

Building your business
on energy efficiency



Building Up

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Homeowners are bracing for higher heating costs this winter. Prices of fuel oil, natural gas and even electricity continue to rise, making consumers more interested than ever in home energy efficiency. This creates new opportunities for builders, contractors, architects and others in the home construction and retrofit business to provide additional services and expertise.

Minnesota Power's new **power of one** Web site (www.mnpower.com/powerofone) is a valuable resource for busy home construction and improvement professionals who want the latest home energy calculators, energy cost comparison tools, conservation incentives and practical information to better serve customers. It offers effective tools and resources to help builders, contractors and homeowners make wise energy choices and investments. Explore this site's wealth of information and share it with your customers.

On another note, planning is underway for next year's Energy Design Conference & Expo, March 9-11, 2009, at the Duluth Entertainment and Convention Center. If you have a workshop idea or suggestion for a presenter, please let us know by October 10 (see details on back). We'd like to hear from you.

Through the **power of one** Web site and timely educational and training events, Minnesota Power is helping you build your business on energy efficiency.

Dean Talbott
Residential Program Manager



Packs Powerful Tools For Builders And Contractors

Winter is just around the corner, and many homeowners are hoping to offset high heating costs by improving their home's energy performance. The hardest part of helping your customers make energy-efficiency decisions can be figuring out where to begin.

Minnesota Power's new **power of one** Web site (www.mnpower.com/powerofone) removes the guesswork. It offers practical, energy-saving tools, product incentives and links that empower home construction and improvement professionals and their customers to make homes more energy efficient.

Within the **power of one** site is a section called "One Home." It includes detailed guides and rebate opportunities to help homeowners and builders construct new homes to Minnesota Power's stringent Triple E and ENERGY STAR® standards. It also provides a veritable road map for improving the energy efficiency of existing homes.



User-friendly energy calculators (www.mnpower.com/calculators) are a good place to start in helping your customers select energy-saving options that are right for their homes and meet their personal conservation goals. The three primary calculators available on the **power of one** Web site are as follows:

1. ENERGY STAR® HOME ENERGY YARDSTICK



It is easy to assess the fuel efficiency of motor vehicles using estimated miles per gallon. The ENERGY STAR® Home Energy Yardstick generates a similar rating that compares a home's energy usage to other homes in the United States. This calculator requires just a few simple inputs, including location, number of occupants, construction era, square footage and total energy usage for the past year. Homes are rated on a scale of one to 10, with higher numbers indicating better energy performance. The report also offers ENERGY STAR®-approved strategies for improvement.

2. HOME ENERGY CALCULATOR



The comprehensive Home Energy Calculator helps customers determine how they use energy in their homes and develop scenarios for saving energy. The end result is a personalized action plan that can tell whether technologies, such as air source heat (cont.)



pumps, high efficiency furnaces with ECM motors, geothermal heat pumps, or drain water heat recover units, are possible options for this customer.



3. FUEL COST COMPARISON TOOL

This handy tool allows you to compare the cost of a variety of fuels, while factoring in the efficiency of home heating systems.

Other energy-saving tools available through Minnesota Power and the **powerofONE** Web site include:

- *Low Cost & No Cost Energy Saving Ideas*, plus 18 other Home Energy Guides prepared by the Minnesota Commerce Department's Office of Energy Security (www.energy.mn.gov)
- Basic in-home energy use analysis (free to Minnesota Power customers) and links to private contractors who "diagnose" building performance, using tools such as blower doors and infrared cameras
- Current rebates, product incentives and savings opportunities to help implement energy-efficiency improvements (www.mnpower.com/foundmoney)

Energy-efficient, high performance homes deliver lower costs, greater comfort, a healthier environment, improved durability and higher resale value. The **powerofONE** Web site gives you tools to bring these benefits home to your customers. They help make you a valuable resource to your customers today and in the future. 



Check out past issues of Building Up online at www.mnpower.com/powerofone under New Construction (Triple E).

Call For Presenters

2009 Energy Design Conference & Expo

The 19th Annual Energy Design Conference and Expo will be held March 9-11, 2009, at the DECC in Duluth. This event attracts more than 1,300 people and 90 exhibitors each year. It is known for delivering a diverse selection of quality seminars and workshops focused on high performance buildings, sustainable design and development, and the latest in energy-efficient technologies, products and services.

We are seeking proposals for workshops and presenters covering a wide range of topics. Please visit www.duluthenergydesign.com to submit a proposal and to review program agendas from past years. The submission deadline is October 10, 2008.

If you have a topic idea but are not interested in presenting, please e-mail Dean Talbott at dtalbott@mnpower.com.

Featured Incentives

EDUCATE YOUR CUSTOMERS about Minnesota Power's conservation incentives and build your business on energy efficiency.

Drain Water Heat Recovery (DWHR) Coupon Special: \$400 rebate with coupon for Minnesota Power customers who heat their water with electricity for installation of DWHR systems by trained installers. (*Starting October 1, 2008*).

Air Source Heat Pump Coupon Special: \$300 rebate with coupon for furnace-integrated systems (ductwork) and \$550 rebate with coupon for mini-split ductless systems. To qualify, electricity must be a primary heat source. Equipment must be installed by a program-trained contractor. (*Starting October 1, 2008*).

High Efficiency Furnace (AFUE>90%) with ECM Motor Coupon Special: \$250 rebate with coupon for qualifying high efficiency furnaces with electronically commutated motors. Equipment must be installed by a program-trained contractor.

Triple E New Construction: Up to \$2,000 in rebates based on specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation, heating and cooling, water heating, and inclusion of ENERGY STAR®-qualified lighting and appliances.

Visit www.mnpower.com/foundmoney for details on these offers and other rebate specials under the rebates and savings tab.

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