

Energy Connexions

A quarterly publication for Connexus Energy's commercial and industrial customers.

WINTER 2012



CONNEXUS RANKS #1 IN RELIABILITY

Connexus Energy scored the highest reliability rating by its members compared to other electric utilities and cooperatives in the American Customer Satisfaction Index (ACSI).

Connexus scored a reliability rating of 90, compared to the ACSI national electric industry's average of 86 in the third quarter of 2011. By definition, electric reliability measures the consistency of electric service on demand as provided by utility companies to their customers.

The ACSI survey is produced under license with the University of Michigan.

COST OF ELECTRICITY

For the past several years, Connexus has kept its distribution costs steady, but wholesale power costs continue to rise.

In 2012, that translates to a 6-8% increase for our commercial members. Any increases will be passed on through the Power Cost Adjustment (PCA) on your bill.

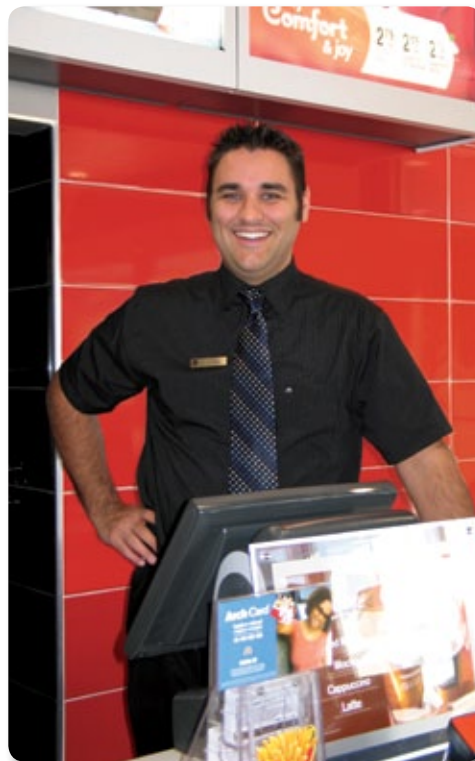


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Energy efficiency McDonald's is lovin' it

When McDonald's in Blaine re-opened its doors last September, the familiar golden arches sign outside was the only thing remaining of the original restaurant. Customers notice the new booths, TVs, free Wi-Fi, and power outlets at every table, but they probably overlook the less obvious, energy-efficient improvements.

According to the restaurant's General Manager, Nick Correll, this McDonald's was originally built in 1979. And, while they freshened and updated the interior every five to ten years, this was the only re-build from the ground up. "A restaurant typically lasts 30 to 35 years and this one was at the end of its life," adds Correll. "It just wasn't energy-efficient. There was no insulation in some parts of the old building, and we still used incandescent lighting."



Nick Correll says it took only 92 days to tear down, rebuild, and reopen the new energy-efficient McDonald's in Blaine.

A complete re-build presented the perfect opportunity for the restaurant to make major changes and improve its energy efficiency. "Our lobby and drive-through are open 24-7, so many of our lights are always on. Gone are all the inefficient incandescent lights. Now, all our exterior lights are LEDs. Inside, we only have LEDs and fluorescents."

On top of the new building sits a white roof. The 34 tons of cooling is extremely efficient and helps reduce energy use. McDonald's also took advantage of Connexus Energy's rebate program, and worked with their Connexus Energy business account representative to make sure their building efforts qualified for all available rebates. Correll adds, "in just a few short months, we have already noticed a difference in our energy costs. With the rebates, the savings really add up."

Owned by the members we serve.

Energy efficiency rebates

CHANGES FOR 2012

Connexus Energy offers rebates to help your business make energy efficiency improvements. Before making any changes to your equipment, make sure you take a look at all our available rebates. Some key changes for 2012 include:



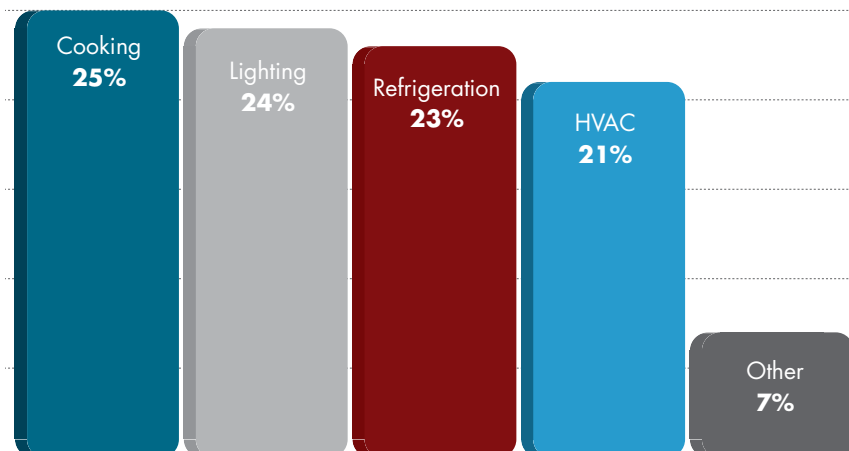
- » The addition of a LED lighting rebate for new or retrofit installations. If your LED project does not fit in one of our categories, it may still qualify for a custom rebate.
- » Rebates are still available for retrofitting T12 fluorescent light fixtures. Since T12 ballasts are no longer manufactured and the manufacturing of most T12 lamps will end later this year, it is uncertain whether these rebates will be offered in 2013.
- » The Premium Efficiency Motor Rebate now only applies to motors where a new NEMA premium efficiency motor is replacing a non-NEMA premium efficiency motor. Since new motors are meeting the NEMA premium efficiency standard, there is no longer a rebate for adding new installations.

For more information on all our 2012 rebate programs, go to connexusenergy.com/rebatescomm.aspx.

Where your energy \$\$ go

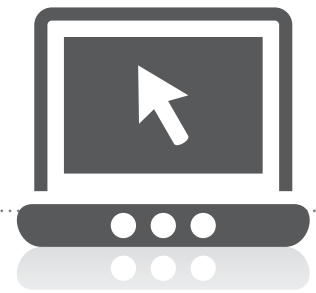
Focus on restaurants

For most restaurants, cooking and lighting account for the biggest chunk of a typical utility bill. Here's a closer look at where your energy dollars go.



ENERGY QUESTIONS? CHECK OUT QUESTLINE

Questline is a FREE resource for our business customers. It's available anytime you need answers for your energy, engineering, and environmental questions. Check it out at connexusenergy.com/questline.aspx.



HERE TO HELP WITH YOUR ENERGY NEEDS

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