



Your newsletter for products with the power to save.

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# ENERGY STAR® EXTRA



## Change a Light results

2006 *Change a Light* promotion will save consumers \$4.8 million on energy bills.

The results are still being tabulated but it looks like for the second year in a row, participating retailers will have sold a combined 1 million ENERGY STAR qualified CFLs during the *Change a Light, Change Wisconsin* promotion. The use of these bulbs will save consumers over \$4.8 million dollars on their energy bills in the first year alone and will prevent the burning of over 25,000 tons of coal.

## ENERGY STAR® award

Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, has received honors for the fifth straight year from the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) with the receipt of the 2007 ENERGY STAR Sustained Excellence Award. The award is in recognition of its long-term commitment to promoting energy efficiency to Wisconsin residents through offerings like the ENERGY STAR Products Program, Home Performance with ENERGY STAR Program and Wisconsin ENERGY STAR Homes Program. The award was given out at a ceremony in Washington D.C. on March 21, 2007.

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The promotion started on October 1st with over 300 Ace Hardware, Do it Best, Menards, Mills Fleet Farm, ShopKo and United Hardware stores participating. Focus on Energy kicked off the promotion by issuing press releases to the local

media as well as implementing a statewide radio advertising campaign. A large percentage of participating retailers took advantage of the Focus on Energy cooperative advertising program and ran their own print and radio ads featuring the instant Cash-Back Rewards on CFLs.

## Earth Day 2007

On April 22, 1970, 20 million people across America celebrated the first Earth Day. Now Earth Day is celebrated annually around the globe. Through the combined efforts of the U.S. government, grassroots organizations and citizens like you, what started as a day of national environmental recognition has evolved into a worldwide campaign to protect our global environment.

There are many things you can do at work, home and within your community to help protect the environment and celebrate Earth Day. Practice the three R's: first reduce how much you use, then reuse what you can and then recycle the rest.



## American TV

American TV and Appliance, headquartered in Madison, was founded in 1954. They have 15 stores in over five states and employ over 2,000 people. Chuck Bergen is the Appliance Vice President of American TV. When asked why American started promoting the ENERGY STAR, he stated, "consumer interest was one of the key issues in selling ENERGY STAR qualified products. Consumers wanted to know where else they could save money."

American does extensive training on a weekly basis so their employees are familiar with the most innovative and latest technologies available. This product knowledge allows the sales staff to explain to the consumer the importance of looking at the operating cost not just the upfront cost.

American TV differentiates ENERGY STAR qualified products from regular products through product location and the use of point-of-purchase materials. They have an endless row of front load washers at the front of their Westside Madison location. This is quite intriguing and peaks consumer's curiosity as to why there are so many of these "new" washers. American has been advertising ENERGY STAR in their circulars since they first partnered with Focus on Energy. This has been successful and American is looking forward to working with Focus on Energy in the promotion of ENERGY STAR in the future.

## Wisconsin Public Service

Wisconsin Public Service is a utility that serves northeastern and central Wisconsin. If you are located in this area, you may have customers that are eligible for some great programs – read on to learn more.

The Appliance Pick-Up Program encourages households to recycle their old, inefficient refrigerators and freezers to save on future energy costs. Older refrigerators consume more energy than any other appliance within the home, so replacing an older model with a new one can save energy and money – up to \$55 a year compared to models manufactured before 1993. Public Service customers that live in Wisconsin are encouraged to call 866-706-3995 to have their old, working refrigerator or freezer picked up from their home. They will receive a \$20 reward for the first unit and \$10 for each additional unit turned in.

The \$25 mail-in Cash-Back Reward on ENERGY STAR qualified dehumidifiers and room air conditioners is back. This offer is available for purchases made between April 1, 2007 through September 30, 2007 and limited to Wisconsin residents who get their electricity from Wisconsin Public Service.

The Wisconsin Energy Conservation Corporation (WECC), in partnership with Wisconsin Public Service, is offering an exciting NEW program to help schools and daycares reduce their energy costs by offering mail-in Cash-Back Rewards between \$100 and \$300 on ENERGY STAR qualified appliances. This program is available to Wisconsin state licensed daycare facilities or Wisconsin public and private K-12 schools that are electric customers of Wisconsin Public Service, while funds last. Funds are available on a first-come, first-served basis. For more information or for a reward form, please call WECC at 800-875-1335.

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ENERGY STAR EXTRA is an education piece for participating retailers. Published bimonthly, ENERGY STAR EXTRA covers updates and events going on with the Wisconsin ENERGY STAR program. The Wisconsin ENERGY STAR program is an energy efficiency program sponsored by Focus on Energy and participating utilities. Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment, and ensure the future supply of energy for Wisconsin. If you have any comments, suggestions, or news items, contact:

### ENERGY STAR EXTRA

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## Wisconsin ENERGY STAR Homes



Building a new home? Wisconsin ENERGY STAR Homes is for you, or your customers. Wisconsin ENERGY STAR Homes are estimated to be 25 percent more efficient than homes built to Wisconsin Uniform Dwelling code. Independent consultants work closely with builders and homeowners to ensure the home will be the most

energy efficient house on the block. Consultants test and verify air quality, framing, insulation and other building details during a series of site visits before certification can occur.

An important part of the energy efficiency of a home is ENERGY STAR qualified appliances and lighting. The Wisconsin ENERGY STAR Homes Program encourages buyers to work with their retailer to answer questions and select the products that best suit their needs.

Since 2001, the Wisconsin ENERGY STAR Homes Program has certified nearly 7,500 homes. For more information call 800.762.7077 or visit [focusonenergy.com/newhomes](http://focusonenergy.com/newhomes).

### Earth Day 2007 continued

Here are a few more ideas:

#### At home

- Choose ENERGY STAR qualified products
- Purchase "Green Power" for your home's electricity

#### At work

- Bike to work
- Use environmentally-friendly cleaning supplies

#### In your community

Volunteer

For more information and ideas, visit the following

#### Web sites:

- [www.epa.gov/earthday](http://www.epa.gov/earthday)
- [www.earthday.gov](http://www.earthday.gov)
- [www.earthday.net](http://www.earthday.net)
- [www.earthday.com/do/Home](http://www.earthday.com/do/Home)

## Employer bulb sales

Employer bulb sales were held at three large employers throughout the state (Unisia, American Foods and Marathon Electric) and were designed to educate employees with hands-on exhibits and give them the opportunity to purchase ENERGY STAR qualified light bulbs for as low as \$0.99 with an instant Cash-Back Reward. Bulb sales are typically held at large manufacturing companies that are interested in promoting energy efficiency to their employees. The goal is to work with the employer to spread the word about the benefits of CFLs to employees

by hosting a bulb sale on site. A local retailer who is willing to bring bulbs to the employer will set-up shop, staff the sale and typically sell thousands of bulbs in one day.

Combined, over 9,500 CFLs were sold at these events. The use of these bulbs will save 327,244 kWh of energy each year - enough to power almost 50 Wisconsin homes. Over 580 tons of the greenhouse gas carbon dioxide will not be released into the atmosphere, the equivalent of removing almost 80 cars from the road.

#### Frigidaire Brand Source, Performance Reward and Nationwide

**Dates:** March 15, 2007 - April 30, 2007  
**Models:** ATF6000ES, ATF7000ES, ATF7000EG, GLTF2940ES, GLTF2940EE

#### Bitter Neuman

**Dates:** March 6, 2007 - April 30, 2007  
**Models:** Select Amana and Maytag brand ENERGY STAR qualified washers

#### Colders

**Dates:** March 19, 2007 - April 30, 2007  
**Models:** Select Amana, Maytag and Whirlpool brand ENERGY STAR qualified washers

#### Fisher Paykel

**Dates:** April 1, 2007 - April 30, 2007  
**Models:** IWL16, WL26W1, and GWL15

#### Midwest TV and Appliance

**Dates:** April 1, 2007 - April 30, 2007  
**Models:** Select Bosch and Amana brand ENERGY STAR qualified washers

#### Milwaukee Maytag

**Dates:** March 12, 2007 - April 30, 2007  
**Models:** Select Amana and Maytag brand ENERGY STAR qualified washers

#### Ritzman Appliance Co

**Dates:** April 1, 2007 - April 30, 2007  
**Models:** Amana, GE and Whirlpool brand ENERGY STAR qualified washers

#### Stanley Schmitz Inc

**Dates:** March 5, 2007 - April 16, 2007  
**Models:** Select Amana, Maytag and Whirlpool brand ENERGY STAR qualified washers

#### Waukesha County Appliance

**Dates:** March 12, 2007 - April 30, 2007  
**Models:** Select Amana, Maytag and Whirlpool brand ENERGY STAR qualified washers

## News from Whirlpool and Maytag



Whirlpool Corporation received the ENERGY STAR Sustained Excellence 2006 Award from the U.S. Department of Energy and the U.S. Environmental

Protection Agency for exhibiting outstanding environmental leadership year after year, while sustaining product and marketing excellence.

The following information is from the Whirlpool corporation. Please contact your Whirlpool sales representative if you have any questions regarding this information.

The *Inside Advantage* is Whirlpool Corporation's partnership to help consumers and building professionals

by aligning their portfolio to powerful brands and innovative products with deep consumer insight and targeted services. At the *Inside Advantage*, you can locate innovative products, review product shopping guide, link to trade associations and industry groups, and coming very soon, explore new product launches. Visit [www.insideadvantage.com](http://www.insideadvantage.com) to learn more.

May is Maytag Month! Celebrate Maytag Month, starting April 29, 2007 until May 28, 2007. Consumers who purchase eligible Maytag products, including select ENERGY STAR qualified clothes washers, dishwashers and refrigerators during the promotion period will be eligible to receive up to a \$500 cash rebate by mail.

### Sales data

For January and February compared to last year we saw a drop in the percentage of ENERGY STAR® qualified clothes washers that were sold to consumers, but we also saw a drop in how many retailers were sending in sales data forms. We would like to take this time to stress the importance of sending in these forms every month, not only does it qualify you to win \$250 in cash, a lot of the success of this program is tracked through these sales data reports.

Market share of ENERGY STAR qualified clothes washers according to monthly sales data reports

Month	2006	2007
January	56.6%	41.4%
February	47.8%	45.5%

Thanks to all our retailers who continually send in their sales data forms on time every month, it greatly helps us see how we are serving our retailers and what percentage of the market share we are affecting.

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