



Your newsletter for products with the power to save.

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ENERGY STAR® EXTRA



Electric lighting accounts for about 20 percent of energy costs in the average Wisconsin home. Energy efficient CFLs use up to 75 percent less energy than standard bulbs and last 10 times longer. Each CFL saves consumers about \$30 in energy costs over its lifetime.

ENERGY STAR qualified CFLs are now available for a discounted price at select retail locations, including Ace

Hardware, Big Lots, Coppins Food Center, Cub Foods, Do it Best, Dollar Tree, Hardware Hank, Home Concept, Menards, Mills Fleet Farm, Pick 'n Save, ShopKo, True Value Hardware, Trustworthy Hardware

and Woodman's stores.

Focus on Energy would like to thank you for all your support in making this year's *Change a Light* the most successful ever!

Change a Light 2008 starts off brilliantly

This year's *Change a Light* campaign got off to a strong start on October 1 as consumers purchased more than 200,000 compact fluorescent light bulbs (CFLs) in the first three weeks alone.

One of Focus on Energy's largest and most popular energy savings programs, *Change a Light* encourages Wisconsin residents to replace their inefficient incandescent light bulbs with ENERGY STAR qualified CFLs. This year's promotion is shaping up to be the biggest and best yet, thanks to enthusiastic support from both retailers and consumers. The campaign expects to sell more than 1.3 million CFLs to residential customers by March 31, 2009.

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Oakdale Electric Cooperative joins Focus on Energy

Focus is excited to announce that Oakdale Electric Cooperative has joined Wisconsin's statewide energy efficiency and renewable energy program, effective Oct. 1, 2008.

Oakdale Electric Cooperative, which serves approximately 15,000 customers throughout Monroe and Juneau counties,

as well as portions of Jackson, Sauk and Wood counties, will participate in the full range of Focus on Energy Business, Residential and Renewable Energy Programs.

Welcome, Oakdale electric customers!



LED holiday lights a big hit

Once again, LED (light-emitting diode) holiday lights are a big hit with consumers and retailers. By the end of November, retailers are expected to sell most, if not all, of the 275,000 strands allocated to them by Focus on Energy this year.

Why are LED holiday lights so popular? They are:

- **More energy efficient.** LEDs use up to 90 percent less energy than standard bulbs.
- **Longer lasting.** LEDs last 50,000 to 100,000 hours compared to 750 to 1,000 hours for incandescent bulbs.
- **More convenient.** If one LED burns out, the rest of the string stays lit so customers can find and replace the bulb easily.
- **Safer.** LEDs produce almost no heat, reducing the risk of fire.

The Focus on Energy staff wish to thank all of the retailers who participated in this promotion. Be on the lookout for news of our 2009 holiday LED promotion.

Save energy and money in the digital TV transition

On February 17, 2009, all full-power broadcast television stations will shift to digital-only broadcasts. When this happens, your customers who rely on antennas (including outside antennas and "rabbit ears") to receive over-the-air broadcast signals on TVs having only analog tuners will need a separate digital-to-analog (DTA) set-top converter box to watch over-the-air TV.

DTAs receive digital signals and convert them into analog format for display on analog TVs. And like all electronics, these devices cost energy and money to operate. By some estimates, the use of DTAs may cost Americans \$270 million in electricity per year.

But ENERGY STAR® qualified DTAs operate using only a fraction of the energy compared to current DTAs while performing all of the same functions. The energy saved will mean lower electric bills, less pollution and a healthier environment for us all.

Another option for consumers is to purchase a digital TV that already accepts digital signals—eliminating the need for a converter. Once again, consumers should look for the ENERGY STAR. Starting in November 2008, TVs built to ENERGY STAR specifications will use about 30 percent less energy than standard models.

Focus on Energy plans to email Wisconsin residents in November to encourage them to purchase ENERGY STAR qualified DTAs and/or digital TVs as they prepare for the transition. Thanks for all your support in helping customers make energy efficient choices and choosing ENERGY STAR qualified products!

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ENERGY STAR EXTRA is an education piece for participating retailers. Published bimonthly, ENERGY STAR EXTRA covers updates and events going on with the Wisconsin ENERGY STAR program. The Wisconsin ENERGY STAR program is an energy efficiency program sponsored by Focus on Energy and participating utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call, 800.762.7077 or visit focusonenergy.com.

If you have any comments, suggestions, or news items, contact:

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New law revives federal tax credits for energy efficient home improvements

On October 3, 2008, President Bush signed into law the “Emergency Economic Stabilization Act of 2008,” which offers consumer tax credits for energy efficient home improvements—windows, doors, roofs, insulation, heating and air-conditioning systems, and non-solar water heaters.

With this signing, homeowners and apartment renters may now receive up to \$500 for the purchase and installation of qualified high efficiency products placed in service from January 1, 2009 through December 31, 2009.

The tax credits are largely the same as those in the Energy Policy Act of 2005, which expired at the end of 2007.

For more information about federal tax credits for energy efficient home improvements, visit the Focus on Energy Web site at focusonenergy.com/federaltaxcredits.

Wisconsin makes ACEEE top 10

Wisconsin moved into the top 10 on the American Council for an Energy-Efficient Economy’s (ACEEE) “2008 State Energy Efficiency Scorecard,” a report that ranks states on their adoption and implementation of energy efficiency policies and programs.

The sole newcomer to this year’s top 10, Wisconsin ranked ninth. The full top 10 includes: 1) California, 2) Oregon, 3) Connecticut, 4) Vermont, 5) New York, 6) Washington, 7) Massachusetts and Minnesota (tie), 9) Wisconsin, and 10) New Jersey.

The scorecard grades states in eight areas: utility-sector and public benefits programs and policies; transportation policies; building energy codes; combined heat and power production; appliance efficiency standards; “lead by example” in state facilities and fleets; research, development and deployment; and financial and information incentives.

Tips for saving energy and money this winter

Energy prices are expected to hit record highs this winter. Share the following tips with your customers to help them save natural gas, electricity and money, while maintaining their comfort.

1. Use an ENERGY STAR® qualified programmable thermostat. Inexpensive and easy to install, programmable thermostats automatically turn down the heat when you are asleep or away, saving as much as \$100 per year.

2. Change to energy efficient lighting. Compact fluorescent light bulbs use 75 percent less energy than standard light bulbs and last up to 10 times longer.

3. Deck the halls with LED holiday lights. Light-emitting diodes (LEDs) use up to 90 percent less electricity than standard bulbs.

4. Choose ENERGY STAR qualified appliances and electronics. ENERGY STAR qualified models use up to 50 percent" less energy than standard models.

5. Conserve hot water. Lower the thermostat of your water heater to no more than 120°F. Install water-saving showerheads and faucet aerators to reduce hot water use by 50 percent.

For more energy-saving tips for the home, call 800.762.7077 or visit focusonenergy.com.



Market share update: ENERGY STAR clothes washers

Focus on Energy would like to thank all of our retailers who continue to send in their sales data each month. Remember, even if you didn't sell any washers, your data helps us better understand how we are affecting the market!

Please send your Sales Data Reports to Pam Meredith each month. You can send them via fax at 608.249.0339 or email at pmeredith@weccusa.org.

Month	2008	2007
August	50%	50%
September	54%	54%

Market share of
ENERGY STAR qualified
clothes washers based on
monthly sales data reports

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