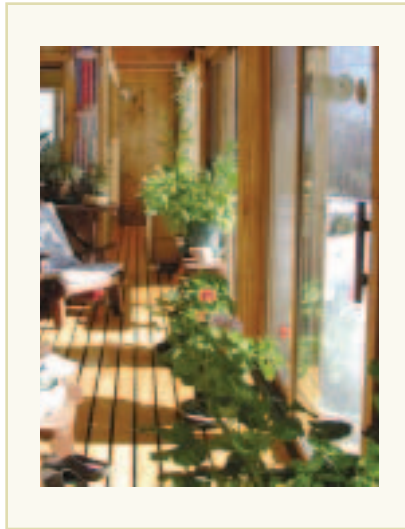
But WECC—along with local governments, retailers, and other energy organizations—won't settle for the energy savings gotten so far. Increased market share for ENERGY STAR products, and a decrease in inefficient household appliances, remain the goals in coming years.

Improving HOME PERFORMANCE

When your home is uncomfortable or inefficient, Home Performance with ENERGY STAR® is there to help. Relying on a network of trained independent energy service providers, Home Performance increases the comfort, safety and durability of existing homes across Wisconsin.

Many homes have problems related to moisture, condensation, drafts, ice dams, mold and high utility bills. Home Performance allies are trained in building science concepts; they address comfort, safety and energy concerns by considering all housing elements. Experts test homes for combustion safety and air infiltration, and evaluate insulation levels, mechanical equipment, moisture and ventilation. The experts then recommend home improvements that solve these problems. Many allies also offer installation services. Home Performance allies conduct tests before and after work is completed to verify that the household's problem is solved.

Home Performance allies include a variety of energy service providers like insulation contractors, independent consultants, and home improvement companies. Window and siding installation companies also provide services that incorporate Home Performance into their business practices.



Contractor Kim Rodenkirch of Blaze Insulation supports the program because it enables him to offer customers a more holistic service. "The program standards and protocols help ensure that my customers get everything they need, which reduces the potential for callbacks," he says.

The Efficient Heating and Cooling Initiative, part of Home Performance with ENERGY STAR, increases the market share for high efficiency heating and cooling equipment. This effort works with the heating and cooling industry to facilitate the development of best practices for installation and maintenance services. The Efficient Heating and Cooling Initiative is currently working with the state's equipment

distributors to provide training for more than 700 heating and cooling contractors around Wisconsin.

Over the last decade, WECC has learned a variety of lessons while implementing programs in the always-challenging existing homes market. The Home Performance with ENERGY STAR model that WECC runs as part of Focus on Energy reflects these lessons learned. The current level of trade ally participation in this program is a good indicator that WECC's Home Performance with ENERGY STAR model is on the right track.

..... Targeting Opportunity

When WECC developed its slate of programs for Focus on Energy, staff reviewed models elsewhere as well as research about needs in Wisconsin. One fact was especially striking: Wisconsin households with incomes between 150% and 200% of the federal poverty level had homes with substantial energy-savings opportunities but little or no income to implement energy efficiency. In Wisconsin, the weatherization program serves households up to 150% of poverty and historically there have not been programs that target households with

slightly higher incomes. WECC created the Targeted Home Performance with ENERGY STAR program to address this opportunity. Targeted Home Performance offers whole house services to households between 150% and 200% of the federal poverty level and subsidizes up to 90% of the measure costs. Coordinated through both Home Performance allies and Wisconsin's weatherization network, the program offers comfort, safety and durability to households who previously could not afford to be energy efficient.

Wisconsin ENERGY STAR Home Pays with Peace of Mind

**How important is a tight and well-insulated house?
Ask Todd and Bev Schwantes.**

In February of 2002, a severe winter storm cut power to the Schwantes' new Wisconsin ENERGY STAR® Home. But the Schwantes' home stayed comfortably warm through the 12-hour power outage, dropping only four degrees, despite the cold weather outside. This meant the Schwantes didn't have to take their new baby to a hotel for the night.

For the Schwantes, and thousands of other homeowners, building a Wisconsin ENERGY STAR Home means owning a comfortable, safe, durable, and energy efficient home. During the construction of a Wisconsin ENERGY STAR Home—a program run by WECC as part of Focus on Energy—certified consultants visit the home three times to verify that the home meets stringent program standards—some of the highest building standards in the nation. This extra set of eyes gives homeowners the confidence that building materials are installed correctly so the house is both air tight and adequately ventilated.

The Schwantes thanked their Wisconsin ENERGY STAR Home builder, Thompson Homes, saying, "You had built our house to be very energy efficient, and it paid. Thank you for putting everything you could into making our house both beautiful and energy efficient."

Wisconsin ENERGY STAR Homes certified 612 homes between July 1, 2001 to June 30, 2002. The amount of natural gas saved by these homes combined is enough to heat another 61 homes.



Powerful Information Sources

Getting the word out about energy efficiency involves collaborating with other reliable information sources. WECC works with community libraries across Wisconsin to distribute energy efficiency resources such as watt meters, books, and videos. WECC is also partnering with University of Wisconsin Extension to educate County Extension agents about program offerings and offer demonstration materials for use at events like county fairs. And the K-12 Energy Education Program (KEEP) helps WECC reach younger consumers in the classroom.

You MAKE THE CALL

Information is power. WECC shares its brainpower daily through its Information Center—a call center WECC operates to support the residential and renewable energy programs funded by Focus on Energy and other WECC clients.

A trusted source for unbiased energy efficiency information and a key part of making Focus programs work, the Info Center helps overcome the information barriers that deter people from participating in programs. A quick call to the Info Center gives Wisconsin residents information on topics like Wisconsin ENERGY STAR® Homes, contractors and appliances.

Because not all utilities in Wisconsin participate in Focus on Energy programs, information specialists explain which programs customers are eligible for and direct them to other resources. Information Center Supervisor Kathy Polster says her staff encourages customers to choose ENERGY STAR even if they are not eligible for Cash-Back Rewards offered through Focus. "It is important to talk about all of the benefits of ENERGY STAR qualified products—longer lasting bulbs, for example, need to be changed less often and Wisconsin ENERGY STAR Homes don't just save energy—they are comfortable, safe and durable."

Polster adds that she and her staff go the extra mile to make sure callers get the information they need. The staff has a comprehensive and detailed understanding of the programs and issues callers ask about. This ensures that calls with customers are conversations dealing with their specific questions, and not scripted exchanges that might miss the real issue at hand. Corinna Anderson, Information Specialist, says she enjoys sharing her knowledge of energy efficiency with the public.

Anderson adds, "Even simple tips, or pointing them in the right direction, can make a difference in both their buying habits and lowering the cost of their utility bills."



WECC's Info Center recently received high marks in a Focus on Energy evaluation. The study found that the majority of callers to the Info Center said the information they received during their conversations was helpful, accurate, and unbiased. And because of the Info Center, callers have purchased energy efficient lighting and appliances, upgraded insulation, and acquired additional information.

This positive review is a reflection of WECC's commitment to bringing Focus programs to all Wisconsin consumers. Info center information specialists like Samar Nijim are eager to make a difference in people's lives. "The calls I like best are the ones in which the caller is asking about one thing, and in the course of the conversation, I let the caller know about other things that are relevant and helpful to their needs," says Nijim. "These people are usually so thankful that they called and that we gave them information that they could use."

Almost everyone on the WECC staff occasionally spends a few hours taking calls from customers. This activity helps staff see WECC programs and marketing messages from the customer's perspective.

proving the value of energy efficiency

P

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highlights





ENERGY SAVINGS

ENERGY SAVINGS—Year Ending June 30, 2002	kWh	kW	Therms
Energy Finance Solutions (all states)	1,727,914	825	480,300
Apartment & Condo Efficiency Services	2,482,350	247	241,912
ENERGY STAR® Products	19,780,699	1,729	50,433
Home Performance with ENERGY STAR	2,217,987	1,633	66,092
Targeted Home Performance with ENERGY STAR	9,651	2	5,830
Wisconsin ENERGY STAR Homes	159,712	-	79,212
Municipal and Electric Cooperative Commitment to Community Programs	3,213,165	357	3,774
Total Across All Programs	29,591,478	4,793	927,553

These initiatives are estimated to save consumers more than \$2.6 million annually. The environmental impact is also substantial—these energy efficiency measures yield environmental benefits equivalent to removing more than 4,000 cars from the road.

MARKET SHARE FOR ENERGY STAR QUALIFIED CLOTHES WASHERS

National Market Share for ENERGY STAR qualified washers	15.0%
Wisconsin Market Share	26.5%

Monitoring market share enables a program to track its longer-term progress in changing the way energy efficient goods are bought and sold. WECC uses multiple means—including actual sales data from retailers—to monitor its impact on market share.

COST OF CONSERVED ENERGY

WECC’s Focus on Energy Residential Initiatives Only—Year Ending June 30, 2002

Calculating the cost of conserved energy enables us to compare efficiency programs to the alternative of producing additional energy. The costs shown on the right reflect only WECC’s Focus on Energy residential initiatives; the costs are calculated using verified gross annual savings divided by program costs.

Cost of Conserved Energy	
kWh	\$0.039
kW	\$205.42
Therms	\$0.442

FINANCIALS

REVENUE

Focus on Energy Residential Program	\$10,743,926
Focus on Energy Renewable Energy Program	\$892,915
Focus on Energy Pilot Program (Residential)	\$815,584
Energy Finance Solutions	\$11,359,172
Energy Efficiency Programs for Municipal Electric Utilities & Electric Cooperatives	\$470,863
Weatherization Training Contract - State of Wisconsin	\$118,464
Consulting and Miscellaneous	\$219,181
Total Revenue	\$24,620,105

EXPENSES

Salaries and Fringe	\$1,951,830
Overhead	\$503,274
Direct Costs	\$459,173
Marketing	\$2,153,766
Subcontracts	\$5,049,477
Participant Rewards, Ally Incentives	\$3,161,800
Energy Finance Solutions Loan Transactions	\$10,841,272
Corporate Activities	\$193,795
Total Expenses	\$24,314,387

NET ASSETS

July 1, 2001	\$2,653,183
June 30, 2002	\$2,958,901
Increase in Net Assets	\$305,718

RENEWABLE ENERGY HEROES



SOME OF WISCONSIN'S LEADING RENEWABLE ENERGY ORGANIZATIONS HAVE BANDED TOGETHER TO FORM THE WISCONSIN RENEWABLE ENERGY NETWORK (WREN). AS A MEMBER OF WREN, WECC IS WORKING WITH OTHER TEAM MEMBERS TO EXPAND THE POTENTIAL FOR RENEWABLE ENERGY ALTERNATIVES IN THE STATE.

AS THE GROUP IMPLEMENTING WISCONSIN'S FOCUS ON ENERGY RENEWABLE ENERGY PROGRAM, WREN SUPPORTS PROJECTS LIKE RESIDENTIAL PHOTOVOLTAICS (see *Working in Wisconsin*) AND OTHERS THAT USE RENEWABLE ENERGY. THE COMBINED EXPERTISE OF THE WISCONSIN RENEWABLE ENERGY NETWORK ORGANIZATIONS PROMISES TO SPREAD THE WORD ON THE POWER OF RENEWABLE RESOURCES.

Members of the Wisconsin Renewable Energy Network Board are:

Energy Center of Wisconsin – a nonprofit corporation dedicated to improving energy efficiency, the Center provides energy efficiency programs, research, and education to residents, businesses, industry and government.

L&S Technical Associates, Inc. – a private firm established in 1975, L&S offers innovative research, development and implementation solutions. L&S received the Wisconsin Energy Bureau's "Technical Excellence Award: For Consistent Excellence in Renewable Energy Evaluation in Wisconsin" in 2000.

Midwest Renewable Energy Association (MREA) – a nonprofit organization established in 1990, MREA aims to educate the public about renewable energy and energy efficiency. MREA has unparalleled expertise in the areas of renewable energy training, education, and project facilitation.

MSB Energy Associates, Inc. – a public-interest energy consulting firm, MSB has a long history of involvement in the evolution of renewable energy policy in Wisconsin. Since 1999 MSB has facilitated solar energy installations as part of WisconSUN, an innovative effort funded through the Energy Center of Wisconsin.

RENEW Wisconsin – a nonprofit business dedicated to increasing renewable energy use in Wisconsin, RENEW has significant expertise in policy development and promotion, communicating and disseminating information on renewable energy sources, and facilitating specific renewable energy projects.

Wisconsin Energy Conservation Corporation – a nonprofit state and national leader in the administration and implementation of energy efficiency programs and services, WECC was delighted to partner with these firms to deliver effective renewable energy opportunities to Wisconsin households and businesses. As the prime contractor for Focus on Energy, WECC coordinates WREN's program implementation activities.

Other WREN participants are listed on page 14.

Working in Wisconsin



A Waukesha couple is proof positive that renewable energy is working in Wisconsin. Jon and Janell Wilcox's solar energy system produces enough energy to serve all the electricity needs of their home. Focus on Energy's Renewable Energy program—delivered through the Wisconsin Renewable Energy Network (see *Renewable Energy Heroes*)—gave the Wilcoxes a \$20,000 low-interest rate loan in 2002 that allowed them to install a photovoltaic (solar electric) system on the roof of their backyard garden shed. New ENERGY STAR® qualified appliances helped them reduce their household electricity consumption by 20 percent, enough for the "power shed" to meet all their electricity needs.

The 36 photovoltaic panels that cover the garden shed roof produce an average of 15.3 kWh per day. With the couple's average daily electricity use between 12 and 15 kWh, the Wilcoxes can sell their surplus electricity to their local utility.

Successes like this one are the goal of WECC's work with Focus on Energy's Renewable Energy program. Down the road WECC and its WREN partners hope to get renewable energy systems working on farms, in manufacturing plants, and in office buildings.

(from *Renewable Energy Heroes*, left)

Also participating in the Wisconsin Renewable Energy Network are three entities that provide leadership on educational issues in Wisconsin:

University of Wisconsin-Extension – the university-community network that delivers information & education to residents, businesses & youth through county extension agents.

Wisconsin Center for Environmental Education (WCEE) – a legislatively-created body aimed at enhancing environmental education programs for K-12 teachers and students; WCEE coordinates the Wisconsin K-12 Energy Education Program (KEEP).

Wisconsin Technical College System (WTCS) – serving over 450,000 students annually; WTCS provides new workers with the skills they need to enter the workforce while also enhancing the skills of existing workers.

Much of WECC's work in Wisconsin is part of the state's public benefits initiative, Focus on Energy.



Financing ENERGY EFFICIENCY



For the past seven years WECC's Energy Finance Solutions (EFS) loan program has been providing homeowners a simple, affordable financing option for energy efficiency improvements. With recent expansion into several new states, EFS has become one of the nation's premier lenders of Fannie Mae's Energy Improvement Loan Program.

By combining years of lending experience with WECC's knowledge and expertise in the energy efficiency field, EFS works with utilities and other clients to fill a financing niche that banks and finance companies don't. The Program offers unsecured loans—no collateral required, no points or closing costs, competitive interest rates, and a quick approval process. Over the past year, EFS loan volume has increased by more than 60%.

Loan recipient Patti Slaby says EFS is a wonderful program. "Thanks to them I could afford to make my house more comfortable. I was able to add insulation and soffits to help with ventilation in various places in my home. The service was exceptional and the loan specialists were very helpful and efficient."

From windows and insulation to ENERGY STAR® qualified appliances, heating and cooling equipment, EFS provides an affordable financing solution to help make homes more comfortable, durable, and energy efficient.



IT MATTERS WHO YOU HANG OUT WITH

Thank you GE. Thank you Whirlpool. Thank you Sears. Thank you contractors and builders.

Many more WECC partners deserve a pat on the back for offering energy efficiency products and services. WECC recognizes this important role and works to make energy efficiency more profitable for manufacturers like KitchenAid, Westinghouse and Maytag as well as smaller local businesses like Wood Construction in Dane County and the many Ace and True Value Hardware stores throughout the state.

Ace Hardware in Hillsboro, Wisconsin has more in common with the Maytag Corporation than both companies might realize. Both of these businesses are partners with WECC, and both are equally important in carrying out WECC's programs and goals. WECC partners range in size from the hardware store on Main Street of a small Wisconsin town where ENERGY STAR® qualified bulbs are flying off the shelf, to large national corporations that arrange specific Cash-Back Rewards with WECC.

By partnering with the private businesses already involved in serving its target audience, WECC increases the promotion of ENERGY STAR qualified products, energy efficient new construction, and energy efficient remodeling for apartments, condos, and existing homes.

As a partner WECC offers technical assistance and training and creates joint promotions. "WECC provides great tools such as trainings, one-on-one mentoring, and monthly performance reports," says Jeff Simon, Vice President of Operations at Don Simon Homes. "In fact, because of WECC's support, we've committed to building each home as a Wisconsin ENERGY STAR Home."

Most importantly, as a partner, WECC listens to those who understand their markets and can offer valuable advice. Dave Rotter of National Ace Hardware in Milwaukee says WECC understands business. "It has been a lot of fun working with the folks at WECC, working together to make things better for all of us."

WECC works with an impressive list of market providers:

Home Performance with ENERGY STAR

Over 680 consultants, HVAC contractors, and community action agencies participate in the Home Performance with ENERGY STAR program.

Wisconsin ENERGY STAR Homes

In the state 236 builders and 55 allies are currently working to build Wisconsin ENERGY STAR Homes.

ENERGY STAR Products

There are currently 727 Wisconsin retailers participating in the ENERGY STAR appliance and lighting program.

Apartment & Condo Efficiency Services

Apartment & Condo Efficiency Services now boasts 253 allies.

Renewable Energy Program

The Renewable Energy Program has an alliance of 15 subcontractors that come together to form the Wisconsin Renewable Energy Network.

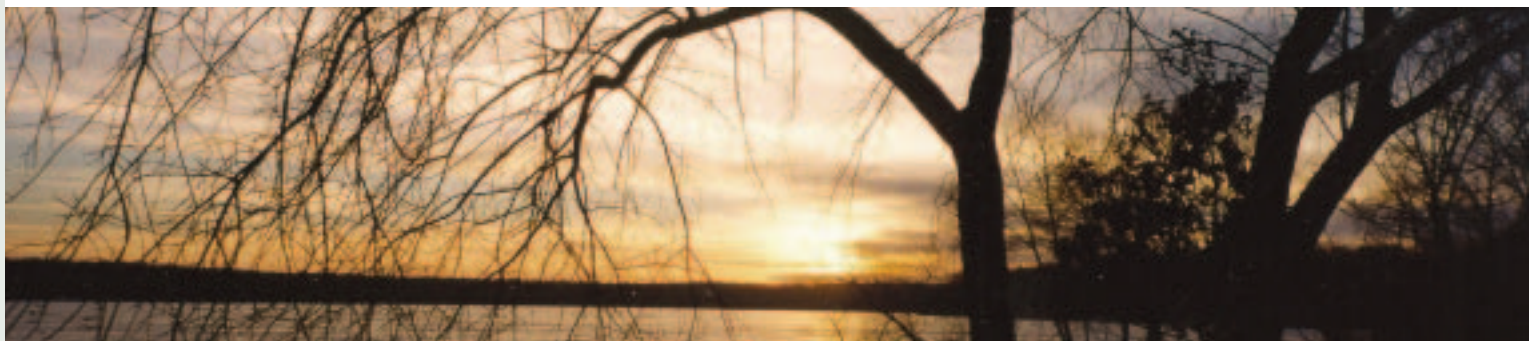
Energy Finance Solutions

Energy Finance Solutions (EFS) now has over 800 approved contractors in nine states where they work with 10 different sponsors.

What's in a Name?

Folks use a variety of terms to describe these private businesses – trade allies, business allies, partners. We prefer the term market provider because it defines these businesses in terms of their own priority – providing goods or services to the market.

IN WISCONSIN



For the last 25 years, the primary objectives underlying a sound energy policy for Wisconsin have not changed. These objectives have been to provide Wisconsin consumers reasonably priced, adequate, safe, and reliable energy through increasingly environmentally sensitive means of supply.

What has changed over the last 25 years is the context and the means by which the objectives are achieved. Prior to the mid-1990s, Wisconsin was recognized nationally as a state with a comprehensive and integrated planning process to develop and implement energy policy. In this period of integrated regulated utilities, Wisconsin utilized advance planning to optimize supply, demand-side management to reduce inefficient demand and energy usage, and a proactive agenda to ensure that low-income customers had affordable access to energy and weatherization services to facilitate efficiency.

Starting in the early 1990s, changes on the federal level created a new context in which Wisconsin must seek to attain its traditional objectives. The move to more competitive wholesale supply markets, for example, affected how Wisconsin continues to pursue the objectives that have served the State so well. The move to a Public Benefits model for energy efficiency/conservation and renewable objectives sought to capture energy savings while maximizing the environmental and economic benefits produced from such efforts. To ensure adequate and reliable supply resources, Wisconsin has chosen to experiment with multiple options rather than opting for a single alternative such as independent merchant plants.

Thus, while the State's primary objectives have not changed, Wisconsin has faced important issues about how to proceed in the last ten years. Increasingly, state-level policy decisions are affected by federal energy policy which seeks to create national and regional frameworks. A state's role or authority in these new federal policies is not yet clear. On a similar note, discussion about generation and transmission increasingly focuses on potential competitive markets far broader than just Wisconsin, leaving the state's role further in doubt.

Wisconsin is at an important point in its evolving energy policy. As a state we need to identify the best state energy policies to ensure reliable service at reasonable price and to reduce the adverse environmental impacts that supply can create.

Wisconsin's record and reputation over the last 25 years as an innovative and effective energy policy innovator demonstrates that the traditional state objectives need not be foregone. Proactive efforts to promote increased energy efficiency/conservation, demand-side management (such as appropriate pricing), renewable resources, and continued efforts to protect and assist low-income customers will certainly remain key elements of Wisconsin's energy policy.

Historically, though, part of the success of Wisconsin energy policy has been the wisdom to look and plan ahead, to ensure that there are options that respond to potential changes in circumstances while still maximizing the long-standing objectives. Going forward, an increased role for energy efficiency and renewable energy will be an important part of a balanced energy policy for Wisconsin.

George Edgar, Director – Energy Policy

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Association (WISCAP)
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Longenecker Gardens: Maples

Dew on the Indian Grass

© Molly Fifield Murray/University of WI Arboretum

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Sedge Meadow along Icke Boardwalk

© Molly Fifield Murray

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Janet

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Compact Fluorescent Lightbulb

Courtesy OSRAM SYLVANIA © Paul Kevin Picone/P.I. Corp

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Carolyn Demorest Solar Envelope Home

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Corinna

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(Also from PIX)

Harvesting Soybeans

© Bob Allan

Wausau West High School

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Research Student Working at the Wind Site

© David Parsons

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Solar Energy Shed

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Trail Runner

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River Bend

© William Alatalo

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