

Building your business  
on energy efficiency



# Building Up

January 2006

## Ferguson Brightens Future

### with ENERGY STAR® Lighting

The ENERGY STAR® is a well-known symbol on household appliances, electronics and lighting fixtures. For those who demand high standards of energy efficiency, it is equivalent to the Good Housekeeping Seal, certifying that a product meets strict guidelines set by the Environmental Protection Agency and the U. S. Department of Energy.

Homes also can earn the ENERGY STAR® for thermal integrity, energy performance and indoor air quality. Many of Minnesota Power's Triple E-certified homebuilders construct to the rigorous ENERGY STAR® standards. Now they can earn points toward certification as well as attractive rebates for their customers by installing ENERGY STAR®-qualified lighting fixtures.

Great advances have been made in energy-efficient lighting design and performance. Visit our newest ENERGY STAR® lighting partner, Ferguson Bath, Kitchen & Lighting Gallery in Duluth, and see for yourself. Register early for the 2006 Energy Design Conference & Expo at the DECC. We'll be there, helping customers build their businesses on energy efficiency.

**DEAN**

Dean Talbott  
Minnesota Power  
Project Manager



A woman recently entered Ferguson Bath, Kitchen & Lighting Gallery in Duluth and was surprised to find ENERGY STAR®-rated lighting fixtures that complemented her newly constructed dream house.

"She was excited to see the new designs in ENERGY STAR® fixtures and thrilled to select lighting for her home that was both stylish and energy efficient," said Sue Vicklun, Lighting Department Manager, Ferguson.

Ferguson has long supplied area homebuilders, contractors and their customers with furnaces, air conditioners, water heaters, plumbing supplies, and kitchen and bathroom fixtures. It recently expanded into the lighting market to offer clients the convenience of "one-stop" shopping.

Although it is new to the lighting business, Ferguson is light years ahead of many distributors in recognizing the powerful potential of ENERGY STAR® fixtures. Its new lighting showroom features dozens of ENERGY STAR® lighting products, including hanging chandeliers, wall sconces, ceiling mounts, outdoor fixtures, cabinet lighting and other attractive, functional options. Sales associates have undergone rigorous training to understand the technology and benefits of energy-efficient lighting.

"We strive to be on the cutting edge, with up-to-date technology and designs," said Joseph Sitek, General Manager, Ferguson, Duluth.

Ferguson has more than 1,000 locations across the country, but the Duluth store is among the first to integrate lighting products into its showroom. Local management is teaming with Minnesota Power and manufacturer Sea Gull Lighting, the national 2005 ENERGY STAR® "Partner of the Year," to market Ferguson's new line of ENERGY STAR® lighting fixtures to the Northland. They will visit area builders, host special events and participate in the 2006 Energy Design Conference & Expo, the Duluth Home Show and the Duluth Parade of Homes. Minnesota Power is offering customers a \$20 instant rebate on every ENERGY STAR®-rated lighting fixture purchased at Ferguson from January through July 2006.

"We congratulate Ferguson on its commitment to offer ENERGY STAR®-rated products to builders and homeowners in our area," said Al Lian, Marketing Analyst, Minnesota Power. "We appreciate the work of all of the ENERGY STAR® retailers and look forward to helping them build their business on energy efficiency."



Ferguson Showroom Manager Kelle Zenner, General Manager Joseph Sitek and Lighting Department Manager Sue Vicklun are eager to help clients select attractive ENERGY STAR® lighting for their home construction projects.

# Form Meets Function

## in New ENERGY STAR® Fixtures



Here is bright news for homebuilders, contractors, architects and others who want to design energy-efficient lighting into their home construction and remodeling projects. The latest ENERGY STAR®-qualified light fixtures come in a variety of attractive styles, with designs and features to meet any taste or budget. From elegant chandeliers, wall sconces and hanging lamps to ceiling mounts and yard lights, all ENERGY STAR®-rated fixtures offer similar energy-saving, cost-saving, and light quality-enhancing benefits:

- Use two-thirds less energy
- Come with pin-based compact fluorescent lamps that offer bright light for at least 10,000 hours and ensure the right bulb for the right fixture to optimize light output
- Carry a two-year warranty, double the industry standard
- Distribute light more efficiently and evenly by design

Some newer models also offer dimming or three-way switching capabilities, automatic dusk-to-dawn operation and motion sensors. Recommend ENERGY STAR® fixtures to your customers.



## Contact Information



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# 2006

## 16th Annual Energy Design Conference & Expo

### REGISTER NOW

If you are interested in learning about the latest innovations in energy technologies, efficient building concepts or sustainable development, don't miss the 2006 Energy Design Conference & Expo, February 7-8, at the Duluth Entertainment Convention Center (DECC).

Half-price "Early Bird" registration ends January 25, 2006. The final registration day is February 1, 2006.

To register, call 218.720.2796 or 800.228.4966, ext. 2796 or visit [www.duluthenergydesign.com](http://www.duluthenergydesign.com).

## Featured Incentives

**Educate your customers** about Minnesota Power conservation incentives and build your business on energy efficiency.

### **ENERGY STAR®**

**Lighting Rebates:** Two-dollar (\$2) mail-in rebates on compact fluorescent light (CFL) bulbs; \$15 mail-in rebates for ENERGY STAR®-qualified fixtures, torchieres and ceiling fans with light kits

**Appliance Package Rebate:** Up to a \$150 rebate for purchasing a package of ENERGY STAR®-qualified appliances (refrigerator, dishwasher and clothes washer)

### **Home Heating and Cooling**

**High Efficiency Furnace with an Electronically Commutated Motor (ECM) Rebate:** \$200

**Geothermal Heat Pump Rebate:** \$100 to \$200 per ton

**Central Air Conditioning Rebate:** \$50 mail-in rebate for the purchase of a new or rehabilitation of an existing CAC system

**Electric Water Heater:** Free Energy Saving Smart Pak

### **Triple E New Construction**

If you are a licensed builder or homeowner constructing an all-electric home, you may qualify for up to \$2000 in rebates, based on specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation and heating performance. Call 218.722.5642 ext. 2843 or toll-free 800.228.4966.

Other Minnesota Power conservation incentives include FREE in-home and business energy audits, rebates for installing a grid-connected solar photovoltaic electric system, and PowerGrant rebates and grants for commercial, agricultural and industrial customers.

Visit [www.mnpower.com/foundmoney](http://www.mnpower.com/foundmoney) for details on these offers and other seasonal specials.

"It's like finding money."