

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.

Lake Mills Light and Water (LMLW) 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. **Attach a copy of the 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.
3. Drop off your completed application at our office or mail it to: LMLW 307 N. CP Avenue, Lake Mills, WI 53551.
4. Trees must be purchased and planted between April 1, 2010 and October 1, 2010.
5. Applications must be received no later than October 15, 2010.

Eligibility:

- The Tree Power Incentive Program is available to residential customers with a valid LMLW 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. LMLW 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. Applications will be accepted on a first-come, first-served basis, until allocated funds are spent.

This program is in effect from April 1, 2010 to October 1, 2010

QUESTIONS? CALL US AT 648-2344 OR 648-4026.

• 2010 TREE POWER INCENTIVE PROGRAM APPLICATION •

How to Apply: Please attach a copy of the sales receipt or paid invoice for shade tree purchase indicating date of purchase, dealer name and address, and a description of the tree type or species. Qualifying trees must be purchased and planted **no later than October 1, 2010**. Applications must be received **no later than October 15, 2010**.

| CUSTOMER INFORMATION (Please print clearly) | | | |
|---|---|----------------|---------------------------|
| Customer Name (First, Last) | Utility Account Number (found on your bill) | | |
| Address | City / State / Zip Code | | |
| () | () | E-mail Address | |
| Telephone # (Home) | Telephone # (Days) | | |
| DIGGERS HOTLINE INFORMATION (800) 242-8511 | | | |
| Diggers Hotline Ticket Number | Contact Person (if applicable) | | |
| TREE INFORMATION | | | |
| 1. Tree Type or Species | Planting Location (side of home) | Price Paid | × 50% = Incentive (<\$50) |
| 2. Tree Type or Species | Planting Location (side of home) | Price Paid | × 50% = Incentive (<\$50) |
| 3. Tree Type or Species | Planting Location (side of home) | Price Paid | × 50% = Incentive (<\$50) |
| | | | Total Incentive |

Certification and Agreement

I understand that this offer provides an incentive of 50% of the total price paid for qualifying shade tree(s), not to exceed \$50 per tree. I agree that the tree(s) listed above meets the eligibility requirements described on the front side of this application.

I agree that LMLW reserves the right to verify sales receipts and/or planted trees before issuing incentives. **Qualifying shade trees must be purchased and planted between April 1, 2010 and October 1, 2010.**

I agree that LMLW does not guarantee that the planting of shade trees or the implementation of any energy efficiency measure described in this application will result in energy cost savings. LMLW makes no warranties, expressed or implied, with respect to any equipment purchased and/or installed including, but not limited to, any warranty of merchantability or fitness for purpose. In no event shall LMLW be liable for any incidental or consequential damages.

I understand that this program has a limited budget, and that applications will be accepted on a first-come, first-served basis, until allocated funds are spent. This program may be modified or discontinued at any time without notice.

I certify that all statements made in this application are correct to the best of my knowledge. I agree to the terms and conditions of this offer as set forth on this application.

| | |
|---|--|
| <p align="center">X</p> <p>Applicant's Signature _____ Date _____</p> <p align="center">QUESTIONS? NEED MORE INFORMATION?</p> <p align="center">CALL US AT 648-2344 or 648-4026.</p> | <p align="center" style="font-size: small;">FOR UTILITY USE ONLY</p> <p align="center">X</p> <p>Authorized Signature _____ Date _____</p> |
|---|--|

| | |
|---|--|
| <p align="center">X</p> <p>Authorized Signature _____ Date _____</p> | <p align="center" style="font-size: small;">FOR UTILITY USE ONLY</p> <p align="center">X</p> <p>Authorized Signature _____ Date _____</p> |
|---|--|

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Applications must be received in our office by October 15, 2010**