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Media Contacts: Robyn Nowak / Tim Wirtz
Hoffman York
(414) 225-9520 / (414) 225-9522
rnowak@hyc.com
twirtz@hyc.com



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Local Business Finds Success with Focus on Energy Partnership

- Business gains a competitive advantage with special training and third party endorsement -

SHEBOYGAN, Wis. – Last year more than 2,000 Wisconsin homeowners had an energy evaluation through Focus on Energy’s Home Performance with ENERGY STAR® Program; with the cost of energy on the rise, this interest in energy efficiency is no surprise. While more and more homeowners are looking to improve the energy efficiency of their homes, local businesses can gain the attention of these prospective customers by partnering with the Home Performance with ENERGY STAR Program.

One business owner who is leveraging his partnership with the Home Performance with ENERGY STAR Program to gain a competitive advantage in a demanding market is Werner Binkowsky Sr., president of Professional Heating and Cooling in Sheboygan, Wis.

Professional Heating and Cooling

Binkowsky started his family owned business, Professional Heating and Cooling, in 1975. As a heating and air conditioning contractor, Binkowsky has many years of experience when it comes to HVAC systems; however, it was about three years ago that he decided to add air sealing and insulation to his list of services.

“We realized that many insulation companies weren’t offering air sealing when they added insulation to the homes,” said Binkowsky. “We know air sealing is crucial when it comes to the efficiency of furnaces and air conditioners, especially for existing homes, so we decided to offer not only HVAC system installation, but insulation and air sealing as well. Our customers appreciate being able to get everything from one place.”

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To get started Binkowsky received special training from the Home Performance with ENERGY STAR Program to help his company learn how to approach the home as a system. Continued educational opportunities keep his employees up to date on ENERGY STAR standards, techniques and processes. “It’s much more than sticking a box in the basement,” added Binkowsky.

As a trade partner with the Program, Binkowsky is able to offer homeowners who approach him directly the assurance that his staff is taking the whole house into consideration before making recommendations. In addition, his company is recommended to homeowners by Focus on Energy consultants who have performed a Home Performance with ENERGY STAR energy evaluation.

According to Binkowsky, he’s able to attract customers with the unique partnership offering of pre- and post-testing done by a consultant partnering with Home Performance with ENERGY STAR — something his competitors don’t offer. Another advantage, Binkowsky is able to offer his customers financial incentives and Cash-Back Rewards.

“The combination of financial incentives and the detailed report on the effectiveness and payback period of the improvements made has given our customers the peace of mind that we have their best interest at heart,” explained Binkowsky. “Even in the rare instance when the post-test indicates more work needs to be done, all parties are happy because we know the job is being done right — customers know we are committed to their project.”

Opportunities for other Businesses

Home Performance with ENERGY STAR is an energy efficiency program resulting from collaboration between the nationally recognized ENERGY STAR program and Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative. The program is designed to provide owners of existing homes in Wisconsin with a cost effective way to reduce their energy bills and enhance the safety and comfort of their homes.

Because the Home Performance with ENERGY STAR Program provides the homeowner with an objective, third-party pre- and post-work analysis, when businesses add their name to the list of participating contractors, they are demonstrating their:

- **Dedication** to ENERGY STAR-level quality and the very latest testing and installation procedures.
- **Commitment** to giving homeowners more bang for their buck, by encouraging them to have a whole-house energy evaluation before proceeding with projects. This ensures they make targeted improvements that genuinely improve energy efficiency.

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- **Value** through standing confidently behind their work by including a post-test. This proves to the homeowner that their work has improved the home's energy efficiency.

To learn more about participating in the Home Performance with ENERGY STAR Program or to receive program materials, contact Focus on Energy at (800) 762-7077 or visit focusonenergy.com.

About Focus on Energy

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 get 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.

About the Home Performance with ENERGY STAR Program

Home Performance with ENERGY STAR is one of the Focus on Energy Residential Programs. It is designed to provide owners of existing Wisconsin homes a cost effective way to reduce their energy bills and enhance the safety and comfort of their homes. To participate, a homeowner must have a comprehensive home evaluation and work completed by consultants and contractors partnering with the program. To date more than 4,500 whole house projects have been completed under the Home Performance with ENERGY STAR Program. For information, call (800) 762-7077 or visit focusonenergy.com.

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