



# PROGRAM ALLY APPLICATION

## RESIDENTIAL HVAC AND WATER HEATING

The basic goal of the Efficient Heating & Cooling and Water Heating Programs is to increase the market share of high-efficiency equipment in Wisconsin. The programs are a cooperative effort of Wisconsin's Focus on Energy and interested HVAC and Plumbing manufacturers, distributors, contractors, trade organizations, associations, and retailers. Wisconsin Energy Conservation Corporation (WECC) administers the Focus on Energy program.

Program allies are businesses who deliver goods and/or services related to energy efficiency and/or renewable energy to the end user.

The purpose of this application is to set forth the terms and conditions under which the undersigned may be considered a program ally authorized by Focus on Energy to deliver Focus on Energy services to consumers and the benefits to the undersigned of such designation.

PROGRAM ALLY (ALLY) INFORMATION:	
Contact Name:	Title:
Company Name:	Phone: (        )
Address:	Fax: (        )
City / State / Zip:	Web site:
Contact E-mail:	E-mails of additional contacts to receive program updates:

PLEASE INDICATE WHICH BEST DESCRIBES YOUR BUSINESS (CHECK ALL THAT APPLY):	
<b>Business Type</b> <input type="checkbox"/> HVAC Contractor <input type="checkbox"/> Plumbing/Water Heating Contractor <input type="checkbox"/> Other (Please describe):	<b>Services Offered</b> <input type="checkbox"/> Single-Family (1-3 Units) <input type="checkbox"/> Retrofit <input type="checkbox"/> Multi-Family (4+ Units) <input type="checkbox"/> New Construction

PLEASE INDICATE THE WISCONSIN COUNTIES IN WHICH YOUR BUSINESS OPERATES (CHECK <b>NO MORE THAN 12</b> ):				
<input type="checkbox"/> Adams	<input type="checkbox"/> Douglas	<input type="checkbox"/> Kewaunee	<input type="checkbox"/> Ozaukee	<input type="checkbox"/> Taylor
<input type="checkbox"/> Ashland	<input type="checkbox"/> Dunn	<input type="checkbox"/> La Crosse	<input type="checkbox"/> Pepin	<input type="checkbox"/> Trempealeau
<input type="checkbox"/> Barron	<input type="checkbox"/> Eau Claire	<input type="checkbox"/> Lafayette	<input type="checkbox"/> Pierce	<input type="checkbox"/> Vernon
<input type="checkbox"/> Bayfield	<input type="checkbox"/> Florence	<input type="checkbox"/> Langlade	<input type="checkbox"/> Polk	<input type="checkbox"/> Vilas
<input type="checkbox"/> Brown	<input type="checkbox"/> Fond du Lac	<input type="checkbox"/> Lincoln	<input type="checkbox"/> Portage	<input type="checkbox"/> Walworth
<input type="checkbox"/> Buffalo	<input type="checkbox"/> Forest	<input type="checkbox"/> Manitowoc	<input type="checkbox"/> Price	<input type="checkbox"/> Washburn
<input type="checkbox"/> Burnett	<input type="checkbox"/> Grant	<input type="checkbox"/> Marathon	<input type="checkbox"/> Racine	<input type="checkbox"/> Washington
<input type="checkbox"/> Calumet	<input type="checkbox"/> Green	<input type="checkbox"/> Marinette	<input type="checkbox"/> Richland	<input type="checkbox"/> Waukesha
<input type="checkbox"/> Chippewa	<input type="checkbox"/> Green Lake	<input type="checkbox"/> Marquette	<input type="checkbox"/> Rock	<input type="checkbox"/> Waupaca
<input type="checkbox"/> Clark	<input type="checkbox"/> Iowa	<input type="checkbox"/> Menominee	<input type="checkbox"/> Rusk	<input type="checkbox"/> Waushara
<input type="checkbox"/> Columbia	<input type="checkbox"/> Iron	<input type="checkbox"/> Milwaukee	<input type="checkbox"/> Saint Croix	<input type="checkbox"/> Winnebago
<input type="checkbox"/> Crawford	<input type="checkbox"/> Jackson	<input type="checkbox"/> Monroe	<input type="checkbox"/> Sauk	<input type="checkbox"/> Wood
<input type="checkbox"/> Dane	<input type="checkbox"/> Jefferson	<input type="checkbox"/> Oconto	<input type="checkbox"/> Sawyer	
<input type="checkbox"/> Dodge	<input type="checkbox"/> Juneau	<input type="checkbox"/> Oneida	<input type="checkbox"/> Shawano	
<input type="checkbox"/> Door	<input type="checkbox"/> Kenosha	<input type="checkbox"/> Outagamie	<input type="checkbox"/> Sheboygan	

PROGRAM ALLY SIGNATURE:	
<b>By signing this application, the Program Ally (i.e. HVAC/Plumbing contractor) agrees to abide by the program requirements and terms and conditions of the Ally Application for the Efficient Heating &amp; Cooling Program as outlined on this application and the relevant reward applications:</b>	
Signed:	Date:
Printed Name:	Title:

## **BENEFITS:**

**Program Support and Information:** For program related questions, contact a program representative or call Focus on Energy at 800.762.7077.

**Focus on Energy Directory Listing:** Program allies are listed on the Focus on Energy Web search, [finditwithfocus.com](http://finditwithfocus.com). Prospective customers can use this directory to search for program allies in their area.

**Use of the Focus on Energy Name and Logo for Advertising:** The Focus on Energy name and logo may be used by program allies for promoting their participation in the Focus on Energy program. Advertising using the Focus on Energy name and logo, and/or promoting your participation with Focus on Energy must be pre-approved by the Focus on Energy Marketing Department. For more information, please call 800.762.7077.

**Press Release Assistance:** Focus on Energy will provide a press release template announcing participation in the Efficient Heating & Cooling and/or Water Heater Program. This template will allow the program ally to insert their corporate information into the template and release it to their local media. To receive this service, contact the Focus on Energy Marketing Department at 800.762.7077.

**Focus on Energy Newsletter Subscriptions:** Program allies will receive all applicable Focus on Energy newsletters. These newsletters are educational pieces discussing Focus on Energy program activities.

**Notification of Training and Educational Opportunities:** Program allies will receive notifications for all Focus on Energy trainings and educational events related to their business type.

**Program Updates:** Program allies will receive direct notification of program changes, updates, and relevant new programs as they occur so the ally will be sure to offer their customers the correct, current Cash-Back Rewards.

**Marketing Materials:** Program allies have access to program marketing materials and customer education materials, which they may obtain by contacting a program representative or the Focus marketing department at 800.762.7077.

## **PROGRAM REQUIREMENTS:**

The Program Ally agrees to comply with the program procedures and equipment criteria outlined on the Efficient Heating & Cooling Reward application. It is the Program Ally's responsibility to confirm equipment eligibility, current program offerings, and current requirements by contacting a program representative, calling 800.762.7077, or by visiting [focusonenergy.com/hvac](http://focusonenergy.com/hvac).

## **TERMS AND CONDITIONS:**

**Term:** Program Ally status shall commence on the date this application is accepted by WECC and shall continue until terminated (1) in writing by either party or (2) immediately following any 12-month period in which Ally has not participated in the program (i.e. by Ally or their customers submitting qualified Reward applications to Focus on Energy).

**Termination:** Program Ally status may be terminated without penalty by Ally or by WECC for any reason, or for no reason, at any time. Written notice of termination must be sent to the non-terminating party by mail, fax, or e-mail. When termination is initiated by written notice, termination will be effective as of the date the termination letter is received by the non-terminating party. Upon termination, Ally and, if applicable, Ally's customer, shall be eligible to receive payment for eligible services provided prior to the termination of Program Ally status.

**Program Requirements:** Ally shall comply with the Focus on Energy program requirements and procedures. Program requirements and procedures may change from time to time without notice. It is Ally's responsibility to verify current program requirements and procedures at the Focus on Energy website ([focusonenergy.com](http://focusonenergy.com)) or by contacting Focus on Energy staff at 800.762.7077.

**Indemnification:** Ally agrees to indemnify and hold WECC, program subcontractors, the State of Wisconsin, the Public Service Commission of Wisconsin (“PSC”), and the Statewide Energy Efficiency and Renewables Administration, Inc. (“SEERA”) and their respective directors, commissioners, officers, employees, and agents harmless against all claims, liabilities, damages, losses, costs or expenses (including, but not limited to, reasonable attorneys’ fees) arising out of or related to any act or omission of the Ally, its directors, officers, employees, subcontractors, or agents of Ally or its subcontractors, including, but not limited, to the failure of Ally to properly and/or timely pay any wages and/or benefits to the Ally’s employees. The obligations of Ally under this section shall survive termination or expiration of Program Ally status and shall be in addition to the warranty obligations of Ally.

**Independent Ally:** Ally may present himself/herself/itself as an Ally of the Focus on Energy program. By signing this application, Ally does not become an agent, employee, or representative of the Focus on Energy Program, WECC, program subcontractors, the State of Wisconsin, PSC, or SEERA. The parties shall not be considered to be joint venturers, partners, agents, servants, employees, fiduciaries, or representatives of each other, and no party shall have the right or power to bind or obligate any other party to, or third party beneficiary of, these terms and conditions.

**No Representations:** Ally shall not, directly or indirectly, represent the Ally’s products, services, offerings, or work to potential customers or others as being recommended by, endorsed by, or guaranteed or warranted in any way by WECC, this Program, Focus on Energy, the State of Wisconsin, PSC, or SEERA.

**Codes and Licensing:** Ally and its subcontractors shall comply with and conform to all federal, state, local and foreign laws, statutes, ordinances, regulations, rules, codes (including building codes), and orders applicable to Ally, its business, and the work performed by Ally. Ally represents and warrants that Ally has obtained, and currently maintains, all federal, state, local, and foreign governmental franchises, licenses, and permits material to and necessary in the conduct of Ally’s business and that Ally is not subject to, or party to, any license, permit, law, rule, ordinance, regulation, order, judgment or decree, or any other restriction of any kind or character, which adversely affects the business practices, operations, or condition of Ally’s business. In addition, Ally must attain current and future certification to use certain titles (e.g., Site Assessor, NABCEP Installer).

**Customer Service Standards:** Ally agrees to maintain written customer service standards, acceptable to WECC, which shall be available to customers. (A model set of acceptable standards is available by calling 888.509.3247 and at [www.focusonenergy.com](http://www.focusonenergy.com).)

**Continuing Education/Training:** Ally agrees to meet with Focus on Energy Program representatives once every 12 months, or as otherwise required by the Program, to receive program updates in person or via phone conference and to participate in training and/or education as required by the Program.

**Insurance:** Ally agrees to carry appropriate insurance for their type of business.

**Program Procedures and Scope of Services:** Ally shall provide diagnostic and/or installation services consistent with the procedures and requirements set forth in the applicable Program Guidelines, including all updates, supplied to Ally under separate cover and incorporated herein by reference. Ally acknowledges that he/she/it has received, read and agrees to comply with the program procedures outlined in the Program Guidelines.