focus on energy℠
Partnering with Wisconsin utilities

PROGRAM ALLY APPLICATION

For businesses who sell or deliver energy efficient or renewable goods and services to Commercial, Industrial, Agribusiness, Schools and Government customers

ADMINISTRATIVE USE ONLY
APPLICATION NUMBER:
DATE RECEIVED:
APPROVED BY:

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.

PROGRAM ALLY INFORMATION (MAIN CONTACT)

Please use page two to add more contacts for this location/branch. Please complete a new application for each location/branch.

Company Name		Contact Name	Title	
Address		City	State	Zip Code
Phone	Fax	Email	Web site	

CUSTOMER MARKET

Please check the type(s) of customers you serve: ❑ Agriculture ❑ Commercial ❑ Industrial ❑ Schools/Government Buildings

BUSINESS TYPE

Please indicate what type of business best defines your business (please check all that apply):

Please indicate what type of business best defines your business (check all that apply):

❑ Architect ❑ Builder ❑ Consultant ❑ Contractor ❑ Developer ❑ Distributor ❑ Engineer ❑ ESCO
❑ Financier ❑ Manufacturer ❑ Mfr. Rep ❑ Retailer ❑ Wholesaler ❑ Other (define):

ENERGY EFFICIENCY SERVICES OFFERED

(please check all that apply):

❑ Appliance: Commercial
❑ Architectural Services
❑ Boiler Installation Service
❑ Commissioning
❑ Compressed Air
❑ Controls: Lighting
❑ Controls: Building Automation
❑ Controls: Indust. System/process
❑ Dairy Process & Operations Equip.
❑ Design/Build Services
❑ Domestic Hot Water/boiler
❑ Electrical
❑ Emergency Repair Service
❑ Energy Efficient Dock Equipment
❑ Energy Management Services
❑ Engineering Services
❑ Geothermal
❑ Heat Recovery
❑ HVAC
❑ Information Technology Equipment and Services
❑ Insulation: Building shell
❑ Insulation: Industrial piping
❑ Interior Design Services
❑ Lighting
❑ Mechanical
❑ Motors / Drives (VFDs)
❑ Plumbing
❑ Process Heating
❑ Process Steam
❑ Pump Systems
❑ Refrigeration: Commercial
❑ Refrigeration: Industrial
❑ Roofing
❑ Service & Maintenance Contracts
❑ Testing and Balancing

RENEWABLE ENERGY SERVICES OFFERED

(please check all that apply):

❑ Anaerobic Digestion – Farm
❑ Anaerobic Digestion – Industrial & Municipal
❑ Biomass Energy
❑ Solar Electric (PV)
❑ Solar Hot Water
❑ Wind Electric

If your company currently employs a solar or wind installer certified by the North American Board of Certified Energy Practitioners (NABCEP) enter the name of the certified installer: _____ **It is the responsibility of the program ally to notify Focus on Energy should this information change.**

AREAS SERVED

Please indicate the Wisconsin counties in which your business operates (please check all that apply):

❑ Adams	❑ Clark	❑ Florence	❑ Jefferson	❑ Marathon	❑ Ozaukee	❑ Rusk	❑ Vilas
❑ Ashland	❑ Columbia	❑ Fond du Lac	❑ Juneau	❑ Marinette	❑ Pepin	❑ Saint Croix	❑ Walworth
❑ Barron	❑ Crawford	❑ Forest	❑ Kenosha	❑ Marquette	❑ Pierce	❑ Sauk	❑ Washburn
❑ Bayfield	❑ Dane	❑ Grant	❑ Kewaunee	❑ Menominee	❑ Polk	❑ Sawyer	❑ Washington
❑ Brown	❑ Dodge	❑ Green	❑ La Crosse	❑ Milwaukee	❑ Portage	❑ Shawano	❑ Waukesha
❑ Buffalo	❑ Door	❑ Green Lake	❑ Lafayette	❑ Monroe	❑ Price	❑ Sheboygan	❑ Waupaca
❑ Burnett	❑ Douglas	❑ Iowa	❑ Langlade	❑ Oconto	❑ Racine	❑ Taylor	❑ Waushara
❑ Calumet	❑ Dunn	❑ Iron	❑ Lincoln	❑ Oneida	❑ Richland	❑ Trempealeau	❑ Winnebago
❑ Chippewa	❑ Eau Claire	❑ Jackson	❑ Manitowoc	❑ Outagamie	❑ Rock	❑ Vernon	❑ Wood

APPLICATION SUBMISSION REQUIREMENTS

- Businesses will be asked to re-apply or update this form on an annual basis. It is the program allies responsibility to update information sooner, if information changes. Inaccurate information presented in any program materials or website is the responsibility of the program ally to supply correct information to the program.
- Focus reserves the right to deny ally's application to become a program ally.

PROGRAM ALLY SIGNATURE

(Signature required)

I, the undersigned, certify that the information provided in this application is complete, true and correct and that I have read and agree to the General Program Requirements and the Terms and Conditions as outlined in this form. I understand that submission of this form does not guarantee our company will be accepted into the program ally program.

Program Ally Signature	Print Name	Date

Please return the completed and signed application to: Focus on Energy – Business Programs, 8383 Greenway Blvd, Suite 600, Middleton WI 53597.
Email: Applications can be scanned and emailed to BPforms@focusonenergy.com.
Or Fax application to: 608.824.3145. **Questions:** Call 800.762.7077.
Learn more about incentives at focusonenergy.com/financialincentives.

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ADDITIONAL CONTACT INFORMATION FOR THIS LOCATION/BRANCH

Company Name				
Contact Name		Title		
❑ Check box if address is the same as the main contact (please add any direct phone numbers and e-mail addresses)				
Address		City	State	Zip Code
Phone	Fax	Email	Web site	
Company Name				
Contact Name		Title		
❑ Check box if address is the same as the main contact (please add any direct phone numbers and e-mail addresses)				
Address		City	State	Zip Code
Phone	Fax	Email	Web site	
Company Name				
Contact Name		Title		
❑ Check box if address is the same as the main contact (please add any direct phone numbers and e-mail addresses)				
Address		City	State	Zip Code
Phone	Fax	Email	Web site	
Company Name				
Contact Name		Title		
❑ Check box if address is the same as the main contact (please add any direct phone numbers and e-mail addresses)				
Address		City	State	Zip Code
Phone	Fax	Email	Web site	

Use of the Focus on Energy name or logo by program ally is NOT permitted without prior approval from the Focus marketing department. To receive approval to use the Focus on Energy name or logo, contact Focus on Energy at 800.762.7077 or e-mail coopads@focusonenergy.com.

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TERMS AND CONDITIONS

Term: Program Ally (Ally) status shall commence on the date this application is accepted by the Focus on Energy Program Administrator (Admin) and shall continue until terminated (1) in writing by either party or (2) unless waived by Admin, immediately following any 12-month period in which Ally has not participated in the program (i.e. by Ally or their customers submitting qualified incentive applications to Focus on Energy).

Termination: Ally status may be terminated without penalty by Ally or by Admin for any reason, or for no reason, at any time. Written notice of termination must be sent to the non-terminating party by mail, fax, or e-mail. When termination is initiated by written notice, termination will be effective as of the date the termination letter is received by the non-terminating party. Upon termination, Ally, and if applicable, Ally's customer, shall be eligible to receive incentive payments earned prior to the termination of Ally status.

Program Requirements: Ally shall comply with the Focus on Energy program requirements and procedures. Program requirements and procedures may change from time to time without notice. It is Ally's responsibility to verify current program requirements and procedures at the Focus on Energy website (focusonenergy.com) or by contacting Focus on Energy staff at 800.762.7077.

Indemnification: Ally agrees to indemnify and hold Admin, the State of Wisconsin, and participating utilities, and their respective directors, commissioners, officers, employees, and agents harmless against all claims, liabilities, damages, losses, costs or expenses (including, but not limited to, reasonable attorneys' fees) arising out of or related to any act or omission of the Ally, its directors, officers, employees, subcontractors, or agents of Ally or its subcontractors, including, but not limited, to the failure of Ally to properly and/or timely pay any wages and/or benefits to the Ally's employees. The obligations of Ally under this section shall survive termination or expiration of Ally status and shall be in addition to the warranty obligations of Ally.

Independent Ally: Ally may present himself/herself/itself as an Ally of the Focus on Energy program. By signing this application, Ally does not become an agent, employee, or representative of the Focus on Energy program, Admin, the State of Wisconsin or participating utilities. The parties shall not be considered to be joint venturers, partners, agents, servants, employees, fiduciaries, or representatives of each other, and no party shall have the right or power to bind or obligate any other party to, or third party beneficiary of, these terms and conditions.

No Representations: Ally shall not, directly or indirectly, represent the Ally's products, services, offerings, or work to potential customers or others as being guaranteed or warranted in any way by the program administrator, this Program, Focus on Energy, the State of Wisconsin, or participating utilities.

Codes and Licensing: Ally and its subcontractors shall comply with and conform to all federal, state, local and foreign laws, statutes, ordinances, regulations, rules, codes (including building codes), and orders applicable to Ally, its business, and the work performed by Ally. Ally represents and warrants that Ally has obtained, and currently maintains, all federal, state, local, and foreign governmental franchises, licenses, and permits material to and necessary in the conduct of Ally's business and that Ally is not subject to, or party to, any license, permit, law, rule, ordinance, regulation, order, judgment or decree, or any other restriction of any kind or character, which adversely affects the business practices, operations, or condition of Ally's business. In addition, Ally must attain current and future certification to use certain titles (e.g., Site Assessor, NABCEP Installer).

Continuing Education/Training: Ally agrees to meet with Focus on Energy Program representatives once every 12 months, or as otherwise required by the Program, to receive program updates in person or via phone conference and to participate in training and/or education as required by the Program.

Insurance: Ally agrees to carry appropriate insurance for their type of business.

Program Procedures and Scope of Services: Ally shall provide diagnostic and/or installation services consistent with the procedures and requirements set forth in the applicable Program Guidelines, including all updates, supplied to Ally under separate cover and incorporated herein by reference. Ally acknowledges that he/she/it has received, read and agrees to comply with the program procedures outlined in the Program Guidelines.

Misrepresentation: Making false statements on any Focus on Energy incentive application is punishable by law. Any person who knowingly files an application containing any materially false information or who purposely and misleadingly conceals information commits a fraudulent act that subjects such person to criminal and civil penalties. Any and all funds determined to have been acquired on the basis of fraudulent information must be returned to the Focus on Energy program. This section shall not limit other remedies that may be available for the filing of false or fraudulent applications, including, but not limited to, referral to law enforcement authorities.