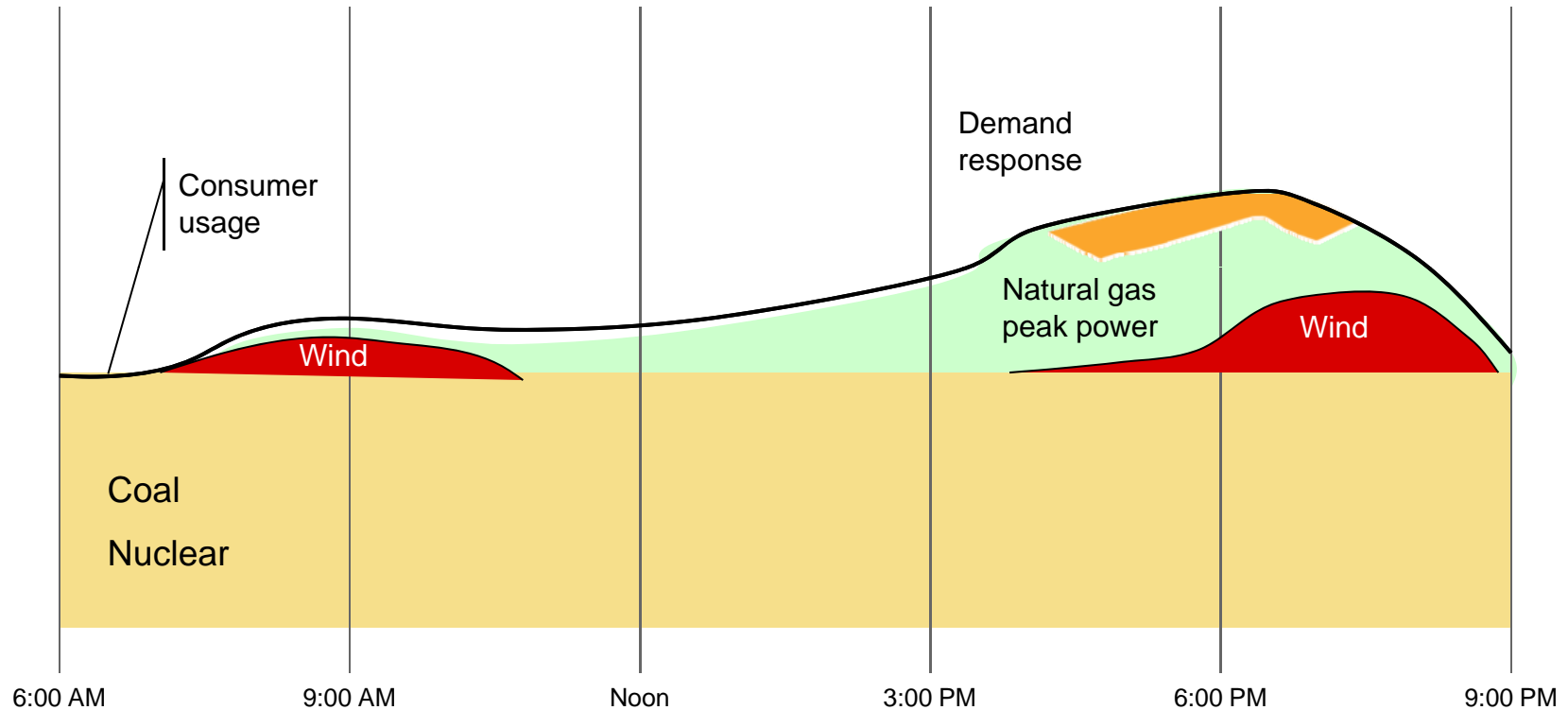




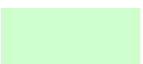
Convenience, Comfort and Cost Savings: Why Westar Energy Customers Love Free WattSaver Thermostats

Kim Gronniger and Katie Panek

April 30, 2013

Why Demand Response?



-  Coal/nuclear -- low cost, steady, predictable
-  Wind -- variable, unpredictable
-  Natural gas-fired peak power – higher cost, very flexible

WattSaver Thermostat Stats



WattSaver Marketing



2011 Take Charge! Challenge



Marketing Enhancements

Westar MyCircuit Home - Windows Internet Explorer provided by Westar Energy 09_08a

https://www.westarmycircuit.com/

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• Business • Residential
• Building Operator Certification
• HomeAudit
• Operating Savings Program:
• Business • Residential
• Powerpedia
• SmartBuilt
• Speakers Bureau
• WattSaver®:
• Business • Residential
SmartStarSM:
• SmartStarSM
Electric Vehicles:
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• Business • Residential
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Westar MyCircuit gives you access to all of Westar Energy's programs and partners in one easy-to-use location.
Browse our resources [here](#).

Featured Resources:


Marketing Challenges



Engagement Small Business



Engagement Consumer Portal



Evaluation



Commitment 90,000 Thermostats by 2016





Save the Dates

Sept. 30-Oct. 2, 2013

AESP's Fall Conference
Seattle, WA

Jan. 27-30, 2014

AESP's National Conference
San Diego, CA

May 12-14, 2014

AESP's Spring Conference
Baltimore, MD

For more information - www.aesp.org

