

**FOR IMMEDIATE RELEASE****Contact:**

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**Energy Efficiency Optimizer Program Launches to Provide Free Energy Expertise and Customized Energy Analysis to Greater Minnesota**

*Minnesota Energy Efficiency Optimizer<sup>SM</sup> Program Provides Energy-Saving Strategies for New Building Construction and Renovation Projects*

MINNEAPOLIS, February 3, 2014 – [The Weidt Group®](http://www.theweidtgrouppc.com) announces the launch of the Minnesota Energy Efficiency Optimizer (MNeoo<sup>SM</sup>) program, which provides free expertise to evaluate energy-saving strategies for the design of new construction and major renovation projects in greater Minnesota.

MNeoo, supported in part by a grant from the Minnesota Department of Commerce, Division of Energy Resources through the Conservation Applied Research and Development (CARD) program, facilitates an informed approach to planning for energy savings by using NEO® online energy modeling software. The cloud-based program is designed for use in new construction and major renovation projects served by municipal and cooperative utilities. It provides a platform for building owners, design professionals and consultants to test a range of potential energy-saving measure combinations.

In addition to utilizing advanced energy modeling to enhance a building's environmental friendliness and cost-effectiveness, the program provides assistance in applying for utility incentives that can be used to reduce the upfront cost of high-efficiency measures. MNeoo's overall goal is to promote energy savings by providing customized and comparative energy analysis results and to identify incentive possibilities before design decisions are finalized.

To be eligible for the MNeoo program, interested parties must be involved with new construction or major renovations to commercial, office, institutional, industrial and multi-family housing units with on-site mechanical systems and electrical upgrades, among other requirements. For more information on qualifying for the MNeoo program, visit [mneoo.com](http://mneoo.com).

**ABOUT THE CARD GRANT PROGRAM:**

The purpose of [CARD](http://www.cardgrant.com) is to identify new technologies or strategies to maximize energy savings, improve the effectiveness of energy conservation programs, or document the carbon dioxide reductions from energy conservation projects in order to help utilities to achieve the annual state energy conservation goal of 1.5 percent as established by the Next Generation Energy Act of 2007.