

www.minnesoenergyresources.com

Minnesota Energy Resources
3460 Technology Drive NW
Rochester, MN 55901
507.529.5117

www.peoplesrec.com

People's Cooperative Services
3935 Hwy 14 E • P.O. Box 339
Rochester, MN 55903-0339
507.288.4004

www.swece.com

Steele-Waseca Cooperative Electric
2411 West Bridge Street
Owatonna, MN 55060
507.451.7340

www.fmcsc.coop

Freeborn-Mower Cooperative Services
2501 Main Street E • P.O. Box 611
Albert Lea, MN 56007
507.373.6421

www.rpu.org

Rochester Public Utilities
4000 East River Road NE
Rochester, MN 55906-2813
507.280.1500

www.owatonnapublicutilities.com

Owatonna Public Utilities
P.O. Box 800
Owatonna, MN 55060
507.451.2480

www.austinutilities.com

Austin Utilities
400 - 4th Street NE
Austin, MN 55912
507.433.8886

CONNECTIONS BUILD STRENGTH



TRADE ALLY MEETINGS

TUESDAY-THURSDAY, JANUARY 31-FEBRUARY 2, 2012



People's Cooperative Services
Your Touchstone Energy® Cooperative



Energy efficiency is a rapidly growing market where utilities, trade allies, and customers share important connections.

YOU'RE INVITED TO ATTEND OUR ANNUAL TRADE ALLY MEETINGS AND LEARN HOW OUR CONSERVE & SAVE[®], TOGETHER WE SAVE, AND OTHER EFFICIENCY PROGRAMS CAN BENEFIT YOUR CUSTOMERS AND INCREASE YOUR SALES.

Trade allies may attend any or all locations at their convenience. Meetings last approximately two hours.

TUESDAY, JANUARY 31, 2012 (Owatonna)

Elks Club, 126 East Vine Street

WEDNESDAY, FEBRUARY 1, 2012 (Rochester)

Rochester Golf & Country Club, 3100 Country Club Road SW

THURSDAY, FEBRUARY 2, 2012 (Austin)

Hormel Historic Home, 208 4th Ave NW

AGENDA

- Registration begins at 7:30 a.m. (Hot breakfast begins at 7:45 a.m.)
 - Utility representatives will present important new efficiency programs, available rebates, and trade ally resources.

- **Keynote Topic: Maximizing Rebates for your Customers**

Our Keynote Speaker Dean Laube, will teach you how to identify custom rebates to ensure your customers take full advantage of their rebate opportunities.

- Q&A session
- Door prizes

PLEASE REGISTER WITH THE COMMUNITY YOU'LL BE ATTENDING BY JANUARY 23, 2012

Owatonna:

Tammy Schmoll
507.446.5488

SchmollT@owatonnautilities.com

Rochester:

Victoria Leitz
507.280.1537

VLeitz@rpu.org

Austin:

Kelly Lady
507.437.0855

KellyL@austinutilities.com