

WECC's Awards and Accomplishments

2013

MarCom Awards

Awarded by: MarCom Awards

Awarded to: WECC

Description: MarCom Awards recognized WECC for the design and execution of their fiscal year 2012 Annual Report, an advertising campaign for Michigan Electric Cooperative Association's Country Lines Magazine, and a direct mail campaign for a U.S. Department of Energy program WECC implemented. The annual report and advertising campaign received Gold Awards and the direct mail campaign an Honorable Mention.

Public Relations Society of America Alchemy Awards

Awarded by: Public Relations Society of America

Awarded to: WECC

Description: The Public Relations Society of America recognized WECC for the design and execution of their fiscal year 2012 Annual Report. The report was honored with an Alchemy Award of Merit for its crisp, clean, and modern approach.

Energy Center of Wisconsin Education Hall of Fame: Educator of the Year Award

Awarded by: Energy Center of Wisconsin

Awarded to: Robert Parkhurst, WECC Program Manager

Description: The Educator of the Year Award recognizes and honors premiere educators in the energy-efficiency and residential building field.

2012

ENERGY STAR® for Homes Leadership in Housing Award

Awarded by: U.S. Environmental Protection Agency (EPA)

Awarded to: WECC

Description: The Leadership in Housing Award recognized WECC's contributions to energy-efficient construction and environmental protection.

ADDY Awards

Awarded by: American Advertising Federation-Madison

Awarded to: WECC

Description: The American Advertising Federation recognized WECC for the design and execution of their 2010-2011 Annual Report and their tradeshow booth. The report was honored with a Silver ADDY in the Collateral Marketing category and the tradeshow booth with a Silver ADDY in the Promotion category.

2011

ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: The Sustained Excellence Award is given to a select group of organizations that have exhibited outstanding leadership year after year. The winners have reduced greenhouse gas emissions by setting and achieving aggressive goals, employing innovative approaches, and showing others what can be achieved through energy efficiency. The award recognizes ongoing leadership across the ENERGY STAR program including energy-efficient products, services, new homes, and buildings in the commercial, industrial, and public sectors.

ENERGY STAR for Homes Leadership in Housing Award

Awarded by: EPA

Awarded to: WECC

Description: See 2012 description above.

Energy Center of Wisconsin Education Hall of Fame: Educator of the Year Award

Awarded by: Energy Center of Wisconsin

Awarded to: Bob Pfeiffer, WECC Project Manager

Description: The Educator of the Year Award recognizes and honors premiere educators in the energy-efficiency and residential building field.



National Weatherization Recognition Award

Awarded by: U.S. Department of Energy (DOE)

Awarded to: Robert Parkhurst, WECC Project Manager

Description: The National Weatherization Recognition Award acknowledges outstanding contributions that have advanced the goals of the Weatherization Assistance Program through individual or group achievement, inspiration, or innovation.

2010

ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2011 description above.

ENERGY STAR for Homes Leadership in Housing Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2012 description above.

Environmental Excellence Award

Awarded by: The State of Wisconsin, Wisconsin Department of Natural Resources

Awarded to: WECC

Description: The Environmental Excellence Award recognizes WECC's participation in the Green Tier Program and for fostering superior environmental and economic results.

2009

ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2011 description above.

ENERGY STAR for Homes Leadership in Housing Award

Awarded by: EPA

Awarded to: WECC

Description: See 2012 description above.

National Weatherization Recognition Award

Awarded by: DOE

Awarded to: Suzanne Harmelink, WECC Senior Program Manager, Residential Technical Services

Description: The National Weatherization Recognition Award acknowledged outstanding contributions that advanced the goals of the Weatherization Assistance Program through individual or group achievement, inspiration, or innovation.

Inspiring Efficiency Marketing Award

Awarded by: Midwest Energy Efficiency Alliance (MEEA)

Awarded to: WECC-Administered Focus on Energy Home Energy Makeover Contest

Description: The Inspiring Efficiency Marketing Award is presented to an organization that has engaged in or supported a marketing campaign, program, strategy, or idea to increase the adoption of energy-efficient products and/or best practices in the Midwest.

2008

Best Green-Built Project Merit Award

Awarded by: *In Business* Magazine's Commercial Design Awards

Awarded to: WECC headquarters in Madison, Wisconsin

Description: This award honored the best commercial design projects built in 2008 that incorporated green-built features and reduced environmental impact. Specifically, as part of the judging process for this award, WECC scored points for our building's "blend-inability."



ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2011 description above.

ENERGY STAR for Homes Leadership in Housing Award

Awarded by: EPA

Awarded to: WECC

Description: See 2012 description above.

Leadership in Energy and Environmental Design (LEED) for Homes Provider

Awarded by: U.S. Green Building Council (USGBC)

Awarded to: WECC

Description: WECC is the first and, currently, the only accredited provider in the state of Wisconsin. The U.S. Green Building Council selected WECC to be a LEED for Homes Provider based on its expertise in the areas of building performance, renewable energy, and energy efficiency. As a LEED for Homes Provider, WECC provides technical, marketing, and verification support to homebuilders.

LEED Gold Level Certification

Awarded by: USGBC

Awarded to: WECC headquarters in Madison, Wisconsin

Description: The WECC building earned this distinction based on its high-performance in the areas of sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.

Special Citation Wisconsin Sustainability and Energy Efficiency (SE²) Leadership Award

Awarded by: Wisconsin Green Building Alliance

Awarded to: WECC

Description: The award recognizes leadership in energy efficient and sustainable design, construction and operation of Wisconsin commercial buildings and related systems.

Small Business Success Award

Awarded by: *Corporate Report Wisconsin Magazine*

Awarded to: WECC

Description: This award is given to Wisconsin small businesses that have a compelling story of overcoming an obstacle or have demonstrated the ability to move forward in times of adversity. In 2008, the eight Wisconsin companies chosen for this award had management who demonstrated a strong commitment to their employees and exuded tremendous energy in running their organizations. WECC was honored for "adaptation in a changing market."

Outstanding Achievement in Marketing Communications

Awarded by: Association of Energy Services Professionals (AESP)

Awarded to: WECC-Administered Focus on Energy programs

Description: This award is given to individuals, teams, or organizations that contributed to advancement of the energy services field, raised awareness of an energy services program or need, represented "best in class" design, implementation or evaluation of an energy services program, or demonstrated an outstanding commitment to the advancement of the energy services field.

BUILD Wisconsin Award

Awarded by: The Associated General Contractors of America

Awarded to: WECC, Vogel Bros. Building Co.

Description: The Build Wisconsin Award recognizes excellence in Wisconsin construction. It stands a testament to the integrity, hard work, ingenuity, and commitment that goes into a construction project. WECC received this honor for its Madison, Wisconsin headquarters.

Outstanding Leadership

Awarded by: Wisconsin Renewable Energy Summit

Awarded to: WECC-Administered Focus on Energy programs

Description: Three-day conference bringing together local, regional, national, and international speakers. Exhibits include showcasing products, services, and opportunities in new wave investment, development, education, and employment.



2007

ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2011 description above.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC and WECC-Administered Focus on Energy programs

Description: Recognized organizations that sponsored more than 1,000 ENERGY STAR homes in the last year.

Outstanding Achievement in Marketing Communications

Awarded by: AESP

Awarded to: WECC-Administered Focus on Energy ENERGY STAR Programs

Description: The AESP Energy Awards recognized individuals, teams, or organizations that had either: contributed to the advancement of the energy services field, raised awareness of an energy services program or need, represented the “best in class” in designing, implementing, or evaluating an energy services program, or demonstrated an outstanding commitment to advancing the energy services field. WECC received the Outstanding Achievement in Marketing Communications award for its Wisconsin Focus on Energy 2007 customer communications campaign.

Certificate of Recognition for Exemplary Programs

Awarded by: American Council for an Energy-Efficient Economy (ACEEE)

Awarded to: WECC-Administered Focus on Energy Industrial Program

Description: The Certificate of Recognition for Exemplary Programs honors the success and effectiveness in helping customers realize greater levels of energy efficiency. It also acknowledges organizations that have yielded significant economic and environmental benefits through the energy savings they have achieved.

Certificate of Recognition for Exemplary Programs

Awarded by: ACEEE

Awarded to: WECC, WECC-Administered Focus on Energy Agricultural and Rural Business Program, GDS Associates

Description: See 2007 description above.

2006

ENERGY STAR Sustained Excellence Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: See 2011 description above.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: Recognized organizations that sponsored more than 1,000 ENERGY STAR homes in the last year.

Rural Development Valued Partner Award

Awarded by: U.S. Department of Agriculture (USDA)

Awarded to: WECC-Administered Focus on Energy programs

Description: The Rural Development Valued Partner Award honors work that contributes to the federal government’s renewable energy and energy efficiency program. It recognizes efforts in promotion programs that help the Rural Development carry forth this mission to improve the quality of life for rural communities.

Outstanding Program Ally Award

Awarded by: New York State Energy Research and Development Authority (NYSERDA)



Awarded to: WECC's Energy Finance Solutions (EFS)

Description: This award was given to an organization that provided extensive outreach and support to New Yorkers about residential energy efficiency, health, safety and affordability. WECC was recognized for its Energy Finance Solutions service that offers financing for energy-efficient home improvements.

2005

ENERGY STAR National Product Campaign Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy ENERGY STAR Programs

Description: The National Product Campaign Award was given to organizations that had done an outstanding job of leveraging ENERGY STAR's national product campaigns to educate consumers about the many benefits of making energy-efficient product choices for the home.

ENERGY STAR Excellence in Home Improvement

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy Home Performance with ENERGY STAR Program

Description: This award recognized organizations which demonstrated excellence in implementing energy-efficiency programs that incorporated ENERGY STAR and effectively reduced market barriers to the improvement of home energy performance in the existing housing market via contractor or other supply channels.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC

Description: Recognized organizations that sponsored more than 1,000 ENERGY STAR homes in the last year.

Exemplary Low-Income Energy Efficiency Programs Award, Honorable Mention

Awarded by: ACEEE

Awarded to: WECC and WECC-administered Focus on Energy Targeted Home Performance with ENERGY STAR Program

Description: The Exemplary Low-Income Energy Efficiency Programs Award recognizes an organization for its success and effectiveness in helping meet the critical energy needs of low-income customers through greater levels of energy efficiency.

Outstanding Program Support Award

Awarded by: State of Wisconsin, Office of the Governor

Awarded to: Cindy Moubry, Contracts & Grants Compliance Analyst

Description: The Outstanding Program Support Award was given to an individual to salute outstanding performance for the Focus on Energy Business Programs. It recognizes the individual's role in helping Focus on Energy achieve its goals of encouraging the use of renewable energy, enhancing the environment, and ensuring the future supply of energy for Wisconsin.

2004

ENERGY STAR Excellence in Energy Efficiency and Environmental Education

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy Residential Programs

Description: This award recognized organizations that demonstrated success in reducing greenhouse gas emissions by promoting homes and home products that use less energy. WECC received this award for achievements of three Focus on Energy residential programs—the Wisconsin ENERGY STAR Homes program, the Home Performance with ENERGY STAR program, and the ENERGY STAR Products program.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC-Administered Focus on Energy programs

Description: Recognized organizations that verified more than 500 ENERGY STAR homes in the last year.

Exemplary Program Award

Awarded by: ACEEE

Awarded to: WECC

Description: This award recognized outstanding natural gas energy-efficiency programs and honors the people and organizations responsible for their success. WECC was recognized for its "Start the Savings Cycle" program



which promoted the benefits of replacing old, inefficient clothes washers with ENERGY STAR qualified models to residents of Wisconsin and Minnesota.

Exemplary Natural Gas Efficiency Products Award

Awarded by: ACEEE

Awarded to: WECC-Administered Focus on Energy ENERGY STAR Products Program

Description: Exemplary Natural Gas Efficiency Products Award honors the success and effectiveness in helping customers realize greater levels of energy efficiency. It also acknowledges organizations that have yielded significant economic and environmental benefits through the energy savings they have achieved.

Exemplary Natural Gas Efficiency Products Award

Awarded by: ACEEE

Awarded to: WECC-Administered Focus on Energy Apartment and Condo Efficiency Services Program

Description: See 2004 description above.

Champion of Energy Efficiency Award

Awarded by: ACEEE

Awarded to: WECC

Description: Recognizes more than two decades of program innovation and public leadership for energy efficiency in the Midwest.

Inspiring Efficiency Education Award

Awarded by: MEEA

Awarded to: WECC-Administered Focus on Energy Residential Programs

Description: The Inspiring Efficiency through Education, Marketing, and Awareness Award recognized the organization that developed and implemented a marketing, education, or awareness campaign, program, strategy, or idea to increase, through personal action, energy efficiency in the Midwest region.

2003

ENERGY STAR National Product Promotion Award

Awarded by: EPA

Awarded to: WECC, Westinghouse, and MEEA

Description: This award recognized organizations which demonstrated excellence in implementing energy-efficiency programs that promoted ENERGY STAR residential products through traditional retail stores or electronic retail (e-tail) outlets. This award also recognized WECC for reducing market barriers and increasing public demand for energy-efficient products, services, and/or practices. In addition, WECC won this award for educating Midwesterners about the importance of using energy-efficient lighting to reduce greenhouse gas emissions.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC

Description: Recognized organizations that verified more than 500 ENERGY STAR homes in the last year.

ENERGY STAR Regional, State, and Community Leadership in Energy Efficiency

Awarded by: ACEEE

Awarded to: WECC-Administered Focus on Energy Wisconsin ENERGY STAR Homes Program

Description: This award recognized organizations which demonstrated excellence in implementing energy-efficiency programs that promoted improved home energy performance in the new construction market.

2002

ENERGY STAR Excellence in Consumer Education

Awarded by: EPA

Awarded to: WECC

Description: This award recognized the best ENERGY STAR educational campaign during 2001 to inform employees, customers, businesses, and/or consumers of the benefits of “making it easy to make a difference with ENERGY STAR” and energy efficiency.

ENERGY STAR for Homes Outstanding Achievement Award

Awarded by: EPA

Awarded to: WECC

Description: Recognized organizations that verified more than 250 ENERGY STAR homes in the last year.

2001

ENERGY STAR Partner of the Year

Awarded by: EPA

Awarded to: WECC

Description: The National ENERGY STAR Award recognized organizations with outstanding efforts in protecting the environment through energy efficiency and commitment to pollution prevention by educating consumers about energy conservation and the ENERGY STAR program.

2000

The State of Wisconsin, Citation by the Assembly

Awarded by: Representative Spencer Black, 77th Assembly District

Awarded to: WECC

Description: This proclamation honored WECC for 20 years of providing energy efficiency services to Wisconsin consumers, developing successful partnerships with public and private sponsors, and reducing the state's dependence on imported energy and decreasing the environmental impact of locally produced energy.

Organization Descriptions

American Advertising Federation – ADDYs

The ADDYs are among the world's largest annual advertising competitions. Three judges from prestigious creative groups in New York City, Baltimore, and Chicago judged the entries and determined the winners. WECC's wins advance them to the national AAF competition in June.

American Council for an Energy-Efficient Economy (ACEEE)

ACEEE is a nonprofit, 501(c)(3) organization dedicated to advancing energy efficiency as a means of promoting economic prosperity, energy security, and environmental protection.

Associated General Contractors of America (AGC)

AGC is a trade association for the construction industry. It has a nationwide network of 95 chartered chapters and focuses on improving the quality of construction and protecting the public interest.

Association of Energy Services Professionals (AESP)

Founded in 1989 as a not-for-profit association, AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management, and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

Corporate Report Wisconsin Magazine

Corporate Report Wisconsin is the only all-state business magazine. The publication provides the information, advice, and inspiration needed to run successful businesses, advocate strong business climates, and promote economic development throughout the entire state of Wisconsin.

Energy Center of Wisconsin

The Energy Center of Wisconsin is a nonprofit organization dedicated to wise use of energy resources. It provides objective research, technical analysis, and education on energy issues.

ENERGY STAR

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy. It helps individuals save money and protects the environment through energy-efficient products and practices.

Focus on Energy

Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy. WECC was the program administrator of both the residential and business portfolio of programs from 2001-2011.

In Business Magazine

In Business magazine is the premier business-to-business publication in the Greater Madison region. Its nationally-acclaimed editorial department provides readership news, analysis, and in-depth profiles of the companies and people shaping the business community. *In Business* magazine also introduces new businesses in the marketplace and honors the stakeholders who built the business community with awards programs and special events.

Midwest Energy Efficiency Alliance (MEEA)

MEEA is a collaborative network advancing energy efficiency in the Midwest to support sustainable economic development and environmental preservation.

New York State Energy Research and Development Authority (NYSERDA)

NYSERDA is a public benefit corporation created in 1975 through the reconstitution of the New York State Atomic and Space Development Authority. NYSERDA's earliest efforts focused solely on research and development with the goal of reducing New York State's petroleum consumption. Today, NYSERDA's aim is to help New York meet its energy goals: reducing energy consumption, promoting the use of renewable energy sources, and protecting the environment.

Public Relations Society of America Alchemy Awards

PRSA's mission is to advance the standards of the public relations and communications professions. WECC is a member of the national organization as well as the Madison, WI chapter. Each year, the organization recognizes communications professionals for their contribution to the public relations industry through their annual Alchemy Awards.

State of Wisconsin

Refers broadly to state government entities: governor's office, state agencies, legislature, and service agencies.



Sustainability and Energy Efficiency (Se²)

Is an annual conference put on by the Wisconsin Green Building Alliance.

U.S. Environmental Protection Agency (EPA)

The EPA was established to consolidate in one agency a variety of federal research, monitoring, standard-setting and enforcement activities to ensure environmental protection. EPA's mission is to protect human health and to safeguard the natural environment—air, water, and land—upon which life depends.

U.S. Department of Agriculture (USDA)

The USDA provides leadership on food, agriculture, natural resources, and related issues based on public policy, science, and efficient management.

U.S. Department of Energy (DOE)

The DOE's overarching mission is to advance the national, economic, and energy security of the United States; to promote scientific and technological innovation in support of that mission; and to ensure the environmental cleanup of the national nuclear weapons complex.

U.S. Green Building Council (USGBC)

The Washington, D.C.-based USGBC is a 501(c)(3) nonprofit organization committed to developing cost-effective and energy-saving green buildings in order to create a prosperous and sustainable future for the U.S. The LEED green building certification system is the pre-eminent program for rating the design, construction, and operation of green buildings.

Wisconsin Green Building Alliance (WGBA)

WGBA is a non-profit 501(c)3 educational organization that serves the state of Wisconsin. It is an affiliate of the U.S. Green Building Council (USGBC) and represents USGBC and its programs in Wisconsin.

Wisconsin Renewable Energy Summit

Annual Wisconsin conference that provides informed presentations on renewables, sustainability, energy efficiency, and green energy practices.