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!

**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.*
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.

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

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

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

- **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.

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

- **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.

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

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Total Annual kWh</th>
<th>Total Annual kW</th>
<th>Total Annual Thems</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Program Savings</td>
<td>Program Savings</td>
<td>Program Savings</td>
</tr>
<tr>
<td>ENERGY STAR® Products</td>
<td>77,320,503</td>
<td>9,571</td>
<td>375,278</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,537,735</td>
<td>672</td>
<td>221,246</td>
</tr>
<tr>
<td>ENERGY STAR® Homes</td>
<td>9,043,292</td>
<td>6,984</td>
<td>575,830</td>
</tr>
<tr>
<td>Home Performance with ENERGY STAR®</td>
<td>326,756</td>
<td>63</td>
<td>75,347</td>
</tr>
<tr>
<td>Targeted Home Performance with ENERGY STAR®</td>
<td>16,659,189</td>
<td>846</td>
<td>797,619</td>
</tr>
<tr>
<td>Apartment &amp; Condo Efficiency Services</td>
<td>122,576,993</td>
<td>22,707</td>
<td>7,239,812</td>
</tr>
<tr>
<td>Business Programs (Commercial, Industrial, Agricultural, Schools and Local Government)</td>
<td>20.801.867</td>
<td>3,378</td>
<td>894,165</td>
</tr>
<tr>
<td>Renewable Energy</td>
<td>7,751,219</td>
<td>1,132</td>
<td>55,933</td>
</tr>
<tr>
<td>Commitment to Community Programs</td>
<td>256,017,554</td>
<td>45,353</td>
<td>10,235,230</td>
</tr>
</tbody>
</table>

### 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
  - NOx - 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: $2,333,138
- 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
2005 BOARD OF DIRECTORS

Carol Fisher, (President)
Chazen Museum of Art
Asst. Director of Administration

Nancy Korda, (Vice President)
Retired-Environmental and Energy Conservation Specialist

Charles Lem, (Treasurer)
Hoff & Lem, Inc.
Vice President

Kristine Euclide, (Secretary)
Madison Gas & Electric Co
Vice President and General Counsel

Bob Jones
Wisconsin Community Action Program
Association-WISCAP
Director-Energy and Housing

Claude Grieger
Monroe Equipment
President

Phyllis Dube
We Energies
Director of the Office of Energy Options

Cliff Miller
Correspondent / Media Consultant

Dave Rotter
National Ace Hardware
President and CEO

Dorothy Lageroos
Northland College
Professor-Government and Environmental Studies

John Merrill
University of Wisconsin
Professor Emeritus

Ronald Beaton
Anchor Property Management
President

Michael Bonertz
Advocap, Inc.
Executive Director

Rebecca Anderson
Consultant

Josie Pradella
Department of Natural Resources
Voluntary Initiatives and Sustainable Practices

What’s Inside

• LOOKING BACK; LOOKING AHEAD
• PROOF BEYOND THE NUMBERS
• FISCAL YEAR FINANCIALS & SAVINGS