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Wisconsin Trend Home™ Certified as a Wisconsin ENERGY STAR® Home

WAUKESHA, Wis. (August 13, 2008) — Focus on Energy is proud to be a sponsor of this year’s Metropolitan Builder Association’s (MBA) Wisconsin Trend Home. As part of their sponsorship, Focus on Energy’s Wisconsin ENERGY STAR Homes Program worked with the MBA throughout the construction of the home to ensure the house met the program’s energy efficiency standards. On Aug. 13, Tom Bawolek, a consultant partnering with Wisconsin ENERGY STAR Homes Program performed the last step in the home’s certification process — an energy evaluation. The house passed the evaluation, resulting in a home with lower operational costs, better control over indoor air quality and the assurance that it is properly built to Wisconsin standards.

“The purpose of Trend Home is to show consumers and builders alike that green technologies which will be typical in homes in the year 2020 can and should be utilized today,” said Sue Hanson, program manager for Wisconsin ENERGY STAR Homes. “It is our hope more people will realize that with some upfront planning and construction based on a set of proven and effective building standards, the end result is a great home that combines enhanced comfort and safety with increased durability and energy efficiency.”

What is the Wisconsin ENERGY STAR Homes Program?

The Wisconsin ENERGY STAR Homes Program and participating builders work together based on the principles of applied building science and the recognition that a home is an integrated and interactive system. This system is designed, built and tested to meet program standards. Homes built under the Wisconsin ENERGY STAR Homes Program are estimated to be 25 percent more energy efficient than homes built to Wisconsin’s Uniform Dwelling Code. A few of the practices and technologies that contribute to the program’s exceptional performance include tight construction, improved insulation details, tested ventilation and energy efficient heating and cooling equipment.

What is the Wisconsin Trend Home?

The primary goal of the Wisconsin Trend Home was to build an environmentally friendly home that could serve as an example of green living for both the construction industry and the public. On Aug. 16, the public will be free to tour the home and learn about all of its green aspects, including its Wisconsin ENERGY STAR Homes certification.

Additional green features include a solar electric system as well as a solar hot water system. The completion of these renewable energy systems was due in part to technical assistance and Cash-Back Rewards from Focus on Energy's Renewable Energy Program. The project's 3.75 kilowatt (kW) solar electric system is approved for a \$9,663 Cash-Back Reward and the solar hot water system, which is expected to displace 113 therms of natural gas per year, is approved for a \$3,000 Cash-Back Reward. The Cash-Back Rewards will help to offset the cost for the following Focus on Energy market providers who donated their services to install the systems: Castleman Plumbing & Heating, Arch Electric and Sol Power.

The Wisconsin Trend Home will eventually be listed for sale. The proceeds from the sale will be utilized to provide a \$200,000 grant to La Casa de Esperanza, which will help to train low-income workers in the construction industry. The remainder will go to the WBA Foundation, which will be utilized in a scholarship fund to attract high quality students to a career in the building trades.

To find more information about energy efficient options for your home, visit focusonenergy.com or call (800) 762-7077. To find more information about the Wisconsin Trend Home, visit WITrendHome.com.

About the Wisconsin ENERGY STAR Homes Program

Wisconsin ENERGY STAR Homes is one of the Focus on Energy Residential Programs. New homes are constructed to meet program standards and are estimated to be 25 percent more energy efficient than homes built to Wisconsin's Uniform Dwelling Code. To date, the more than 400 builders who have partnered with the Wisconsin ENERGY STAR Homes Program have constructed more than 9,000 new homes. For information about the program, 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.