

SOUL OF WISCONSIN

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Dear Energy User and Difference Maker,

Wisconsin's energy future is at a Crossroads. We need your help in funding a formal case before the Public Service Commission of Wisconsin. Two nationally renowned electrical engineers are poised to challenge the premise of transmission expansion through Wisconsin and outline alternative solutions. On behalf of SOUL and electric ratepayers throughout the state- Bill Powers and Peter Lanzalota will show that the direction utilities have proposed will take us into debt and wasteful energy practices. Powers Engineering will provide clear and proven alternatives that save money for households, businesses and farms in an efficient environment that benefits the overall economy of Wisconsin. That is where you come in; we need to raise an additional \$60,000. to pay their firms.

We could not ask for better representation. Peter has been working with SOUL since 2011 when he helped draft an Energy Investment Priority Resolution that more than 100 Wisconsin municipalities and 12 state legislators have adopted. In utility cases from coast to coast, Lanzalotta Associates has successfully dismantled the utilities proposals by exposing razor thin "potential" energy savings, exaggerated reliability claims and lack of planning for net carbon emission reductions.

Powers Engineering adds world-class experience in energy efficiency and renewable power planning. The firm is already hard at work taking Peter's calculations and building detailed alternative solutions. In California and other states, Powers Engineering has demonstrated that by reducing waste and slashing emissions- the proven outcome is significantly lower household, farm and business operating costs. This approach has also shown to substantially bolster local job creation.

We can win with our tremendous team of experts...if we can retain them with funding before November 30, 2014. It takes hundreds of hours to analyze utility data and formulate fact-based legal arguments. SOUL has raised \$50,000 to date towards a total goal of \$110,000. We just received a \$20,000 matching challenge grant to help us reach that goal. Every dollar you donate up to \$20,000. before November 30 will be doubled! All donations are tax exempt, and deeply appreciated. Let's show our common sense, financial sense and vision. Let's change the energy future in Wisconsin for the better. Thank you for your consideration.

Sincerely,

Terese Agnew
Chair, SOUL Fundraising Committee
P.O Box 146 La Farge, WI 54639
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The Team

Powers Engineering

Bill Powers is one of the country's most respected engineers in utility and energy resource planning. He recently won a landmark decision before the California Energy Commission that shifted ratepayer dollars away from building three new gas power plants to decreasing demand with accelerated energy efficiency and on site solar. He spearheaded long term, sustainable energy planning for environmental and public groups for the San Francisco Bay Area and the San Diego region. He is the Chief Engineer of E-Tech International and principal of Powers Engineering.

Lanzalotta & Associates

With over 35 years of experience, Peter Lanzalotta is truly a pre-eminent engineer in electric utility distribution analysis. He has testified in more than 100 major utility and transmission cases in 22 states, the District of Columbia, the Provinces of Alberta and Ontario, and before the Federal Energy Regulatory Commission and U. S District Court. Peter is frequently selected to analyze data for the public interest side in high profile U.S. and state government planning exercises. He is perhaps best known for 3rd party detailed analysis for the 2009 TriAIL transmission case in Pennsylvania and Virginia that unveiled more viable solutions establishing a new standard in public intervention techniques.

SOUL of Wisconsin

SOUL was founded in 1999 with chapters across the state to promote efficient and sustainable energy economies in Wisconsin. The non-profit organization has over 2,400 lifetime members and operates entirely with a volunteer staff. More than 90 municipalities and 12 state legislators have endorsed SOUL's objectives in the Badger-Coulee case before the PSC.

Reynolds-Oliveira LLC

REYNOLDS OLIVEIRA LLC has been on the forefront of representing the public's interest in land use, water rights, frac-sand mining, renewable energy and native treaty rights for over 35 years. The firm authored the legal strategy behind a broad coalition of public and native interests that secured protections against sulfide mining in Wisconsin from 1998-2013. In 2011, partner Glenn Reynolds won a significant victory on behalf of Wisconsin municipal governments before the Wisconsin Supreme Court, which upheld the right of municipal governments to protect agricultural land through local ordinances. Partner Marcel S. Oliveira focuses on business, corporate, municipal and energy law, Julie A. Steigerwaldt, is an expert in environmental law.

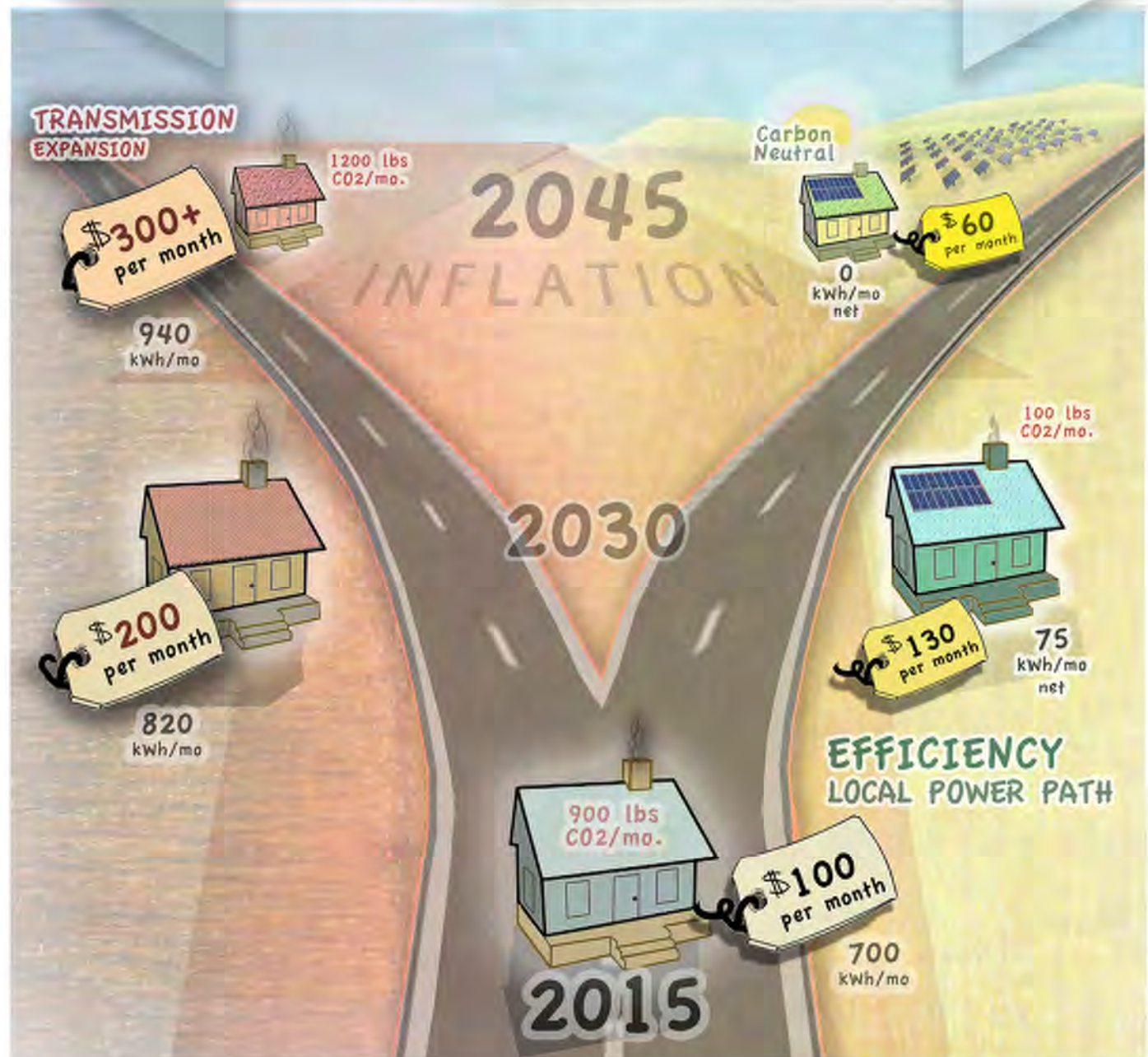
John Farrell

John Farrell is the Director of Democratic Energy at the Institute for Local Self-Reliance. As senior researcher, economist, writer and energy policy analyst, he authored the landmark guaranteed Solar Value Law recently adopted by the state of Minnesota. His seminal 2010 case study, "Energy Self-Reliant States," established the primacy of solar cost effectiveness installed in households, farms, businesses, local neighborhoods and communities. John is one of many un-paid consultants who provide SOUL regular insights on human and legal-technical levels. He has vast experience interpreting complex energy policies and energy awareness education.

FORK IN THE ROAD

Steadily Increase Use

Steadily Reduce Waste



SOUL of Wisconsin

Regional utilities' transmission planning with projects in Wisconsin and surrounding states dismisses WI electric customer dollars going into efficiency and local power. Key to the utility direction is an average **increase in energy use of 1% per year**. Alternatives are contrasting Efficiency-Solar paths based on successful programs in other states **where energy use drops 1.5% per year**. Above, a household with average use in 2014 makes a \$9000 investment in 15 community solar panels (4.6kW) as recently offered in Vernon County. After the \$50/mo. solar cost ends in 2030, the increasingly efficient solar home is nearly carbon neutral with \$20 in electricity costs and the \$55 facility fee. **The savings over 30 years from the Efficiency-Solar path is about \$40,000 and \$20,000 for Efficiency alone.** An inflation rate of 3.5%/year has been applied to both paths.



Transmission Expansion

Increasing Waste
Utility Priorities
40 Years Debt of Billions\$
Profiting Utilities
Few Boom-Bust Jobs
Increasing Carbon Emissions
Legacy of Inaction

Efficiency - Local Power

Slash Waste
Self Determination
Huge Savings for House-
holds and Businesses
Create Many Local jobs
Slash Emissions
Legacy of Solutions

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