

# Conservation Counts

CONSERVATION IMPROVEMENT PROGRAM NEWSLETTER



## Meet the Team



"As the Lincoln Park neighborhood point-person at Ecolibrium3, I have frequent direct

contact with both residents and businesses in the Craft District. I keep a file of programs that can help address some of the common concerns we hear about the energy challenges that owners of older buildings in particular face. Being able to share opportunities for rebates and special programs offered by Minnesota Power is one way I know we can help them save money now and into the future."

– **Shannon Laing**, Director of Partnership Development, Ecolibrium3 Accounting Analyst

## From our Customers



"It was great to see Minnesota Power at the 148th Family Day event. It's comforting to know that this company genuinely cares about its customers. Their table at the event definitely helped reinforce that conserving energy is a priority to both our family and Minnesota Power."

– **Justin Pederson**, Master Sergeant, 148th Fighter Wing

## Upcoming Events

**Financial strength through efficiency: facility management and the bottom line**

October 5 | Live Webinar

**Industrial HVAC technologies and applications**

October 12 | Appleton, WI

**Industrial heat recovery: recycle and reuse**

October 18 | Live Webinar

**Move existing manufactured homes toward efficiency**

October 25 | Live Webinar

**Industrial HVAC technologies and applications**

October 26 | Waukesha, WI

## Record Attendance at Lake Superior Harvest Festival



### Energy Tent brings new ideas and attractions

Minnesota Power's CIP team and Renewable team partnered with other energy-conscious organizations to host an Energy Tent for the second year at the Lake Superior Harvest Festival. Booths in the tent focused on energy efficiency, renewable energy and wise energy choices. Some additions to the booth this year included a drone presentation, "tiny house" tours, electric vehicles, and rides on an electric boat. Attendees were engaged and excited to learn more about energy and the changing energy landscape. Paul Helstrom, Renewable Lead at Minnesota Power, worked with partners in coordinating the Energy Tent. "Harvest Fest is a great event to engage with the community in a relaxed and fun environment," said Helstrom. "It really allows us to reach people with our energy message."

### Promoting the Georgetown Energy Prize

Duluth was selected as one of 50 cities to participate in the two-year challenge to save the most energy and the Harvest Festival was the perfect opportunity to remind folks of ways they could save energy and help win the prize. Minnesota Power, ComfortSystems, and Ecolibrium3 introduced an "energy passport" to promote Duluth's participation in the race to win the Georgetown \$5 million energy prize. The passport required attendees to visit the three booths and commit to an energy-saving action at each one. Actions included turning out the lights when not in use, lowering the temperature on water heaters, and completing an interactive Energy Quest challenge. The passport was a success with over 150 passports completed!

# Residential

## ENERGY PROGRAMS

Save in your home

### Is your home ready for winter?



### Save energy and money with a FREE Home Energy Analysis

A Home Energy Analysis (HEA) can help you determine how you use energy and what you can do to get the most for your energy dollar. Our friendly and professional auditors will help you identify ways to save energy in your home and you'll receive energy-saving devices (at no charge). You can also customize your HEA according to your unique energy-saving goals.

[www.mnpower.com/HEA](http://www.mnpower.com/HEA)

# Business

## ENERGY PROGRAMS

Birkeland gives MP kudos



September 14 was a day focused on sustainability at the U.S. Green Building Council's 2016 Building Green Conference, held at Duluth's Inn on Lake Superior. Energy professionals, consultants, building owners and operators, architects, and government representatives were all present to learn more about green building best practices as well as showcase their own sustainability products and services.

Energy efficiency was highlighted in the closing keynote by Erik Birkeland, the City of Duluth's Property and Facilities Manager. Birkeland shared his thoughts on Duluth leading the way in Minnesota with its dedication to energy efficiency and sustainability. He also mentioned the City's strong working relationship with Minnesota Power and how the Power of One® Business energy conservation program has played an integral role in their efforts to increase energy efficiency in their facilities.

# Community

## ENERGY PROGRAMS

Celebrating Earth Day



Minnesota Power had an energy conservation table at the 148th Fighter Wing's Family Day. Attendees were able to check out an electric vehicle, spin the Wheel of Energy Savings, compare LEDs to incandescent bulbs with a meter comparator and answer questions to win an energy-saving kit. Kids who spun the wheel were asked questions about how they save energy. Some favorite answers included:

- Turn off the water while brushing my teeth
- Compete with my brother for the shortest shower
- Unplug stuff
- Hang clothes on the line
- Don't stand with the refrigerator door open, staring

## Additional Information

Interested in learning more about our Power of One® energy conservation programs? Visit [www.mnpower.com/powerofone](http://www.mnpower.com/powerofone) to find resources, rebates, tools and much more!

## Questions?

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