

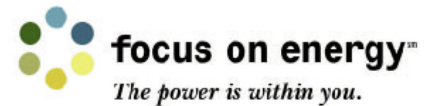


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Wisconsin Focus on Energy: Program Highlights

The Wisconsin Focus on Energy Residential Programs work to help state residents have the opportunity to increase the energy efficiency of their homes. The programs work in partnership with consumers, utilities, businesses, non-profit organizations and government at all levels.



Day in the Life of a Field Rep...

Our “road warriors,” the Focus on Energy Field Representatives, are critical members of the ENERGY STAR Products team. They are the folks that bring the message of energy efficiency out to our retail partners. With over 750 retailers in the program, it takes six reps to cover the entire State of Wisconsin.

Field Representatives start their day checking in with the home office via e-mail, routing their day and prepping any material. Then it is time to hit the road. Each of our full-time reps have between 135 to 163 accounts to call on, and one part-time rep has 84 accounts. Each rep covers 1,500 to 3,000 miles every month to visit their retailers. Our reps call on both lighting stores (home improvement centers, hardware stores, lighting showrooms) and appliance stores. Their goal is to visit each retail partner every six to eight weeks.

In each store, the rep labels ENERGY STAR qualified products. While visiting lighting retailers, the team labels ENERGY STAR qualified compact fluorescent light bulbs (CFLs) and pin-based CFL fixtures. In appliance stores they label ENERGY STAR qualified clothes washers, dishwashers, refrigerators and freezers. While visiting the retailer, reps help to promote ENERGY STAR qualified products by setting up Focus on Energy point of purchase (POP) materials. The POP materials might correspond with a new promotion or program. Another critical part of the visit is to inform the retailer and employees on any updates to the program. Training of retailer staff is an essential task for our representatives, and they are always ready to train staff on energy efficiency topics, new products and methods for selling ENERGY STAR qualified products. During the visit, the rep also recruits the retailer for any new promotions that are being launched. Participation by the retailers in special promotions is a key component of program success.

A rep’s typical day wraps up with the paperwork they must complete, including product profiles that are taken in select lighting stores to give an insight into the progression of market transformation, and site visits that show which stores are visited each day and what was accomplished at each store. In addition to visiting stores, our reps might be found staffing a Focus on Energy booth at a home show or the State Fair. This is a particularly enjoyable job for the reps, as they are able to meet with the public and answer firsthand questions from potential consumers.

While it might sound lonely out there, they do meet as a team every six weeks to review upcoming programs, share information and expand their knowledge.

About Wisconsin Focus on Energy

Focus on Energy helps eligible Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. Focus on Energy has been successfully promoting ENERGY STAR qualified lighting and appliances throughout Wisconsin since 2001 and is a six-time ENERGY STAR Award winner.

Focus on Energy's marketing strategies include consumer education and POP materials, newspaper ads and articles, television and radio interviews, manufacturer and retailer partnerships, retailer education, and product incentives. In 2006, these strategies resulted in the savings of 50,934,908 kWh, while preventing the release of 61,122 tons of carbon dioxide. The program leveraged over \$2 million in manufacturer dollars, and the sale of over 1 million ENERGY STAR qualified products across the state will save Wisconsin residents over \$4.7 million on their energy bills during their first year of use alone. Also, a recent report found that nearly one of every two Wisconsin respondents recalled or recognized the ENERGY STAR name or label and associated it with meaningful information.

Wisconsin Energy Conservation Corporation (WECC) is the program administrator for the Focus on Energy Business, Residential and Renewable Energy Programs.

Residential Programs

The Focus on Energy Residential Programs strive to reach as wide a range of residential customers as possible in order to reduce residential energy usage in Wisconsin, expand delivery of energy-efficient and renewable goods and services, improve energy reliability, deliver financial returns on public investments in energy improvements, enhance economic development in Wisconsin, and reduce the environmental impact of energy use.

The ENERGY STAR Qualified Lighting and Appliance Programs are market transformation strategies that involve working with manufacturers, retailers, and consumers to encourage the production, sale, and purchase of high-efficiency appliances and CFL products. Retailer and manufacturer partnerships help make incentive programs, such as Cash-Back Rewards for customers, more successful. Additional residential programs include Home Performance with ENERGY STAR, Efficient Heating and Cooling, and Wisconsin ENERGY STAR Homes, among others. Read more about Focus on Energy's residential programs at www.focusonenergy.com.

National Campaigns and Retailer Training

A key component of the program strategy is to promote the sales of specific ENERGY STAR qualified products tying into the strength of U.S. Environmental Protection Agency- and Department of Energy-led promotions during key product selling cycles. Focus on Energy currently partners on the following promotions: Appliance Promotions, Cool Your World, Change a Light, Change the World and Electronics.

Retailer participation has been a key aspect of the program's overall success. Each retail partner receives continuous training, labeling of qualified product support, cooperative advertising, and other program support from a Program Field Representative who visits the store once every six weeks. Each store receives training on the features and benefits of ENERGY STAR, and training on the individual features and benefits of the specific products sold at that store. Training is supplemented with pocket cards, fact sheets, consumer brochures, and a bi-monthly newsletter.