



The way energy should be

At-a-Glance

WPPI Energy is a not-for-profit, regional power company serving 51 locally-owned electric utilities. Through WPPI Energy, our member public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 195,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

Our Mission

It is WPPI Energy's mission to secure and maintain a diverse, reliable and responsible power supply portfolio to meet the long-term electric needs of our members and their customers, and to help member utilities provide excellent service at competitive rates.

The Joint-Action Advantage

WPPI Energy members do through joint action what would be too expensive and difficult to do alone. Our members work together to own generation resources, make joint power purchases, and gain economies of scale for cost-effective programs and services for customers, information technology, advocacy in legislative and regulatory affairs, and more. Together, our members are better equipped to operate successfully in a rapidly changing industry.

Owned Generation Resources and Purchased Power

Owned Generation	Fuel	Capacity (MW)
Boswell Unit 4	Coal	117
Elm Road Generating Station	Coal	104
South Fond du Lac Unit 1	Gas	82
South Fond du Lac Unit 2	Gas	82
Island Street Peaking Plant	Gas	55
Worthington Wind Turbines	Wind	2

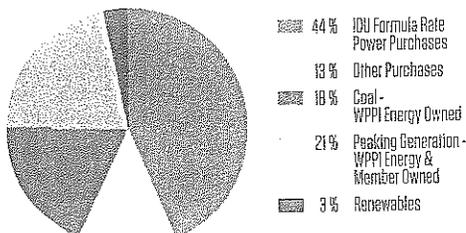
Purchased Power Agreements

Purchased Power Agreements	Fuel	Capacity (MW)
Point Beach Nuclear Plant	Nuclear	162
Kendall County Unit 3	Gas	85
Butler Ridge	Wind	54
Top of Iowa II	Wind	50
Barton I	Wind	30
Forward Wind Energy Center	Wind	27.5
Outagamie Clean Energy Project	Landfill biogas	4.8
Neenah-Menasha Sewerage Project	Biogas -- anaerobic digester	0.3

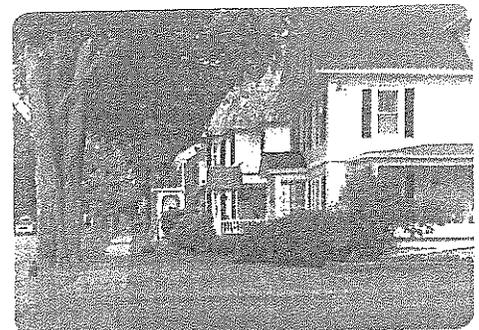
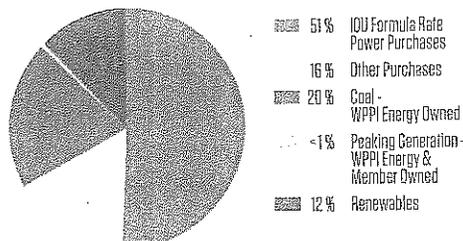
The Value of Public Power

WPPI Energy shares the benefits of public power. Including local ownership, local control and commitment to customers and communities. As a result, public utilities, WPPI Energy, and its members are on a solid financial and investment base that provides jobs and communities, and a secure and reliable power supply for the future.

2011 Capacity Resources



2011 Energy Resources



Power Supply

As the not-for-profit power supplier for our members, WPPI Energy is focused on maintaining a diverse and flexible power supply to help keep rates competitive. Our constantly evolving portfolio features both owned and purchased power from a variety of resources including coal, nuclear, natural gas, and renewables. This strategic diversity allows us to ensure reliability and operate cost-effectively in a variety of economic conditions and regulatory environments.

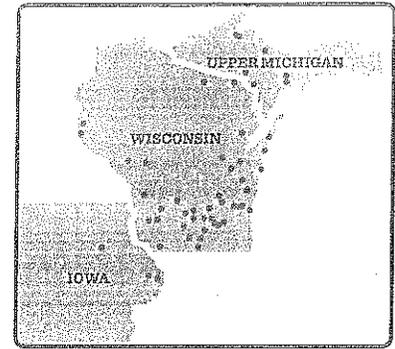
Community Stewardship

We are committed to good stewardship of the economic and environmental well-being of our communities.

- > **Saving energy.** In 2011, customers of WPPI Energy member utilities saved enough energy through our energy efficiency programs to power 34,000 typical homes. Using energy more efficiently helps keep dollars in customers' pockets and provides a boost for the local economy.
- > **Using renewable energy.** We have the resources in place to meet state mandates requiring 10 percent renewable energy use by 2015. In fact, in 2011, 14 percent of our energy was supplied from renewable resources.
- > **Reducing emissions.** We have significantly reduced our emissions profile. By the end of 2012, nearly 40 percent of WPPI Energy's power supply will come from carbon-free resources.
- > **Leading by example.** Our energy efficient, sustainably designed office and operations facility in Sun Prairie has achieved both Leadership in Energy and Environmental Design (LEED) "Gold" status and ENERGY STAR® certification.

Governance

WPPI Energy has a 51-member Board of Directors, with one director representing each member utility. The full board elects an 11-member Executive Committee responsible for overseeing WPPI Energy's business affairs and making recommendations for action by the board. A professional staff handles day-to-day operations.



Member Communities

WISCONSIN	Prairie du Sac
Algoma	Reedsburg
Black River Falls	Richland Center
Boscobel	River Falls
Brodhead	Slinger
Cedarburg	Stoughton
Columbus	Sturgeon Bay
Cuba City	Sun Prairie
Eagle River	Two Rivers
Evansville	Waterloo
Florence	Waunakee
Hartford	Waupun
Hustisford	Westby
Jefferson	Whitehall
Juneau	
Kaukauna	MICHIGAN
Lake Mills	Alger Delta CEA
Lodi	Baraga
Menasha	Crystal Falls
Mount Horeb	Gladstone
Muscoda	L'Anse
New Glarus	Negaunee
New Holstein	Norway
New London	
New Richmond	IOWA
Oconomowoc	Independence
Oconto Falls	Maquoketa
Plymouth	Preston

Quick Facts:

Member Utilities

51

Max Peak-Hour Demand in 2011 **1,045 MEGAWATTS**

Homes and Businesses Served by WPPI Energy Members **195,000**

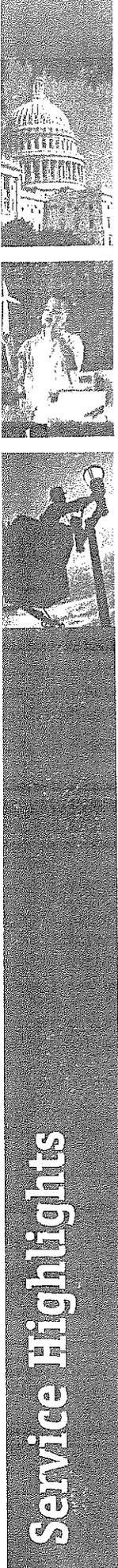
Est.

1980

Revenues in 2011: \$645 million • Total Assets: \$780 million

Net Capital: \$550 million • Equity Ownership in American Transmission Co: \$80 million

Energy Commitments to 2015: \$1.2 billion • President and Chief Executive Officer: Mike Pareo



Joint ownership of WPPI Energy enables members to gain economies of scale for support services. Together, members are better equipped to operate successfully in a rapidly changing industry. Support is available in the following areas and more:

Governmental Relations

Advocacy for member interests continues to grow in importance as the utility industry faces increased challenges in the areas of costs, regulation, energy security, environmental protection and more.

WPPI's strength is rooted in the relationships our local leaders have with their elected officials at the state and federal levels. Through joint action, members aggressively work to shape the policies that will affect our collective ability to maintain prosperous and healthy communities.

Joint Purchasing of Electric Materials

Shortly after forming WPPI three decades ago, founding members worked to gain economies of scale in the purchase of distribution system materials with the goals of lowering costs, improving lead times and reducing utility inventories. To that end, members have created a catalog of widely used items that are centrally bid to produce savings. Today, there are about 1,000 products in the catalog and nearly all members use this valuable service to aid in their local operational efforts.

Advanced Metering & Data Management

Operational efficiencies and cost control will be essential going forward, as our members make strategic use of the technologies that help them best serve residents and businesses as cost-effectively as possible in a rapidly changing industry.

One significant change that will likely impact all utilities over time is the emergence of advanced metering infrastructure (AMI) and associated information systems that will help optimize and enhance the exchange of energy usage data between retail customers and their utilities.

These new systems will help customers manage their energy costs by keeping them better informed and able to make time-sensitive adjustments to their own usage. The flow of energy usage data will also enable the more efficient distribution of energy across the WPPI system.

AMI will be the way of the future, but implementing the associated technologies and systems will be a considerable undertaking. The WPPI Energy Board of Directors adopted an AMI strategy with the objective of making WPPI systems ready to support members as they proceed.

In 2011, members selected uniform AMI and customer billing systems, as well as a central meter data management system. Using the joint-action model, WPPI is working to configure and install these information and data systems on behalf of members. Work will continue into 2013 and beyond to assist members in transitioning to these new technologies when they are ready, including WPPI incentive and no-interest funding to help members with local purchases of customer billing systems, which are an integral part of AMI.

By working together, interested members lower AMI implementation costs, achieve greater operational efficiencies and help customers reduce their energy costs. This initiative will position our members well for the future.

Electric Rate Design & Financial Modeling

Driven by the need to help members keep retail rates competitive, WPPI offers support in the development of revenue requirements, cost-of-service analyses and innovative rate design. For interested members, WPPI can file applications at the state Public Service Commission (Wisconsin), testify if necessary and help communicate adjustments to customers.

WPPI is also available to assess the rate impact of distribution improvement projects, generate rate comparisons and provide financial models.

Members have found these support services valuable to help keep their finances stable and their retail electric rates competitive.

Energy Efficiency

Efficient use of energy—particularly by larger power users—means lower operating costs and improved bottom lines. When businesses are more competitive, local economies thrive. Initiatives that save energy also reduce overall power demand, keeping future

energy costs down and extending the capacity of the distribution system.

Members are committed to helping customers lower their utility bills. WPPI helps fulfill that commitment by offering cost-saving energy efficiency programs for residential, business, industrial and institutional customers. Members choose which programs to offer locally. These programs complement offerings from Focus on Energy in Wisconsin and Efficiency United in Michigan.

WPPI also helps member communities make energy efficiency improvements in municipal and utility facilities by offering loan and grant programs, staff assistance and expertise.

Field Staff Support

Through its Energy Services Representatives and Key Account Management, WPPI provides field staff support to aid in the delivery of energy services to retail customers. While leveraging the efficiencies of joint action, these services can be tailored for each member community under the direction of the local utility managers.

Economic Development

Through WPPI, members have access to a variety of programs for existing customers. For businesses planning new facilities or expansions, WPPI can provide helpful services such as operating cost estimates and energy cost comparisons, power

quality services, new construction design technical assistance, study grants and more.

Renewable Energy

WPPI members can offer customers the opportunity to offset some or all of their electric use with renewable energy. Grants and incentives are also available for the development and use of solar and wind power, microturbines, fuel cells, co-generation and other renewable energy technologies.

Community Outreach

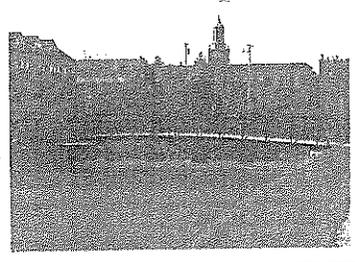
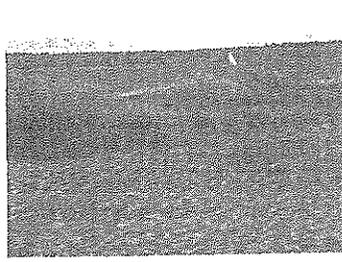
WPPI members have access to funding for community contributions, customer communication and education and high school scholarships— all to help create a strong network of support to maintain a sound connection with their customers and communities.

WPPI Benefit Plan Trust

The WPPI Benefit Plan Trust is a separate entity whose mission is to provide a cost-effective alternative to conventional and self-insured benefit programs for participating member utilities and communities.

The Trust combines the purchasing power of participants to deliver high quality, competitive benefit plans and programs—like the wellness program aimed at creating sustainable health behavioral change—and offers participants an active role in determining and administering health care benefits.

“Local ownership and the strength of public power—local control, excellent service, a responsive staff and deep commitment to community—bring value to our 51 member communities, making public power communities great places to live and work. Members created WPPI to preserve and enhance this value for the long term.”



Learn More About Support Services

WPPI's intranet site—the i-Net—provides online access to the essential information related to all the services listed in this brochure. Through this web site, members can quickly connect to many items of interest including the joint purchasing catalog, load data, upcoming events, news and much more.

WPPI Energy Support Services

Utility

- › *Member Relations*
 - Member Energy Efficiency & Renewable Energy Loan
 - Community Leader Education & Outreach
- › *Market Research*
- › *Joint Purchasing*
 - Electric Materials
 - Other Utility Services
- › *Retail Metering and Billing*
 - Metering and Reporting Service
 - Outsourced Retail Billing Service
- › *Rate Services*
 - Electric Rate Applications
 - Rate Comparisons
- › *Financial Modeling*
 - Five-Year Projections of Purchased Power Costs & Sales Revenue
 - Department of Energy EIA 861 Filing
 - Benchmarking Studies
 - Rate Impact Analysis
- › *Hosted Software and Support Services*
 - Meter Data Collection and Management Service (Elster and Sensus)
 - Hosted Utility Billing & Customer Information Software (Northstar)
 - Non-Hosted Utility Billing & Customer Information Software (Caselle)

- Hosted Financial and Accounting Software (Dynamics SL)
- Wide Area Network
- Member Network Assessment, Support & Monitoring Service
- Hosted Email Service
- › *Distribution System Support Services*
 - Management Support
 - Interim Utility Management
 - Thermal Imaging Rental
- › *Communications and Education*
 - Local Newsletter Template Service
 - Cooperative Newspaper Advertising Program
 - Web Site Development Service
 - Power Report
 - News Releases
 - Home Energy Report

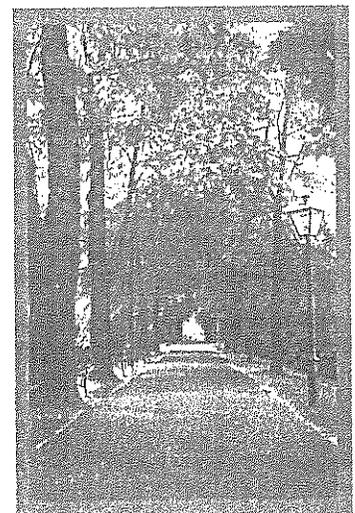
Community

- › *Community Relations Program*
 - Community Contribution Fund
 - Value of Public Power Fund
 - High School Scholarship Program
- › *Electric Vehicle Incentive*
- › *Economic Development Support*
- › *Speakers Bureau*

Customers

- › *Energy Services*
 - Field Staff Report*
 - Key Account Management
 - Energy Services Representative
- › *Energy Efficiency (Mass Markets)*
 - Wholesale Commitment to Community Funding
 - National Theatre for Children
 - Central A/C Tune Up Discount
 - Tree Power! Cash Rebate
 - Home Energy Suite Online Tools
 - K-12 Energy Education Program
- › *Energy Efficiency (Targeted Markets)*
 - Energy Management Services for Schools
 - Utility & Municipal Building Efficiency Incentives
 - RFP for Energy Efficiency
 - Enhanced Efficiency Improvement Incentives
 - Shared Savings
 - Technical Training and Educational Outreach
- › *Renewable Energy Programs*
 - Renewable Energy Blocks
 - Customer Incentives (IA & MI only)
 - Demonstration Project Grants

- Power Supply
- Resource Funding
- Solar PV Buy-Back Tariff
- › *Low-income*
 - Program Administration Service
 - Customer Credit Program
 - Cooling Assistance
 - Weatherization Program
 - Refrigeration Replacement Program
 - Commitment to Community Pool
- › *Customer-Sited Distributed Generation*
 - Capacity Program
 - Cogeneration Evaluation Services
- › *Demand Response*
 - Interruptible Load Credits
 - Market-Based Pricing: Curtailable Load Option
- › *Retail Power Quality Services*



Joint Action Advantage

WPPI Energy's mission is to secure and maintain a diverse, reliable and responsible power supply portfolio to meet the long-term electric needs of our members and their customers, and to help member utilities provide excellent service at competitive rates.

Through joint action, WPPI members are able to accomplish what would otherwise be too expensive and difficult to do alone. Our members work together to own generation resources, make joint power purchases, and gain economies of scale for cost-effective programs and services for customers.

WPPI also makes available a comprehensive array of services and staff support aimed at helping members continue to operate successfully in a rapidly changing industry. Many services are available at no additional cost to all members as part of WPPI membership while others are available on a pay-for-service basis.

"WPPI members have joined together to gain economies of scale, strengthen their local advantage and add value for their communities."

Members Develop Services

WPPI is built on the principle that all members should have the opportunity to participate fully in decision-making regarding the organization. WPPI's support services are developed under the direction of member advisory groups. Members have carefully structured WPPI as a resource that helps them keep their utilities strong, efficient and competitive.

