

## Joe's Refrigeration Wins Focus on Energy Award for Excellence in Energy Efficiency

*- Focus on Energy Recognizes Joe's Refrigeration for achievements in energy efficiency installations and improvements -*

**Withee, Wis. (August 2008)** - Joe's Refrigeration, Inc., refrigeration sales and service, of Withee, Wisconsin, received the Award for Excellence in Energy Efficiency from Focus on Energy, a Wisconsin state-wide renewable energy and energy efficiency program, for installation of energy efficient equipment in the agriculture industry. Joe's Refrigeration works with dairy producers and processors to design and install custom milking and refrigeration systems. In cooperation with Focus on Energy's Agriculture and Rural Business Program, Joe's Refrigeration has been promoting energy savings by encouraging their customers to install energy efficient equipment such as refrigeration heat recovery tanks and plate coolers. This equipment helps producers to be more competitive by reducing their energy costs.

Joe's Refrigeration, celebrating their 50<sup>th</sup> year of business, has been expanding and diversifying throughout the years. They started as a refrigeration company and merged into dairy. Their dairy business has doubled since last year. Steve Frankewicz, President, says "We see our partnership with Focus on Energy as a benefit to our customers. And it just makes good business sense. With energy costs rising and with no end in sight, we need to do everything we can do to help our dairy customers stay competitive."

"With energy prices predicted to double this winter, now is the time to take advantage of the Focus program. We have seen an increased interest in energy efficiency, with all size of farms. Even a small farm can incorporate energy saving equipment to reduce costs and improve productivity," notes Terry Laube, energy advisor for Focus on Energy.

Since 2001, Focus on Energy has promoted the feasibility of energy efficiency for consumers, farmers, and businesses. “Although milk prices have risen, so have the costs of feed, fertilizer, and fuel. Focus on Energy can assist Wisconsin farmers to make more environmentally and economically sound decisions. The dairy industry is very important to Wisconsin and we are glad to be able to help them remain competitive. Joe’s Refrigeration has been a great partner of Focus on Energy and has really helped their customers make good purchasing decisions,” said Rich Hackner, sector manager for Focus on Energy’s Agriculture and Rural Business Program.

Dairy operations have numerous opportunities to save money through energy efficiency. Focus on Energy initiatives help agricultural customers identify and evaluate energy saving opportunities, provide a report of findings with specific recommendations, integrate elements from state programs to meet specific needs, and find vendors and evaluate their proposals for efficiency improvements. In addition, Focus on Energy provides support for the greenhouse industry, irrigation, grain drying, vegetable storage and other bio-industries.

For more information about other saving opportunities or Focus on Energy’s Business Programs, call Focus on Energy at 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About Joe’s Refrigeration, Inc.**

Joe’s Refrigeration is a third generation family business which is celebrating its’ 50<sup>th</sup> year of operation. In addition to dairy equipment, Joe’s Refrigeration provides refrigeration design and installation for convenience and grocery stores. They have also recently added a third business line of designing and installing clean rooms. They currently have 23 employees.

### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information,

resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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