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Kenosha Resident Generates Green Power, Profits from Renewable Energy Systems

KENOSHA, Wis. (April 8, 2008) — Charles Heide of Kenosha is the latest Wisconsin resident to discover the benefits of clean, renewable energy, including reduced energy costs and the satisfaction that comes from helping preserve the environment. His recently completed solar electric and wind systems feed surplus power back to the grid, resulting in monthly energy bill credits.

In June 2007, Heide installed a large 35-kilowatt (kW) wind turbine and in September 2007, he installed a 10.5 kW solar electric system. The projects were completed with the help of nearly \$65,000 in grants from Focus on Energy, Wisconsin's energy efficiency and renewable energy program.

Each year, Heide's wind and solar electric systems will generate more than 87,000 kilowatt-hours (kWh) of electricity, enough to power eight typical Wisconsin homes. The renewable energy produced by these systems will offset the burning of 44 tons of coal and the release of more than 100 tons of carbon dioxide into the atmosphere each year. Carbon dioxide is a greenhouse gas and a major contributor to global climate change.

Because Heide's systems produce more electricity than he consumes, Heide is able to sell his surplus power back to the utility. Heide receives the retail rate for electricity produced by his wind system, and nearly double the retail rate for electricity produced by his solar electric system. "The check I receive from my utility each month is five to six times my average energy bill," said Heide. "It feels very satisfying to be a pioneer, in my local area, of renewable energy."

Heide's wind system was installed by Seventh Generation Energy Systems, of Madison, Wis., and his solar electric system by H&H Solar Energy Services, also of Madison.

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KENOSHA RESIDENT GENERATES GREEN POWER, PROFITS FROM RENEWABLE ENERGY SYSTEMS

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“Renewable energy is booming in Wisconsin,” said Don Wichert, program director for Focus on Energy’s Renewable Energy Program. “As technology improves and costs decrease, a growing number of Wisconsin residents and businesses are installing renewable energy systems to reduce their utility bills and keep our air and water cleaner for future generations. With a network of experts across the state and a variety of programs to fit every need, Focus on Energy can help Wisconsin residents and businesses plan, finance and install a renewable energy system.”

Focus offers Cash-Back Rewards on renewable energy systems up to 25 percent of the project’s installed cost, with a maximum Cash-Back Reward of \$35,000 for solar electric systems and wind systems less than 20 kW; implementation grants are available for larger systems. Incentives are available for individuals and businesses that purchase their electricity and/or natural gas (depending on technology) from utilities participating in the Focus on Energy Program.

To learn more about Focus on Energy and its Renewable Energy Program, or to find out if you qualify for financial incentives, call (800) 762-7077 or visit focusonenergy.com.

About the Focus on Energy Renewable Energy Program

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus on Energy's Renewable Energy Program seeks to raise awareness, provide training and financing, enhance marketing, promote technical assistance and support the installation of renewable energy technologies across Wisconsin. For more information call (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 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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