Mr. Don Merkes
Mayor
City of Menasha
140 Main St.
Menasha, WI 54952-3151

March 29, 2011

Dear Mayor Merkes,

I'm requesting an appointment as a member of the City of Menasha Sustainability Board.

Since August of 2010, I've attended all but one board meeting. The missed meeting was weather related.

As the head of We Energies Strategic Alliances and Sustainability Initiatives, I had identified the City of Menasha as a customer which embraced sustainability and actively began to undertake projects consistent with We Energies sustainability initiatives pilot program. My hope was that my participation would add value to the sustainability board's mission. I believe it has.

Since last July, We Energies has, through the pilot program been able to arrange for free commercial and municipal building site assessments, arrange for a global energy benchmarking and best practices evaluation, provide baseline gas usage data for all municipal buildings served by We Energies, and provide code, standards and energy project incentives consultation, and energy trend reporting.

Additionally, I arranged for board member Ed Kassel to present the City of Menasha's sustainability activities and accomplishments at the 2011 Green Energy Summit held in Milwaukee a few weeks ago. Very recently recently, I worked with fire chief Al Auxier to avoid $5000 worth of unnecessary gas sub-metering costs for LEED certification.

Now that the pilot program has concluded, my services are being redirected. However, I was given the opportunity to continue to serve customers which best demonstrated a continued commitment to sustainability. I identified the City of Menasha as one of them. The condition was that I be appointed to the sustainability board. At the March 2011 meeting I expressed this to the board members and asked for their support. The vote of the members present was unanimous. I respectfully ask for your support and that of the Common Council so I can continue to serve the City of Menasha.

Sincerely,

Paul Van de Sand

Paul Van de Sand
Strategic Alliances
Energy Incentives & Renewable Energy Programs
We Energies

Paul Van de Sand
Strategic Alliances ~~& Sustainability Initiatives~~
Energy Incentives & Renewable Energy Programs

102 N. Franklin Street
Port Washington, WI 53074

tel 262-284-3838
fax 262-284-4003
pvandesand@franklinenergy.com

www.we-energies.com/ee
www.we-energies.com/re