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Focus on Energy Presents Lifetime Achievement Award

GREEN BAY, Wis. (June 30, 2009) — Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, honored longtime friend and colleague Bill Hurrle, of Green Bay, Wis., with a Lifetime Achievement Award. The award was presented posthumously at the Midwest Renewable Energy Association’s (MREA) Energy Fair on June 21, 2009 in Custer, Wis. Hurrle’s life partner and wife Beverly Watkins accepted the award on his behalf.

“We decided to create the Lifetime Achievement Award specifically for Bill,” said Don Wichert, Focus on Energy Program Director. “It is our way to honor a man whose steadfast passion for energy sustainability exemplified him as a true and proud ‘energy geek.’ His unique perspective and enthusiasm will live on in the industry he helped shape.”

Hurrle, who passed away this spring after a brave battle with cancer, was a devoted advocate for energy efficiency and renewable energy. Believing that reducing dependence on carbon-based fossil fuels begins in the home, Hurrle spent decades striving to discover and implement ways to streamline the systems we use everyday. This dedication, along with his participation in Focus on Energy’s Home Performance with ENERGY STAR[®], Wisconsin ENERGY STAR Homes and Renewable Energy Programs, lead to numerous high-performance, environmentally friendly homes. Additionally, he was very involved with and specialized in site assessment, design and diagnostics for solar energy systems.

“Bill was a prolific advocate and often expressed his sustainable energy opinions to local papers in a manner similar to gonzo novelist Hunter S. Thompson,” continued Wichert. “His writing style was unique and reflected both the deep feelings and opinions he had on approaches to energy, but also his belief that everyone can make a difference.”

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To learn more about the energy efficiency and renewable energy arena that Hurrle loved so much, contact Focus on Energy by visiting their Web site focusonenergy.com or calling (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 focusonenergy.com.

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