

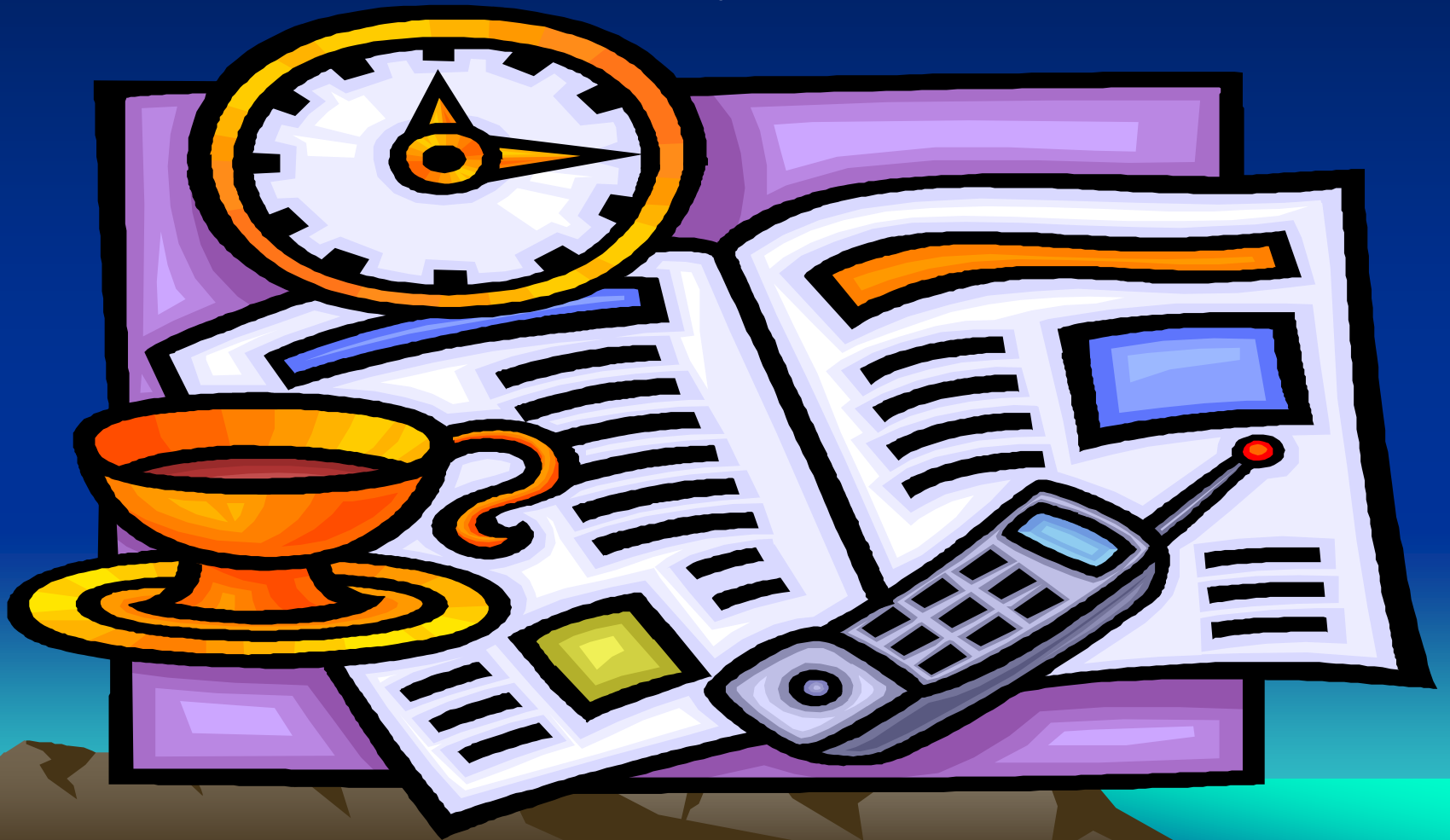
Holy Cross Energy

Holy Cross Energy's
WE CARE program



In 1995 Holy Cross telephone Survey

What do you think?



Survey SAYS!

- Reliability
- Competitive Rates
 - Environment



1997 Wind Power Pioneers program

- Xcel builds Ponnaquin Wind Generation Station
- Holy Cross buys 1.75 Megawatts
- Breaks up energy into 100 KWh blocks
- Sells 900 of the 1,750 blocks in just six weeks!
- Additional 3.5 MW... all sold



September of 2004 WE CARE program

- With
- Energy

- Conservation
- And
- Renewable
- Energy

We can make a difference



What's in it for me?

- Appliance Rebates
- Renewable Generation Rebates
- Commercial / Industrial Rebates
- Residential and Commercial Energy Audits



Appliance Rebate

- Refrigerators
- Dishwashers
- Clothes washers
- Compact Fluorescent bulbs
- Programmable Thermostats
- Conventional Electric Water Heaters



Results

Remaining months of
2004- 19 applications
2005- 288 applications
2006 - 511 applications
2007- 631 applications
Jan. '08 to date- 876
applications



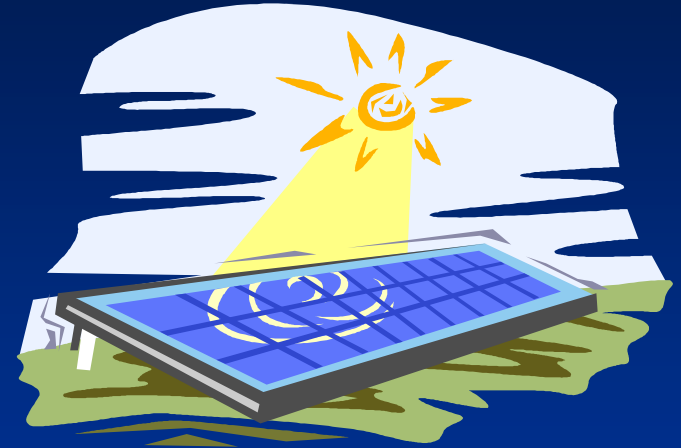
2005 Survey

- Reliability
- Environment
- Competitive Rates



Renewable Energy Generation

- Solar
- Wind
- Micro-hydro
- Geothermal



Renewables

- \$2.00/ watt (name plate) Up to 10 KW
- Net metering- meter spins backwards when production exceeds usage
- Over 25 KW will consider a power purchase agreement



Results

- Quadrupled installations in 2006- 55.37 KW
- 2007- 215.71 KW
- 2008 to date- 271.45 KW
- With additional 77.08 KW to be inspected



Energy Audits

- 25 years of complementary energy audits
- 1990-2005 over 5000 energy audits
- 2004 commitment to wrap all electric water heaters at home energy audits
- Give away 1 or 4 compact fluorescent bulbs at every energy audit



Results

- Holy Cross has wrapped over 450 electric water heaters since Sep. 2004
- Given out over 2000 compact fluorescent bulbs
- Savings of 820,800 kWh
- At 1.65 lbs. of carbon/ kWh = 677 tons of Carbon dioxide kept out of the atmosphere



Commercial / Industrial

- Pay up to $\frac{1}{2}$ the cost of a Engineering grade Energy Audit
- Pay 20% of previous year's usage up to \$10,000 for any energy efficient upgrade, or retrofit done



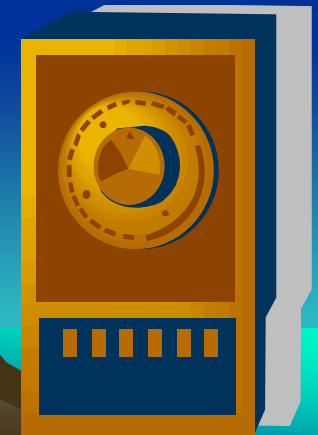
Commercial Retrofits

\$45,000.00 for everything from Schools to
Convenient Stores



Anything New?

- Incentive for Solar Thermal installations- \$1500 / panel up to four panels for DHW connected to a electric hot water system
- Offering 100 free Programmable Thermostats to consumers via a one-time drawing when you send in a coupon from our news letter



Conclusion

- Creates awareness
 - Creates incentive
 - Gets people Talking
- Empowerment through voluntary action

