

Building your business
on energy efficiency



Building Up



YOUR POWERFUL PARTNER

October, 2005

There is a growing demand in the Northland for homes built to heightened standards of energy efficiency. This creates exciting opportunities for builders, contractors, architects, real estate agents, manufacturers and retailers who specialize in energy-efficient housing and related products.

For years, Minnesota Power's Triple E rating has been the model for energy-efficient home construction in the Northland. Now we are building upon that success, encouraging homebuilders and buyers to look beyond thermal integrity, moisture control and indoor air quality to a total package of home energy efficiency that includes ENERGY STAR® lighting and appliances, high-performance HVAC and renewable energy options.

This new quarterly newsletter will keep you informed of home energy innovations and related rebates and incentives from Minnesota Power. It will profile individuals and businesses that are striving to improve the quality and performance of Northland homes—and gaining a bottom-line advantage.

We're excited to launch this endeavor and hope it will help you build up your business on energy efficiency.



DEAN

Dean Talbot
Project Manager

Zierden Builds Business on Energy Efficiency

Walking through a home construction site in Hermantown, Minn., builder Jay Zierden eagerly points out innovations in thermal integrity and energy efficiency. He speaks knowledgeably about how the windows, insulation and even the framing itself form a high-performance system that will add value, improve comfort and provide long-term utility cost savings for the new homeowners.

Zierden is passionate about his work and his workmanship. He has built his business, Zierden Builders, on high-quality homes that meet or exceed the rigorous standards of energy efficiency and performance set by Minnesota Power's Triple E program, as well as federal ENERGY STAR® specifications.

Triple E stands for energy efficiency, evaluation and education. It is Minnesota Power's way of improving home energy performance by working with homeowners, builders, contractors, architects, suppliers and manufacturers. One key component is an annual energy conference.

"I was just starting my business in 1991 when I attended my first Minnesota Power conference about Triple E insulation techniques, air exchangers and the concept of building a house as a system. It made a lot of sense," Zierden recalls. "They are extremely informative about new energy-saving products and technologies."

Another key piece of Triple E is onsite performance testing by Minnesota Power.

"The onsite testing helps us continually improve our product and provides compelling performance data for homebuyers," Zierden says. He encourages clients to access Triple E rebates as well as incentives for ENERGY STAR® appliances and lighting.

"Jay (Zierden) is raising the bar on home energy performance," says Dean Talbot, Minnesota Power. "The name Zierden Builders has become synonymous with high-performance construction."



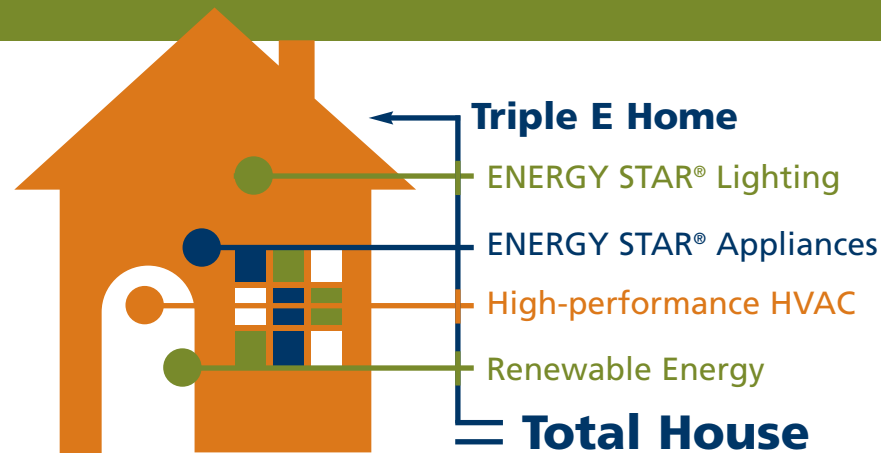
Jay Zierden's company has built more than 150 high-performance, energy-efficient houses in the Northland.



Zierden Builders mounted two different solar water-heating technologies, a flat plate collector and an evacuated tube system, on this rooftop to provide side-by-side energy performance comparisons.

Total House

As a System



All components and materials interact to affect the overall energy usage and comfort of a new home. Minnesota Power's Triple E program advocates a systems approach to home construction, providing builders of tight, energy-efficient homes with specific guidelines for ventilation and moisture control.

Triple E homeowners will enjoy even greater gains in comfort, durability and energy efficiency by adding ENERGY STAR® rated lighting and appliances, energy-saving central air conditioning, furnaces featuring electronically commutated motors, geothermal heat pumps, grid-connected solar panels and other energy innovations. For maximum performance and additional rebates, think "Total House as a System."

Triple E Advantages

- Triple E includes three tiers of standards. Homes that meet or exceed the second tier qualify for federal ENERGY STAR® certification and increased incentives.
- Triple E/ENERGY STAR® homes use 35% less energy for space heating and cooling than conventional homes.
- Triple E offers homeowners lower energy bills, enhanced durability, improved resale value and higher levels of comfort.
- Triple E benefits licensed builders by ensuring a consistent, marketable, premium product—fewer callbacks and greater customer satisfaction.

Featured Incentives

Educate your residential customers about Minnesota Power conservation incentives, and build your business on energy efficiency:

Triple E New Construction

If you are a licensed builder or homeowner constructing an all-electric home, you may qualify for up to \$2,000 in rebates. Awards are based on meeting specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation and heating performance for air and water. Call 800.228.9966 ext. 2843 for more information.

ENERGY STAR®

Appliance Package Rebate: Minnesota Power residential customers can receive up to \$150 rebate for purchasing a qualified package of Energy Star® appliances. There is also a rebate available on individual clothes washers.

Lighting Rebates: Two-dollar instant rebates on compact fluorescent light (CFL) bulbs are available at participating retailers; \$15 mail-in rebate on ENERGY STAR® qualified fixtures and torchieres. *Offers available through December 31, 2005. Visit www.mnpower.com/energystar or call 800.677.8423 for more information on energy-saving lighting and appliances.*

Other Minnesota Power conservation incentives, include FREE in-home and business energy audits; rebates for qualified heating, ventilation and air conditioning (HVAC) installations and upgrades; rebates for the installation of a geothermal heat pump; rebates for installing a grid-connected solar photovoltaic electric system; and opportunities to support alternative energy sources.

Visit www.mnpower.com/foundmoney for a list of current residential conservation incentives.



Contact Information



30 West Superior Street
Duluth, MN 55802-2093
Toll-Free 800.228.4966
218.722.2641

"It's like finding money."