



# GLE's Residential Electric Water Heating Program

*18<sup>th</sup> National Energy Services Conference*

Clearwater, Florida  
January 28-31, 2008





A Touchstone Energy® Cooperative 



FAMILIES<sup>are</sup>  
MEMBERS  
of our electric  
cooperative.

## Great Lakes Energy Cooperative

- ✓ 4 Electric Cooperatives Coming Together
- ✓ Member-Owned and State-Regulated
- ✓ 125,000 Members, 3<sup>rd</sup> Largest MI Utility
- ✓ Powered by Wolverine G&T
- ✓ A Picture Is Worth.....

# Great Lakes Energy Cooperative

---



# Program Description

---

- ✓ **Rebates Provided To  
Pre-Qualified Members**
- ✓ **Exclusive To Marathon Product**
- ✓ **Consigned Product Available  
Through Approved Contractors**
- ✓ **Incentives For Contractor**
- ✓ **Contractor Sets Installation Fee**

# Program Design Strategy

---

- ✓ **Create another tie to GLE members**
- ✓ **Increase GLE's electric water heater market share**
- ✓ **Provide access to High-Efficiency, Lifetime-Warranty Marathon Product**
- ✓ **Introduce Water Heater Control Program**
- ✓ **Position GLE as the leader in energy efficiency in western Michigan**

# Program Details

---

- ✓ **Electric Water Heating -  
Cost Competitive With Propane!**
- ✓ **Rebate Structure -  
\$250 Electric to Electric Upgrade  
\$500 New Home/Propane Change-out**
- ✓ **Contractor Incentive - \$100 per unit**

# Program Implementation

---

- ✓ **Market Research**
- ✓ **Targeted Direct Mail Marketing**
- ✓ **Post Cards & Bill Stuffers**
- ✓ **Advertising & Testimonials**
- ✓ **Trained & Motivated Staff**

# Program Benefits

---

## *Member's Perspective*

- ✓ **Reduced Capital Outlay**
- ✓ **Easy and Convenient**
- ✓ **Peace-of-Mind**
- ✓ **Energy Savings**
- ✓ **Minimal Maintenance**



# Program Results

---

- ✓ **500 Marathon Units In 1<sup>st</sup> Year**
- ✓ **Contractors Happy With Program**
- ✓ **Continual Promotion Drives Pgm**
- ✓ **Testimonials & Word of Mouth**
- ✓ **Seeing More Proactive Upgrades**

# Program Contacts

---

- ✓ **Shari Joles, GLE Marketing Manager**  
Call 888-485-2537 x1313  
Email [sjoles@glenergy.com](mailto:sjoles@glenergy.com)
- ✓ **Steven Koep, Regional Sales Mgr**  
**Marathon Water Heaters**  
Call 715-248-7752  
Email [steven.koep@rheem.com](mailto:steven.koep@rheem.com)



- For the Efficiency.....
  - For the Durability.....
  - For the Planet.....
- Choose Marathon!!**

***Marathon***<sup>®</sup>  
WATER HEATERS