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State’s Largest Solar Hot Water System Headlines Solar Energy Conference

MADISON, Wis. (December 3, 2007) – The Kalahari Resort in Wisconsin Dells, Wis., is the new home of a 104-panel solar hot water system — the largest in the state. In addition to helping the resort with the 1,850 gallons of hot water needed per day, the system will be the main attraction at the upcoming Wisconsin Solar Hot Water Conference on Thursday, Dec. 13, 2007 being held at the Kalahari.

Wisconsin Solar Hot Water Conference

Sponsored by Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, the conference will educate businesses about ways they can expand their plumbing, heating or solar energy services by incorporating solar hot water. Attendees will learn about the benefits, installation, and science behind solar hot water, as well as how to market a solar hot water business. In addition, attendees will be taken on a behind the scenes tour of the Kalahari’s solar hot water system.

“Whether new to solar hot water or an experienced veteran, this one-day conference will show attendees how to tap into the growing demand for solar hot water systems,” said Don Wichert, program director for Focus on Energy’s Renewable Energy Program. “It’s our goal that attendees take what they learn and become models for other businesses around the state, as they are helping to keep Wisconsin’s air and water clean for future generations, while at the same time contributing to the state’s economic growth through the use of renewable energy technologies.”

Those interested in learning more about or attending the December 13th Wisconsin Solar Hot Water Conference can visit www.wisconsinsolarhotwater.com or call (800) 762-7077. Costs are as follows: Attendees \$45; Exhibitors \$150; Sponsors \$200.

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Kalahari Solar Hot Water System

The Kalahari's solar hot water system was completed with the help of a \$50,000 Implementation Grant from Focus on Energy's Renewable Energy Program, and will produce an estimated 11,807 therms per year, supplying hot water for the resort's laundry facility that operates 24 hours a day and has a demand of 1,850 gallons of hot water a day. Supplying more than ten percent of the resort's hot water needs, the system will offset 69 tons of the greenhouse gas carbon dioxide from entering the atmosphere each year.

"Once we began researching green initiatives, we were absolutely blown away by the opportunities to conserve energy," said Todd Nelson, president and owner of Kalahari Resorts, which features record-size indoor and outdoor waterparks, 740 guest rooms, and a 100,000 sq. ft. meetings facility. "We immediately implemented changes and our utility bills certainly proved the effectiveness of these measures."

In addition to its new solar-paneled roof, additional Kalahari green initiatives include:

- Installation of Entergize Energy Control Systems in all guest rooms, which controls energy use based on guest presence.
- Installation of 844 low-flow showerheads for guest rooms, reducing water consumption by 2.46 million gallons per year.
- Replacing 60-watt incandescent light bulbs with 15-watt compact fluorescent light bulbs in 5,500 fixtures, saving 294,000 kWh per year.

Due to the implementation of energy saving initiatives, the Kalahari estimates it will save \$400,000 yearly in utilities.

By supporting Wisconsin's renewable energy marketplace, Focus on Energy has made the sun, wind and organic materials a bigger part of Wisconsin's energy mix and has helped ensure that Wisconsin's residents and businesses have reliable and affordable sources of energy. For more information about the Renewable Energy Program, or to find out if you qualify for financial incentives, call Focus on Energy at (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 get 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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