



New creative developed in 2015

TV

- [Wattsmart, Utah - incentives](#)
- [Wattsmart, Utah - neighbors](#)
- [Wattsmart, Utah - shave ice](#)
- [Wattsmart, Utah - powers down](#)
- [Wattsmart, Utah - summer rates](#)
- [See ya later, refrigerator](#)

Radio

- [Wattsmart, Utah - ponies/incentives](#)
- [Wattsmart, Utah - summer/peak demand](#)
- [Wattsmart, Utah - taking it easy](#)
- [Wattsmart, Utah - new neighbors](#)

Print:

- [Act wattsmart video contest print ad \(PDF\)](#)
- [Wattsmart, Utah - tiered rates](#)
- [Wattsmart, Utah - evaporative cooling \(New!\)](#)
- [Wattsmart, Utah - peak demand/puppy](#)

Outdoor/Transit

- [Trax Coupler](#)
- [Queens](#)
- [Double-vent Trax Coupler](#)
- [78 degrees](#)
- [Cooling/fan](#)
- [Peak demand](#)

Digital/online ads

- [See ya later, refrigerator](#)
- [See ya later, refrigerator KSL wrap](#)
- ["Being a wattsmart Business does wonders for your bottom line"](#)
- [DSM ads for GSN](#)
- [Wattsmart, Utah - Peak demand](#)
- [Wattsmart, Utah - evaporative cooling](#)
- [Wattsmart, Utah - 78 degrees](#)

Facebook (paid ads)

- [Wattsmart, Utah - 78 degrees](#)
- [Wattsmart, Utah - evaporative cooling #1](#)
- [Wattsmart, Utah - evaporative cooling #2](#)

Business print

- [wattsmart Businesses](#)
- [Thank you wattsmart businesses](#)
- [wattsmart Business](#)
- [Moab Valley Inn](#)
- [Moab Valley Inn](#)
- [Varian Medical](#)
- [Utah Governor's Energy Summit ad](#)
- [Iron County School District](#)
- [Irrigation and Dairy incentives](#)

Business radio

- [Dream Business is in Utah, not Germany](#)
- [Dream Business is in Utah, not Paris](#)
- [Dream Business is in Utah, not NYC](#)

Business digital

- [Bottom line](#) – animated
- [Bottom line](#) - static

wattsmart Business email blasts

- [Commercial/retail](#)
- [Restaurant/lodging](#)
- [Convenience Store/Grocery](#)
- [HVAC](#)
- [Lighting LED instant incentives](#)
- [Lighting Controls](#)

Business bill insert

- [HVAC](#)

Direct mail

- [wattsmart Starter Kit](#)

Collateral

- [Home Energy Savings program brochure](#)
- [Home Energy Savings program incentive list](#)
- [Home Energy Savings retail POP](#)
- [Home Energy Report handout](#)
- [wattsmart Business Overview](#)
- [wattsmart Business Case Study: Evaporative Cooling](#)
- [wattsmart Small Business Lighting handout](#)
- [wattsmart Business LED instant incentives handout](#)
- [wattsmart Business brochure - updated](#)
- [wattsmart Business brochure: Small Commercial & Retail \(trifold print\)](#)
- [wattsmart Business brochure: Small Commercial & Retail \(web version\)](#)
- [wattsmart Business brochure: Small Commercial & Retail \(co-branded copy\)](#)
- [wattsmart Business Energy handout](#)
- [wattsmart Business case study: Larry H. Miller Group \(updated\)](#)
- [wattsmart Business Cedar City targeted town event flyer](#)

Residential customer newsletters

- January Voices [newsletter](#)
- March [March Voices newsletter](#)
- April Voices [newsletter](#)
- July Voices [newsletter \(PDF\)](#)
- September Voices [newsletter \(PDF\)](#)

wattsup

- [wattsup insert \(PDF\) \(May\)](#)
- [wattsup insert \(PDF\) \(October\)](#)

Bill inserts

- February [Spring Home & Garden Festival](#)
- April [wattsmart LEDs and free kit insert](#)
- June: [HES cooling incentives insert](#), *See ya later, refrigerator* [insert \(PDF\)](#)
- August *See ya later, refrigerator* [program insert \(PDF\)](#)
- [wattsmart Business HVAC insert \(PDF\)](#)

Outer envelope

- January – [be wattsmart to jump start 2015](#)
- July - [outbound bill envelope \(PDF\)](#)

Business customer newsletters

- [Energy Connections for midsize business customers \(4/15\)](#)
- [Energy Connections for midsize business customers \(6/15\)](#)
- [Energy Connections for midsize business customers \(9/15\)](#)
- [Energy Insights for large accounts and communities \(Winter\)](#)
- [Energy Insights for large accounts and communities \(Spring\)](#)
- [Energy Insights for large accounts and communities \(Summer\)](#)
- [Energy Insights for large accounts and communities \(Fall\)](#)

Earned Media – 2015

Layton, UT
(Davis Co.)
Hilltop Times
(cir W 17,500)

JAN 15 2015

Photo by [unreadable]

Fiscal 2014 Hill AFB Energy Champion

By DAVE ABBOTT,
75th Civil Engineer Squadron
utility manager

5170
Hill recently honored an engineer for his energy saving efforts, an Air Force priority. Trent Tholen, an electrical engineer and senior project manager assigned to the 309th Maintenance Support Squadron, took positive, specific actions to ensure improved working conditions and energy savings could be achieved simultaneously.

While working directly with process and facility engineering teams within the Ogden Air Logistics Complex, Tholen distinguished himself by identified and corrected lighting inefficiencies for C-130 tests stands in Building 269.

The lighting retrofit involved replacing 83 (175-watt) Pulse

Start Metal Halide fixtures with 60 (78-watt) and two (39-watt) Light Emitting Diode, or LED, fixtures.

The upgrade was needed because the existing lighting was inadequate and frequent painting rework was required due to shadows and poor lighting levels.

It was determined that 4-inch linear LED lighting fixtures would be used for improved human maintenance, lighting color rendering, lighting uniformity and reduced maintenance.

The result: The lighting quality has greatly improved and painting rework has lessened, while reducing lighting-fixture energy and maintenance costs.

Tholen's thinking was instrumental in achieving annual savings of 54,851 kWh and annual

utility cost savings of \$4,569.

In addition, working with the base energy manager and taking advantage of Rocky Mountain Power's Watt-Smart Business Rebate Program, Hill received more than \$11,000 in incentive rebates toward the project cost.

These are only a few of Tholen's energy-efficiency accomplishments within the depot maintenance workload — and just one example of Team Hill at its best, Hill AFB utility officials said.

For these and other efforts, Tholen was recognized as the fiscal 2014 Hill AFB Energy Champion for his contributions.

Officials said he is a shining example of excellent energy and environmental stewardship for the Air Force and the Department of Defense.



Alex R. Lloyd/U.S. Air Force
Col. Ron Jolly, 75th Air Base Wing commander, recognizes Trent Tholen, 309th Maintenance Support Squadron electrical engineer, for his energy and environmental stewardship efforts in 2014.

Tremonton, UT
(Boz Elder Co.)
Leader & Garland Times
(Cir. W. 2,000)

APR 08 2015

Utah's #1 Choice

Wattsmart starter kits available

A few simple changes can stretch your energy dollar and lower your monthly bills. Rocky Mountain Power's new wattsmart Starter Kit is the perfect place to begin. The kit is free to Rocky Mountain Power customers and includes a combination of ENER-

GY STAR® and WaterSense® products that deliver immediate savings.

The contents of each wattsmart Starter Kit are based on the customer's water heating type. To begin, each kit contains four compact fluorescent light bulbs. For customers who have

electric water heating, kits will include one or more high-performance showerheads and faucet aerators based on how many full bathrooms are in their home.

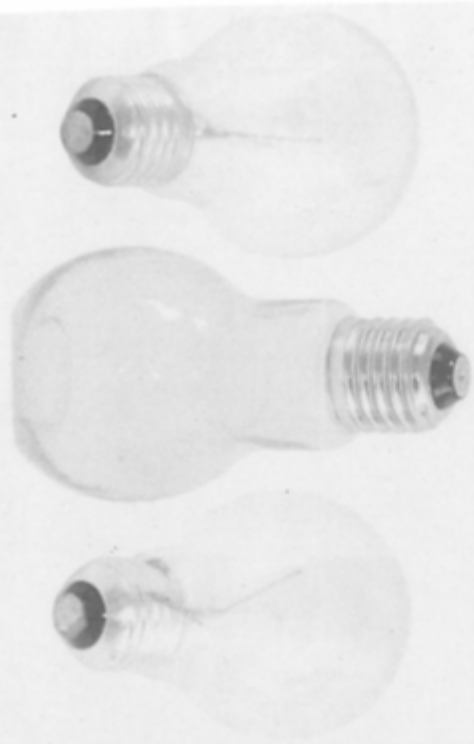
The wattsmart Starter Kit is an excellent entry point to home energy savings, showing that something as simple as changing a bulb can truly make a difference. Combined, these upgrades can save approximately \$50 or more every year.

ENERGY STAR rated CFLs use 75 percent less energy than traditional incandescent bulbs and last as much as 10 times longer. WaterSense showerheads save energy and reduce the

average family's water use by as much as 2,900 gallons per year, while each faucet aerator can save as many as 700 gallons.

For customers looking to increase the savings even more, the kit can be upgraded to include additional products like super-efficient LED bulbs that use one-tenth the energy and can last as long as 25 years. Also available in the upgraded kit is a hand-held showerhead.

For more information and to order a free wattsmart Starter Kit, visit wattsmart.com/starter, and have your Rocky Mountain Power account number handy to include on the form.



Ogden, UT
(Weber Co.)
Standard-Examiner
(Cir. D. 50,546)
(Cir. S. 52,061)

APR 12 2015

Allen's P.C.S. 1-11-1987

Trash old fridges, fight hunger

SALT LAKE CITY — How can an old refrigerator help fight hunger in Utah? Through Rocky Mountain Power's See Ya Later Refrigerator program, customers can easily get rid of their energy-guzzling appliance for free and donate the \$30 incentive they receive for doing so to Utah Food Bank. It's a new feature added to the company's long-standing refrigerator recycling program.

"This new partnership with Utah Food Bank, coupled with recycling old refrigerators, benefits both customers and Utah Food Bank," said Gary Hoogveen, Rocky Mountain Power vice president and chief commercial officer. "Today's modern refrigerators use about one-third the electricity that such appliances used 20 years ago."

Giving over the \$30 incentive check can help Utah Food Bank provide more than 210 meals to those in need, the company said.

This year, the See Ya Later Refrigerator program has a goal to recycle more than 15,000 appliances, saving an estimated 15 million kilowatt hours a year, equivalent to powering about 1,300 typical Utah homes for a year. So far, more than 150 customers have donated their incentive checks totaling more than \$4,500. Rocky Mountain Power and Utah Food Bank hope the campaign will generate at least \$15,000 to \$20,000 to help fight hunger.

To schedule a pickup, Rocky Mountain Power customers can call 1-866-899-5539 or visit www.wattsmart.com. Appliances must be in working order and empty when the crew arrives to pick them up for recycling.

Units picked up through the program are transported to an appliance recycling facility operated by JACO Environmental. JACO safely removes hazardous materials from the old energy-guzzlers, reclaiming 95 percent of the materials in the appliances for reuse in manufacturing new products.

— Standard-Examiner staff

Richfield, UT
(Sevier Co.)
Reaper
(Cir. W. 4,100)

APR 15 2015

Allen's R.C.B. Est. 1891

Filling food pantries

RMP and the Utah Food Bank encourage customers to donate energy efficiency incentives to help stop hunger

How can an old refrigerator help fight hunger in Utah?

Through Rocky Mountain Power's See Ya Later Refrigerator program, customers can get rid of their energy guzzling appliance for free, and donate the \$30 incentive they receive for doing so to Utah Food Bank. It's a new feature added to the company's long-standing refrigerator recycling program.

"This new partnership with Utah Food Bank, coupled with recycling old refrigerators, benefits both customers and Utah Food Bank," said Gary Hoogeveen, RMP vice president and chief commercial officer.

"Today's modern refrigerators use about one-third the electricity that such appliances used 20 years ago. In today's world it's important to use electricity as efficiently as possible, and our See Ya Later Refrigerator program is an easy way to help customers do exactly that."

Jim Yorgason, Utah Food Bank president and CEO, said the \$30 incentive check can help the food

bank provide more than 210 meals to those in need. Yorgason said an estimated 444,000 Utahns go hungry each day with one in five Utah children at risk of missing a meal daily.

"Rocky Mountain Power customers who choose to use their \$30 incentive in this way show a good deal of compassion to their neighbors in need in the community," Yorgason said.

This year, the incentive program has a goal to recycle more than 15,000 appliances, generating at least \$15,000 to \$20,000 to help fight hunger, and saving an estimated 15 million kilowatt hours — equivalent to powering approximately 1,300 typical Utah homes for a year. So far, some 150 customers have donated their incentive checks totaling more than \$4,500.

The appliance recycling program offers customers the \$30 incentive along with free removal of old refrigerators and freezers.

Research has shown that when new

refrigerators are purchased for the kitchen, the old appliances are placed in the garage or basement. While the extra refrigerator space was used a few times a year, the appliance continues to consume electricity every day.

In addition, recycling of one outdated refrigerator has the environmental impact of removing two cars from the road for a year and repurposes more than 188 pounds of materials such as foam, glass and metal for future use.

Units picked up through the program are transported to an appliance recycling facility operated by JACO Environmental, which removes hazardous materials from the old energy guzzlers, reclaiming 95 percent of the materials in the appliances for reuse in manufacturing new products.

Appliances must be in working order and empty when the crew arrives to pick them up for recycling.

For more information, call (866) 900-CCSO

News releases

<https://www.rockymountainpower.net/about/nr/nr2015/refrigerator-recycling-program.html>

<https://www.rockymountainpower.net/about/nr/nr2015/utah-energy-plan.html>

<https://www.rockymountainpower.net/about/nr/nr2015/LDS-Church-honored.html>

<https://www.rockymountainpower.net/about/nr/nr2015/hill-air-force-base.html>

<https://www.rockymountainpower.net/about/nr/nr2015/iron-county-school-dist.html>

<https://www.rockymountainpower.net/about/nr/nr2015/rmp-climate-pledge.html>

<https://www.rockymountainpower.net/about/nr/nr2015/irp-energy-plan.html>

<https://www.rockymountainpower.net/about/nr/nr2015/video-contest-winners.html>

<https://www.rockymountainpower.net/about/nr/nr2015/vote-video-contest.html>

<https://www.rockymountainpower.net/about/nr/nr2015/video-contest-advice.html>

<https://www.rockymountainpower.net/about/nr/nr2015/pulbaapts0.html>

<https://www.rockymountainpower.net/about/nr/nr2015/homeshow.html>

<https://www.rockymountainpower.net/about/nr/nr2015/videocontest.html>

<https://www.rockymountainpower.net/about/nr/nr2015/fwskatrmc.html>