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NEWS

Minnesota Power Receives National Conservation Award

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(Duluth, Minnesota) — Minnesota Power has been honored for “Regional, State and Community Leadership in Energy Efficiency” by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

The award, part of the federal agencies’ ENERGY STAR program, was presented in ceremonies on March 2 in Washington, D.C. Representing Minnesota Power were George Agriesti, senior marketing analyst, and Tim Gallagher, customer service representative. The two were key to the success of the utility’s efforts to promote ENERGY STAR in Northeastern Minnesota.



George Agriesti(left), Spencer Abraham,
Tim Gallagher

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ENERGY STAR is intended to encourage consumers to look for electrical products meeting the DOE’s and EPA’s standards for energy efficiency. Since initiating the regional program in 2002, Minnesota Power has offered rebates on qualifying clothes washers, dishwashers, refrigerators, dehumidifiers, room air conditioners and compact fluorescent bulbs. The company has established partnerships with more than 120 retailers throughout its service territory to establish a retail presence for ENERGY STAR.

Using EPA and DOE standards, Minnesota Power estimates its customers have saved 19,757,757 kilowatt hours of electricity since the program was begun.

Agriesti believes the national award validates Minnesota Power’s “market transformation” strategy for ENERGY STAR, explaining that the term describes a market in which consumers continue to demand energy-efficient goods even after initial incentives, such as rebates, are no longer offered. He said it is created through teamwork with manufacturers and local retailers and by investing in broad, multi-level efforts through advertising and promotional campaigns to foster awareness and ensure the availability of the products.

Matt Boo, manager of Ace Hardware Downtown in Duluth, was pleased to have participated.

“It built a lot of traffic in the store and downtown, helped our customers save energy and also built goodwill with our shoppers,” Boo said. “They were very happy and thanked us for participating in the ENERGY STAR program.”

Minnesota Power, headquartered in Duluth, Minnesota, is one of the companies of ALLETE, Inc. (NYSE:ALE). It is a low-cost electric utility that serves some of the largest industrial customers in the United States. Other ALLETE holdings include ADESA, the second-largest wholesale vehicle auction network in North America; AFC, the leading provider of independent auto dealer financing; and significant real estate holdings in Florida. Learn more about Minnesota Power at www.mnpower.com and about ALLETE at www.allete.com.



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