

Sustainability in Your Community

Why enhancing economic development through sustainability is important

Tuesday,
November 3, 2009

Agenda

Welcome

Roy Thilly
President & CEO

The Public Power Advantage

Peggy Jesion
Key Accounts Manager

What is a Carbon Footprint?

Valy Goepfrich
Power Supply Economist

Renewable Energy Program

Beth Carlson
Energy Services Coordinator

Marketing & Promoting Public Power Communities

Gerald Allison
*Wisconsin Marketing &
Management Association*

Energy Efficiency Programs for Your Community

Businesses
Jake Oelke
*Asst. Vice President
Energy Services*

How Communities Can Become Green Sustainability Leaders through LEDO

Efforts

Roundtable Discussion
Steve Sobiek
*ED/Energy Sustainability Director,
City of Columbus*

Lunch

You have the significant role of carrying out your community's economic development strategy whether it's business retention and expansion, industry attraction, support services or anything in between.

Electric costs are a significant part of a business's operating budget. Through membership in WPPI Energy, your local public power utility provides reliable, reasonably priced power and innovative energy services to meet the needs of businesses large and small.

Simply put, your utility is a tremendous asset and can greatly enhance your current economic development efforts.

Join your colleagues from our 51 member communities as WPPI's energy experts and account management professionals show you how to enhance economic development through sustainability at this FREE workshop.

Customer-owned utilities are committed to making their communities better places to live, work and conduct business - a brighter, more sustainable, economic future for all!

Who should attend?

The workshop is intended for economic development representatives from local, county, regional or state organizations and others who carry out similar functions in WPPI Energy member communities. Please share this invitation with your local partners.



WPPI Energy is a regional power company serving 51 customer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 192,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

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Holiday Inn Madison at the American Center
5109 West Terrace Drive
Madison, WI
www.holidayinn.com/madisonwi

8:30 a.m. to 12:30 p.m.

RSVP

Name _____

Title _____

Organization _____

Community _____

Telephone number _____

Please fax RSVP to Kelly Simonsen at 608.837.0274 or send via email to ksimonsen@wppienergy.org

WPPI MEMBER UTILITIES

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

