



# Building Up

## A Message from ...

Fall is here, and many homeowners are looking ahead to winter, wondering how to conserve energy and lower heating costs. This creates opportunities for homebuilders, remodelers and contractors to generate additional business and satisfy customers by helping them achieve their energy-saving goals.

This issue of *Building Up* features Home Energy Analysis (HEA) as a tool for homeowners to identify and prioritize energy-saving opportunities that are the right fit. Minnesota Power's *power of one* energy conservation program offers two HEA options. The first is a free standard HEA with Electric Energy Emphasis. The second is a fee-based, comprehensive HEA with Building Diagnostics. Both provide onsite expert advice and customized plans to guide energy-related choices and home improvement projects.

Encourage your customers to take the first step by completing the online **Your Home Energy Report** survey at [www.mnpower.com/yher](http://www.mnpower.com/yher) and reviewing our many residential rebates at [www.mnpower.com/foundmoney](http://www.mnpower.com/foundmoney). Also mark your calendar for the **2013 Energy Design Conference & Expo, Feb. 26-27**, hosted by Minnesota Power. Our *power of one* conservation team is eager to help build your business on energy efficiency.



... the  
**Energy Conservation Team**

## Home Energy Analysis

### Identifies Right Fit Solutions

There is no "one size fits all" solution for improved home energy efficiency. Each home is different, and every household uses energy in a unique way. Just ask Larry Johnson or David Lake, two professional home energy analysts with decades of experience working with Minnesota Power and its customers—visiting homes, helping residents identify energy-saving opportunities, and developing customized plans to accomplish those that are the right fit.

"I've been through 100-year-old homes with zero insulation in the attics and walls, and I've visited newer homes that are tight and well insulated but have other issues," said Larry Johnson, owner of LJ Weatherization in Superior, Wisconsin. "There are always conservation opportunities. Many times, simple no-cost changes to zoning and programming result in huge homeowner savings."

Minnesota Power's *power of one* energy conservation program takes a personal and tailored approach to helping residential customers make energy-saving choices.

It begins with a free online survey called **Your Home Energy Report**, available at [www.mnpower.com/yher](http://www.mnpower.com/yher). Answering simple questions about a home's size, occupancy rate, construction, appliances, energy consumption and energy-related concerns helps Minnesota Power generate a customized report with meaningful energy-saving recommendations that match a homeowner's needs and are relevant to their home.

*"An in-home energy analysis varies from house to house. There are so many things we go through with customers. It is good to have a trained pair of eyes. The experienced energy professionals in this program see things other people might miss."*

Larry Johnson, Owner,  
LJ Weatherization

When appropriate, this report recommends a Home Energy Analysis (HEA) to gather additional information. The qualified energy professional will use results from the **Your Home Energy Report** to prepare for and tailor the HEA to the home's unique needs. Minnesota Power offers two options, a free standard HEA with Electric Energy Emphasis that focuses on electric energy use, and a more comprehensive fee-based HEA with Building Diagnostics. **cont.**



Larry Johnson of LJ Weatherization performs blower door testing as part of an HEA with Building Diagnostics.



### These symptoms might indicate the need for a Home Energy Analysis with Building Diagnostics:

- Cold drafts in winter
- Sweaty windows in winter
- Uneven temperatures between rooms
- Heating and/or cooling system does not keep home comfortable
- Ice dams

cont. Building diagnostics take a traditional home energy analysis to the next level by adding blower door testing and infrared thermal scans to identify air leaks and reduced insulation levels in a home. Auditors who participate in Minnesota Power's HEA with Building Diagnostics program are independent contractors who have met product and program requirements. Each contractor is independently owned and prices vary.

"A home is usually a family's single largest investment," said David Lake, owner of Northern Energetics, who has been in the home energy analysis business for 25 years and also performs HEA with Building Diagnostics for Minnesota Power. He believes unbiased analysis by energy professionals helps homeowners make better decisions about energy improvements. "We do not sell any products. We test and evaluate buildings and make recommendations based on cost effectiveness, durability and sustainability."

Minnesota Power provides rebates to offset the costs of HEA with Building Diagnostics. They are \$100 for non-electrically heated homes or \$200 for electrically heated homes. Duluth residents also may qualify for rebates through ComfortSystems and/or the Duluth Energy Efficiency Program. An additional rebate of \$200 for air sealing is also available from Minnesota Power for homes heated by electricity.

Almost every existing home could benefit from energy conservation improvements. Minnesota Power's Pyramid of Conservation at [www.mnpower.com/onehome](http://www.mnpower.com/onehome) recommends a foundation of understanding how energy is being used before beginning any work to get the greatest impact and avoid costly mistakes. An HEA with Building Diagnostics is one way to identify and verify thermal integrity issues in a home so air sealing, insulation, replacement doors and windows, and other improvements actually accomplish a homeowner's goals.

"An ounce of prevention is worth a pound of cure," Lake said. He credits the annual Energy Design Conference & Expo for improving the quality of home construction in the region. "Minnesota Power is a great partner. Its sponsorship of the Energy Design Conference has spared many homeowners pain and woe by developing well educated builders."

"Home energy analysis is something I really enjoy, and the folks at Minnesota Power are great." Johnson said. "I feel lucky to be in a field that helps people save energy and money." 🏠



David Lake, owner of Northern Energetics, uses infrared thermal scanning to identify air leaks in homes. He analyzes results from this and other building diagnostic tests, then customizes detailed recommendations for energy savings.

## MARK YOUR CALENDAR

Preconference: February 25, 2013

General Conference: February 26-27, 2013

Duluth Entertainment Convention Center



You won't want to miss this annual event, which features quality seminars and workshops for building, housing and environmental professionals along with educators, students, homeowners and others.

**REGISTER NOW:** [www.duluthenergydesign.com](http://www.duluthenergydesign.com)

## Featured Incentives

**Educate your customers about Minnesota Power's conservation incentives and build your business on energy efficiency:**

**HEA with Building Diagnostics Plus Air Sealing Option:** \$200 Rebate for Electrically Heated Homes and up to \$200 for Air Sealing, Caulking and Weatherproofing, through Dec. 31, 2012.

**Combo Rebate:** \$375 for New Forced Air Furnace with Electronically Commutated Motor (ECM) Inside and Central Air Conditioning (CAC), through Feb. 28, 2013.

**Special Offer:** \$250 Rebate on a New Forced Air Furnace with Integrated Variable Speed ECM, through Dec. 31, 2012.

**\$150 Reward:** Replacement Multi-speed ECM in Forced Air Furnace or Heat Pump Air Handler, through Feb. 28, 2013.

**ENERGY STAR® Lighting Rebates:** Learn more about technologies and rebates at [www.mnpower/lighting](http://www.mnpower/lighting).

Saving energy is like finding money ...  
through effective energy choices. Visit  
[www.mnpower.com/foundmoney](http://www.mnpower.com/foundmoney)

for more complete information on rebates and other energy-saving tools to help your customers make energy-saving investments and build your reputation as a business committed to delivering the benefits of energy efficiency.

## Contact Information



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