

Building your business
on energy efficiency



Building Up

January 2007

Energy Design Conference & Expo:

Growing Event is a "Must" for Innovative Builders

Today's consumers expect state-of-the-art performance in everything from automobiles to cell phones and portable music players. It makes sense that more people are demanding the same of their homes and insisting upon houses that are not just beautiful, but energy efficient, durable, comfortable, and healthy, as well.

Northern Minnesota and northern Wisconsin seem to be ahead of the curve in high performance housing. Many new homes in the region exceed building code requirements for insulation, energy efficiency, and indoor air quality. The cold climate plays a part, but credit also goes to a progressive building community that actively embraces new products, systems, and techniques to build better homes.

One indication is the annual Energy Design Conference & Expo at the Duluth Entertainment Convention Center (DECC). Minnesota Power organized the first conference in 1990 to help area builders meet the educational requirements of its Triple E New Construction program. The event quickly attracted additional sponsors, including other utilities, building and design industry associations, government agencies, individual companies, and environmental advocacy groups. These diverse partners have broadened its scope, reach, and impact.



This premier event draws more than 1,000 people each year for two days of workshops, demonstrations, and exhibits that showcase the latest advances in energy-efficient, sustainable design and construction.

Seventeen years ago, Minnesota Power developed the Triple E New Construction program to promote high performance homes. Triple E stands for energy efficiency, evaluation, and education. One early requirement was that builders attend special training to learn the science of constructing tight, well insulated, and properly ventilated houses. We developed a new venue, the Energy Design Conference & Expo, to provide this education.

Since then, this annual event has taken on its own life. It has grown in attendance from a few dozen local builders in 1990 to more than 1,100 people last year, representing all aspects of the home construction industry and markets throughout the Upper Midwest. The 2007 Energy Design Conference & Expo, being held February 27-28, promises to be even bigger and better.

Minnesota Power continues to be a key sponsor, and we thank the many partners who contribute to this event's success. Early bird registration ends February 14, and the last date to register is February 21, so there still is time to register online at www.duluthenergydesign.com or call 800.228.4966 ext. 2796. I hope to see you there.

DEAN

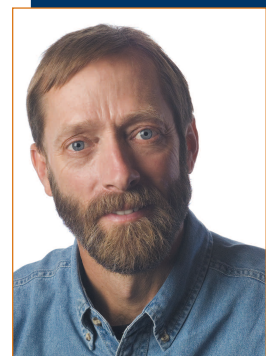
Dean Talbott
Minnesota Power
Conference
Coordinator

"The presenters are some of the most knowledgeable people in the northern hemisphere, and the number of participants is remarkable. As an audience, they seem very open to considering alternatives to standard construction."

Phil Smith, State Energy Office,
Minnesota Department
of Commerce, St. Paul

The 17th Annual Energy Design Conference & Expo is expected to draw 1,200 registered participants and more than 60 vendors and exhibitors. It will feature seven educational tracks, including the nationally acclaimed Energy & Environmental Building Association (EEBA) Houses That Work™ training program for building professionals and specialty courses related to building science, renewable energy, "green" building, global trends, and sustainability.

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“The Energy Design Conference & Expo in Duluth is nationally recognized for its exceptional speakers and remarkable attendance,” said Mark LaLiberte, president of Building Knowledge, Inc., a Minneapolis firm that specializes in educating the homebuilding industry about durable, energy-efficient homes. He helped establish the conference as an early organizer and featured presenter.

“This region has among the finest, best built, and healthiest homes in the United States,” LaLiberte said. “Minnesota Power and its partners have been instrumental by creating educational opportunities like this conference for those that want to improve upon standard home construction.”

“There are few shows that bring in the diverse clientele or have the geographic draw of this conference. It caters to the whole construction industry.”

Kelly Weber, Brock White, Duluth

“This event always goes one step further in bringing in new ideas, new people, and new techniques for saving energy and building energy-efficient, healthier homes.”

Tim McDonald, Shelter Supply, Inc., Burnsville

“The Energy Design Conference in Duluth is one of the only builders’ shows we attend. Participants seem very receptive to building energy-efficient houses.”

Bill Tatam, The Energy Conservatory, Minneapolis

Think of Your Home as an Energy Efficient System.

The 2007 Energy Design Conference & Expo will promote Minnesota Power’s enhanced Triple E and ENERGY STAR® standards and updated requirements, which build upon thermal integrity and recognize the added value of energy-efficient heating, cooling, ventilation, lighting, and appliances within the “House as a System.”

- **Triple E Home**
- Energy-Efficient Construction
- ENERGY STAR® Lighting
- ENERGY STAR® Appliances
- High-performance HVAC
- Renewable Energy
- ← **House as a System**



Hurry!

Early Registration Ends February 14.

Last Day To Register Is February 21.

17th Annual Energy Design Conference & Expo

Feb. 27-28, 2007

Duluth Entertainment Convention Center (DECC)

General Registration Starts At:

One Day— \$45 (\$75 with CEU)

Two Day—\$70 (\$125 with CEU)

Register Online: www.duluthenergydesign.com

Or call: 218.720.2796 or (toll free) 800.228.4966 ext. 2796

Space is limited, so register early. No walk-in registrations.

Featured Incentives

Triple E New Construction

Up to \$2,000 in program rebates, based on specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation, heating, and inclusion of ENERGY STAR®-qualified lighting and appliances.

For more information about Minnesota Power’s Triple E New Construction program and other residential rebates and savings please visit

www.mnpower.com/foundmoney.

Contact Information



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“It’s like finding money.”