



COMPETITIVE ENERGY EFFICIENCY STUDY APPLICATION

OFFICE USE ONLY
PROJECT ID:

FEASIBILITY STUDY FOR THE PULP & PAPER INDUSTRY APPLICATIONS WILL BE ACCEPTED THROUGH SEPTEMBER 30, 2009.

SECTION 1: INCENTIVE INFORMATION

Focus on Energy will provide the full cost, up to \$15,000, for a feasibility study on any of the following areas in your paper mill:

- Variable speed drive and automated control retrofits to refiners
- Mono-flow to duo-flow refiner conversions
- High-efficiency steam recompression, boosting low pressure steam via thermo compression
- Stationary siphons for paper machine dryer cans
- Dryer management systems
- Turbulator bars for Yankee Cylinders
- Yankee automated control systems
- Pump system upgrades
- Others, especially those with electrical energy savings, will also be considered. Consult your Energy Advisor before submitting

SECTION 2: APPLICATION REQUIREMENTS

Since each of these project opportunities is considered capital intensive, typically a thorough feasibility study is required before project capitalization is authorized. Funding will be provided on a competitive basis and is contingent on the following requirements:

- Your application must be received by Focus on Energy no later than September 30, 2009.
- Your application is complete, compliant and signed.
- Any excess costs above \$15,000 must be paid by the applicant.
- You must receive approval from Focus on Energy BEFORE you send a purchase order for the study.
- The study is scheduled to be completed within 60 days of the Focus approval date.
- A copy of the study report must be submitted to Focus that includes recommended energy efficiency improvement measures showing existing energy consumption along with clear, logical, step-by-step calculations describing estimated energy and demand savings, energy cost savings, and approximate cost to improve system operation and efficiency.
- Your agreement to a mandatory follow-up meeting between senior mill management and Focus pulp and paper personnel to discuss the study report and next steps.
- Limit one feasibility study funded under this program per location. In the event of significant competition for this incentive, feasibility studies leading to electrical savings will be given higher priority than natural gas savings studies.
- Applications for studies will be evaluated as they are submitted; up to 10 studies will be funded on a competitive basis.

SECTION 3: COMPETITIVE SCORING

20 Points **Value of annual energy savings.** Proposals will be ranked based on the value of the estimated energy savings for the project to be studied.

10 Points **Need for funding.** Applications with the most clearly defined need will receive higher scoring.

10 Points **Thoroughness of responses.** Those applications with the most thoroughly completed application will receive higher scoring.

- Extra Credit**
(5 points each, up to 10 points total)
- Statement of willingness to meter and demonstrate the technology if implemented after the study
 - Project is component of an existing or newly-developed energy management plan (include a copy of the plan with application).

GENERAL PROCESS NOTES

- Feasibility study recommendations that are implemented may be eligible for an additional custom grant and also MUST BE APPROVED BY FOCUS ON ENERGY BEFORE ISSUING A PURCHASE ORDER FOR INSTALLATION. Call Focus on Energy at 800.762.7077 for more information.

SECTION 4: CUSTOMER LEGAL INFORMATION

Company Legal Name		Payment Attention To		
Company Contact Name		Federal Tax ID # of customer (Must be 9 digits, do not list tax exempt number)		
Street Address		City	State	ZIP Code
Phone	FAX	Email		
Electric Utility		Gas Utility		
Estimated Annual Energy Cost (gas+electric)		Facility Annual Hours of Operation	Business Square Footage	

Business Classification of Customer (Check ONE): Corporation Partnership Sole Proprietor/Individual LLC Other: _____

SECTION 5: STATEMENT OF NEED

Equally important to a successful application is a statement of need. Describe in detail why your company requires funding from Focus on Energy to do this feasibility study. Include supporting documentation that shows the company's need for a reliable energy savings assessment, project cost assessment, and any other technical information that the company needs to decide on project authorization. Indicate the likelihood that this project would be authorized if the feasibility study is favorable. Also, indicate the likelihood that the project would be completed in the future if the requested grant is not approved. You must also state your agreement to a mandatory follow-up meeting between senior mill management (use names and titles) and Focus personnel to discuss the study report and next steps. **This statement must be signed by a senior company official.**

SECTION 6: DOCUMENTATION

Also Include with the application:

- **Study description:** Describe the proposed study in one or two paragraphs. If applicable, describe whether this project is an emerging technology in Wisconsin, whether this project is part of an overall energy management plan, or whether you intend to do additional similar projects if this one is successful. Also, list and describe any non-energy benefits if results of the study are implemented (e.g., production improvement, improved product quality, reduced scrap, environmental compliance, improved safety). Please be specific and, if available, list monetary benefits of these non-energy benefits.
- **Preliminary Project Calculations:** Provide a pre-feasibility study estimate of each of the following for the capital project/measures under consideration: energy and demand (electric only) savings on an annual and life of project basis, preliminary estimated project cost, and feasibility study costs. Include any existing or supporting documentation, including calculations and assumptions.
- **Supplier Proposals:** Provide complete copies of all supplier proposals.

SECTION 7: APPLICATION CHECKLIST

Statement of need attached	Applicant initials	Study description attached	Applicant initials
Preliminary project calculations attached	Applicant initials	Supplier proposals attached	Applicant initials

SECTION 8: CUSTOMER SIGNATURE

I, the undersigned, certify that the proposal information provided on this page and the attached pages is accurate and true to the best of our ability and that we have read and understood the requirements of this offer. I understand that submission of this proposal does not guarantee we will receive funding or a specific level of funding. I acknowledge that participation in this program shall impose no liability on Focus on Energy. Focus on Energy may conduct a pre- and/or post-service inspection to verify savings. In order for this application to serve as a substitute W-9, the following must be true:

1. The number shown on this form is the correct taxpayer identification number.
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. citizen or a U.S. resident alien.

Senior Company Representative (Print)	Signature	Date
INTERNAL USE ONLY	Approving Program Manager	Date

SECTION 9: APPLICATION SUBMITTAL Returned signed, completed form by September 30, 2009 to:

Focus on Energy
c/o SAIC
5609 Medical Circle, #201
Madison, WI 53719
Fax: 608.277.2947, Attention: Craig Schepp
Email: scheppc@saic.com

SECTION 10: GENERAL ELIGIBILITY REQUIREMENTS

Incentives are offered by Focus on Energy to pulp and paper industry customers with locations in Wisconsin. Businesses must be served by a Focus on Energy participating utility. To determine eligibility, visit the Focus on Energy Web site at focusonenergy.com/utilities.

Applicants must also abide by the following guidelines required for all Focus on Energy staffing grants:

1. All projects funded by Focus on Energy are expected to comply with federal, state and local codes.
2. Focus on Energy reserves the right to conduct site visits to verify that the configuration and operation of system is as described in the application and associated studies.
3. Once paperwork for study completion is submitted and approved, incentive payments are usually made in 6-8 weeks. Incomplete applications will be returned.
4. Focus on Energy reserves the right to publicize your participation in this program in any Focus marketing campaign, unless you specifically request otherwise.
5. Customers or market providers may not use the Focus on Energy name or logo in any marketing, advertising or promotional material without prior written permission.
6. Disclaimers: Focus on Energy:
 - a. Does not endorse any particular manufacturer, product, labor or system design within these programs;
 - b. Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
 - c. Does not expressly or implicitly warrant the performance of installed equipment (contact your contractor for detailed equipment warranties);
 - d. Is not responsible for the proper disposal/recycling of any waste generated as a result of this project; and
 - e. Is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.
7. Focus on Energy reserves the right to change or discontinue this program at any time. The acceptance of program application is determined solely by Focus on Energy.
8. Focus on Energy reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures.