



“Making Your Business More Successful”

March 9, 2011

A partnership among MGE, KCP&L and MEC. Sponsored by MDNR.



Agenda

- **Introductions** ... Brian Rotert, MEC
- **Branding Guidelines & Marketing Support** ... Peter Hampton, KCP&L
- **Complementary Rebate Programs** ... Jason Fulp, MGE
Kevin Brannan, KCP&L
- **EPA Awards** ... Brian Rotert, MEC



Branding Guidelines

- Use of ENERGY STAR ® logo
 - **Nationally recognized**
 - **Reinforces contractor connection to the larger national program**
- All contractors must adhere to the following:
 - **ENERGY STAR should always appear in capital letters**
 - **The registration symbol (®) must be used the first time “ENERGY STAR” appears in material and should always be in superscript**
 - **There should be no space between ENERGY STAR and the ® symbol**



Program Logo Guidelines

- Not the correct logo



- The correct logo has the name of the program – Home Performance with ENERGY STAR. There are two versions of the graphic – horizontal and vertical



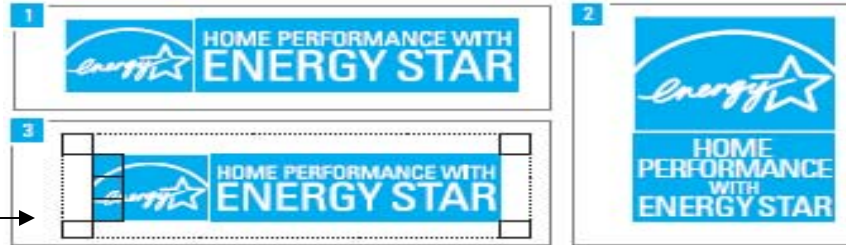
Logo Guidelines

- Logo usage includes print advertisements, fact sheets, direct mail and your Web site as well as T-shirts, hats, letterhead, business cards, and other stationery, and company-owned cars and vans

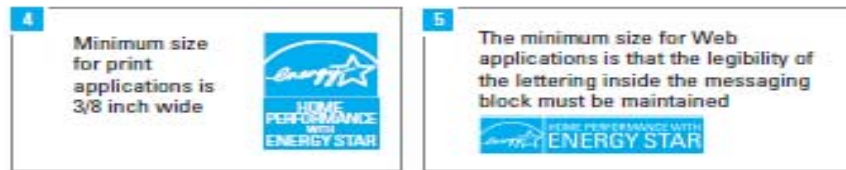


Logo Guidelines

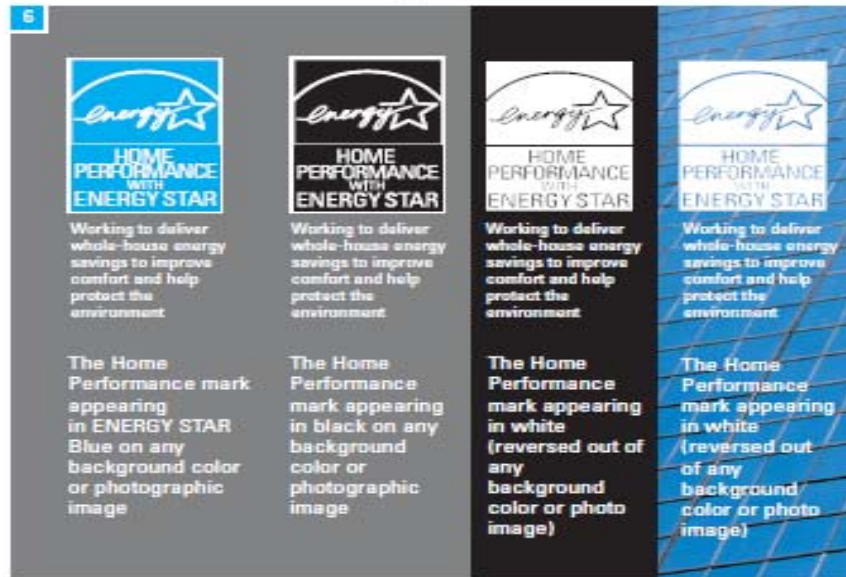
Clear space



Minimum size



Preferred color



Incorrect Use of the Logo

USING THE ENERGY STAR MARK INCORRECT USE OF THE HOME PERFORMANCE MARK

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
 - Do not use to imply that any product or any organization has met ENERGY STAR performance criteria.
 - Do not use to denote ENERGY STAR partnership or endorsement.
 - Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
 - Do not use to imply that the government is funding or endorsing improvements or home improvement work.
 - Do not use in advertisements featuring services that are not directly related to participation in a sponsored Home Performance with ENERGY STAR program.
 - Do not display with other ENERGY STAR marks.
- Please:
1. Do not make the mark an outline. Do not use a white mark on a white background. Do not use the cyan blue mark on a blue background.
 2. Do not change the colors of the mark.
 3. Do not distort the mark in any way.
 4. Do not alter the lock up of the mark.
 5. Do not place the mark on a busy image.
 6. Do not rotate the mark.
 7. Do not separate any of the mark's elements.
 8. Do not substitute any part of the mark.
 9. Do not use any other typeface to replace part of the mark.
 10. Do not violate the clear space of the mark.
 11. Do not skew the mark.
 12. Do not change the size of the mark lock up.
 13. Do not use the old tagline "Money Isn't All You're Saving."
 14. Do not replace the approved wording.
 15. Do not apply the ENERGY STAR marks in an unapproved color.
 16. Do not let text run into the mark.



KCP&L Logo Usage

- For KCP&L, always use the ampersand (&)
- Must appear as below without deviation
- Must be proper scale and proportion for use



MGE Logo Usage

- Must appear as below without deviation
- Must be proper scale and proportion for use
- Contact Jason Fulp for review and approval before using MGE logo in any advertising
- MGE can provide you with an electronic version once approved



Representative Best Practices



[Homeowners](#)

[Small Business Owners](#)

[Manufacturers](#)

[Contact Us](#)

[Decent Energy Supply](#) >> [Efficiency Services](#) >> [Home Energy Audits](#)

MO Homeowners: Ask us about the new Home Performance with ENERGY STAR Program rebates of up to \$1200 available to KCP&L/MGE customers!

- [Take Me To the Home Energy Audit FAQ's!](#)



[Home Energy Audits](#)



Decent Energy, Inc.

Decent Energy Supply

▶ Efficiency Services

▶ Home Energy Audits

▶ Home Audits- FAQs

▶ Commercial Assessments

▶ Efficient Lighting

▶ Solar Site

▶ Assessment

▶ Solar Air Heat

▶ Solar Hot Water

▶ Solar Electric



Representative Best Practices



CLICK HERE
to contact us
or call us at
816-861-8700 or 913-897-1978

The Best Installers of Quality Building Products Since 1978

- Home
- Improve Existing Homes
- New Home Construction
- Commercial Buildings
- Photo Galleries
- Reviews
- Showroom
- Financing
- Resources
- Associations
- About Us
- Contact Us
- Service Area

What is Home Performance?



What is Home Performance?

Home Performance is exactly what it sounds like: the Performance of your Home. The three main categories that Home Performance includes are health, comfort, and resource efficiency. By resource efficiency we mean efficiency in the use of those two most necessary resources, energy and water.

What is a Green Home and how does it relate to Home Performance?


The terms are very related. A green home is a home that rates very highly on the home performance scale. A green home also usually




The importance of managing **Air Movement** in your home.



Back to **Home Performance Home**



\$1,700 in rebates and credits for Energy Efficiency. **Read Here** or **Contact Us** to find out more.



Energy Efficiency Practical Tip of the month



Logo Guideline Timeline

- February 17-18 Web site audit conducted
- March 11 Audit results communicated to all contractors
- June 1 Deadline to make modifications to web site

- Download logos at www.energystar.gov/hpwessponsors
- Available in these file formats: EPS, GIF, JPG, PSD and TIF
- If need assistance, please contact Chris Green at MEC



Marketing Tools: Partner Resources

- With user name and password, can access
 - **Downloadable Logos**
 - **Partner Marketing Toolkit**
 - Use this tool to create customized marketing materials such as
 - Certificates (Summary of Energy Improvements Performed)
 - Direct Mailers
 - Fact Sheets
 - Magazine Ads
 - Newspaper Ads
 - Val-Pac Inserts
 - Web Buttons
 - Yellow Pages Ads



Marketing Toolkit – Customizable Web Buttons

Web Buttons

Please select a messaging option:

Savings Message

- Save with Partner X and Home Performance with ENERGY STAR®
- With Partner X, saving money on your utility bills never felt so good.

Please select a size/color option:

- 4 Color



Marketing Toolkit – Customizable Fact Sheet

- Edit Headline
- Edit First Paragraph
- Edit Last Paragraph
- Contractor Logo

Page 1

Redraw ON



KCP&L offers Home Performance with ENERGY STAR®

A drafty house, rooms that are too hot or too cold, and high energy bills are common concerns for homeowners in City. Installing a new heating or air conditioning system, replacement windows or adding more insulation may fix part of the problem. But at KCP&L, we take a “whole-house” approach.

We participate in Home Performance with ENERGY STAR, sponsored locally by , offering a comprehensive approach to home improvement that increases energy efficiency, lowers utility bills, and makes your home more comfortable. We can also show you how to take advantage of federal tax credits of up to \$500 for energy-efficient improvements.

Insert Additional Contractor Information- i.e. locations, expertise, etc. (1-2 sentences)

For more information, call KCP&L at .

WHY HOME PERFORMANCE WITH ENERGY STAR?

Thorough Diagnosis

KCP&L uses state-of-the-art equipment to evaluate your home from top to bottom. Based on this assessment, we will recommend comprehensive improvements that will yield the best results for you and your family. Once you select the improvements that fit your needs and budget, we will help you get the job done.

Quality Assurance

KCP&L participates in 's Home Performance with ENERGY STAR program. Together we are committed to quality assurance. holds contractors to high standards.

Insert Additional Quality Assurance Information (1-2 sentences)

- ▶ HELP
- ▶ PREVIEW
- ▶ OPTIONS
- ▶ QUIT



Marketing Tools: 2011 Tax Credits

Tax Credit for Consumer Energy Efficiency	10% of cost up to \$500 or a specific amount from \$50 - \$300	30% of cost with no upper limit	30% of the cost, up to \$500 per .5 kW of power capacity
Types of Energy Efficiency	Biomass stoves, HVAC, insulation, roofs (metal & asphalt), water heaters (non-solar), windows & doors	Geothermal heat pumps, small wind turbines (residential), solar energy systems	Fuel cells (residential fuel cell and microturbine system)
Coverage	Must be an existing home & your principal residence. New construction and rentals <u>do not</u> qualify.	Existing homes & new construction qualify. Both principal residences and second homes qualify. Rentals <u>do not</u> qualify.	Existing homes & new construction qualify. Must be your <u>principal residence</u> . Rentals and second homes <u>do not</u> qualify.
Expiration Date	12/31/2011	12/31/2016	12/31/2016

Source: ENERGY STAR



MGE's Complementary Rebate Programs

- MGE's Energy Sense program
 - Provides residential and small commercial customers with up to \$200 for Energy Star water heaters, boilers and furnaces (\$200 for tankless and boilers; \$40 for tanks).
 - \$25 for programmable thermostats
 - Customers must use an MGE preferred professional to get the rebate
 - www.betterheatingnow.com is the program website



KCP&L's Cool Homes

- Instant rebate program to upgrade older, operable central cooling systems with new high efficiency equipment
- Trained HVAC technicians conduct a CheckME!™ quality evaluation to determine if existing equipment qualifies for replacement incentives
 - **\$650 for 14 or 15 SEER**
 - **\$850 for 16 SEER or above**
- Only eligible working systems may qualify for incentives
- Equipment that is ineligible for a rebate may qualify for free partial tune-up services
- Customers who have an evaluation performed on existing system may receive a free 6-pack of CFLs



KCP&L's Energy Optimizer

- Free web-programmable \$300-value Honeywell thermostat installed in customer's home or business
- One free thermostat with each Central A/C unit
- Large easy to read display. Back lit screen with easy intuitive programming
- Text messaging to customers
- Works with multiple stage A/C equipment (does not work with zoned systems)
- Free installation and service for as long as a customer remains in the program
- Customer owns the thermostat after three years in the program with no further obligation



KCP&L's C&I Rebates

- Provides rebates to customers that implement qualifying electric savings measures, whether retrofit or new construction.
- Pre-approval of project is required before purchase and installation.
- Buy down to a two year payback or 50% of the incremental cost, whichever is less.
- Customers may submit multiple rebate applications for different measures up to the program year maximum.
- Qualifying projects must produce a societal benefit/cost test result of 1.0 or higher, and have more than a two year payback, as evaluated by KCP&L.
- Examples: Lighting Upgrades, Chillers, EMS Systems, Motor Replacements



EPA Recognition

Century Club Award

- Recognition for auditor/contractor that complete 100 or more Home Performance projects in the previous year.
- Awards will be presented during the annual meeting held in October.



EPA Recognition



2009

Home Performance with ENERGY STAR Century Club Award

The U.S. Environmental Protection Agency and
U.S. Department of Energy recognize

Wonder Home Performance (BSL Direct Sales)

for improving the energy efficiency and comfort of more than 100 homes
in the past year through Home Performance with ENERGY STAR

Participation Agreement

Contractor Requirements

- Each staff person conducting home performance assessments must meet certification requirements
- New participants will undergo a practical evaluation of their audit process
- A background check will be required for all auditors and personnel that enter homes as part of the HPwES audit process
- A background check will be required for each crew member entering a home to qualify for rebate reassignment



Participation Agreement

Contractor Requirements (cont.)

- \$1,000,000 blanket liability insurance
- \$1,000,000 liability for vehicles
- Include the KCP&L and MGE on the policy as an additional insured interest
- Workers' Compensation insurance as required by law
- Follow HPwES protocol for all audits when a local, state, or federal incentive is available



Program Results

2010

- 1510 HPwES projects completed
- Five potential candidates for the Century award

2011

- 218 HPwES projects completed year to date
- 80 audits reviewed since Jan 21
- 11 HPwES rebates processed under new program



Contacts

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<http://www.hpwes.net>

