

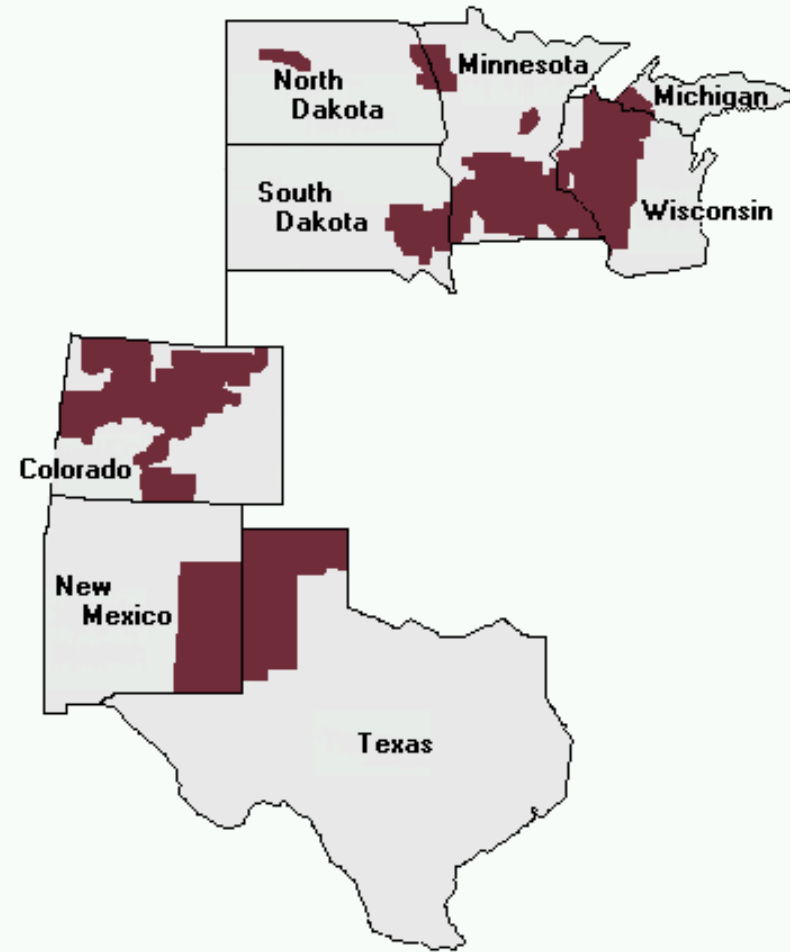
# Channel Management

Structure and Impact on Residential  
DSM Programs

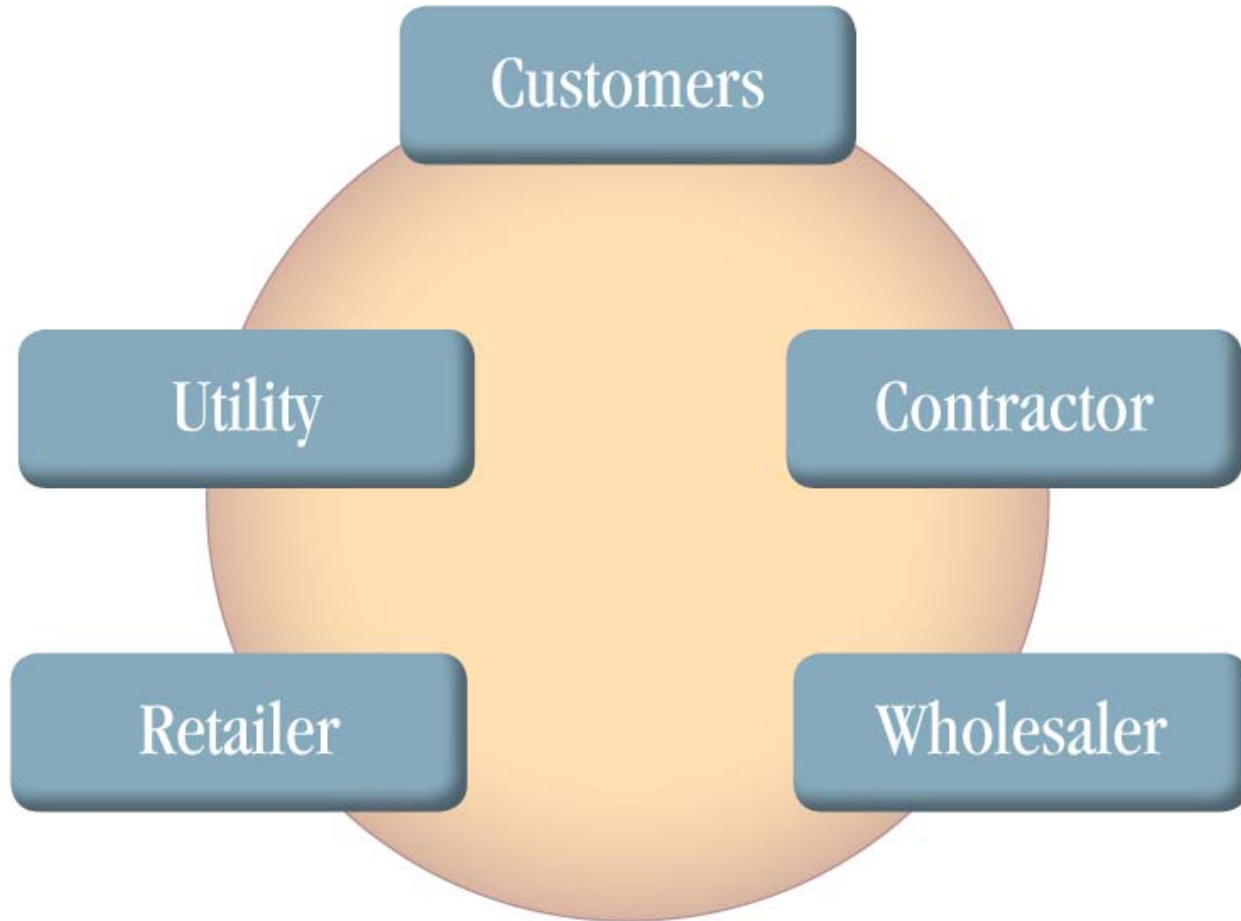


# About Xcel Energy

- **Serves 8 states**  
CO, MI, MN, ND, NM, SD, TX, WI
- **Primary markets**  
Denver, Minneapolis
- **3.3 million electric customers**
- **1.8 million natural gas customers**
- **10,000 employees**



# Move the Market to Higher EE



# Internal Change



# Retail Channel Opportunities

- Evaporative Coolers
- Water heaters
- Insulation
- Placement
- Signage
- Promos
- Presence



# Moving the Market – Tankless Water Heaters

- CO HVAC contractors – successes: “it’s a year round product!”
- Greater cost, greater value
- Cost – benefit analysis challenges



# Communicate Meaningfully

- Newsletter
- Training / education sessions
- Single point of contact
- Good website / resources
- Postcards, e-mail: bundle offerings



# Thank you

Ann Kirkpatrick  
Xcel Energy Channel Manager  
303-294-2943  
[Ann.kirkpatrick@xcelenergy.com](mailto:Ann.kirkpatrick@xcelenergy.com)

