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The power is within you.

..... **for immediate release**

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Focus on Energy Proud Sponsor of Better Buildings: Better Business Conference

- *Session added to help businesses understand what stimulus package means to building industry* -

MADISON, Wis. (March 2, 2009) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is a proud sponsor of the Better Buildings: Better Business Conference – “*is the green revolution leaving you behind?*” The three-day conference is expected to draw 750 Midwest builders, contractors, remodelers, code officials and weatherization professionals to the Kalahari Resort in Wisconsin Dells on March 4-6.

Conference session topics include building a better business in tough times and a series for builders who are new to green building. Participants will learn crucial elements including:

- How to build homes that deliver the energy savings customers want.
- How renewable energy technologies can reduce energy costs.
- How energy efficiency and green building practices keep you competitive.

Organizers recently announced a new session on March 5. Titled “*Shaping Your Recovery Plan: What the economic stimulus bill could mean for residential builders and contractors,*” the session will help break down what the stimulus package means to Wisconsin’s building industry. The highly interactive session will examine new work opportunities for companies that build, renovate and remodel residential properties.

The conference will also be keynoted by Ed Begley, Jr., star of TV's "St. Elsewhere" and his own eco-living reality show "Living with Ed." He is currently one of the hottest speakers on eco-living in America.

To learn more about Focus on Energy call (800) 762-7077 or visit focusonenergy.com. For more information on the Better Buildings: Better Business Conference visit <http://www.ecw.org/university/ecuevent.php?ecuid=63>.

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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 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.

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