



# Building Up

## The CONTRACTOR is King



Minnesota Power recognized 2010 high performer contractors for their commitment to energy efficiency and proven performance during a breakfast at the recent Energy Design Conference & Expo in Duluth.

information about what to install, what rebates and incentives are available, and how equipment should be used.

“Contractors are the final resource,” said Joe Randall, co-owner, Randall Brothers Heating and Air Conditioning Inc., Cloquet, Minn. “People get tidbits of information from other sources, but we are expected to be knowledgeable and show them the right way to incorporate energy-efficient heating and cooling systems into their homes and businesses.”

“Customers are pretty savvy about wanting energy efficiency in their homes and businesses,” said Jeremy Carlson, Carlson Duluth Co., Duluth, Minn. “Contractors need to be knowledgeable and provide the right products and training so systems perform properly.”

Both Randall and Carlson are among a growing list of contractors who have qualified to participate in Minnesota Power’s heating, cooling and water heating program. They also achieved the High Performer Contractor designation, based on energy-efficient heating, ventilation and air conditioning (HVAC) and water heating projects that satisfy customers and work well for their homes, plus the number of units installed.

Minnesota Power’s High Performer Contractor Network collaborative initiative goes beyond installation of energy-efficient products. It means ensuring the right product is delivered to the right customer, when and how they want it. Minnesota Power calls it the ‘right fit’ for the customer, contractor and utility. **continued**

High Performing Contractors Are Committed  
To Energy Efficiency And Customer Service

## A Message from ...

The defining principle of Minnesota Power’s power of one™...it begins with you. Conservation Improvement Program (CIP) strategy is to help customers understand how they use energy and make informed choices to use energy more efficiently and cost effectively.

As part of our commitment to delivering valuable conservation programs and to help ensure quality installations, Minnesota Power has developed a High Performer Contractor Network to gain further insight from those in the field and to recognize their dedication to quality and performance. During the 21st Annual Energy Design Conference & Expo, we honored heating and cooling contractors who have proven their commitment to energy-efficient projects that satisfy customers and work well for their homes. Take the first step and become a program- and product-trained participating contractor. To find out how, contact Andrea Dobbert at 1-800-677-8423 (opt. 2).

We also want to share new Triple E standards that raise the bar for air tightness, insulation and energy performance in qualifying homes. Everyone benefits when you use the tools available through Minnesota Power to build your business on energy efficiency.

## ... the CIP Team

“We look out for customers and want them to be happy with the system they choose. At the completion of each job, we make sure they know how to operate it and what maintenance is needed to ensure it operates efficiently.”

Brent Belich  
Brent’s Heating & Cooling, LLC  
Carlton, Minn.

cont. “Customers primarily are driven by two things—price and comfort,” said Bruce Welman, Bruce’s Refrigeration Heating & Cooling, Cloquet and Duluth. “We listen to our customers and provide them with options that match their objectives.”

Minnesota Power supports participating contractors with powerful resources to build their business on energy efficiency. This includes rebate incentives for energy-efficient products and systems and a toll-free number to request materials, identify training opportunities and requirements, and ask questions about program applications. Participating contractors also receive a program manual, updated annually, that details specifications. Minnesota Power reviews the contractor list regularly to verify product and program training knowledge, quality installation experience and high customer satisfaction ratings.

“For continued program success, it is imperative that customer expectations align with actual performance as it relates to energy efficiency,” said Al Lian, HVAC program leader, Minnesota Power. “This hinges on high performing contractors committed to delivering the right fit for customers and their homes. Remember, the Contractor is King.”

To learn more about this program and rebates available through Minnesota Power’s High Performer Contractor Network, please contact Andrea Dobbert at 1-800-677-8423 (opt. 2). 🏠



## PRESENTATION MATERIALS

Online

If you attended the 2011 Energy Design Conference & Expo or missed the event but would like to review presentation materials, they now are available **online** at [www.duluthenergydesign.com](http://www.duluthenergydesign.com). This library of materials is a great resource for anyone interested in energy-efficient home construction and current energy-related topics.

## Contact Information



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“I have gone through several contractor trainings and regularly attend the Energy Design Conference & Expo ... it is good to know the latest information so I can share it with customers.”

Steve Koutsoyan, Plaunt Plumbing & Heating, Duluth

## Triple E Standards

### Continue to Grow & Evolve

*Spring is in the air, and many homebuilders and contractors are looking forward to a fresh start. One way to green the environment and grow your bottom line is by constructing homes to Minnesota Power’s Triple E New Home Construction standards. Minnesota Power is a recognized leader for its conservation program efforts to encourage energy-efficient home construction. We recently heightened the standards for insulation, air tightness and energy efficiency to ensure quality and performance that exceeds existing codes and industry norms. Learn the latest on our website at [www.mnpower.com/TripleE](http://www.mnpower.com/TripleE).*



## Featured Incentives

**EDUCATE YOUR CUSTOMERS** about Minnesota Power’s conservation incentives and build your business on energy efficiency:

### Heating & Cooling System Upgrades

- **Combo:** New forced air furnace with integrated electronically commutated motor (ECM) and central air conditioning (CAC); not available with any other offer—\$375 rebate
- **New forced air furnace with integrated variable speed ECM—\$200 rebate**
- **Proper installation of standard CAC or qualifying air source heat pump (ASHP)—\$50 rebate**
- **Qualifying mini split ductless ASHP in homes with electricity as primary heat source—\$500 rebate**

**Drain Water Heat Recovery** \$400 rebate for Minnesota Power customers who heat their water with electricity for installation of a qualifying DWHR unit by a manufacturer-trained plumber in new or existing homes.

Visit [www.mnpower.com/foundmoney](http://www.mnpower.com/foundmoney) for more information on rebates and energy-saving tools to help your customers make energy-saving investments and build your reputation as a business committed to delivering the benefits of energy efficiency.