



focus on energySM

Partnering with Wisconsin utilities

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February 11, 2014

Wisconsin Home Improvement Co. Inc. - 25017
N59W14283 Bobolink Ave
Menomonee Falls, WI 53051-5901

Dear Wisconsin Home Improvement Co. Inc.,

Thank you for your 2013 participation in Focus on Energy. This past year was the most successful in the Program's history, and we could not have done it without participation from Trade Allies like you. We think it is important to recognize last year's program achievements and have provided Wisconsin Home Improvement Co. Inc.'s 2013 Focus on Energy activity summary below. We thank you very much for your efforts and hope that you see continued value in program participation for 2014.

Program	Assisted Home Performance with Energy Star	
Number of Projects	134	334
kW Savings Peak Demand	10	34
kWh Savings First Year	36,543	106,781
kWh Savings Life Cycle	482,985	1,686,590
Therm Savings First Year	7,676	34,616
Therm Savings Life Cycle	177,558	809,368
Total Incentives Paid	\$508,830	\$1,446,469

As a valued Trade Ally with Focus on Energy, we'd like to let you know about new initiatives to simplify participation in 2014. These initiatives will take effect in late spring and will result in:

- Simplified forms
- On-line access to fillable applications & incentive check status using the new TA Portal
- An improved Find it With Focus Trade Ally listing with radius searching
- Access to your own web portal to review materials and communication specific to your Focus on Energy interests and activity.

Thank you again for your participation and please let us know of any ideas to make the Program more successful.

Sincerely,

Tom Dragotta
Trade Ally Coordinator
Focus on Energy