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## **For Immediate Release**

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## **Norvado awarded more than \$60,000 through energy efficiency programs**

**Cable, Wisconsin** — Norvado has been known as the Chequamegon area's technology leader, but thanks to a program in association with Focus on Energy, the 68-year-old company is also now a leader in energy efficiency.

On May 16, Norvado was recognized by Xcel Energy and Focus on Energy for energy-efficient improvements throughout its operation. Focus on Energy, Wisconsin's energy efficiency and renewable resource program, awarded Norvado with \$57,104 in efficiency incentives to go along with \$4,000 in similar incentives from Xcel Energy. Officials from the energy programs presented Norvado with the check in a ceremony.

Beyond the incentives, becoming more energy efficient is estimated to save Norvado \$59,585 annually.

“Our company has been striving toward running things more efficiently because our main goal is to deliver great service while keeping costs down for members,” said Norvado CEO Chad Young. “Part of our commitment to this community means being good stewards of our natural and financial resources, so greater energy efficiency makes perfect sense for Norvado. It's great to be recognized for that commitment.”

Through discussion and technical assistance from Focus on Energy, Norvado upgraded its Broadband Transport System, increasing its capacity by 10-fold and uses less energy than the previous model. Norvado also replaced chargers and air conditioning units, and the cooperative plans to upgrade office lighting and HVAC systems. Through the program, the installation of new HVAC systems will earn Norvado an additional \$12,000 in incentives from Focus on Energy.

“By consulting with Focus on Energy, we were able to make smarter choices that will trim costs and help our business become more sustainable,” said Jeff Lee, Norvado's Director of Operations, who spearheaded the energy efficiency initiative. “Combine that with the incentives, and the choice was clear for us. We're continuing to offer outstanding broadband speeds and reliability, but now doing it more efficiently than ever.”

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### ***About Norvado***

Norvado has been connecting residents and business of the Chequamegon area to technology solutions since 1950. From the first phone line to the most advanced fiber optic internet and business systems, Norvado strives to provide next-generation internet, TV, phone and business technology solutions to the residents of north central Wisconsin.

### ***About Focus on Energy***

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects.

***About XCel Energy***

Headquartered in Minneapolis, Minnesota, XCel Energy is recognized as an industry leader in delivering renewable energy and reducing carbon and other emissions. The company is customer-focused, providing energy that powers millions of homes and businesses across eight Western and Midwestern states. They provide customers safe, clean and reliable energy services they want and value at a competitive price.