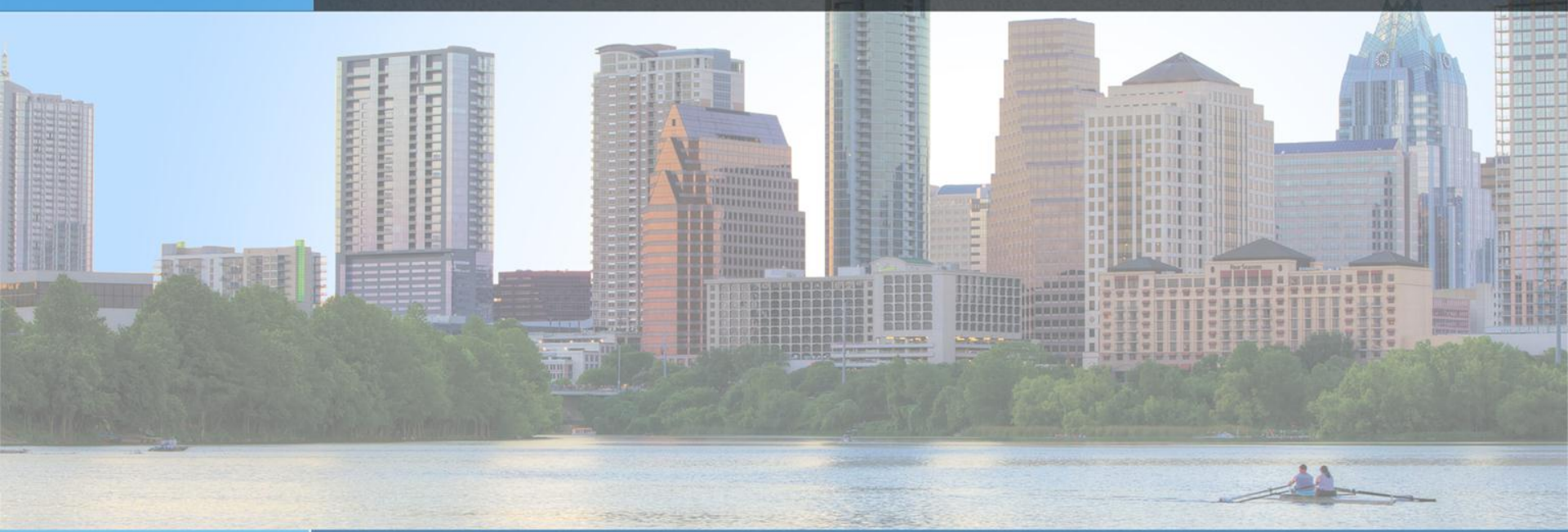




# Commercial and Industrial Opportunities



Renewable Energy Markets 2012

- 8th largest community-owned electric utility
- Energy portfolio includes natural gas, nuclear, coal, and renewable energy sources
- Nation's first and largest green building program
- Comprehensive residential and commercial energy efficiency programs dating back to 1982



# AE's Energy Efficiency Programs



- Air Conditioning
- Chillers
- Custom Technologies
- Energy Recovery Ventilator (ERV)
- Lighting
- Motors
- New Construction
- Reflective Roof
- Solar Water Heater
- Variable Frequency Drives (VFD)
- Window Treatments
- Small Business Lighting
- Commercial Kitchen Equipment
- Heat Pump Water Heater
- Houses of Worship
- Load Co-op
- Multi-Family Properties
- Free Thermostats
- Small Business
- Solar Photovoltaics
- Thermal Energy Storage
- ***And the list continues to grow***

# AE's Commercial Customers



- Small
- Mid Size
- Key Accounts
- Multi-Family
- Houses of Worship



# AE's Commercial Customers

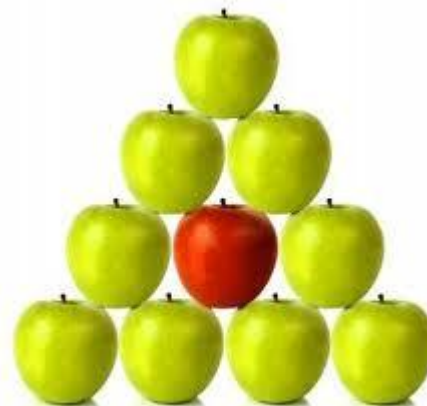


● Perceptions  Reality 

● Gap Analysis

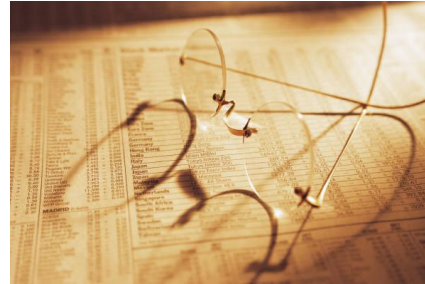


● Industry Uniqueness



## ● Market Research

- Surveys
- Focus Groups
- Best Practices



## ● Segmentation

- Industry
- EE Program Participation
- Usage
- Prediction Modeling

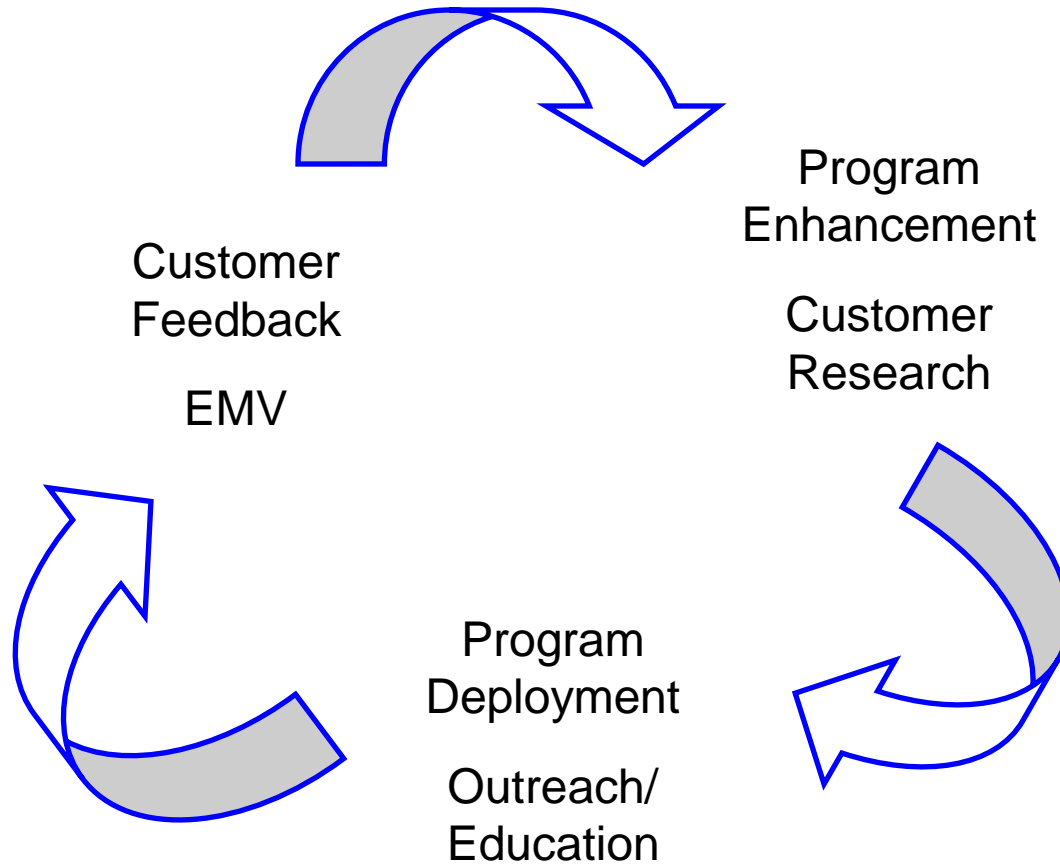


## ● Outreach and Education

- Traditional
- Intern Program
- Energy Profiles
- Product Development Process
- Business Models



# Commercial Energy Efficiency





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# Thank You!