



Rick Holmes

National ENERGY STAR Lighting Partner Meeting

April 4-6, 2005

		<p>WHO'S WHO IN THE MIDWEST</p> <p>PROGRAM HIGHLIGHTS</p> <p>MIDWEST REGIONAL COLLABORATIVE 2005 CAL PLANS/HIGHLIGHTS</p> <p>MARKET EMPHASIS</p> <p>THE FUTURE</p>	<p><i>Planning stages for sponsors in MN, MI, MO, IA, WI, IL, IN, OH,</i></p>		

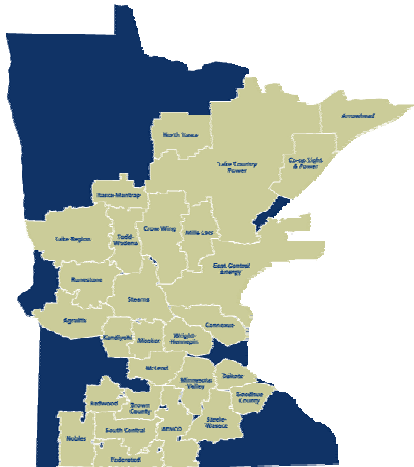
Karl Hilker (888) 509-3247 X 273

Carolyn Collopy (312) 587-8390 X 18

		<i>“REGIONAL COLLABORATIVE” 2005 CAL PLANS/HIGHLIGHTS</i>	<i>PROGRAM COOPERATIVE</i>	<i>MARKET EMPHASIS</i>	<i>2006 CAL PLANS</i>
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Collaborative effort – joint RFP with Manufacturers and Retailers of CFLs for a region-wide consumer awareness and instant rebate in-store promotion for specialty CFLs from October-November 2005. •Matching dollars for instant rebate on Energy Star qualified CFLs. •Point of sale materials •Coop retail advertising •Retail Support Coordinator education outreach •Planning stages for sponsors in MN, MI, MO, IA, WI, IL, IN, OH, •In process of evaluating proposals. 	<ul style="list-style-type: none"> •MEEA/WEEC •Participating retail channels •Participating CFL manufacturers •Participating Midwest utilities 	<ul style="list-style-type: none"> •Will use retail stores in Midwest region to provide instant rebate for specialty CFLs •Raise the awareness of the benefits of using ENERGY STAR qualified CFLs. <p>Targeting:</p> <ul style="list-style-type: none"> •Residential Customers 	<p>Program ditto - Would like to push specialty lights</p>



Tom Sagstetter (763) 241-2265

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Instant rebate promotion for specialty CFLs from October-November 2005. •Promote energy efficiency and saving the environment during Public Power Week 	<ul style="list-style-type: none"> •MEEA/WECC •Participating retail stores •Participating manufacturers 	<ul style="list-style-type: none"> •Will use retail stores in GRE Member municipalities to provide instant in-store rebates for specialty CFLs <p>Targeting:</p> <ul style="list-style-type: none"> •Residential Customers 	<p>Program ditto - Would like to push specialty lights</p>



SOUTHERN MINNESOTA
MUNICIPAL POWER AGENCY

Rick Holmes (507) 292-6418

Sandy Feehan (507) 292-6421

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none">•Retail in-store instant rebate promotion for specialty CFLs from October-November 2005.•Will do a lighting change-out event – (ex. Ronald McDonald House)•Promote energy efficiency and saving the environment during Public Power Week•Retail Support Coordinator education outreach <p>On-going -</p> <ul style="list-style-type: none">•Offer year round \$2/CFL•Low Income ENERGY STAR Appliance/CFL Program	<ul style="list-style-type: none">•MEEA/WEEC•Participating retail stores•Participating lighting manufacturers.	<ul style="list-style-type: none">•Will use retail channels in SMMPA Member communities to provide instant in-store rebates for specialty CFLs <p>Targeting:</p> <ul style="list-style-type: none">•Residential Customers• Low Income	<p>Program ditto -</p> <p>Would like to push specialty lights</p>



Kevin Bengtson (218) 299-5224

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •CFL bulb “give-a-way” campaign •Promote energy efficiency and saving the environment during Public Power Week •Customer fills out survey to get CFL. •ENERGY STAR education pieces printed to hand out at each venue on value of saving money & environment. 	<ul style="list-style-type: none"> •Local ACE Hardware store •GE 	<ul style="list-style-type: none"> •Local ACE hardware store, •Local K-Mart •Local high school, and •Local senior center •Local service associations such as Lions, Rotary, and Kiwanis <p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers – students, parents, seniors 	<p>Program ditto -</p> <p>Would like to push specialty lights</p>



Al Lian (218) 722-5642 X 2824

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. <p>On-going Program -</p> <ul style="list-style-type: none"> •Get a \$15 rebate by mail on each ENERGY STAR qualified fixture, touchier, desk lamp, table lamp, and/or ceiling fan with light kit purchased. •March 1 - November 30, 2005- •ENERGY STAR Compact Fluorescent Bulbs \$2 rebate by mail on each 	<ul style="list-style-type: none"> •WEEC collaborative •Participating CFL lighting manufacturers •Participating retail channel stores 	<p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers 	<p>Program ditto -</p> <p>Would like to push specialty lights</p>



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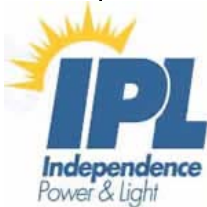
Sherry Hubbard (614) 466-8463

	2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
	<p>CAL 2005 –</p> <ul style="list-style-type: none">•Retail in-store instant rebate promotion for specialty CFLs from October-November 2005.• Planning to expand to include rural cooperatives & select IOUs throughout OHIO•Educate the public on the benefits of using ENERGY STAR CFLs by producing fact sheets and mailing them out to various utility customers.	<ul style="list-style-type: none">•WEEC/MEEA collaborative•Participating retail channel stores•Participating lighting manufacturers	<p>Targeting:</p> <ul style="list-style-type: none">•Residential customers• IOU/Munis with education outreach & participation in CAL 2005-6	<p>Program ditto -</p> <p>Would like to push specialty lights</p>



Greg Lovett (314) 554-6415

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		CAL 2005 – •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005.	•WEEC/MEEA collaborative •Participating retail channel stores •Participating lighting manufactures	Targeting: •Residential customers	Program ditto - Would like to push specialty lights

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. <div>   <p>Missouri Department of Natural Resources</p> </div>	<ul style="list-style-type: none"> •WEEC/MEEA collaborative •Participating retail channel stores •Participating lighting manufacturers <div>  <p>Aquila</p> </div>	<p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers <div>  </div>	<p>Program ditto -</p> <p>Would like to push specialty lights</p>



Kim King (319) 786-7649

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. (only IA)* •Web page emphasis <p>On-going -</p> <ul style="list-style-type: none"> •Retail in-store promotions such as \$4 rebate for a 2-pak or 97 cent each for a limited time. 	<ul style="list-style-type: none"> •Participating retail channel stores •Participating lighting manufacturers •In collaboration with Mid-American Energy 	<p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers 	<p>Program ditto -</p> <p>Would like to push specialty lights</p>




Kim Sherman (612) 337-2360

	2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
	<p>CAL 2005 –</p> <ul style="list-style-type: none">•Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. (only IA)*•Web page emphasis <p>On-going -</p> <ul style="list-style-type: none">•Web on-line sale of various CFLs•Limited time in-store promotions	<ul style="list-style-type: none">•Participating retail channel stores•Participating lighting manufacturers•In collaboration with Mid-American Energy	<p>Targeting:</p> <ul style="list-style-type: none">•Residential customers	<p>Program ditto -</p> <p>Would like to push specialty lights</p>





John Fabre (218) 739-8633



		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. <p>On-going -</p>  <p>The map shows the state of Minnesota with labels for neighboring states: CANADA to the north, NORTH DAKOTA to the west, and SOUTH DAKOTA to the south. Within Minnesota, several locations are marked with dots: Rugby, Devils Lake, Garrison, Jamestown, Wahpeton, Oakes, Fergus Falls, Morris, Milbank, Bemidji, and Crookston. A star is placed near Fergus Falls, likely indicating a headquarters or a key location.</p>	<ul style="list-style-type: none"> •In collaboration with WEEC •Participating retail channel stores •Participating lighting manufacturers 	<p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers 	<p>Program ditto -</p> <p>Would like to push specialty lights</p>

		2005 CAL PLANS/HIGHLIGHTS	PROGRAM COOPERATIVE	MARKET EMPHASIS	2006 CAL PLANS
		<p>CAL 2005 –</p> <ul style="list-style-type: none"> •Retail in-store instant rebate promotion for specialty CFLs from October-November 2005. •They will collaborate with MEEA and subsidize non-participating utility customers to obtain a rebate for the CAL 2005. <p>On-going – Educational outreach to Minnesota Utilities</p>	<ul style="list-style-type: none"> •In collaboration with MEEA providing monies for non-participating utilities. 	<p>Targeting:</p> <ul style="list-style-type: none"> •Residential customers 	<p>Program ditto - Would like to push specialty lights</p>

Illinois

		<i>2005 CAL PLANS/HIGHLIGHTS</i>	<i>PROGRAM COOPERATIVE</i>	<i>MARKET EMPHASIS</i>	<i>2006 CAL PLANS</i>
		 			

Indiana

		<i>2005 CAL PLANS/HIGHLIGHTS</i>	<i>PROGRAM COOPERATIVE</i>	<i>MARKET EMPHASIS</i>	<i>2006 CAL PLANS</i>
		 			



THANK YOU!

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