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**We Energies, Focus on Energy Join Forces in 'Partnerships for Sustainability'**  
*"Pay-it-forward" B2B mentoring draws utility into sustainability initiative*

**PEWAUKEE—September 3, 2009**—Partnerships for Sustainability (PFS), a private-public initiative of the Waukesha County Economic Development Corporation (WCEDC), today announced We Energies and Focus on Energy will jointly present PFS's September 10 event "The Sustainable Case for Business" at the Pfister in Milwaukee.

We Energies' and Focus on Energy's support will extend beyond the September 10 event, as PFS is a regional initiative designed to provide practical steps that improve top-line revenue streams and bottom-line efficiencies through sustainable business practices for small- and medium-sized companies in Southeast Wisconsin.

"Our involvement in PFS provides Focus on Energy another conduit to smaller business that seek technical expertise, evaluation of energy use and financial support to offset costs of implementing energy-saving projects," says Ken Williams, director of business programs.

"Of particular interest to us is the innovative mentoring component among businesses involved in PFS," Williams says. "Mentored companies will in turn serve as mentors to others based on what they learn about sustainable business practices."

Driven by achieving growth and efficiency, PFS creates a mentoring environment where businesses learn, share and profit from one another. Companies with demonstrated success in sustainable business practices have agreed to serve as mentors to companies with fewer than 250 employees, which comprise 90 percent of businesses in the M7 region. Quad Graphics, Johnson Controls, Kohl's and others are among the inaugural sustainability mentors for PFS.

Lori Rolfson, We Energies' area manager, sees value in PFS for small businesses that seek a clear connection to resources and practical solutions to sustainable business operations.

"PFS's sustainability assessment tool, for example, has yielded positive results for small business," Rolfson says. "The tool illustrates perfectly how PFS helps small businesses cut through all the green information out there to find the appropriate resources and to navigate the process of achieving more efficient and sustainable operations."

"Having We Energies and Focus on Energy involved strengthens the resources available through this initiative that focuses on practical sustainable business practices," says Bill Mitchell, WCEDC executive director.

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***We Energies**, through its subsidiaries, provides electricity and natural gas services in Wisconsin and Michigan. As of December 31, 2006, Wisconsin Energy served 1,125,200 electric customers; 1,041,400 gas customers; 460 steam customers; and 3,000 water customers. The company was founded in 1981 and is based in Milwaukee, Wis.*

***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](http://focusonenergy.com)*

***Partnerships for Sustainability** is an initiative designed to provide practical steps that improve top-line revenue streams and bottom-line efficiencies through sustainable business practices designed for small- and medium-sized companies in Southeast Wisconsin. WCEDC focuses on two business development initiatives: **Accelerating Innovation** and **Advancing Sustainability**. These efforts are made possible through major underwriting from Quad/Graphics, Reinhart Boerner Van Deuren, Aurora Health Care and Pabst Farms Development. WCEDC is a 501(c)(3) not-for-profit corporation, whose mission is to prepare Waukesha County businesses to compete in a global and innovation economy.*

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