

# Conservation Counts

CONSERVATION IMPROVEMENT PROGRAM NEWSLETTER



## Meet the Team



"I appreciate working with the CIP team at the Duluth Home Show.

Not only do I get to learn about CIP team initiatives and coworkers I don't otherwise interact with, but I also get to learn about our customers. You really get to see what key topics our customers are concerned with; they ask anything from billing questions and power outage questions to how to improve the efficiency of their own homes."

– **Adrienne Strickland**, Senior Accounting Analyst

## From our Customers



"I really appreciate the rebates and programs you all (Minnesota Power) offer. Some of our neighbors have a different power company and I feel lucky that we have Minnesota Power."

– **T. Gore**, Home Show Attendee

## Upcoming Events

### The Energy Fair

June 17-19, 2016 | Custer, WI

### University of Chicago case study: Securing your investment in sustainability (Live webinar)

June 22, 2016 | 2-3:30 pm

### A new approach for new construction programs (Live webinar)

June 22, 2016 | 12-1:00 pm

### Nexus

(University of Illinois at Chicago)

Aug 4-16, 2016 | Chicago, IL

## Bam! Pow! Minnesota Power helps home show visitors battle energy villains



Lord Socket, Count Von Bulb and other energy villains were no match for the folks who visited Minnesota Power's Power of One® booth at the 50th annual Arrowhead Home & Builders Show in Duluth.

Home show-goers who stopped by the booth at the Duluth Entertainment Convention Center learned from Minnesota Power energy conservation experts how they could be energy-saving heroes and defeat Lord Socket: Drainer of Energy, Count Von Bulb, the Abominable Dust Monster and the Ghost of Technologies Past. The home show ran from March 30 to April 3.

Minnesota Power's Power of One team created the cast of scoundrels to represent common energy wasters in a simple way that would appeal to both children and adults. For example, Count Von Bulb can be found prowling around places without energy-efficient lighting or where lights are left on when they're not needed. The Ghost of Technologies Past haunts homes that still rely on outdated, energy-wasting appliances. Information about how to fight back and save energy, such as switching to LED lights and taking advantage of rebates to purchase energy-efficient appliances, will be available at the booth.

Minnesota Power representatives also demonstrated interactive tools that are available to calculate energy costs or assess whether a home is a good candidate for solar panels, as well as offer information about the many ways Power of One offerings can help home and business owners use energy more efficiently and save on their electric bills. Minnesota Power is collaborating with Ecolibrium 3, the City of Duluth, Comfort Systems and other partners as part of the Georgetown Energy Challenge, a nationwide competition for cities to reduce energy consumption and take home a \$5 million prize. Learn more about the challenge at [duluthenergy.org](http://duluthenergy.org).

The annual home show is sponsored by the Arrowhead Builders Association.

# Residential

## ENERGY PROGRAMS

Save in your home



A standard dehumidifier uses  
**HOW MUCH ENERGY?!**

A standard dehumidifier uses about the same amount of energy as a refrigerator and clothes washer combined!

Choose ENERGY STAR to save and get a \$10 rebate from Minnesota Power.

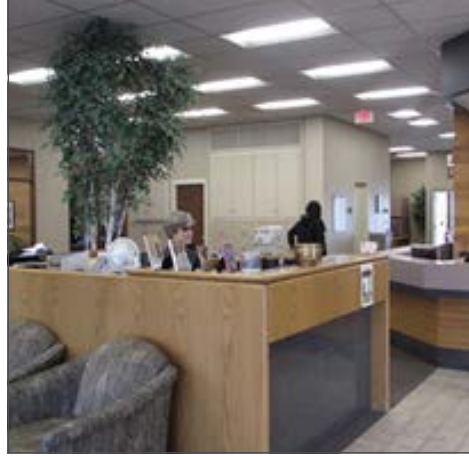
Find out ways to save energy by downloading our dehumidifying fact sheet at [www.mnpower.com/dehumidifiers](http://www.mnpower.com/dehumidifiers)

Call 218-355-2843 (option 1) to learn about our energy conservation programs and rebates.

# Business

## ENERGY PROGRAMS

T12 Pilot Program



Minnesota Power discovered the need for a T12 replacement program while conducting a series of commercial energy analyses and direct installs in International Falls and Chisholm. 20 businesses and organizations in these two cities have recently switched from outdated T12 fluorescent lighting to energy-efficient LEDs. Their decisions were spurred by a unique Minnesota Power pilot program that offered incentives to both commercial customers and participating installers for replacing T12 troffers and two-lamp strips with LED fixtures. Read the whole story and learn how these businesses saved energy and money through Minnesota Power's Business energy conservation program by visiting [www.mnpower.com/profiles](http://www.mnpower.com/profiles)

# Community

## ENERGY PROGRAMS

Celebrating Earth Day



### Iron Range Earth Fest

Minnesota Power employees, Kristin Renskers and Amanda Oja, staffed a conservation-themed booth at the 8th annual Iron Range Earth Fest. The family-friendly event was held on April 23 and featured earth-friendly seminars, energy education, vendors, and a science fair. "This is one of my favorite events of the year," said Oja. "We have so many great conversations with customers who are knowledgeable and passionate about making wise energy choices."

### Lake Superior College

Emily Heiken, Budget Analyst with the CIP team, staffed a conservation-themed booth at Lake Superior College's Earth Week celebration.

## 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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