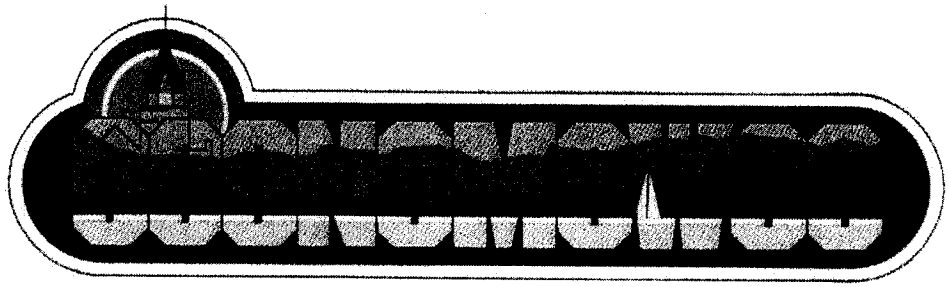




2009



TREE POWER INCENTIVE PROGRAM

Planting trees can save money and energy in heating and cooling. Shade trees on the south and west sides of your home make hot summers cooler and let in warming sunlight when the leaves are gone in winter. Trees are also a natural air filter, removing dust and greenhouse gases such as carbon dioxide, while adding oxygen.

Oconomowoc Utilities offers cash incentives for planting shade trees to conserve energy. You may be eligible for up to \$50 per qualifying tree if you follow our eligibility guidelines.

How to Apply:

1. To qualify for an incentive, the applicant must meet all of the eligibility conditions and complete the incentive application on the reverse side.
2. To guarantee there will be incentive money available for your purchase, call us at 569-3282.
3. Attach the original sales receipt for the shade tree purchase. The receipt or paid invoice must indicate the date of purchase, dealer name and address, and a description of the tree type or species.
4. Drop off your completed application at our office or mail it to Oconomowoc Utilities, 808 S. Worthington, Oconomowoc, WI 53066-3655.

Eligibility:

- The Tree Power Incentive Program is available to residential customers with a valid Oconomowoc Utilities electric account.
- The purchase of each properly planted qualifying tree planted is eligible for 50% of the purchase price. Limit three tree incentives per household with a maximum of \$50 per tree.
- Shade tree(s) must meet the following criteria:
 - Must be deciduous. Evergreens are not eligible.
 - Must be nursery grade stock.
 - Must have potential to attain a height of at least 25 feet when mature.
 - Must have a caliper of at least 1¼ inches at the time of planting.
 - Must be planted in a location that provides significant shading of an air conditioning unit or the south or west exposure of a home upon tree maturity. Oconomowoc Utilities recommends planting shade tree(s) approximately 25 to 35 feet away from area to be shaded.
 - Must be located away from underground and overhead utility lines.
- Applicant **MUST** call Diggers Hotline (800-242-8511) prior to planting tree(s). The hotline ID number must be reported on the application.

The Tree Power Incentive is a Commitment to Community program funded in part by the Public Benefits Charge. Applications will be accepted on a first-come, first-served basis, until allocated funds are spent.

Deadline: November 30, 2009

QUESTIONS? NEED MORE INFORMATION? CALL US AT 569-3282.