



## ENERGY STARS HEATING & COOLING — AN ALLY IN EFFICIENCY

Mike Boone and Jason Orsega have put decades of experience into Energy Stars Heating & Cooling Co. when they both co-founded the Granite City company in 2013. With a shared goal to help homeowners reduce their energy use, they joined forces with Ameren Illinois — and today, business is booming.

Program Allies — like Energy Stars Heating & Cooling Co. — help customers identify energy-saving improvements and incentives to help pay for the projects. Certified by the Building Performance Institute (BPI) as insulation/air sealing specialists and/or HVAC professionals, these independent contractors are specially trained on the Ameren Illinois program.

“We’ve actually built our processes around the Ameren Illinois energy efficiency programs,” says Shanna Evans, Marketing Manager for Energy Stars Heating & Cooling Co. “We are trained on Ameren Illinois program requirements and have a good system in place to help customers apply for incentives — plus, we provide a quick turnaround on installations.”

*“Together, we are making homes more comfortable and giving people more predictable energy bills.”*

— Shanna Evans,  
Energy Stars Heating & Cooling Co.  
Marketing Manager

### Helping Customers Who Need it Most

As a Program Ally, Energy Stars Heating & Cooling Co. helps low- and moderate-income families in the Metro East region outside St. Louis take advantage of Ameren Illinois’ Home Efficiency Offering. This offering provides incentives that can cover a substantial portion of the costs to make energy-saving improvements.

“Ameren Illinois created this offering to make energy efficiency affordable to those who need it most,” says Kristol Simms, Director – Energy Efficiency & Innovation. “Our Program Allies provide quality work that helps homeowners achieve greater comfort and significant monthly savings.”

Since Ameren Illinois launched the offering, Energy Stars Heating & Cooling Co. has added 18 new positions, from auditors to installers and office workers — with plans to add more.

“This is a great option for customers. It helps a lot of people with aging equipment make

### Affordable Efficiency

The Ameren Illinois Home Efficiency Income-Qualified Offering makes energy efficiency affordable to low- and moderate-income households with incomes up to 300 percent of federal guidelines. The Offering focuses on how homes work as a system and offers generous incentives to lower the cost of these upgrades:

- Air/Duct Sealing
- Insulation
- Heating & Cooling Systems
- Smart Thermostats
- High-Efficiency Lighting
- Faucet Aerators & Showerheads



# Bringing out the best in homes

## Program Benefits

- Lower energy costs
- Incentives cover a significant portion of project costs
- Greater comfort in home
- Better indoor air quality
- Increased long-term value of home
- Reduced impact on environment
- Professional installation by specially trained contractors /Program Allies

## Build Your Business with Ameren Illinois

Does your HVAC business have room to grow? When you become an Ameren Illinois Program Ally, you join an elite statewide network that customers can count on. Our Program Ally Network consists of independent contractors that are certified by the Building Performance Institute as insulation/air sealing specialists and/or HVAC professionals and specially trained on Ameren Illinois programs. Become a Program Ally and watch your business grow!

their house more comfortable,” says Evans. “We get calls from a lot of single parents and seniors who can’t afford to spend thousands out-of-pocket on new heating and cooling equipment.”

Those customers can count on quality work, thanks to the highly trained workers at Energy Stars Heating & Cooling Co.

“We place high importance on training to ensure safe installations and good customer service,” says Evans.

In 2017, Energy Stars Heating & Cooling Co. took that training focus to new heights by building a fully functional training house.

The small, on-site replica allows trainees to practice common installations on equipment such as a furnace, air conditioner, water heater, circuit breaker, attic and wall insulation, and a smart thermostat. For new hires, many of whom are recent technical school graduates, the training house offers priceless experience to help them avoid costly mistakes at a customer’s home.

“The training house provides real hands-on experience that makes our technicians more confident in different situations,” says Evans. “We’re the only company in the Metro East area to have a training house like this — it’s pretty impressive.”

### Where Science Meets Service

Energy Stars Heating & Cooling Co. takes a whole-house approach to achieve the greatest gains in efficiency. After all, a home’s comfort depends on how equipment like furnaces, air conditioners and ventilations work together. A problem with one system will affect the entire home’s efficiency and could even create a safety hazard.

Many homes have oversized heating and cooling equipment that costs hundreds or thousands of dollars more to operate. Before installing any equipment, Energy Stars Heating & Cooling technicians perform a full load calculation that takes into account home size, air flow, insulation levels, and other factors. This focus on building science ensures that customers get right-sized equipment that delivers comfort at less cost.

Safety and efficiency go hand-in-hand at Energy Stars Heating & Cooling Co. During any home comfort project, technicians also test the home’s air quality to ensure safety.

That combination of science and service has made them one of the top HVAC companies in the Metro East area — and one of the most active Ameren Illinois Program Allies.

“Energy Stars Heating & Cooling Co. is a company that is making a difference,” says Simms. “We are proud to partner with them serving Metro East communities.”

**READY TO BEGIN?**

*EnergyStarsIL.com*

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