

The background of the entire image is a sunburst pattern with rays emanating from the center. The rays are colored in alternating bands of orange and yellow, creating a vibrant, energetic feel.

But Wait... **There's MORE!**

*A TV Host's TAKE ON
ENGAGING YOUR CUSTOMERS*

YOU MAY REMEMBER ME . . .



*As Seen
On*

diyTM
network

HGTV[®]





Real Rail Adventures: Switzerland

Check your local listings

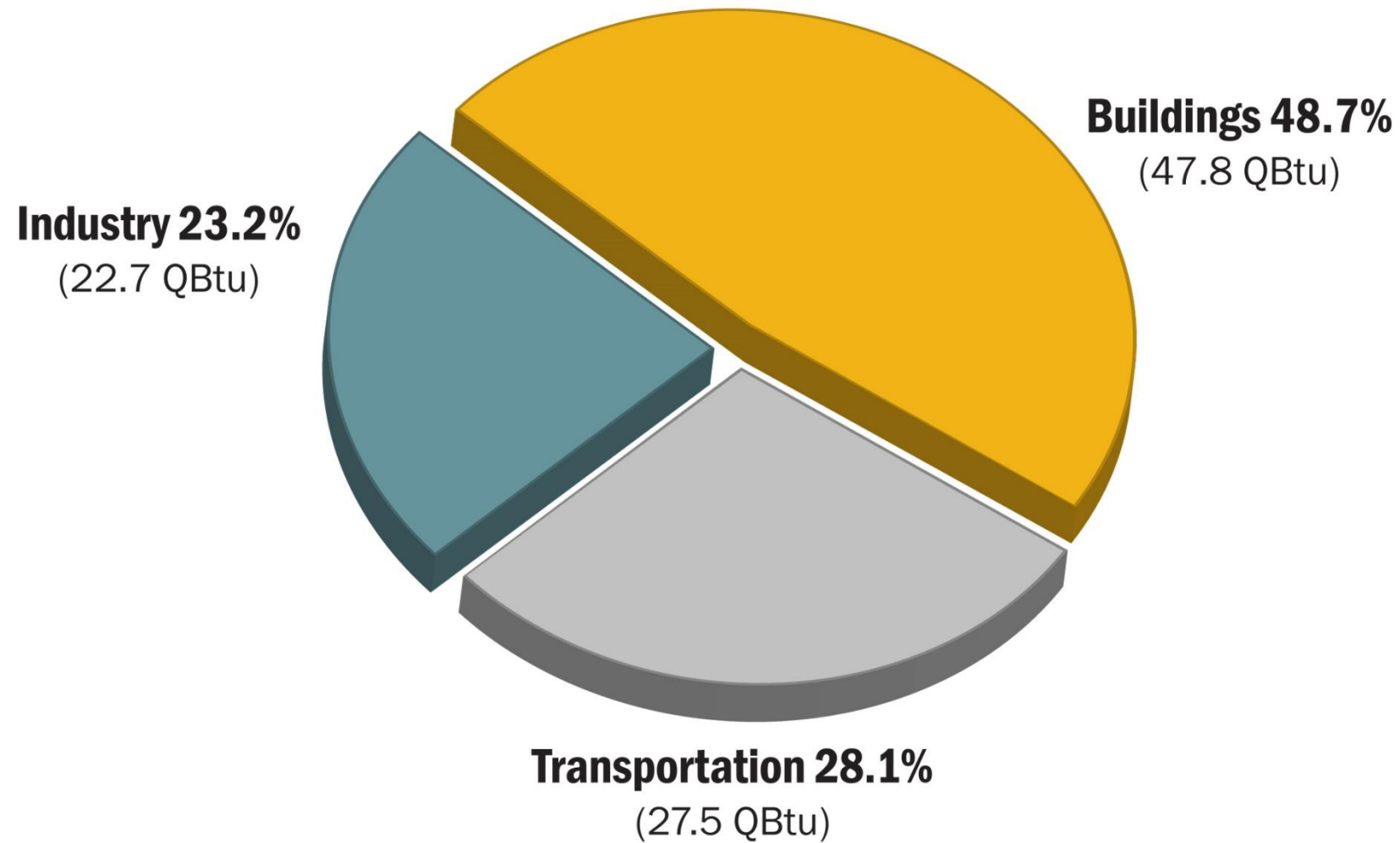






ENERGY
EFFICIENCY \neq

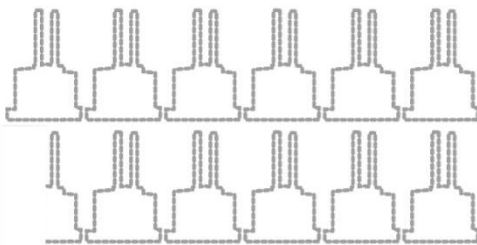




U.S. Energy Consumption by Sector

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Data Source: U.S. Energy Information Administration (2011).



BUILDING ENERGY REDUCTIONS

Eliminating 235
Coal Power Plants

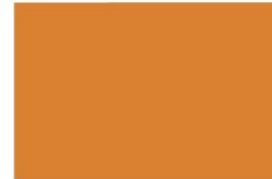


\$42.1 Billion



COAL

235 Power Plants



\$122.0 Billion




NUCLEAR

37 Nuclear Plants



\$256.0 Billion

-  = Eliminating 20 200-MW Coal Power Plants
-  = 20 200-MW Coal Power Plants
-  = 20 1000-MW Nuclear Power Plants

Cost of 1QBtu Delivered Energy

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Data Source: Architecture 2030 Blue Print.







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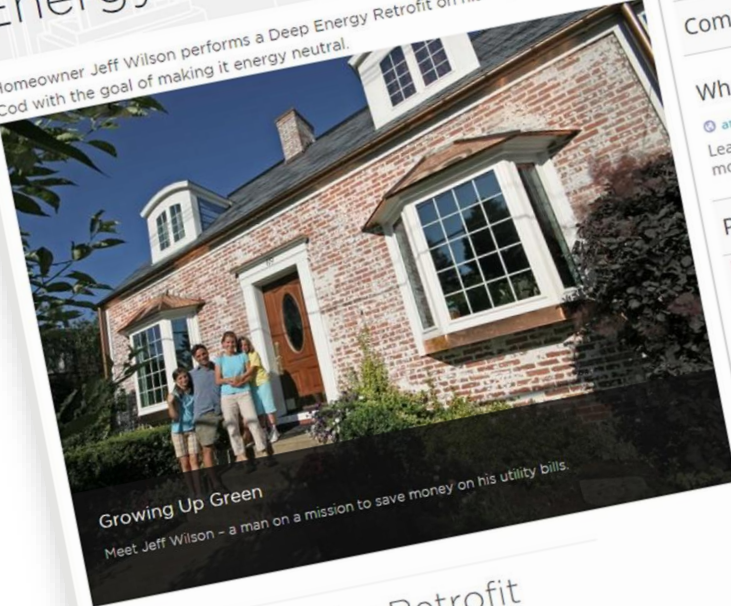
HGTV **SHOWS** **PHOTO LIBRARY** **DESIGN & DECORATE** **HOME GIVEAWAYS** **GARDEN** **REMODEL** **VIDEOS**

[Main](#) [Kitchens](#) [Bathrooms](#) [Interiors](#) [Outdoors](#) [House Systems](#)

home → remodel → packages

Energy Answers

Homeowner Jeff Wilson performs a Deep Energy Retrofit on his 70-year-old Cape Cod with the goal of making it energy neutral.



Growing Up Green
Meet Jeff Wilson – a man on a mission to save money on his utility bills.

Reasons for the Retrofit

- Off-the-Shelf Efficiency
- Adding On & Reducing Use
- Return on Investment
- Sealing a Drafty House

Best Ductless Deals

Commercial Insulation

What are Data Lakes?
[attunity.com](#)
Learn more, including which data to keep, move or analyze via Gartner

Power Quality Analyzer

Home AC Sizing Calculator

HVAC Estimates


Fahrenheit Wall Heater

First Energy Rebates

Lumion 3D Training

Solar Roof Mounts


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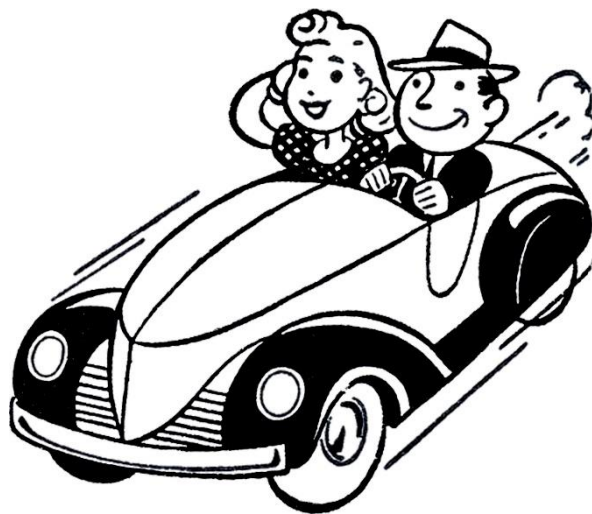
THE GREENED HOUSE EFFECT

JEFF WILSON

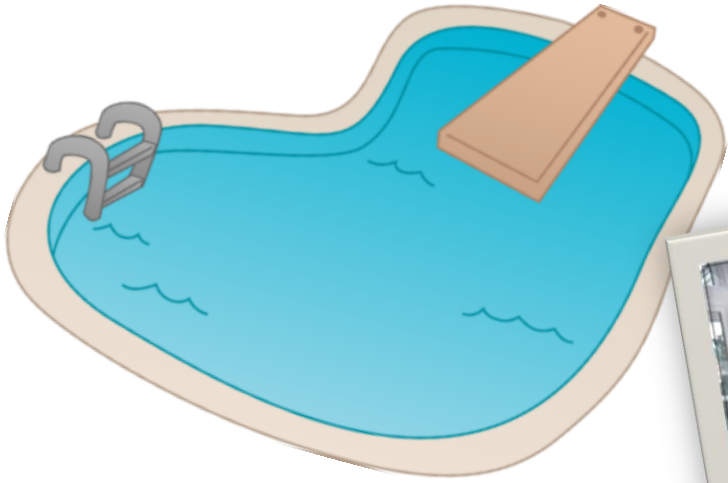
RENOVATING YOUR HOME WITH A DEEP ENERGY RETROFIT



BENEFITS!



RETURN ON INVESTMENT



?



BUT WAIT, THERE'S MORE!

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

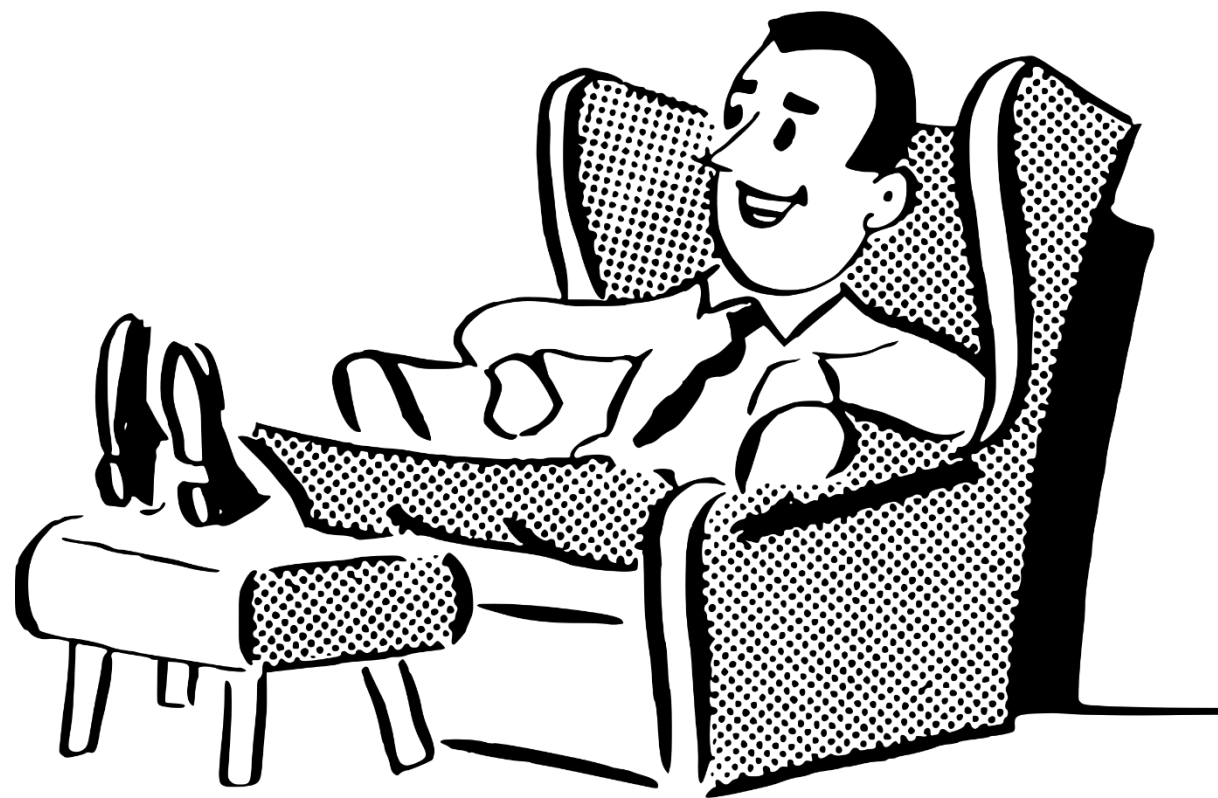
The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

YOUR "T-ZONE" Will Tell You...

T for Taste...
T for Throat...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a T.

CAMELS Castler Tobaccos

boredpanda.com



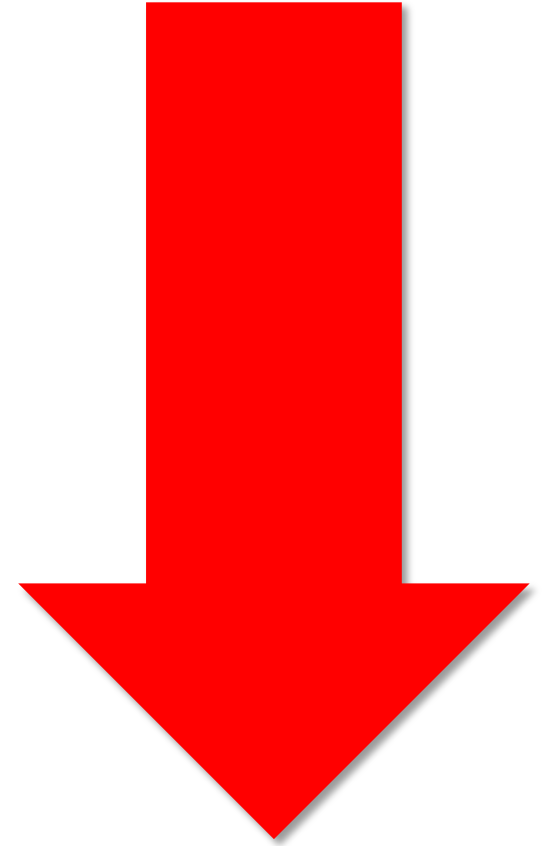
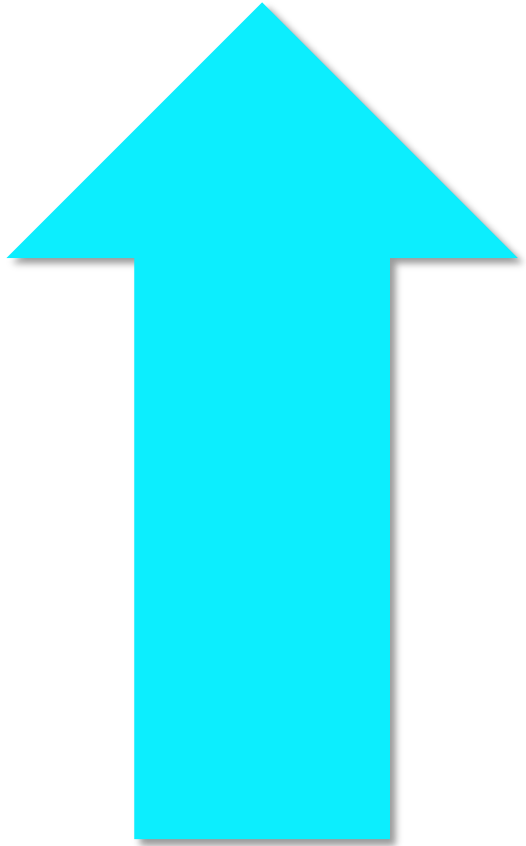
HOT & COLD

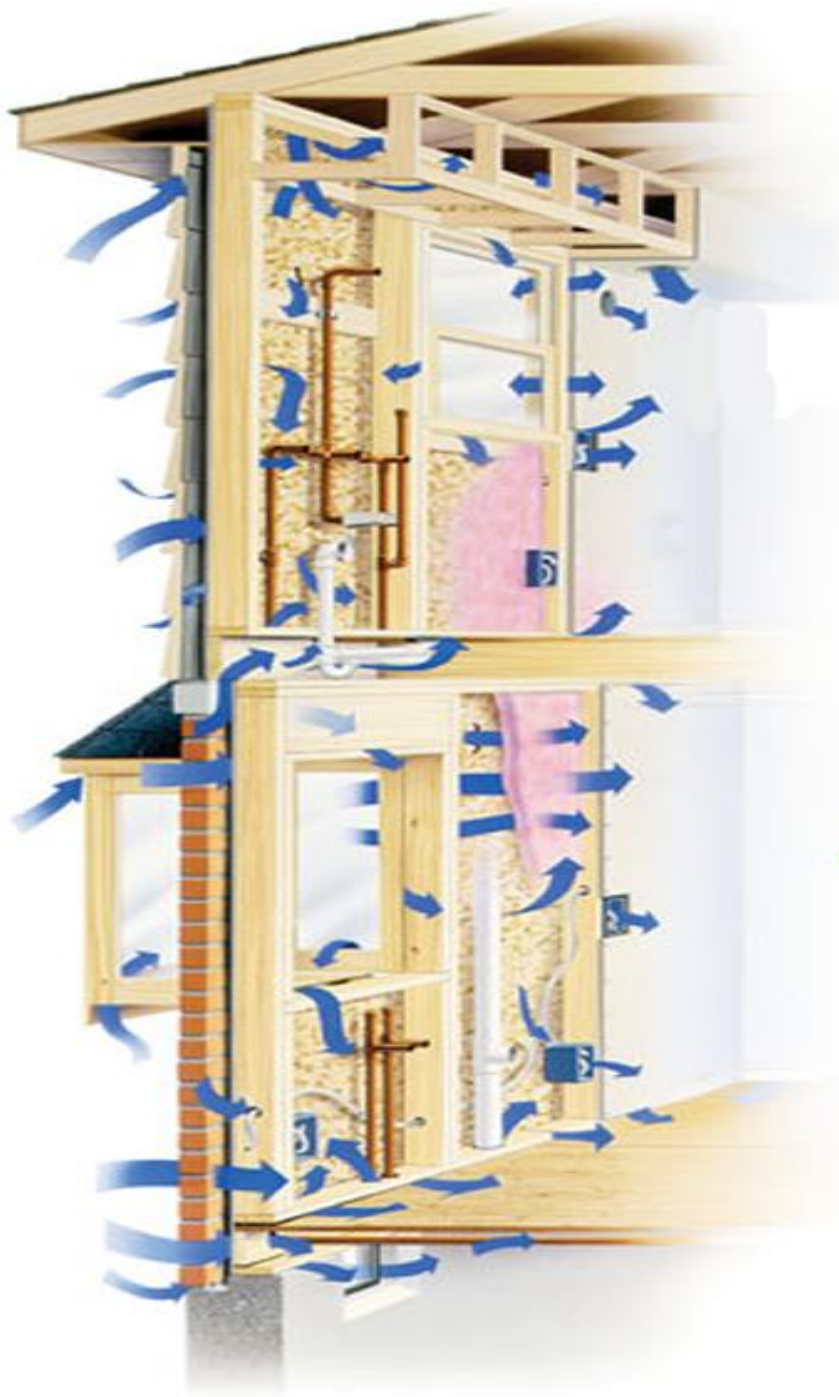
INSULATION . . .



. . . AIR-SEALING

HOT & COLD





NOT FRESH AIR - INFILTRATION!

- *CONDENSATION - MOLD & MILDEW*
- *CONTAMINANTS*
- *AIR-SEALED OR NOT, MECHANICAL VENTILATION IS REQUIRED!*

SMALL BUSINESS BENEFITS - ALL OF THE ABOVE

- *SAVE \$\$\$, OF COURSE*
- *PLUS COMFORT = WORKERS HAPPIER, PATRONS VISIT MORE OFTEN*
- *PLUS HEALTH = WORKERS HAPPIER, PATRONS VISIT MORE OFTEN*
- *PLUS "GREEN PR" - WHO CARES?*
 - *THOSE WHO DON'T, DON'T... BUT THOSE WHO DO?*
 - *PEOPLE WITH MONEY*
 - *MILLENNIALS - LESS WEALTHY NOW, BUT BUILD BRAND LOYALTY*

BUT WAIT, THERE'S EVEN MORE!

ECONOMY, ENVIRONMENT, ENERGY SECURITY

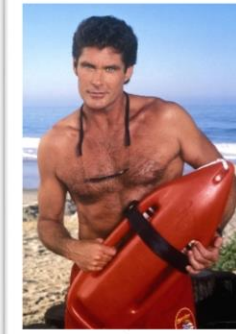
DOING THE RIGHT THING



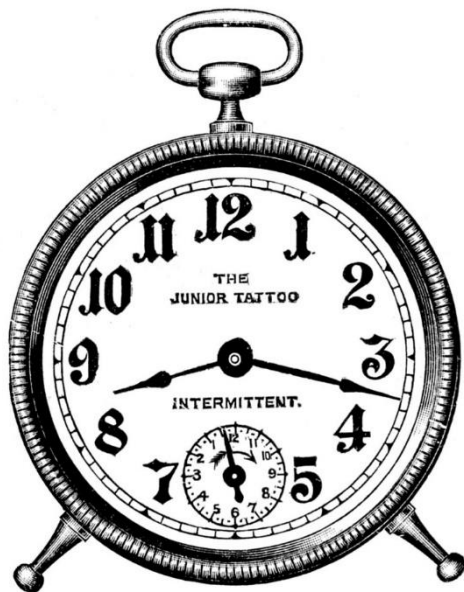
SHORT ATTENTION SPAN THEATER



TELL A STORY



- ***KEEP IT POSITIVE/ACTIONABLE***
- ***USE HUMOR***
- ***EDU- OR INFO- "TAINMENT"***
- ***APPEAL TO OUR BETTER
NATURES: NEIGHBORLINESS,
OUR CHILDREN, PATRIOTISM***



TEMPUS FUGIT



IS YOUR HOME ENERGY EFFICIENT?

There are many ways you can make your home more energy efficient on your own, but also a number of things in your home that can't be seen by the naked eye or fixed on your own. Contact your local GreenHomes America Partner, who can conduct an energy audit on your home to assess your energy usage and provide you with proven solutions to not only help reduce your energy bills, but also make your home a healthier place for you and your family.

Visit www.greenhomesamerica.com for more information.



PROMOTE SMART
ENERGY DECISIONS



SAVE ON
UTILITY BILLS



PROTECT THE
ENVIRONMENT



INCREASE ENERGY
INDEPENDENCE

34%
↑

OF THE AIR IN
YOUR HOME LEAKS
OUT THROUGH
FLOORS, WALLS,
AND CEILINGS



OUTSIDE POLLUTANTS
CAN SEEP INTO YOUR
HOME THROUGH SMALL
HOLES BUILT INTO THE
STRUCTURE OF THE
HOME CONTRIBUTING TO
UNEVEN TEMPERATURES
AND UNHEALTHY LIVING
CONDITIONS

30%
↓

INSTALLING AN ENERGY
EFFICIENT QUALIFIED GAS
WATER HEATER CAN
REDUCE WATER HEATING
ENERGY USAGE BY 30%

54%
↑

UPGRADING YOUR HEATING
AND COOLING SYSTEMS CAN
REDUCE YOUR UTILITY BILL!
HEATING AND COOLING YOUR
HOME MAKES UP ABOUT
54% OF YOUR UTILITY BILL



CHOOSING ENERGY
EFFICIENT LIGHT BULBS
AND FIXTURES CAN
LOWER ENERGY USAGE



UPGRADING INSULATION
IN YOUR HOME MAY
QUICKLY PAY FOR ITSELF
BY REDUCING UTILITY
BILLS



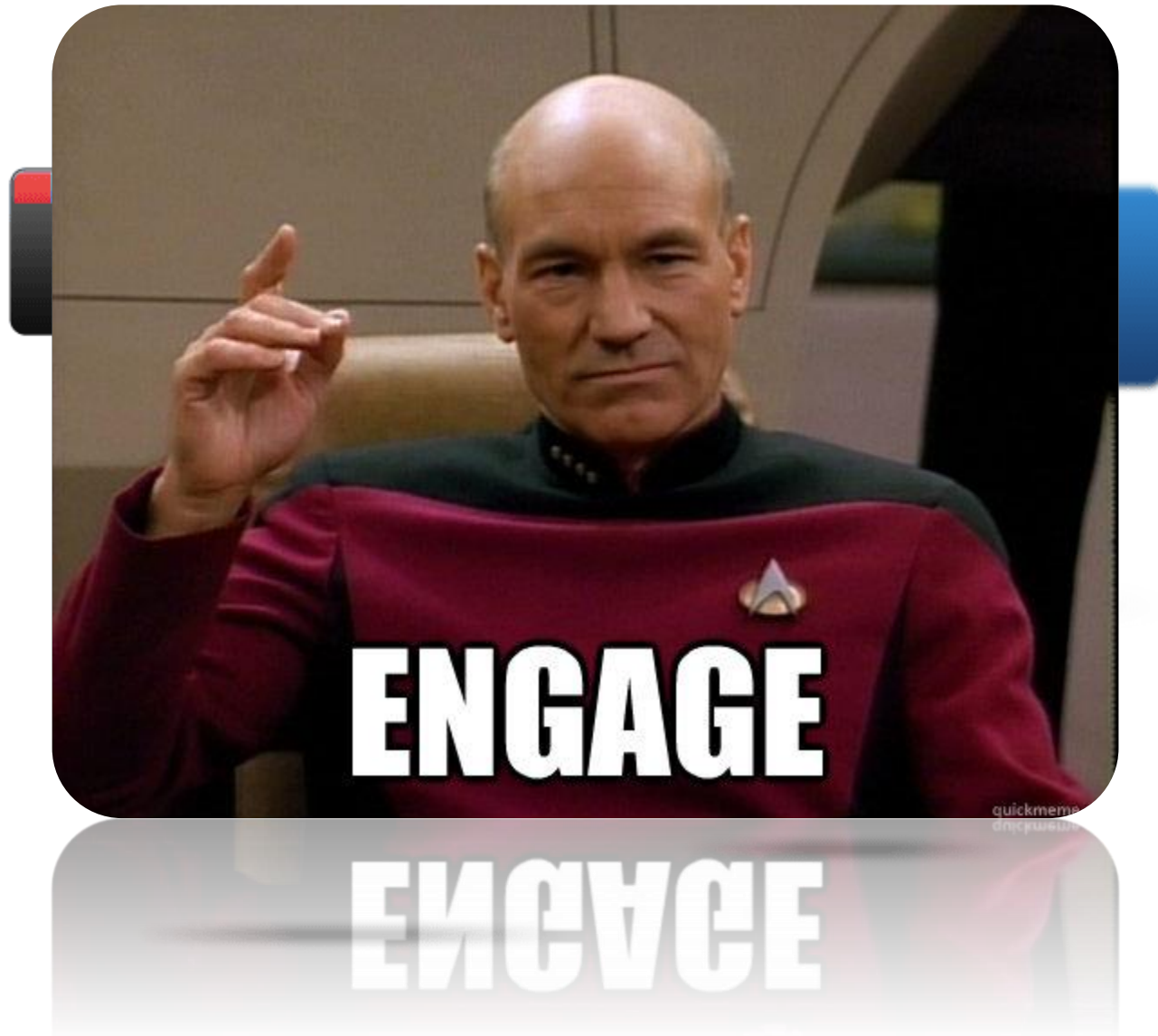
Sources:
1. U.S. Department of Energy
ENERGY STAR
Living Green Magazine

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- *DETAILS IN WIDE SHOTS ARE LOST*
- *GO FOR CLOSE-UPS, BLOCKS OF COLOR, SIMPLICITY*
- *PICK A COMPELLING THUMBNAIL*
- *TEXT WORKS – SIMPLE DESCRIPTORS TO FOIL "CLICK FOR SOUND" AUTO-ROLL*





- *SURE, EMAIL IS FINE*
- *INCREASINGLY SOCIAL*
- *CONTESTS: PEOPLE LOVE FREE STUFF!*
- *SEND US YOUR TOP WEIRD ENERGY TIPS!*
- *LIVE Q&A W/EXPERT*







with Jeff Wilson

The background of the entire image is a sunburst pattern with rays of varying lengths and widths, creating a sense of radiance. The colors of the rays range from a deep orange to a bright yellow.

But Wait... **There's MORE!**

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ENGAGING YOUR CUSTOMERS*