

Tell us why you're our 2010 ThermWise Builder of the Year.

Your participation in the ThermWise Builder Rebates Program says that you're committed to building high quality, energy-efficient homes, differentiating yourself as a market leader and preserving the environment.

Through the ThermWise Builder of the Year Awards, the Program honors top participating builders for their progressive work. This award recognizes builders who build ENERGY STAR® homes and/or install high-efficiency equipment in their homes and integrate the ThermWise or ENERGY STAR Brand and message into their marketing efforts and sales processes. **Apply today and get the recognition you deserve!**

Awards: Platinum: \$2500 marketing fund
Gold: \$1500 marketing fund
Silver: \$500 marketing fund
*Marketing funds must be used to highlight the energy-efficient features of the homes you build.
All winners will receive recognition in an advertisement funded by the ThermWise Program and exclusive use of the 2010 Builder of the Year logo.

Categories: Large Production Builder (over 75 homes per year)
Medium Production Builder (25-75 homes per year)
Small Production Builder (less than 25 homes per year)

Eligibility: Builders who have participated in the ThermWise Builder or Multifamily Rebate Programs in 2010.

Criteria: Builders will be evaluated on how well they support the following goals:

1. Commitment to Quality

- Commit to building high-quality, energy-efficient homes, which includes participation in trainings, partnerships with trade allies, and oversight of sub-contractors.

2. Sales and Marketing

- Facilitate increased consumer awareness of ThermWise and ENERGY STAR and the features and benefits of energy efficiency.
- Train sales staff on the ThermWise and/or ENERGY STAR features and benefits and encourage the integration of these messages into the sales process.

3. Other Contributions

- Going above and beyond the basic requirements for building ENERGY STAR qualified homes.

Submittal: Submitting your application is simple! Just fill out the **2010 ThermWise Builder of the Year Award Application** on the flip side and submit it, along with supporting documentation, by mail, e-mail or fax to the Program by November 30, 2010. Please read application thoroughly. Award applicants must provide all required information to be eligible for consideration.

Applications are being accepted through November 30, 2010.

Award winners will be announced before January 15, 2011.



How to Apply

1. Narratives (Please limit each of the four required narratives to 300 words or less.)

1. Commitment to Quality

Describe how your company works to ensure that ThermWise Program measures are installed and sized correctly and/or that your homes meet ENERGY STAR® specifications. This may include:

- Quality control systems for sub-contractors and staff
- Participation in ThermWise trainings for sub-contractors and staff
- Partnerships with HERs Providers

2. Marketing and Sales

Describe how your company highlights the energy-efficient features of your homes in your marketing and sales efforts. Do you participate in the co-op advertising offered by Questar Gas®? Do you have ThermWise marketing materials in your model homes or sales office? Provide examples of the following:

- Advertisements (print, radio, television, etc)
- Web sites
- Signage (vehicle, building site, showroom, model homes, parade homes, billboards)
- Events or promotions incorporating ThermWise or ENERGY STAR
- Media stories
- Consumer education materials
- Co-op advertising materials

3. Other Contributions

Describe other ways that you have contributed to the uptake and awareness of the ThermWise and ENERGY STAR Programs in the Utah market. Examples may include:

- Building homes beyond the ENERGY STAR requirements
- Participation in energy efficiency demonstration projects
- Participation in organizations that promote energy-efficient and/or green residential construction
- Innovative research

4. ThermWise Benefits

Describe how the ThermWise Program has helped you increase your business and educate your customers.

2. Company information and signature

Builder name _____ Company _____

Contact person _____

Mailing address _____ State _____ Zip _____

Phone number _____ E-mail Address _____

Total number of homes built in 2010 _____

Number of homes built in 2010 with ThermWise measure and/or ENERGY STAR certification* _____

By signing this application, participating builder understands and agrees that if their company is chosen as an award recipient, all application materials may be used by Questar Gas for additional marketing purposes. Builder also agrees that if chosen as an award recipient, the award money will be used to create marketing pieces that meet the requirements set forth by the ThermWise Program.

Builder signature _____ Date _____

Submit your completed application and supporting documentation by mail, e-mail or fax.

Mail: ThermWise Builder of the Year Awards Attention: Bryan Taylor Mail Stop QB733, 180 E 100 S, Salt Lake City, UT 84145

E-mail: builder@ThermWise.com • **Fax:** 1-800-687-6176

*ThermWise measures include: ENERGY STAR Gas Storage Water Heater (EF .62 or higher) • High-Efficiency Gas Furnace (90% AFUE or higher) • ENERGY STAR Gas Tankless Water Heater (EF .82 or higher) • Solar Assisted Gas Water Heating (Active and certified OG-100 by SRCC)