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## **Focus on Energy Renewable Energy Program Names Market Provider of the Year**

**MADISON, Wis. (June 26, 2009)** – Focus on Energy honored Craig Tarr of Hudson, Wis. based Energy Concepts with the 2009 Market Provider of the Year Award. The award was presented at the Midwest Renewable Energy Association’s (MREA) 20<sup>th</sup> annual Energy Fair on June 21, 2009 in Custer, Wis.

The Market Provider of the Year Award was conceived as a way to recognize renewable energy contractors who exemplify the goals and expectations of the Focus on Energy Program. The award provides the opportunity to honor one such contractor each year for their commitment and dedication to excellent customer service and quality renewable energy systems installation. Contractors who receive this award are exceptional in their passion, intelligence and dedication when it comes to providing renewable energy services.

“Craig’s 20 years of experience in the engineering industry has contributed greatly to his highly successful growth in the renewable energy industry,” said Emily Hickey, market provider program coordinator. “Wisconsin truly benefits from having well qualified businesses like Energy Concepts grow our renewable energy markets.”

The renewable energy division of Energy Concepts was launched in 2006, and in just two short years the company transitioned from a sole proprietorship to an engineering and full-service renewable energy company with six full-time employees. This success is due largely to Tarr’s ability to establish and maintain a strong reputation for professionalism and high quality, and his ability to tackle and accomplish solar and wind systems of any size. And his mechanical engineering background, as well as LEED perspective, allow him to step outside the box and rise to challenges. In 2005, Tarr was accepted into The Climate Project, Al Gore’s initial training program

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for 1,000 citizens from around the United States. In addition, Tarr has taken an aggressive approach to establishing Energy Concepts as a renewable energy leader through outreach and participation in industry events, and has proven to be a great Focus on Energy partner.

Through partners like Energy Concepts, Focus on Energy strives to make renewable energy an attainable option by encouraging Wisconsin residents and businesses to investigate and take advantage of renewable energy sources such as solar, wind and biomass. It seeks to raise awareness, provide training and financing, enhance marketing, promote technical assistance and support the installation of renewable energy technologies across Wisconsin. The program also offers technical assistance and site assessments and helps businesses and residents locate renewable energy contractors when they are interested in installing a renewable energy system.

To learn more about the Focus on Energy and how to become a market provider, visit [focusenergy.com](http://focusenergy.com) or call (800) 762-7077.

**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 [focusenergy.com](http://focusenergy.com).

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