





**MISSOURI GAS ENERGY**

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ROBERT J. HACK  
CHIEF OPERATING OFFICER

January 16, 2012

Chairman Kevin Gunn  
Missouri Public Service Commission  
Governor Office Building  
200 Madison Street  
Jefferson City, Missouri 65101

Dear Chairman Gunn:

I am pleased to summarize efforts we have undertaken to increase awareness of and stimulate participation in MGE's **Rebuild Joplin** energy-efficiency rebate program which became effective on December 9, 2011 due to action by the Missouri Public Service Commission. Following a campaign during the holiday season designed to reinforce MGE's commitment to Joplin, on January 9, 2012 MGE launched a multi-media campaign (print media, TV and radio, along with direct mail – examples of which are enclosed with this letter) designed to reach over 80% of Joplin-area adults to advertise the availability of **Rebuild Joplin** energy-efficiency rebates.

MGE recognizes the hardships facing the people of Joplin since the tornado last May and is doing its best to help. In addition to the tariffed rebates offered by MGE for installation of energy-efficient natural gas appliances, MGE is pleased to advise that Rinnai and York have agreed to offer additional rebates on the purchase and installation of certain qualifying York (furnaces) and Rinnai (water heaters) energy-efficient appliances by Joplin-area customers of MGE.

These additional rebate offerings to Joplin-area MGE customers by Rinnai and York sweeten the pot and leverage the instant MGE rebates available through MGE's network of Preferred Professionals who offer MGE customers the benefit of instant rebates without the hassle of filling out forms and applying.

A Joplin-area family taking advantage of MGE's **Rebuild Joplin** energy-efficiency rebates and rebuilding under the Energy Star New Home program offered by both MGE and Empire District Electric Company can expect to save \$3,400 in installation costs, as detailed below:

MGE water heater rebates up to	\$400
MGE central heating unit rebates up to	\$600
MGE programmable thermostat rebates	\$25
York's Joplin rebate for qualified furnaces	\$300
Rinnai's Joplin rebate for qualified water heaters	\$75
Total available instantly at install	\$1,400
<hr/>	
MGE & Empire Energy Star rated new home construction	\$2,000
<hr/>	
Total savings available in Joplin and Newton Counties	\$3,400

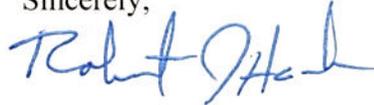
Chairman Kevin Gunn

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Of course, these installation cost savings are just the first savings to be experienced by these customers because these energy-efficiency efforts will produce ongoing savings in the form of lower utility bills for many years to come.

We are confident that the people of Joplin will see tangible and lasting benefits from the ***Rebuild Joplin*** program. Please let me know if you have questions or would like additional information.

Sincerely,



Enclosure

cc: Office of The Public Counsel  
General Counsel's Office

# Rebuild Joplin

Joplin Globe 1/8 page



*Come back home to the comfort  
and efficiency of natural gas.*

**Special REBUILD JOPLIN TOGETHER rebates available now**

*Joplin-area residents get thousands in special rebate  
savings with energy efficient furnaces, water heaters  
and energy efficient new home construction.\**

See [BetterHeatingNow.com/Joplin](http://BetterHeatingNow.com/Joplin) for details.

**EMPIRE** **Rinnai** **YORK**

**MGE** **MISSOURI GAS ENERGY**  
A Division of Southern Union Company

\*Thousands of dollars available based on combination of rebates from MGE, York, Rinnai and Empire. See website for details.

# Rebuild Joplin

## TV Script :30

### Visuals:

Pan the sky and house (blue-backed artwork).  
House is dark

Hold on blue-green Energy Sense logo for an instant. Logo moves out of sky and into the front door. House windows light up. Smokes begins coming out of chimney

House shifts to left side of screen

### On-screen copy:

REBUILD JOPLIN TOGETHER

[BetterHeatingNow.com/Joplin](http://BetterHeatingNow.com/Joplin)

(keep at bottom of screen)

### Female Voice over:

Let's rebuild Joplin Together!

Whether building new or simply replacing inefficient appliances, MGE wants you to *come back home* to the comfort of natural gas.

Get **thousands in combined rebates** offered by MGE, York, Rinnai and Empire.

Save on your purchase and installation of energy saving furnaces, water heaters and energy efficient new home construction

# Rebuild Joplin

## Radio Script :60

In this time of new opportunity, Missouri Gas Energy says “Let’s rebuild Joplin Together!”

As we all work to rebuild Joplin together, MGE is committed to helping you find greener, money-saving options on energy efficient construction, furnaces and water heaters.

Get thousands in special Rebuild Joplin Rebates and partner rebates by purchasing and installing energy-efficient furnaces and water heaters for your home, small business or property in Jasper and Newton Counties. And if you are building get additional rebates for committing to energy-efficient new home construction.

That’s right you can now get thousands in combined rebates from MGE, York, Rinnai and Empire. Log onto ***BetterHeatingNow dot com slash Joplin*** to find out how you may qualify and check out the special rebate options available to Joplin-area home owners, property owners and small business owners.

Whether you are rebuilding, building new or simply replacing old inefficient appliances, MGE wants you to *come back home* to the comfort of natural gas.

Act now and save now with thousands of dollars in Rebuild Joplin rebates. Go to ***BetterHeatingNow dot com slash Joplin.....***and come back home to MGE – and the lasting comfort and efficiency of natural gas.

# Rebuild Joplin

## Direct Mail - front

*Come back home  
to the comfort  
and efficiency of  
natural gas.*

*Joplin residents get up to **\$3,400**  
in special rebate savings with  
energy efficient furnaces, water  
heaters and energy efficient new  
home construction.\**



\*Portions of rebates are also available to small businesses. \$3,400 based on combination of rebates from MGE, York, Rinnai and Empire. See [www.BetterLivingNow.com/Joplin](http://www.BetterLivingNow.com/Joplin) for details.



**Rinnai**

**YORK**

# Rebuild Joplin

## Direct Mail - back

### MGE Announces: **Rebuild Joplin Rebates**

Helping families in Jasper and Newton counties get energy-efficient homes and businesses to save dollars and energy for years to come. Whether you are re-building new or just replacing old equipment MGE wants to help you with quicker, better and greener options.



**STACK UP THE SPECIAL SAVINGS FOR JOPLIN AREA:**

MGE water heater rebates up to .....	\$400
MGE central heating unit rebates up to .....	\$600
MGE programmable thermostat rebates .....	\$25
York's Joplin rebate for qualified furnaces* .....	\$300
Rinnai's Joplin rebate for qualified water heaters .....	\$75
<b>Total available instantly at install .....</b>	<b>\$1,400</b>



**PLUS, MORE SAVINGS AVAILABLE FOR NEW HOMES UNDER CONSTRUCTION**

MGE & Empire Energy Star rated new home construction .....	\$2,000
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**TOTAL SAVINGS AVAILABLE NOW .....** **\$3,400**

Find out how to save NOW and for the future at [BetterHeatingNow.com/Joplin](http://BetterHeatingNow.com/Joplin)



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A Division of Southern Union Company

Note: Savings indicated are based on qualified equipment and the Energy Star New Home Program. Future energy savings can be calculated at [BetterHeatingNow.com](http://BetterHeatingNow.com) using the Energy Calculator. York, Rinnai and Empire logos used with permission. MGE contributes \$600 of the \$2,000 available for Energy Star New Home. Specifics on how to take advantage of the all the rebates and qualification details are provided at [BetterHeatingNow.com/Joplin](http://BetterHeatingNow.com/Joplin).

\*York rebate is only available to single-family residences and HVAC company installing the York furnace must have acquired furnace from CFM Distributors for this special Joplin rebate on York appliances.

Missouri Gas Energy  
3420 Broadway  
Kansas City, MO 64111

PSRT STD  
ECRWSS  
U.S. POSTAGE  
PMD  
EODM RETAIL

\*\*\*\*\*ECRWSS\*\*\*\*\*

Local Postal Customer



v010912

# Holiday

## Radio Script :30

### *HOLIDAY RADIO :30*

*The families of Missouri Gas Energy want to wish our neighbors in Joplin a blessed holiday season.*

*MGE is thankful for the gift of rebirth and renewal in our community. Our hometown employees are honored to be a part of Rebuilding Joplin Together and bringing families back home in 2012.*

*Missouri Gas Energy is dedicated to your comfort and safety year round.*

*That's our wish for Joplin, and our gift to you this very special holiday season.*

# Holiday

## Joplin Globe Full Page

*The families of Missouri Gas Energy  
want to wish our neighbors in Joplin*

*A Blessed  
Holiday  
Season*



*We are honored to be a part of Rebuilding Joplin Together  
and bringing families back home in 2012.*

*Missouri Gas Energy is dedicated to your comfort and safety year  
round—that's our wish for Joplin, and our gift to you this very  
special holiday season.*

# Joplin Preferred Professional Sales Aid

## Rebuild Joplin Together with MGE

Find quicker, better and greener options and save with MGE Rebuild Joplin Rebates that make Energy Sense—whether you are re-building, renovating or just replacing old equipment.

### Who is eligible for Rebuild Joplin Rebates from MGE?

- Missouri Gas Energy residential or small business customers in Newton and Jasper Counties
- New builds, remodels and multi-family residences are eligible

### Special Incentives

- Instant rebates offered by Preferred Professionals<sup>®</sup> at install—no waiting, no forms to complete
- Rebate options on furnaces, water heaters and Energy Star<sup>®</sup> New Home audit

### Easy steps to Rebuild Together rebates:

1. Visit the MGE's Energy Sense website at [BetterHeatingNow.com](http://BetterHeatingNow.com)
2. Select a Preferred Professional in your area from the list on the website (or ask your builder/contractor to inquire)
3. Request an estimate for an energy efficient water heater and/or furnace with the MGE rebate
4. Get qualifying energy-saving water heater or furnace installed
5. Your rebate will be instantly subtracted from your install charges—instantly



### Missouri Gas Energy Rebate Natural Gas Appliance Specifications

#### Rebuild Joplin Water Heating Rebates

PRODUCT TYPE	REBATE ELIGIBILITY SPECIFICATIONS	REBATE
Tank (storage)	EF: 0.67 or less than 0.67	\$50
Tank (storage)	EF: 0.67 or less than 0.80	\$125
Tank (condensing)	EF: $\geq$ 0.80	\$400
Tankless (whole home)	EF: $\geq$ 0.87	\$400

#### Rebuild Joplin Combination Rebates

PRODUCT TYPE	REBATE ELIGIBILITY SPECIFICATIONS	REBATE
Furnace & Water Heater Hydraulic Unit	Water Heating EF: $\geq$ 0.80	\$450

#### Rebuild Joplin Central Heating Rebates

PRODUCT TYPE	REBATE ELIGIBILITY SPECIFICATIONS	REBATE
Furnace	AUE: 0.90 or less than 0.96	\$400
Furnace	AUE: $\geq$ 0.96	\$600
Boiler	Energy Star <sup>®</sup>	\$400
Thermostat	Programmable (installed with furnace or boiler)	\$25

The energy factor (EF) and the annual fuel utilization efficiency (AFUE) are measures of an appliance's energy efficiency. All qualifying units are ENERGY STAR<sup>®</sup> rated.

For more information contact a  
MGE Preferred Professional contractor.  
[BetterHeatingNow.com/Joplin](http://BetterHeatingNow.com/Joplin)

