

ENERGY INDEPENDENCE INITIATIVE:

The purpose of the City of Jefferson Energy Independence Initiative is to reduce by 25% the City's municipal energy and fuel consumption through conservation and the use of renewable resources by the year 2025. Energy and conservation policies and procedures adopted as part of the Energy Independence Initiative will be based upon sound economic cost-benefit principles and long term financial accountability. The Energy Independence Initiative will promote and provide community education and outreach on topics related to energy conservation and the use of renewable energy.

The City based its Initiative on the State's 25 x 25 energy independence campaign:

"To generate 25 percent of the state's electricity and transportation fuels from renewable resources by the year 2025"

The City of Jefferson is kicking off our Energy Independence Initiative Education and Outreach Program Series. This program is the first of this series. Future events will center around educational information such as creating your own energy baseline, energy efficient options, renewable energy options and will include energy products from companies such as Orion Energy Systems.



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**Energy Independence
Opportunities for
Municipalities,
Residents, and
Businesses —
Commercial and
Industrial**

*City of Jefferson
Presents*
ENERGY INDEPENDENCE:
*An Educational Series
Program #1
NOVEMBER 11, 2010*



November 11

**Open House 6:00 pm
PRESENTATION
STARTS: 6:30 PM**

**JEFFERSON AREA BUSINESS
CENTER—ATRIUM
222 WISCONSIN DRIVE
JEFFERSON, WI 53549**

ENERGY INDEPENDENCE INITIATIVE

The evening's presenters are shaping Wisconsin's future in Energy Independence. We are very proud to have the Office of Energy Independence, Focus on Energy, WPPI, and the City of Whitewater here in the City of Jefferson to introduce themselves and their commitment to energy independence. Our keynote speaker is Judy Ziewacz, Director of the Office of Energy Independence.

Judy Ziewacz

currently serves as Director of the Wisconsin Office of Energy Independence (OEI) which was created by Governor Doyle on April 5, 2007. Ziewacz has 32 years of experience in the public and private sectors.

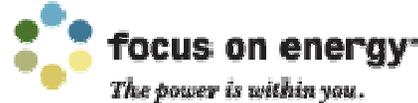


Prior to OEI, she served as Deputy Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) for four years.

Ziewacz served as Chief of Staff to a Wisconsin Congressman in Washington, DC; and as Executive Director of national cooperative development entities. She has managed the legislative agenda at the state and national levels for cooperative trade associations representing all sizes and sectors of the U.S. economy.



The OEI is committed to supporting Wisconsin's goal of generating 25% of its electric power and transportation fuels from renewable resources by 2025, capturing 10% of the emerging bioindustry and renewable energy market by 2030, and leading the nation in groundbreaking research that will make clean energy more affordable and will create good paying Wisconsin Jobs.



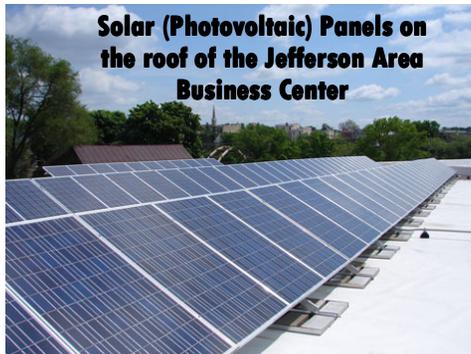
Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.



The City of Jefferson and the City of Whitewater are 25 x 25 Communities and Energy Independence Pilot Communities. We are committed to reduce our energy consumption and develop renewable energy resources.



WPPI Energy takes our stewardship obligation very seriously, helping to make our communities better places to live and work. We all must do our part to safeguard our environment for our children and grandchildren, and keep our economy competitive. This means protecting our environment while controlling costs and helping customers keep electric bills down for the long term. WPPI Energy is committed to helping customers save energy, and fostering the use of renewables that is crucial to our energy future.



Steve Lewis, Owner of the Jefferson Area Business Center has graciously opened up his building for our Energy Independence Education Series. Mr. Lewis is leading by example through his sustainable efforts. Please come at 6:00 p.m. on November 11, 2010 for the open house of the building and see first hand the efforts being done at 222 Wisconsin Drive.



**Please RSVP by November 8 at
920-674-7727**

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