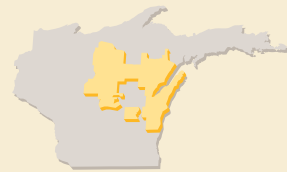




# ENERGY

A Business Resource from Wisconsin Public Service



*Energy* is published six times each year by Wisconsin Public Service and is provided free of charge to our business customers.

WPS is an electric and natural gas utility serving more than 450,000 customers throughout

Central and Northeastern Wisconsin and portions of Michigan's Upper Peninsula.

The use or reprinting of this material is encouraged. We simply ask that you credit *Energy* and WPS and send a copy of the reprint

to Energy Editor — A2, Wisconsin Public Service, P.O. Box 19001, Green Bay, WI 54307-9001. Your comments and questions are always welcome as well.

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### For More Information

If you have energy-related questions, please call us!

The Business Solutions Center at Wisconsin Public Service is organized to serve the needs of businesses like yours. We've assembled a team of dedicated representatives to help answer your energy questions.

Contact the Business Solutions Center:  
**877-444-0888**  
E-mail: [businesscenter@wisconsinpublicservice.com](mailto:businesscenter@wisconsinpublicservice.com)  
7 a.m. to 5 p.m. Monday through Friday

Or, call your WPS account executive.

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## A New Way of Thinking Delivers More Than Quality Paper Products

### BPM Inc. Produces Big Energy Savings

Thinking outside of the box paid off for BPM Inc. After investing in energy-efficient technologies and modifying some processes, the company is seeing substantial natural gas and electric savings.

BPM Inc. manufactures specialty paper and flexible packaging

products at its 300,000 square-foot mill in Peshtigo. The company got a fresh start in 2005 when its assets were sold, and it restarted operations as BPM (formerly Badger Paper Mills).

"This was an ideal time to look for ways to control costs. We needed to stop doing

things the same way just because they had always been done that way," said Jim Koronkiewicz, General Manager. "We investigated new options and approaches to find better ways to run our plant more efficiently, manage energy use, save money and keep the company strong."



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“We needed to stop doing things the same way just because they had always been done that way. We investigated new options and approaches to find better ways to run our plant more efficiently, manage energy use, save money and keep the company strong.

Jim Koronkiewicz, BPM General Manager

occupied around the clock, and the motion sensors really help us conserve energy,” Koronkiewicz said. “We have seen a significant drop in our lighting costs since this project was implemented.”

Along with these high-profile projects, operators have found ways to run existing equipment with significant energy reductions. This includes lowering temperatures in the Yankee Dryer hood on the #1 paper machine, eliminating the use of steam for pocket ventilation to dry paper on the #2 machine, and reducing the pulping time required for stock preparation.

BPM received funding from Focus on Energy to help finance their energy projects. The company also received an Industrial Program Staffing Grant for 2008, which was done through energy team member Jerry Aue from Focus on Energy. With this grant, Focus on Energy helps cover the salary of a staff person to manage

the implementation of energy-efficiency projects.

“We hired an engineer, Steve Peterich, to take on that energy management role,” Koronkiewicz said. “He and Randy Cohorst, Paper Mill Superintendent, lead our energy team to move projects along and identify ways we can improve processes internally to conserve energy.”

And, there are more energy projects on the horizon at BPM. From paper machine steam studies to pump studies, the company continues to seek out energy-saving improvements that will impact their bottom line.

### For More Information

If you would like more information about how to improve your company’s energy efficiency, contact the WPS Business Solutions Center at **877-444-0888**, or your account executive.

improvement, but the boiler project turned out to be a greater success than we ever anticipated,” Koronkiewicz said.

### Other Efforts

BPM also replaced a steam drive with a variable speed electric drive on one of its paper machines. With this upgrade, the machine uses less energy and operates more efficiently.

“This was a \$350,000 investment, and we saw payback in less than one year,” Koronkiewicz said.

Lighting is another area BPM recently tackled. The company upgraded 70% of the fixtures in the mill. The new lighting system includes motion sensors that turn off lights in unoccupied areas.

“Although the mill is open 24/7, all areas of our building are not

gas consumption by more than 15%. That translates to about \$745,000 in energy savings annually. Additionally, it eliminates more than 5,500 tons of carbon dioxide emissions, equivalent to taking more than 800 cars off the road.

The boiler has other advantages too:

- Excess steam it produces that is not used by BPM’s paper machines is captured and used to help heat the mill in winter.
- State-of-the-art controls on the boiler allow BPM to retrieve and view data on how the equipment is operating. This information is used to make minor adjustments to the boiler that add up to huge energy savings without sacrificing quality or productivity.

“We expected energy savings from this

BPM joined forces with representatives from Focus on Energy and Wisconsin Public Service. This energy team reviewed plant operations, examined equipment and identified projects that would make an impact at the mill.

“It was really a grassroots effort that started with us questioning where we were using energy, how we were doing things and if there was a better way to get the job done,” Koronkiewicz said. “We did our homework and felt comfortable moving forward with several major projects.”

Over the past two years, BPM has invested more than \$1.8 million in energy-saving efforts. The largest project, which wrapped up in 2007, was installing a \$1.25 million boiler system. This energy-efficient equipment reduced BPM’s natural

## cool ways to conserve energy during hot weather



Steven Bohm recommends energy-efficient equipment plus conservation to control energy use and cut costs this summer — and throughout the year.

He’s worked in the Business Solutions Center for more than half of his nearly 12 years at the company. Steven strives to help businesses understand the value of energy management and how proactive efforts are key to saving money.

### Q&A with Steven Bohm, Business Solutions Center Account Manager

**Q: Many businesses take steps each winter to save energy and control costs. Are there things companies should do in summer to help keep bills down?**

**A:** Absolutely. Just as we tune up our heating systems for winter, we also should tune up our cooling systems for summer. A well-maintained air conditioning system operates more efficiently and reliably. Even if your system seems to be running well, it is still wise to have a qualified technician check it out annually. There could be problems that are not evident yet, but are wasting energy. It is not too late to have your unit inspected for this summer — hot weather is typical in August and September. Also, be sure to change filters regularly.

**Q: We hear a lot about new energy-efficient cooling systems on the market. Are they much better than older units?**

**A:** The cooling options available today are much more energy efficient than models manufactured several years ago. If you have a cooling system that is more than 10 years old, you should consider purchasing a new system. Now is a good time to make that investment. Focus on Energy offers financial incentives to businesses that install qualifying energy-efficient cooling equipment. This is a great way to help cover the cost of an improvement that will enhance comfort and productivity at your business. For more details on financial incentives, visit [www.focusonenergy.com](http://www.focusonenergy.com). WPS can help if you have further questions or need assistance with an application.

**Q: What other ways can businesses manage their energy use this summer?**

**A:** WPS offers opportunities for customers to cut energy use, protect the environment and save money.

Many businesses benefit from our voluntary **HELP** and **Contracted Direct Load Control (CDLC)** programs.

Both use a remote-controlled switch to control power to a company’s major electrical equipment during times of peak energy demand.

- **HELP** is available to businesses that have central air conditioning with a disconnect switch located near the outside unit. Participants allow WPS to turn off or cycle on and off their central air. Cycling occurs a maximum of eight hours per day, usually for no more than 20 days per year. Customers receive a \$9 credit each month from June to September.

- **CDLC** is available to businesses that use more than 5 kilowatts of electricity per month. Participants select high-energy use electrical equipment (e.g., lighting, motors, pumps, air conditioners) they want turned off or cycled for no more than an 8-hour period per day for a set number of hours per year. Monthly credits range from \$4.35 to \$6.50 per kilowatt. Good candidates for **CDLC** are customers with backup generators that can take over when WPS needs to reduce overall electric load.

**Q: Who should businesses contact if they have questions about maintaining their cooling system or managing energy use this summer?**

**A:** They should call the Business Solutions Center at **877-444-0888**, or their account executive.

## Make the Choice to Take Control

Response Rewards and Next-Day Pricing are Good Options

Do you have flexibility to adjust the times you use energy at your business? You could save money by limiting operations, using on-site generation or shifting production to another time when energy costs are lower.

"Many customers are saving money with our specialized rate programs," said Kevin Pitts, Account Management Consultant at Wisconsin Public Service. "They are a good vehicle for managing energy use during peak times."

### Response Rewards

Businesses that participate in **Response Rewards** can avoid the highest rate for electricity by choosing to shed electric load during Critical Peak Pricing (CPP) — times of high energy cost. A maximum of 300 hours per year are designated as CPP.

At least one hour before CPP begins, participants are alerted by text message, e-mail, fax or pager. If they are able to curtail electric

use for this CPP, they log in to the **Response Rewards** section of our Web site and acknowledge receiving the alert. If they then reduce their energy use for the next two to eight hours, they can benefit from significant energy savings. WPS also reduces the off-peak and on-peak rates for participants, so most of the time, these businesses operate at a much lower electric rate.

**Response Rewards** is available to Cp and Cg-20 customers who do not have interruptible electric service or direct load control. Ninety companies currently participate in **Response Rewards**.

### Next-Day Pricing

The cost of generating power changes daily. Businesses that participate in **Next-Day Pricing** receive pricing signals and have an opportunity to decrease their electric consumption during higher-priced times and increase consumption during lower-priced times.

Participants receive an e-mail each day by 3:30 p.m. It indicates the next day's pricing category:

- Critical (most expensive), five days per year.

- Peak, 100 days per year.
- Mid-Economy, 100 days per year.
- Economy (least expensive), 49 days per year.

Businesses that are able to react and reduce electric use during critical and peak times can save money. There is no penalty if a company cannot curtail use, but they will be charged the rate that applies to the day's pricing category.

**Next-Day Pricing** is available to firm and interruptible Cp customers.

### For More Information

**Response Rewards** and **Next-Day Pricing** require a one-year commitment. There is no fee to join either program.

If you would like to learn how **Response Rewards** or **Next-Day Pricing** can help your business save energy and money, contact your account executive or call the Business Solutions Center at **877-444-0888**.

## WPS BUILDS GREEN

Construction Will Start Soon in Rhinelander

Wisconsin Public Service will start construction this month on its new operations facility in Rhinelander. State regulators approved the project earlier this year. The healthy, resource-efficient building will be the workplace for the company's local operations and customer service employees starting next summer.

WPS's new facility will be built using LEED (Leadership in Energy and Environmental Design) techniques. These specialized guidelines encompass key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. WPS plans to earn enough credits to achieve LEED Gold status.

"We are dedicated to protecting the environment and encourage our customers to do the same," said Leah Van Zile, Community Relations Leader at WPS. "Building an environmentally friendly, energy-efficient facility is a great opportunity for us to express our commitment and really walk the walk."

Some unique green processes and features that will help the building earn LEED certification include these:

- The design incorporates many strategically placed windows so employees can take advantage of natural lighting when possible.
- Recycled concrete brick that is manufacturing locally will be used on the outside of the building.
- An efficient storm water management system will be installed.
- Low-water usage features will be incorporated in restrooms.
- Recycled materials will be used inside, including the carpet.
- Low-emitting materials will be used during construction, including adhesives and paint.

In addition, materials will be proactively recycled during construction.

### For More Information

To learn more about LEED certification, visit [www.usgbc.org](http://www.usgbc.org). If you have questions about making your building more energy efficient, contact the Business Solutions Center at **877-444-0888** or your account executive.

## Keeping Your Workplace Comfortable in Summer

### Sizzling Tips to Control Costs

Keeping your workplace cool and comfortable in summer may translate to higher energy bills. But, it is not too late to take steps to manage energy use and control costs at your business for the rest of the summer.

A good place to start is with your windows. Sunny windows can make your air conditioner work up to three times harder, according the U.S. Department of Energy. Keep your work area cool and use less energy by:

- Installing white window shades, blinds or drapes to help reflect heat away from your building.
- Closing curtains to keep out direct sunlight during the day.
- Repair air leaks around your windows. Leaks waste energy year-round.

Use your air conditioner wisely. Follow these steps:

- Check filters monthly and clean or replace them, if needed. Dirty filters force air conditioners to work harder.
- Install an ENERGY STAR® programmable thermostat. Set your air conditioning to automatically run less during non-business hours.
- Keep computers and other office equipment that generates heat away from your thermostat. Heat from these items could cause the thermostat to read a higher temperature and lead to overcooling.
- If your building has central air conditioning, leave room doors and registers open so the system can operate optimally.

- Consider installing ceiling fans. Set the blades to circulate clockwise, which will draw cooler air up from the floor. Circulating air can make a higher temperature feel more comfortable. A temperature setting of five degrees higher can feel as comfortable when fans are used. The U.S. Environmental Protection Agency recommends turning up your thermostat several degrees and using fans to deliver extra cooling comfort.

### For More Information

If you have questions about saving energy at your company this summer or throughout the year, contact the Business Solutions Center at **877-444-0888**, or your account executive. You also can find more energy-saving tips online at [wisconsinpublicservice.com/business/saving.aspx](http://wisconsinpublicservice.com/business/saving.aspx).

## LET'S GET SPECIFIC Online Energy-Saving Advice Customized For Your Business

A grocery store does not use energy the same way that a health care facility might. That means a cookie-cutter approach to saving energy may not allow businesses to maximize the ways they can control energy use and cut costs. Wisconsin Public Service offers a solution — the **Business-Specific Advice** section on its Web site at [wisconsinpublicservice.com/business/bsa.aspx](http://wisconsinpublicservice.com/business/bsa.aspx).

With a mouse click, users can go directly to information for their business type:

- Congregations
- Data Centers
- Groceries
- Hospitals/Health Care
- Lodging
- Office Buildings
- Restaurants
- Retail
- Schools

The Web site explains some of the biggest energy users for specific business types — the key areas they should target to help control costs. It then offers a series of quick fixes and long-term solutions for saving energy.

For example, grocery stores use a lot of energy for refrigeration. In fact, it often is more than 35% of their total energy use. Optimizing

refrigeration can yield significant savings for these customers. The **Business-Specific Advice** section highlights several strategies that can help achieve that goal and reduce energy use by more than 20%. Users also can learn about billing and how they are charged for the energy they use.

Businesses can easily link to additional information about buying and

maintaining equipment, savings calculators and financial resources.

### FOR MORE INFORMATION

If you have questions about the **Business-Specific Advice** section on our Web site or would like specific conservation tips for your business, contact our Business Solutions Center at **877-444-0888**.

# IOWA WIND PROJECT GETS A GREEN LIGHT

## Facility Should Be Operating Next Year



Wind energy does not pollute the air or water. It does not produce waste products or greenhouse gases. It is environmentally friendly electricity — and Wisconsin Public Service soon will be producing more of it.

Construction could start by the end of the year on a 99-megawatt wind farm in Howard County, Iowa. The project is a partnership between WPS and enXco, a California-based company that develops, operates and manages wind projects throughout the country.

The Iowa wind project will increase WPS's wind-power portfolio by nearly 10 times. It will play a key role in helping the company meet the state's Renewable Portfolio Standard, which requires 10 percent of Wisconsin's electricity to come from renewable energy by 2015.

"We took time to evaluate different locations and options to be sure we were pursuing a project that would allow maximum power generation," said Rob Benninghoff, WPS's Director of Renewable and Special Projects. "It is exciting to see our efforts become a reality."

State regulators approved the \$251 million wind farm earlier this year. Easement work and real estate-related activities are under way and should wrap up this fall. The wind facility should be online by the end of 2009.

### For More Information

If you have questions about this new wind project or renewable energy options for your company, contact our Business Solutions Center at **877-444-0888**, or your account executive.

## How Does Wind Energy Get to My Business?

**If I sign up for renewable energy, like through Wisconsin Public Service's NatureWise® program, how does the energy get from a wind farm to my business?**

Directing power from a wind farm to you isn't as simple as flipping a switch. Here's an easy way to understand the process.

Energy produced at a wind farm is converted in a transformer, flows to a substation and then into a large power grid. The power grid also contains energy produced from other sources (e.g., natural gas, coal, solar). When you turn on your computer or start up equipment, electricity from the grid is sent through utility lines to your business.

When you buy renewable energy, it does not mean the electricity coming into your business is produced directly from wind or other clean sources. The energy in the grid comes from multiple sources, and it is impossible to direct an electron that travels through the grid. Therefore, you do not have a choice about what kind of energy you take from the grid.

However, you do have a choice about what kind of energy you put into the grid. When you purchase renewable energy, the electricity entering the grid on your behalf comes from renewable sources. The more renewable energy customers purchase, the more renewable energy enters the grid and takes the place of energy produced from traditional sources.

## ELIMINATE THE GUESSWORK

### Call 811 Before You Dig



Does your summer agenda include building an addition or planting new shrubs at your business? If yes, make sure 811 is part of your plans. Call this number before you dig.

811 is a federally mandated number designed to prevent you or your contractor from unintentionally hitting underground utility lines during the digging portion of a project. It is a free service that can prevent property damage and save lives.

## IMPROVE ENERGY PERFORMANCE AND SAVE MONEY

### Get Started at Your Desk

You probably know it is important to investigate the latest energy-saving strategies for your workplace, but it can be difficult to plan time away to attend training.

With online ENERGY STAR® training, you have an opportunity to learn from your desk. The U.S. Environmental Protection Agency (EPA) offers this free and convenient service for businesses.

Training is available in several formats. Select one that works for you and get started managing energy use and lowering your operating costs.

• Live Web conferences and interactive sessions are scheduled with industry experts. Topics include evaluating energy performance, saving energy with

your computer and purchasing energy-efficient equipment. Sessions last from one to two hours.

• Pre-recorded trainings are available around the clock. Learn about automated benchmarking, energy-efficient lighting, EPA tools/resources and awards for energy management.

• Self-guided presentations can be downloaded and reviewed. Information is available on heating and cooling systems, getting staff involved in your energy plan, strategically planning energy-saving upgrades, financing projects and protecting the environment.

A complete list of ENERGY STAR training

topics is available at [www.energystar.gov/index.cfm?c=business.bus\\_internet\\_presentations](http://www.energystar.gov/index.cfm?c=business.bus_internet_presentations). You also can view the calendar and register for live training sessions on this site. Group participation is recommended.

### FOR MORE INFORMATION

Remember to check out the local training opportunities WPS offers in partnership with Focus on Energy and the Energy Center of Wisconsin. Get the details at [wisconsinpublicservice.com/business/training.aspx](http://wisconsinpublicservice.com/business/training.aspx).

If you have questions about saving energy and cutting costs at your company, contact the Business Solutions Center at **877-444-0888**.



## 10th Annual Great Outdoors Festival

### Wisconsin Public Service Sponsors Annual Event



Wisconsin is ideal for outdoor recreation — from fly fishing and archery to biking and ATV riding. You can participate in these

activities and many more at the 10th annual Great Outdoors Festival. The event will take place August 22-24 at the EAA Convention Grounds in Oshkosh.

Beginners and experienced outdoor enthusiasts are invited to learn new techniques and sharpen their skills in life-like conditions with coaching from skilled professionals. Nine specialty villages will offer activities, seminars, demonstrations and exhibitions. Visit WPS in Conservation Village.

Advance tickets are available online at [www.greatoutdoorsfestival.com](http://www.greatoutdoorsfestival.com). Parking at the event is free.

### Show Hours

Friday, Aug. 22: noon – 6:00 p.m.  
Saturday, Aug. 23: 9:00 a.m. – 6:00 p.m.  
Sunday, Aug. 24: 9:00 a.m. – 5:00 p.m.

## Meeting Our Customers' Needs for 125 Years

### Wisconsin Public Service Celebrates Anniversary in 2008



For 125 years, Wisconsin Public Service has been dedicated to keeping the lights on and equipment running for customers. The company has grown significantly since it started as the Oshkosh Gas Light Company in 1883. Today, WPS serves more than 429,000 electric and

311,000 natural gas customers in an 11,000-square-mile, 20-county area in northeast and central Wisconsin and a small part of Upper Michigan.

Since the beginning, WPS has worked hard to meet the needs of business and residential customers. Proactive efforts range from becoming the first combined gas and electric company and growing its service territory to building

new power plants and merging with Peoples Energy Corporation. Learn more about how the company evolved at [wisconsinpublicservice.com/news/history.aspx](http://wisconsinpublicservice.com/news/history.aspx).

We appreciated every opportunity we have had to work with our customers. We plan to continue meeting needs and delivering reliable, safe electric and gas service for many years.