



WISCONSIN



# ENERGY STAR® HOMES PROGRAMS IN THE NEWS

VOL. 1 NO.1 WINTER 2008

## Welcome

Now that 2007 has drawn to a close, it's time to look ahead—a real challenge for me these days, as so many things on my plate seem to need to be dealt with in the here and now.

I have now been with the Focus on Energy Homes Programs for just over five months—and what a five months it's been! I've learned so much about the new construction and existing homes programs, yet I have so much more to learn.

One thing is certain: 2008 will be a year of growth. Both Homes Programs have lofty goals to meet by December 31. The table below illustrates each program's energy savings goals for the New Year ahead.

Units	NET TARGET	
	Wisconsin ENERGY STAR Homes	Home Performance with ENERGY STAR
kWh	1,192,994	414,449
kW	476	33
Therms	755,303	396,450



While I believe these goals are attainable, meeting them will be no easy task. To succeed will take considerable effort from everyone involved.

As we enter the New Year, I look forward to working with all of you and continuing to learn from you the details of both programs, as well as hearing your ideas for how to grow the Wisconsin ENERGY STAR Homes and Home Performance with ENERGY STAR Programs and strengthen them even more.

Wishing you wellness and success in 2008!

**Sue Hanson**  
Single Family Homes Program Manager

## Homeowner Energy Savings Tips



- 1. Change five.** By replacing five incandescent light bulbs with ENERGY STAR qualified bulbs, you can save at least \$60 a year.
- 2. Look for the STAR.** ENERGY STAR qualified appliances and electronics save you energy and money over traditional models.
- 3. Change your furnace filter.** Replace the filter in your furnace monthly and make sure the supply and return registers are clear of obstructions.
- 4. Use an ENERGY STAR qualified programmable thermostat.** By automatically adjusting the temperature setting while you are asleep or away, you can save up to \$100 per year.
- 5. Conserve hot water.** Water-saving showerheads and faucet aerators can reduce hot water use by half. A family of four can save 12,000 gallons of water a year.

## HOME PERFORMANCE WITH ENERGY STAR—ALLY SPOTLIGHT

### Professional Heating & Cooling

Family-owned HVAC contractor Professional Heating & Cooling of Sheboygan has been in business since 1975. In an effort to provide its customers a wider range of comfort services, the company created an insulation division in 2003 called Lakeshore Installation Services.

The idea for this new division originated when Werner Binkowsky Sr. and Werner Jr. began attending Focus training seminars. Both men wished to become more knowledgeable about building shells, mechanical equipment and how homeowners typically operate their homes. Now, with the addition of air sealing/insulation services, the company has become a one-stop shop for customers interested in increasing the efficiency of their homes and HVAC equipment.

Through mentoring efforts provided by Focus, Lakeshore quickly accelerated through the learning curve and is now on track to become a premier air sealing/insulation contractor. They have demonstrated their ability to achieve outstanding results through great attention to detail. The company works hand-in-hand with Pat Miller of Energy Strategies, consultant partner with Home Performance with ENERGY STAR, by way of referring customers and solving whole-house problems.



When asked for his thoughts on how the Home Performance Program has affected his business, Werner Sr. said, “It (Home Performance with ENERGY STAR) helped us a great deal, and we have attended many trade shows. Due to customer demand, we were able to form Lakeshore Installation Services for our customers... appealing directly to their needs.” Keep up the great work, Lakeshore Installation Services!

## Cooperative Advertising Reimbursement and Referrals

All active partners with the Homes Programs are eligible for the Cooperative Advertising Reimbursement Program. This cash incentive provides partners and consultants with funds to promote and market their partnership with Home Performance with ENERGY STAR and Wisconsin ENERGY STAR Homes. These funds may be used for advertising media such as print, radio, television, billboards, vehicle signage, brochures, direct mail pieces, apparel and other approved marketing pieces. Please contact Amy Lord

for details at 608.249.1271 ext. 314.

It's now January, seven months into the new program year. Do you have any Home Performance with ENERGY STAR referrals? For those of you taking advantage of co-op funds, please be aware that we are checking to see if any referrals have come through the program. If you have questions regarding the referral process, please contact Bob Pfeiffer or Kevin Hogan.

## Mentoring Opportunities

In an effort to help program ally contractors throughout the state provide the best service they can for their existing home customers, Home Performance with ENERGY STAR offers free, on-site mentoring. This mentoring may take the form of building science training, evaluating complex home performance problems; mechanical ventilation equipment training; air sealing and dense-pack insulating training; combustion safety training; blower door training; tips for

managing customer expectations; and more. This is the Home Performance difference—we turn building science principles into action, helping you assure safe, comfortable, durable and energy efficient operation of your customers' homes.

Contact Kevin Hogan at 608.513.1332 for more details.

## Are You a Developer Interested in Going GREEN?

If so, Wisconsin ENERGY STAR Homes has a program made just for you, Wisconsin ENERGY STAR Homes Neighborhoods. Essentially, Wisconsin ENERGY STAR Homes will provide marketing support via co-op advertising dollars for each development, as long as restrictive covenant language specifies that all homes in the development will be required to carry Wisconsin ENERGY STAR Homes certification.

Energy efficiency is at the heart of green, and Wisconsin ENERGY STAR Homes is the only certification available for homes that addresses the energy efficiency, safety, indoor air quality and durability of the structure.

If you are interested in developing a Wisconsin ENERGY STAR Homes Neighborhood, please call Dave Kinyon at 608.249.1271, ext. 281.

### WISCONSIN ENERGY STAR HOMES

## When Consultants and Builders Talk, We All Perform Better

In September 2007, John Shillito of Home Energy Solutions (a program consultant) completed testing on a Wisconsin ENERGY STAR Homes modular structure built by Mid-Wisconsin Homes (systems provided by Pittsville Homes). John highlighted several things that were brought to the Program's attention, making this particular home noteworthy. John stated in his findings that, "Based on the tested air tightness, insulation levels and heating and cooling systems installed, the home far exceeds the Wisconsin Uniform Dwelling Code energy requirements as well as the Wisconsin ENERGY STAR Homes requirements. This particular home is 35 percent more efficient than required [by] code and 30 percent more efficient than required for Wisconsin ENERGY

STAR Homes certification." John estimates this home's performance will result in energy cost savings of about \$1,746 per year. What's more, he found this performance to be consistent throughout most Mid-Wisconsin homes he has tested to date. However, these results were due not only to the builder's efforts, but to the modular manufacturer's (Pittsville Homes) efforts as well. Indeed, it was Pittsville Homes who felt this information should be shared because the results reflect the type of performance they want to promote and advertise.

Congratulations, Mid-Wisconsin Homes, John Shillito and Pittsville Homes for making a great team!

## Home Performance Reminder



Customers who implement one or more measures outlined in their Home Performance with ENERGY STAR energy evaluation report, and who complete a Post-Performance Inspection, are eligible to receive a \$500 bonus through the Focus on

Energy Renewable Energy Program. If the customer installs a solar electric or solar hot water system after the Home

Performance with ENERGY STAR Post-Performance paperwork has been approved, they will receive an additional \$500 on top of the standard Cash-Back Reward. This added incentive is designed to encourage customers interested in solar energy to consider energy efficiency first, and to encourage those customers who have implemented energy efficiency measures to consider solar energy also. Please contact Bill Schutten at 608.441.3840 for more information about the Renewable Energy Program.

## IMPORTANT REMINDER FOR ALL CONSULTANTS PARTNERING WITH WISCONSIN ENERGY STAR HOMES—VENTILATION STANDARD UPDATED, EFFECTIVE JANUARY 1, 2008

Effective January 1, 2008, Wisconsin ENERGY STAR Homes' ventilation standards will change to comply with the ASHRAE 62.2 standard and the Residential Energy Services Network (RESNET) protocols. These standards also apply to the federal tax credit.

This standard will apply to the certifications mentioned above on any home presented to a consultant after January 1, 2008. This standard does NOT apply to homes entered prior to that date.

## Frequently Asked Questions

**Q: Why should we be concerned about air sealing the house wall to the attached garage?**

**A:** Many studies point to attached garages as a major source of indoor air pollutants, most notably carbon monoxide (CO). A 1997 study by a Minnesota utility company, Minnegasco, noted that 74 percent of all elevated CO occurrences were caused by automobiles. Even if the car is driven from the garage immediately after startup, very high levels of exhaust remain. What's more, attached garages are frequently used to store household chemicals and other toxins. And finally, high levels of moisture can build up as snowy vehicles are pulled into the garage.

Home Performance with ENERGY STAR recommends as part of all air sealing packages that the house/garage interface (H/G) be addressed as a top priority. This includes duct sealing, shell tightening and isolation of mechanical equipment, if practical. Blower-door-assisted identification is preferred, but areas of the H/G that almost always reveal leaks are: door sills, worn door weather stripping, sill plates, ductwork (especially returns), rafter/sheetrock junctions and corners. Before starting work, it's a good idea to make arrangements with your customers to ensure the H/G is accessible in cases where belongings are stored against it.

**Q: We have a crawl space with cold floors above. Should we put fiberglass batt insulation between the floor joist cavities or insulate the exterior foundation walls? What should we do about the vents in the foundation wall?**

**A:** It is usually best to treat crawlspaces as mini-basements. They should be enclosed like any conditioned space. It is advisable to insulate the foundation walls (interior or exterior). Foam insulation is a good choice, provided the foam is in direct contact with the foundation walls. Be sure to include rim joist insulation and sill plate sealant. If the floor of the crawl space is not a concrete slab, install a heavy-duty vapor retarder (for example, 4- to 6-mil polyethylene film) on the ground to keep moisture out. Make sure the vapor retarder continues up the walls at least 6 inches and is sealed to the walls. Close off the vents to prevent humid air from entering during the summer months as this can lead to wetting of crawl space assemblies because the crawl space surfaces will be cooler than the outside air. Consider depressurizing the crawl space with a continuously operating exhaust fan vented to the exterior as a strategy to control soil gas.

## Homes Program Staff

### Single Family Homes Program Manager

**Sue Hanson** 608.249.1271 ext. 106,  
sueh@weccusa.org

### Home Performance Project Manager

**Bob Pfeiffer** 608.249.1271 ext. 168,  
bobp@weccusa.org

### Home Performance Project Manager

**Rich Marshall** 608.249.1271 ext. 130,  
rich@weccusa.org

### Technical Program Coordinator:

**Kevin Hogan** 608.513.1332 (cell) or  
608.249.1271 ext. 183, kevinh@weccusa.org

### Homes Program Coordinator:

**Alicia De Barreno** 608.249.1271 ext. 318,  
aliciad@weccusa.org

### Home Performance Program Assistant:

**Niles Rogers** 608.249.1271 ext. 231,  
nilesr@weccusa.org

### Wisconsin ENERGY STAR Homes Project Manager:

**Dave Kinyon** 608.249.1271 ext. 281,  
davek@weccusa.org

### Marketing Manager:

**Amy Wollangk** 608.249.1271 ext. 317,  
amyw@weccusa.org

### Advertising and Events Coordinator:

**Amy Lord** 608.249.1271 ext. 314,  
amyl@weccusa.org

800.762.7077 focusonenergy.com

431 Charming Drive  
Madison, Wisconsin 53719

The power is within you.

focus on energy™



PRRST STD  
US POSTAGE  
PAID  
MADISON WI  
PERMIT NO. 2902