



SAVING ENERGY STARTS HERE

EnergyAdvantage at Home: Overview

- **Program Details** – Available to residential customers within Kentucky Power's service territory with electrically heated homes.
- **Home Energy Assessment** – Identifies how much energy a home uses, where it's inefficient, and what improvements can save energy and increase comfort.
- **Direct Install (DI) Upgrades** – No-cost energy-saving products installed during the assessment to deliver immediate savings and encourage further weatherization projects and rebate participation.
- **Rebates** – Cash incentives for deeper energy efficiency upgrades, such as HVAC improvements and weatherization measures.

*Customers can take part in the Home Energy Assessment with DI upgrades, rebates, or both.
An assessment is required to receive DI upgrades but not to apply for rebates.*

EnergyAdvantage at Home: HEA & DI Measures



- TRC subcontractor, Earth Right, will perform all Home Energy Assessments and install all DI measures.
- DI measures capped at \$600 per electric account.



Direct Install Measures		
Measure		Incentive Cap
Whole Home Assessment		\$150 per Home
Low-flow Showerhead		\$20 per measure
Low-flow Bathroom Faucet Aerator		\$10 per measure
Low-flow Kitchen Faucet Aerator		\$10 per measure
Domestic Hot Water Pipe Insulation		\$4 per measure
Water Heater Temperature Setback		\$15 per measure
Water Heater Wrap		\$75 per measure
Advanced Power Strip – Tier 1		\$30 per measure
Air Sealing with Blower Door – Whole Home Pathway Available to homes 15+ years old		\$320 per home (\$250 blower door, \$70 air sealing)
Residential Duct Sealing & Insulation		\$150 per Home
Air Sealing – Prescriptive Pathway	Caulking, Sealing, Tape	\$20 per measure
	Outlet and Switch Gaskets	\$5 per measure
	Door Sweep	\$50 per measure
	Window/Door Weatherstripping	\$40 per measure

EnergyAdvantage at Home: Rebates

- Additional rebates are capped at \$1,500 per electric account.
- Rebates may not exceed total project cost.

Weatherization Incentives	
Measure	Incentive Cap
Residential Attic Insulation	\$230 per Home
Residential Floor Insulation Above Crawlspace	\$220 per Home



HVAC and Water Heating Incentives			
Measure			Incentive Cap
Central Air Conditioner	Tier 1	Split System	\$200 each
		Single Package	
	Tier 2	Split System	\$250 each
		Single Package	
Air Source Heat Pump or Ducted Mini-Split	Tier 1	Split System	\$400 each
		Single Package	
	Tier 2	Split System	\$500 each
		Single Package	
Ductless Air Conditioner System	Single-Zone		\$100 per System
	Multi-Zone		\$200 per System
Ductless Heat Pump System	Single-Zone		\$200 per System
	Multi-Zone		\$400 per System
Room Air Conditioner			\$20 each
Heat Pump Water Heater			\$500 each
Smart Thermostat			\$50 each

EnergyAdvantage At Home

Completed and Paid -

Home Energy Assessments – 30
Rebates – 10

Home Energy Assessment Requests -

Home Energy Assessments Scheduled – 20
Attempting to Schedule – 74

Rebates Applications -

In Review – 3 (Documentation Needed)
In Progress– 19 (Outreach to Customer)

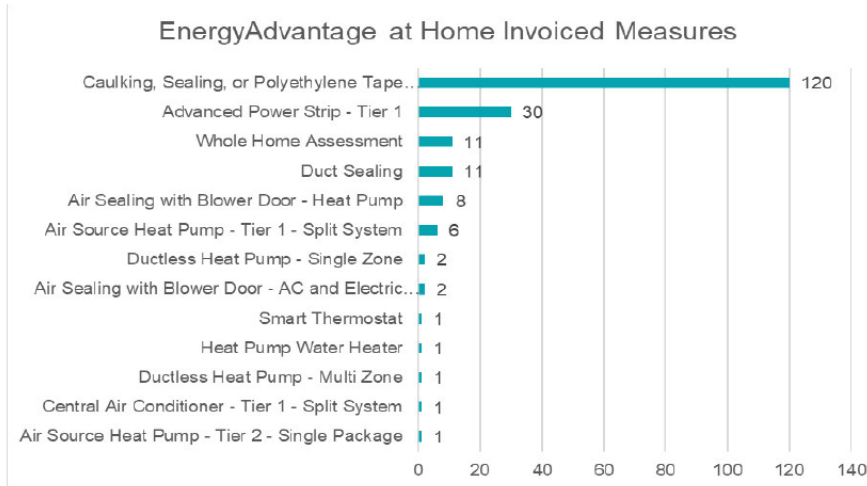
Outreach Targets -

- High Energy Users
- Community Gathering Locations
Grocery/Retail
Churches
Senior Center
Daycares
- Event/Table Opportunities
- Contractors – HVAC and Insulation

	2026- HEIP	
	kWh	Incentives
Annual	539,305	\$ 217,383.00
Monthly	44,942.08	\$ 18,115.25
Per Home (2025 Average)	1667	\$ 743.00
Per Month to meet Goal	26.96	24.38122476
	27 homes per month	

EnergyAdvantage At Home

2026 EnergyAdvantage at Home Invoiced Measures	Units	Gross Savings kWh	Incentives
Air Source Heat Pump - Tier 2 - Single Package	1	386	\$90
Central Air Conditioner - Tier 1 - Split System	1	2,400	\$780
Ductless Heat Pump - Multi Zone	1	6,648	\$1,650
Heat Pump Water Heater	1		\$1,650
Smart Thermostat	1	9,105	\$2,560
Air Sealing with Blower Door - AC and Electric Resistance Heat	2	5,835	\$2,400
Ductless Heat Pump - Single Zone	2	999	\$640
Air Source Heat Pump - Tier 1 - Split System	6	1,770	\$400
Air Sealing with Blower Door - Heat Pump	8	1,846	\$500
Duct Sealing	11	242	\$200
Whole Home Assessment	11	1,618	\$400
Advanced Power Strip - Tier 1	30	5,188	\$500
Caulking, Sealing, or Polyethylene Tape (Between Conditioned and Unconditioned Space)	120	799	\$50
Total	195	36,836	\$11,820



Requesting a Home Energy Assessment

Request is submitted through the online portal.

Customer or contractor enters customer account number and account name to validate customer has a residential Kentucky Power account.

Note: The account name must be entered exactly as displayed on the customer's utility bill.

A screenshot of the "EnergyAdvantage at Home" web portal. The page has a green header with the Kentucky Power logo and a "Trade Ally Login" link. Below the header is a navigation bar with links for "My Online Applications", "Start Assessment Application", and "Start Rebate Application". The main content area features a large image of a white house with a blue roof. Below the image, the title "EnergyAdvantage at Home" is displayed. A welcome message states: "Welcome to the AEP Kentucky Power EnergyAdvantage at Home Portal. Here you can request a Home Energy Assessment or a rebate and view the application progress. A new application will need to be submitted for a Home Energy Assessment or each rebate. We take the privacy and security of your personal information seriously. Click here to review the Kentucky Power Notice at Collection relating to residents in the service territory." Below this, a note says: "Please enter the account number and site name from your Kentucky Power utility bill where the Home Energy Assessment is being performed and efficient measures installed. If you need assistance, please contact us at 844-657-1230 or EnergyAdvantageKentucky@trccompanies.com." There are two input fields: "Account Number (First 10-digits only, No Dashes or Spaces) *" and "Account Name *". A blue "Validate Account" button is at the bottom right. A teal arrow points from the text "Request is submitted through the online portal." to the "Account Name" input field.



**KENTUCKY
POWERSM**

An **AEP** Company

ENERGY ADVANTAGE FOR BUSINESS

 **TRC**

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EnergyAdvantage for Businesses: Overview

- **Program Details** – Available through **June 30, 2028**, for commercial customers in the Kentucky Power service area.
- **Incentives** – Lighting incentives available in 2025, HVAC incentives in 2026, and food service incentives in 2027.
- **Equipment Standards** – Installed equipment must meet recognized efficiency certifications (CEE, DLC, ENERGY STAR®, AHRI, or other Kentucky Power–approved standards).
- **Funding Limits** – Annual cap of **\$25,000 per electric account**; incentives cannot exceed total project cost. Projects over **\$10,000 require pre-approval** before equipment purchase or installation.

EnergyAdvantage for Business: Measures

2025 Lighting Only

- LEDs
- Network Lighting Controls
- Daylight Controls
- Occ Sensors

2026 Lighting & HVAC

- Commercial AC
- Heat Pumps
- Heat Pump Water Heater
- Smart Thermostats

2027 Lighting, HVAC & Food Service

- Combination Ovens
- Fryers
- Steam Cookers
- Dishwashers

EnergyAdvantage for Business: Lighting Measures



Exterior Lighting Incentives

Measure		Incentive Cap
Fixture	LED ≤ 30W	\$30 per Fixture
	LED 31 - 100W	\$35 per Fixture
	LED 100 - 200W	\$50 per Fixture
	LED 201 – 300W	\$75 per Fixture

Interior Lighting Incentives

Measure		Incentive Cap
Low-Bay Fixture	LED ≤ 200W	\$10 per Fixture
High-Bay Fixture	LED ≤ 200W	\$50 per Fixture
	LED 201 – 250W	\$60 per Fixture
	LED 251 – 300W	\$75 per Fixture
Troffer	LED ≤ 80W	\$20 per Fixture
Linear Lamp	LED 2ft ≤ 10W	\$1.50 per Lamp
	LED 3ft ≤ 13W	\$3 per Lamp
	LED 4ft ≤ 22W	
	LED 8ft ≤ 43W	
Linear Lamp	LED U-Bend ≤ 22W	\$3 per Lamp
	LED U-Bend ≤ 22W	
Downlight	LED Recessed, Surface, Pendant Downlight	\$9 per Fixture
Refrigerated Case Lighting	LED Refrigerated/Freezer Case Light	\$3.50 per Foot

Interior Lighting Controls Incentives

Measure		Incentive Cap
Occupancy Sensor	Wall Switch	\$15 per Sensor
	Fixture-Mounted	\$15 per Sensor
	Remote or Wall-Mounted	\$30 per Sensor
	Integrated into LED Fixture	\$15 per Sensor
Daylight Sensor	Fixture-Mounted	\$10 per Sensor
	Remote or Wall-Mounted	\$20 per Sensor
Dual Occupancy & Daylight Sensor	Fixture-Mounted	\$30 per Sensor
	Integrated into LED Fixture	\$15 per Sensor
Networked Lighting Controls		\$0.20 per Watt Reduced

EnergyAdvantage for Business: HVAC Measures



HVAC & Water Heating Incentives		
Measure		Incentive Cap
Air-Cooled Split or Single Packaged HVAC System	< 65 kbtu (< 5.42 ton)	\$40 per Ton
	65 ≤ kBtu < 135 (5.42 ≤ tons < 11.25)	
	135 ≤ kBtu < 240 (11.25 ≤ tons < 20)	
	240 ≤ kBtu < 760 (20 ≤ tons < 63.3)	
	≥ 760 kbtu (≥ 63.3 ton)	
Air Source Heat Pump	Single Package < 65 kbtu (< 5.42 ton)	\$175 per Ton
	Split System < 65 kbtu (< 5.42 ton)	
Packaged Terminal Heat Pumps		\$250 per Ton
Packaged Terminal Air Conditioners		\$125 per Ton
Geothermal Heat Pump	Closed Loop Water-to-Air	\$500 per Ton
	Open Loop Water-to-Air	
	Closed Loop Water-to-Water	
	Open Loop Water-to-Water	
	DGX-to-Air	
	DGX-to-Water	
Smart Thermostat		\$50 per Thermostat
Commercial Heat Pump Water Heater		\$500 Per Unit

EnergyAdvantage for Business: Food Service Measures

Food Service & Misc. Incentives		
Measure		Incentive Cap
Commercial Combination Oven	Pan Capacity ≤ 14	\$600 per Oven
	Pan Capacity 15 - 29	\$1,000 per Oven
	Pan Capacity ≥ 30	\$1,430 per Oven
Commercial Electric Fryer	Large and Standard Vat	\$500 per Fryer
Commercial Electric Steam Cooker	3-Pan Capacity	\$900 per Cooker
	4-Pan Capacity	\$1,000 per Cooker
	5-Pan Capacity	\$1,200 per Cooker
	≥ 6-Pan Capacity	\$1,380 per Cooker
Commercial Dishwasher		\$220 per Dishwasher



EnergyAdvantage For Business

Project Number	Site	Project Type	Savings kWh	Savings kW	Incentive Total
CES2025_008886	Shirley Sexton/Colson Center	Lighting	7,450	2	\$372
CES2025_008942	University of Pikeville	Lighting	65,875	19	\$3,433
CES2025_008943	University of Pikeville	Lighting	14,904	4	\$714
CES2025_008944	University of Pikeville	Lighting	106,274	30	\$6,346
CES2025_008950	University of Pikeville	Lighting	23,280	6	\$1,873
CES2025_008973	Kentucky Christian University	Lighting	3,054	1	\$840
CES2025_009034	Kentucky Christian University	Lighting	20,448	0	\$2,310
CES2026_009165	Flynn Group	Lighting	4,152	0	\$414
CES2026_009254	Globe Hardwood Inc.	Lighting	6,030	2	\$260
CES2026_009270	Greg Gibson Insurance & Financial Services, LLC	Lighting	3,204	2	\$1,260
CES2026_009293	CARTER CHRISTIAN ACADEMY	Lighting	5,184	1	\$240
TOTAL			259,856	67	\$18,062



	2026- Commercial kWh	Incentives
Annual	2,947,015	\$ 317,995.00
Monthly	245,584.58	\$ 26,499.58
Per Project (2025 Average)	35000	\$ 2,275.00
Per Month to meet Goal	7.02	11.6481685
	7 projects month project size will vary	

Projects



EnergyAdvantage For Business Program- Leads

SITE NAME	County	PROJECT TYPE	ANTICIPATED SUBMIT DATE
CARTER CHRISTIAN ACADEMY	Carter	LIGHTING	2/10
FIRST CHURCH OF CHRIST (2 projects)	Carter	LIGHTING	2/15
US BEARING AND PWR TRANSMISSION COR	Boyd	LIGHTING	2/20
FRALEY & MILLER ACCOUNTING	Carter	LIGHTING	3/1
DLC PIZZA INC	Carter	LIGHTING	2/4
COMPASSION SERVICES LLC	Pike	LIGHTING	3/1
MEMBERS CHOICE CREDIT UNION	Boyd	LIGHTING	4/1
COMMUNITY ASSISTANCE & REFERRAL SERVICE	Boyd	LIGHTING	5/1
CITIZENS BANK OF KENTUCKY	Boyd	LIGHTING	5/1

Outreach

Targeting Research/Outreach Commercial

- Restaurants
- Grocery Stores
- Large kWh users
- Contractors- HVAC & Lighting
- Medical Facilities
- Economic Development
- Chambers of Commerce



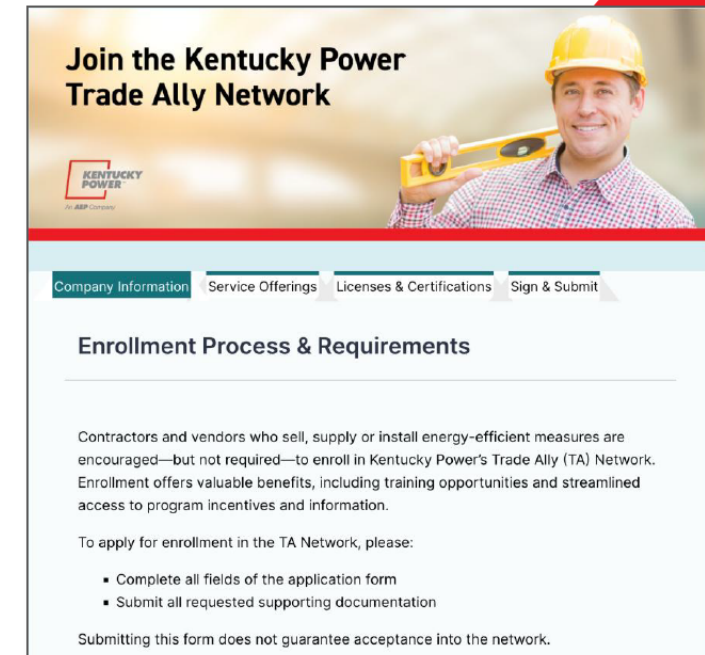
Operations



EnergyAdvantage Trade Ally Network Benefits

- Expand customer base and boost sales
- Participation in Trade Ally Roundtable Meetings
- Early access to program updates and announcements
- Business listing featured on the Kentucky Power website.
- Submit projects on behalf of customers
- Track application progress through an online portal
- Recognition and rewards for outstanding achievements

Note: You do **not** need to be in the network to submit projects - customers may also install and submit projects themselves.



Stay Connected!

- **Visit:** KentuckyPower.com/EnergyAdvantageBusiness
- **Visit:** KentuckyPower.com/EnergyAdvantageHome
- **Email:** EnergyAdvantageKentucky@trccompanies.com
- **Customer Service Call Center:** 844-657-1230
- **Outreach:** Issac Finn- ifinn@trccompanies.com- 859-417-2802
- **Engineering:** Peter Hynson- PHynson@trccompanies.com -540-666-8437
- **Operations:** Fran Phillips- Fphillips@trccompanies.com - 301-275-7427
- **Management:** Deborah Hill- Dhill@trccompanies.com - 252-459-6654





Thank You!



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, February 23, 2026 1:17 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "Assessment Summary Jan. 26 to Feb. 3 26" with you

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Phillips, Francis shared a file with you

Hi Ryan, please see January and February assessments with notes. I have
January in one tab and February in another tab.



Assessment Summary Jan. 26 to Feb. 3 2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, January 21, 2026 5:53 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "Assessment Summary" with you

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**Phillips, Francis shared a file with
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Hi Ryan, please see the Assessment Summary



**Assessment
Summary**



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, November 06, 2025 1:59 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly EnergyAdvantage Update 11.6.25Update" with you

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**Phillips, Francis shared a file with
you**

Good afternoon, please see the PDF copy of this morning's PPT.



KPCo TRC Monthly EnergyAdvantage Update 11.6.25Updat
e



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, December 15, 2025 5:22 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly EnergyAdvantage Update 12.15.25 Update" with you

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**Phillips, Francis shared a file with
you**

Hi Ryan, here is the PDF of the PPT today. I will email you the name of the customer that signed up from the high bill outbound calls



KPCo TRC Monthly EnergyAdvantage Update 12.15.25 Updat
e



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, January 19, 2026 3:58 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly EnergyAdvantage Update 1.19.26 Update" with you

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**Phillips, Francis shared a file with
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1.19.26 Monthly Presentation



KPCo TRC Monthly EnergyAdvantage Update 1.19.26 Updat
e



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, March 16, 2026 2:29 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly EnergyAdvantage Update 3.16.26 Update" with you

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3/16/26 Monthly PDF



KPCo TRC Monthly EnergyAdvantage Update 3.16.26 Updat
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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, April 20, 2026 4:38 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly EnergyAdvantage Update 4.20.26 Update" with you

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**Phillips, Francis shared a file with
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Please see the 4/20/26 PDF Monthly Meeting



KPCo TRC Monthly EnergyAdvantage Update 4.20.26 Updat
e



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, October 20, 2025 2:28 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KPCo TRC Monthly Update 10.20.25 PDF" with you

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Please see the October 2025 Monthly Meeting PDF



KPCo TRC Monthly Update 10.20.25 PD
F



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, December 16, 2025 2:03 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 10102 12.15.2025" with you

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**Phillips, Francis shared a file with
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KY EnergyAdvantage for Business Invoice 10102



KY CESP Project Invoice 10102 12.15.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, December 11, 2025 11:56 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 11.20.2025" with you

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CESP



KY CESP Project Invoice 11.20.2025



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 13, 2026 6:31 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 1.13.2026" with you

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Business Energy Solutions 1/13/26 invoice



KY CESP Project Invoice
1.13.2026



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 27, 2026 8:24 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 1.27.2026" with you

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EnergyAdvantage for Business 1.27.26 invoice



KY CESP Project Invoice
1.27.2026



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, February 25, 2026 7:30 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 2.25.26" with you

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CESP 2/25/26 invoice



KY CESP Project Invoice
2.25.26



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, March 12, 2026 1:50 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 3.12.26" with you

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**Phillips, Francis shared a file with
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Hi Ryan, EnergyAdvantage for Business CESP-010106 3.12.26 invoice



KY CESP Project Invoice
3.12.26



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, April 30, 2026 10:46 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 5.1.26" with you

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Please see the 5.1.26- CESP-10107 Invoice



KY CESP Project Invoice
5.1.26



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, June 29, 2026 6:37 PM EDT
To: Hill, Deborah <DHill@trccompanies.com>; Jones, Sherry <SLJones@trccompanies.com>; Kerwin, Peter <PKerwin@trccompanies.com>; Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 6.29.26" with you

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**Phillips, Francis invited you to edit
a file**

CESP 6.29.26 invoice



KY CESP Project Invoice
6.29.26



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, June 08, 2026 8:46 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY CESP Project Invoice 6.4.26" with you

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a file**

CESP 6.4.26 invoice



KY CESP Project Invoice
6.4.26



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, December 16, 2025 2:04 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 20102 12.15.2025" with you

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**Phillips, Francis shared a file with
you**

EnergyAdvantage at Home Invoice 20102



KY HEIP Project Invoice 20102 12.15.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, November 13, 2025 8:23 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 10.15.2025" with you

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**Phillips, Francis shared a file with
you**

Hi Ryan, please see the invoices sent October 17th.



KY HEIP Project Invoice 10.15.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Friday, October 17, 2025 12:51 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 10.15.2025" with you

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**Phillips, Francis shared a file with
you**

Good afternoon, please see the KY Home Projects invoice for 10.15.25



KY HEIP Project Invoice 10.15.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, December 11, 2025 11:58 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 10.15.2025" with you

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HEIP 10.17.25 invoice



KY HEIP Project Invoice 10.15.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, December 11, 2025 11:59 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 11.17.2025" with you

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HEIP 11.21.25



KY HEIP Project Invoice 11.17.202
5



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 13, 2026 6:32 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 1.13.2026" with you

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**Phillips, Francis shared a file with
you**

EnergyAdvantage at Home 1/13/26 invoice



KY HEIP Project Invoice 1.13.202
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 27, 2026 8:24 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 1.27.26" with you

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**Phillips, Francis shared a file with
you**

EnergyAdvantage at Home 1.27.26 invoice



KY HEIP Project Invoice 1.27.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, February 25, 2026 7:29 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 2.25.26" with you

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**Phillips, Francis shared a file with
you**

2/25/26 HEIP invoice



KY HEIP Project Invoice 2.25.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, March 12, 2026 1:51 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 3.10.26" with you

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**Phillips, Francis shared a file with
you**

Hi Ryan, EnergyAdvantage st Home HEIP-020106 3.10.26 invoice



KY HEIP Project Invoice 3.10.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, March 25, 2026 5:54 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 3.25.26" with you

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**Phillips, Francis shared a file with
you**

Hi Ryan, please see the HEIP-020107 3.25.26 invoice



KY HEIP Project Invoice 3.25.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, April 14, 2026 12:00 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 4.14.26" with you

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**Phillips, Francis shared a file with
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Hi Ryan, please see the 4.14.26 HEIP invoice



KY HEIP Project Invoice 4.14.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, April 30, 2026 10:47 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 5.1.26" with you

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**Phillips, Francis shared a file with
you**

Please see the HEIP-20109 5.0.26 Invoice



KY HEIP Project Invoice 5.1.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, June 29, 2026 6:38 PM EDT
To: Hill, Deborah <DHill@trccompanies.com>; Jones, Sherry <SLJones@trccompanies.com>; Kerwin, Peter <PKerwin@trccompanies.com>; Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 6.29.26" with you

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HEIP 6.29.26 invoice



KY HEIP Project Invoice 6.29.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, June 08, 2026 8:47 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared "KY HEIP Project Invoice 6.4.26" with you

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**Phillips, Francis invited you to edit
a file**

HEIP 6.4.26 invoice



KY HEIP Project Invoice 6.4.2
6



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From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, October 20, 2025 9:43 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Phillips, Francis shared the folder "High Usage Residential Accounts" with you

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Phillips, Francis shared a folder with you

Hi Ryan, I created this folder in OneDrive where you can upload high usage residential accounts. Let me know if you have any trouble uploading.



High Usage Residential Account
s



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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, October 20, 2025 2:24 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Program Collateral - to Service Centers and HQ

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Hi Ryan

To follow-up from our call last week - we sent program materials to the following service centers and to headquarters. We are working on another order and make sure you have copies in hand.

Thank you!

Location/Address	One Pagers	Overview Docs	Incentive Guides
Kentucky Power Headquarters 1645 WINCHESTER AVENUE ASHLAND, KY 41101 Attn: Sarah Nussbaum	100 of each 200 total	100 of each 200 total	100 of each 200 total
Robert E. Matthews Service Center 12333 Kevin Avenue Ashland, KY 41102 Attn: Miranda Guy	100 of each 200 total	100 of each 200 total	
Hazard Service Center 1400 E. Main Street Hazard, KY 41701 Attn: Tadi Nwace	100 of each 200 total	100 of each 200 total	
Pikeville Service Center 3249 North Mayo Trail Pikeville, KY 41501 Attn: Jessica Artline	100 of each 200 total	100 of each 200 total	

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, October 20, 2025 9:50 AM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Question on Public Accounts and few updates

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Hi Ryan

We look forward to connecting this afternoon for the monthly update.

Fran just sent a shared file location this am where you can post the high usage residential accounts. We will organize that data and do targeted outreach.

If you have a minute - will you check in with Tanner on this question that we had included with our visit summary?

1. We've searched the filings and program documents but want to be 100% sure since we did receive account numbers for government and public buildings. Are government/public customers eligible to participate in EnergyAdvantage Business?

We understand explicitly that the definition of commercial is only non-residential commercial and does not include industrial accounts.

Thank you!

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Sunday, February 01, 2026 5:13 PM EST
To: Stevi N Cobern <sncobern@aep.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Questions in process - one recommendation to consider

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Stevi

I'm about 80% done with the questions. I'm going to add a few numbers in the morning and send over what I have that I am considering complete so you can review to let me know if you need more.

Quick question/recommendation - The numbers mentioned in these 2 questions appear to be from early info when 2025 was a full calendar year. It appears the 2025 and 2026 participants were added together and reduced by the projects completed at the time of the question.

I'm planning the response going to respond based on kWh vs participants. I'll make a note in the comments for you to make sure you feel I addressed.

If you have other info, please let me know how to proceed.

Thanks
Deb

a.: Please provide the marketing and program activity that will increase participation in the HEIP to **1,519** new participants in 2026.

b.: Please provide the marketing and program activity that will increase participation in the CESP to **272** new participants in 2026.

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Wednesday, April 30, 2025 12:24 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] Re: [EXTERNAL] FW: EE Program Names

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Thanks, Sarah. Below is the content from that previous email discussing Trade Ally Network online databases. The alternative to the online database would be a PDF list. Let us know if you need additional information.

I added NIPSCO, which was recently refreshed.

Here are some examples of Trade Ally searchable databases:

- [Ameren Missouri's C&I Program TA database](#)
- [Appalachian Power's Home Performance TA database](#)
- [Evergy's Business Programs TA database](#)
- [NIPSCO's Business Programs TA database](#)

In other cases, we have a downloadable PDF or Excel file (easier for sorting and filtering but not a great UI/UX experience). For Dominion Energy, there is a hyperlink on the page that auto downloads an Excel file.

Healthcare Energy Solutions



Keep a pulse on your energy.

According to ENERGY STAR®, healthcare organizations spend billions annually on energy usage. A significant portion of this spend is devoted to cooling and ventilation. Upgrading to more energy-efficient technologies can help hospitals increase staff and patients' comfort, reduce maintenance costs with longer-lived technologies and, ultimately, protect hospitals' bottom lines. Dominion Energy's Healthcare Energy Solutions Program comes to the rescue with incentives available to help reduce the cost of these upgrades and get your organization running more efficiently.

Incentives are available for a variety of efficient technologies including:

- Indoor Lighting
- Outdoor Lighting
- Cooling
- Ventilation
- Refrigeration
- Vending Machines
- Cooking Equipment
- Motors and more!

Through this program, you'll also have access to knowledgeable [Trade Ally Network](#) members. These members are contractors and vendors who sell, install, and advise business customers on energy efficiency improvements to your facilities.

Are your improvements eligible for an incentive?

- View the full list of eligible improvements and current incentives on the [Healthcare Energy Solutions Incentive Guide](#).

Many times, we've started with a Trade Ally list online to get things started and then progressed to a searchable database as the programs mature.

Either way, we'll work with you and your web team to deliver the right information in the right way to KCPO customers.

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102
w 314.898.1144



From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, April 30, 2025 at 10:29AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>, Sagan, Laura <LSagan@trccompanies.com>, Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: EE Program Names

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Good morning! I will take these suggestions back to some of my team to get their input asap. Can we go back to the previous message you sent where you said we would not have a dedicated website due to budget? It looks like the links you shared just examples from APCo's of what a dedicated site looks like? I am just trying to understand where the information for the programs will live. 😊



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, April 29, 2025 6:33 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] Re: EE Program Names

Hi Sarah.

We wanted to revisit the program naming topic and have developed several options for your review and feedback. We've also drafted some interchangeable taglines, which are optional and can be used to support the names if needed. Our goal is to create an umbrella name for marketing purposes that can be applied across the two different program types. For example:

- *PowerForward for Business*
- *PowerForward for Homes*

Program Name Tagline

PowerForward	Your Power to Save.
EfficiencyFirst	Building a Brighter Tomorrow.
EfficiencyWorks	Tomorrow's Efficiency, Today.
EnergyAdvantage	Energy Savings Made Simple.
SmartSavings	Smarter Energy, Bigger Rewards.
SmartSolutions	Saving Energy Starts Here.
SmartPower	Energy Solutions That Last.
SmartChoice	The Smartest Way to Save.
EnergyTogether	Saving energy, building community.

The name would serve as the program's email address, too, and we'd likely add "KY" to the email address, such as "KYEnergyTogether@trccompanies.com" or "EnergyTogetherKY@trccompanies.com".

We will need to finalize a program email address soon, so please let us know your thoughts.

Thank you,
Courtney

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



w 314.898.1144

m 347.640.1792

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Date: Tuesday, April 15, 2025 at 8:56AM
To: Sarah Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>, Sagan, Laura <LSagan@trccompanies.com>, Tieman, Erica <ETieman@trccompanies.com>
Subject: EE Program Names

Hi Sarah.

As we begin to develop content and outreach materials and launch the customer-facing application portal, we wanted to check in with you on the names of energy efficiency programs. You may be aware that AEP Appalachian Power uses "TakeCharge" for their EE programs and has a dedicated website for both [TakeChargeVA](#) and [TakeChargeWV](#). We're not proposing a dedicated website for KPCo, although we do have the capability to build one if additional budget is allocated.

We wanted to ask about the current naming conventions. Right now, we're referencing the programs as:

- Commercial Energy Solutions Program
- Home Energy Improvement Program

Before moving forward, we'd like to confirm whether these are the final names you'd like us to use or if you'd be open to exploring new, more consumer-friendly naming options. Our team is happy to brainstorm and propose new names that might resonate better with target audiences—if that's something you're interested in.

Let us know how you'd like us to proceed.

Thanks!

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



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w 314.898.1144
m 347.640.1792

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, March 21, 2025 10:00 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: [EXTERNAL] RE: Kentucky Power/TRC Marketing Team Introductions

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Hi Sarah

Too funny... Fridays come quick and maybe we think of those as catch-up days from the busy weeks.

Well.. Leslie's last day with APCo is today. We are happy to work with AEP Kentucky however that is determined. We are happy to work directly and support you. I think that may have just been an offer to assist and do first review.

The SOW is in the final stages for signature. We're assembling start up teams and working though planning in anticipate of a June start date.

Let me get with Courtney and we set up a time to review our planning/task list with you.

Thank you. Have a great weekend!
Deb

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Friday, March 21, 2025 9:52 AM
To: Hill, Deborah <DHill@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: RE: [EXTERNAL] RE: Kentucky Power/TRC Marketing Team Introductions

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Good morning! I'm not sure why, but this is a project I seem to think about on Fridays! So, another happy Friday to you both!👍

Deb – can you tell me who Leslie is? *Leslie may take the first review on things and then they go to you for final approval*

And this - *I was thinking we would be providing website copy to you for our website* –Sounds good to me. But do you have a timeline for when this might be coming?

I do see that you said some things are still in planning, but Cindy has asked me this morning about where we are with rolling things out, so I wondered if you might have more info since the 7th.

Thank you!
Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, March 7, 2025 4:49 PM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Subject: RE: [EXTERNAL] RE: Kentucky Power/TRC Marketing Team Introductions

Hi Sarah

Good to hear from you. We are excited to get things moving.

The call last week was just to say the order was expected (received Feb 28!) and to discuss the support that the APCo team members would be providing. Tanner asked us to prepare the SOW which we are finalizing to submit today.

It sounded like a lot of things were still in decision making process but overall, we would be working directly with our existing contacts from the APCo team for day-to-day ops and that we would send invoices and things to Kentucky and copy Va/West Va contacts.

For Marketing, we are excited to work with you. It was mentioned that Leslie may take the first review on things and then they go to

you for final approval. Overall, it sounded like the conversations were ongoing and more decisions yet to be finalized.

I was thinking we would be providing website copy to you for our website.

I look forward to catching up soon! Happy Friday everyone.
Deb

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Friday, March 7, 2025 3:48 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: Kentucky Power/TRC Marketing Team Introductions

Hey Sarah.

I was not included in the marketing meeting last week. I've added Deb to this thread so she can give us any update.

I would be happy to get on a call to discuss the website. I'm fairly positive we don't have a budget built into our SOW for a microsite. That said, we are more than capable of producing one that would mirror the KPCo current website design and this would be ideal so that TRC had control over making timely updates.

The other option we can provide is for TRC to write the copy and design the layout (following KPCo's current web page architecture) and send that to you so your web team can produce the pages.

I know the APCo team works with an outside agency for their website TakeChargeVA.com, do you work with them (Charles Ryan & Assoc.) or another agency?

I'm attending the AESP conference next week (M-TH and then taking Friday off), but I have no problem carving out some time to have a meeting with you.

Let me know how you'd like to proceed.

Thanks!

Courtney C. Capshaw
Marketing Director
 TRCCOMPANIES.COM
1000 Clark Avenue, FL 4
St. Louis, MO 63102
w 314.898.1144
m 347.640.1792

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Friday, March 7, 2025 at 9:50AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: Kentucky Power/TRC Marketing Team Introductions

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Hi Courtney –

I was out of the office and missed the DSM marketing meeting last week, and now I'm feeling out of the loop. Can we catch up soon? One major question I have is about how to display our programs on our website – am I to develop a page promoting the programs within our domain? Or do we link to an external site that looks like a Kentucky Power site, but is managed by a third party?

 **SARAH M NUSBAUM** | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Sarah M Nusbaum
Sent: Tuesday, November 5, 2024 12:03 PM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: RE: Kentucky Power/TRC Marketing Team Introductions

Thanks for this information, Courtney. Now, I can pass along to leadership here to get their buy in on including the database. Since

you sent the link for Appalachian Power, I'd think it will not be an issue to include.

We appreciate your time yesterday and look forward to working with you!

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Monday, November 4, 2024 11:59 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Re: Kentucky Power/TRC Marketing Team Introductions

Sarah and Michelle:

Great to meet you both today! We will start working on developing content and assets for both programs and send you the updated marketing plan with your plan incorporated.

Here are some examples of Trade Ally searchable databases:

- [Ameren Missouri's C&I Program TA database](#)
- [Appalachian Power's Home Performance TA database](#)
- [Eversource's Business Programs TA database](#)

In other cases, we have a downloadable PDF or Excel file (easier for sorting and filtering). For Dominion Energy, there is a hyperlink on the page that auto downloads the attached Excel file.

Healthcare Energy Solutions



Keep a pulse on your energy.

According to ENERGY STAR®, healthcare organizations spend billions annually on energy usage. A significant portion of this spend is devoted to cooling and ventilation. Upgrading to more energy-efficient technologies can help hospitals increase staff and patients' comfort, reduce maintenance costs with longer-lived technologies and, ultimately, protect hospitals' bottom lines. Dominion Energy's Healthcare Energy Solutions Program comes to the rescue with incentives available to help reduce the cost of these upgrades and get your organization running more efficiently.

Incentives are available for a variety of efficient technologies including:

- Indoor Lighting
- Outdoor Lighting
- Cooling
- Ventilation
- Refrigeration
- Vending Machines
- Cooking Equipment
- Motors and more!

Through this program, you'll also have access to knowledgeable [Trade Ally Network](#) members. These members are contractors and vendors who sell, install, and advise business customers on energy efficiency improvements to your facilities.

Are your improvements eligible for an incentive?

- View the full list of eligible improvements and current incentives on the [Healthcare Energy Solutions Incentive Guide](#).

Many times, we've started with a Trade Ally list online to get things started and then progressed to a searchable database as the programs mature.

Either way, we'll work with you and your web team to deliver the right information in the right way to KCPo customers.

Looking forward to getting these programs off the ground and working with you both.

Have a great week!
Courtney

Courtney C. Capshaw
Marketing Director



1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 314.898.1144 | C 347.640.1792
[LinkedIn](#) | [Twitter](#) | [Blog](#) | [TRCcompanies.com](#)

From: DHill@trccompanies.com
When: 10:00 AM - 10:45 AM November 4, 2024
Subject: Kentucky Power/TRC Marketing Team Introductions
Location: Microsoft Teams Meeting

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: 233 215 558 622
Passcode: E6wSR8

Dial in by phone

[+1 347-966-8357, 819986220#](#) United States, New York City
[Find a local number](#)
Phone conference ID: 819 986 220#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, November 12, 2025 3:32 PM EST
To: Hill, Deborah <DHill@trccompanies.com>; Ryan L Lake <rlake@aep.com>; Tanner S Wolffram <tswolffram@aep.com>; Stevi N Cobern <sncobern@aep.com>
Subject: [EXTERNAL] RE: Breakdown by month
Attachment(s): "Kentucky Monthly Stats 11.12.25.xlsx"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the '**Report to Incidents**' button. No button, forward to incidents@aep.com.

Here is the breakdown I have, let me know if I missed anything.

Thanks,
Fran

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, November 12, 2025 2:57 PM
To: Ryan L Lake <rlake@aep.com>; Tanner S Wolffram <tswolffram@aep.com>; Stevi N Cobern <sncobern@aep.com>
Cc: Phillips, Francis <FPhillips@trccompanies.com>
Subject: Breakdown by month

Hi - apologizes for the delay. Fran and were both at Trade Ally event and just found a safe place to pull over.

Fran is going to send the monthly breakdown for projects. We understand this is needed monthly going forward. We can continue to tweak the format to make sure we have the best fit for your report.

Thank you.

	A	B	C	D	E	F
1	Home Energy Assessment Requests	Month	Total Requests	Status		
2		July	5			
3		August	21			
4		September	5			
5		October	18			
6		November	4	as of 11/12/25		
7						
8	EnergyAdvantage at Home Projects Compl	Month	Total Requests	Status	Incentives Invoiced	
9		July	0			
10		August	0			
11		September	0			
12		October	6	completed	\$4,414.00	
13		November	6	as of 11/12/25, will be invoiced 11/17		
14						
15						
16	Rebates	Month	Total Requests	Status	Incentives Invoiced	
17		July	0			
18		August	1	Documentation pending		
19		September	0			
20		October	1	will be invoiced November 17		
21		November	0			

	A	B	C	D
1	Online Applications Submitted	Month	Total Requests	Status
2		July	0	
3		August	0	
4		September	1	Project in process
5		October	2	Application in process
6		November	2	Application in process
7				
8	Projects Submitted	Month	Total Requests	Notes
9		July	0	
10		August	0	
11		September	0	
12		October	0	
13		November	1	In progress of being completed

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, March 05, 2026 11:26 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Re: Cancel Friday - Mountain Association

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Hi Ryan

We had the call with the Mountain Association this morning. They basically wanted to talk about being part of the direct install part of the program. We let them know we had a subcontractor onboarded to complete assessments/direct install, but if they had licensed contractors that were eligible to participate in the residential rebates or commercial projects, they were welcome to do so and to let us know.

They took one dig on someone waiting on assessment and I assured them everyone had been contacted multiple times and if they would share that name, we would be happy to reach out to them. They also said they had just talked with someone who reported very good feedback and customer experience for the assessment and direct install.

I didn't mention cancelling the call for tomorrow, but Josh indicated he didn't really have much else to talk about.

Thanks!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, March 4, 2026 3:22 PM
To: Ryan L Lake <rlake@aep.com>
Subject: Cancel Friday - Mountain Association

Ryan

We are supposed to meet with the Mountain Association tomorrow. I'll send you a follow-up email.

I wanted to let you know so you could cancel Friday afternoon's call as discussed.

Thanks!
Deb

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Friday, January 23, 2026 9:43 AM EST
To: msussan@gearheart.com <msussan@gearheart.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Re: Confirm KY Power Authenticity

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Hey Ryan,

Need to confirm with customer KY Power is paying incentives for DLC listed LED upgrades from non-LED and that myself and TRC are handling the program outreach and entry.

From: Finn, Issac
Sent: Thursday, January 22, 2026 3:34 PM
To: msussan@gearheart.com <msussan@gearheart.com>
Cc: Ryan L Lake <rlake@aep.com>
Subject: Confirm KY Power Authenticity

Hey Ryan,

Can you verify program authenticity for this customer.

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

Approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Tuesday, May 27, 2025 11:15 AM EDT
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
CC: Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] RE: EE Program Names

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Sarah

I hope you had a wonderful weekend!

We are moving forward in all areas to get ready for program launch. We need to finalize the program name so we can get everything wrapped up. Is there anything that you need from us to finalize the decision. We need the program name to finalize program resources and meet the start up schedule.

Good news – the SOW is getting ready to be routed for signature, so things are moving along nicely. Next up – customer data!

Thank you.

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, May 20, 2025 12:52 PM
To: Sarah Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: Re: EE Program Names

Hi Sarah.

Have you and your team had a chance to discuss the program names mentioned below?

We'd like to secure the program email address name and looking for your approval moving forward.

Thank you,

Courtney C. Capshaw
Marketing Director
 TRCCOMPANIES.COM
1000 Clark Avenue, FL 4
St. Louis, MO 63102
w 314.898.1144
m 347.640.1792

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Date: Tuesday, April 29, 2025 at 5:33PM
To: Sarah Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: Re: EE Program Names

Hi Sarah.

We wanted to revisit the program naming topic and have developed several options for your review and feedback. We've also drafted some interchangeable taglines, which are optional and can be used to support the names if needed.

Our goal is to create an umbrella name for marketing purposes that can be applied across the two different program types. For example:

- *PowerForward for Business*
- *PowerForward for Homes*

Program Name	Tagline
PowerForward	Your Power to Save.
EfficiencyFirst	Building a Brighter Tomorrow.
EfficiencyWorks	Tomorrow's Efficiency, Today.
EnergyAdvantage	Energy Savings Made Simple.
SmartSavings	Smarter Energy, Bigger Rewards.
SmartSolutions	Saving Energy Starts Here.
SmartPower	Energy Solutions That Last.

Program Name Tagline

SmartChoice The Smartest Way to Save.
EnergyTogether Saving energy, building community.

The name would serve as the program's email address, too, and we'd likely add "KY" to the email address, such as "KYEnergyTogether@trccompanies.com" or "EnergyTogetherKY@trccompanies.com".

We will need to finalize a program email address soon, so please let us know your thoughts.

Thank you,
Courtney

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1144
m 347.640.1792

From: Capshaw, Courtney <CCapshaw@trccompanies.com>

Date: Tuesday, April 15, 2025 at 8:56AM

To: Sarah Nusbaum <smnusbaum@aep.com>

Cc: Hill, Deborah <DHill@trccompanies.com>, Sagan, Laura <LSagan@trccompanies.com>, Tieman, Erica <ETieman@trccompanies.com>

Subject: EE Program Names

Hi Sarah.

As we begin to develop content and outreach materials and launch the customer-facing application portal, we wanted to check in with you on the names of energy efficiency programs. You may be aware that AEP Appalachian Power uses "TakeCharge" for their EE programs and has a dedicated website for both [TakeChargeVA](https://www.takechargeva.com) and [TakeChargeWV](https://www.takechargewv.com). We're not proposing a dedicated website for KPCo, although we do have the capability to build one if additional budget is allocated.

We wanted to ask about the current naming conventions. Right now, we're referencing the programs as:

- Commercial Energy Solutions Program
- Home Energy Improvement Program

Before moving forward, we'd like to confirm whether these are the final names you'd like us to use or if you'd be open to exploring new, more consumer-friendly naming options. Our team is happy to brainstorm and propose new names that might resonate better with target audiences—if that's something you're interested in.

Let us know how you'd like us to proceed.

Thanks!

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1144
m 347.640.1792

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, December 15, 2025 1:32 PM EST
To: Phillips, Francis <FPhillips@trccompanies.com>; Ryan L Lake <rlake@aep.com>; twolffram@aep.com <twolffram@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Mason, Kaleigh <KSMason@trccompanies.com>; Reed, Patricia <PReed@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>; Sarah M Lynch <smnusbaum@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Flippin, Donna <DFlippin@trccompanies.com>; Voss, Jennifer <JVoss@trccompanies.com>
Subject: [EXTERNAL] Re: EnergyAdvantage Monthly Update Call

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From: Phillips, Francis
Sent: Thursday, September 25, 2025 9:44 AM
To: Phillips, Francis <FPhillips@trccompanies.com>; rllake@aep.com <rlake@aep.com>; twolffram@aep.com <twolffram@aep.com>; Hill, Deborah <DHill@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>; Mason, Kaleigh <KSMason@trccompanies.com>; Reed, Patricia <PReed@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>; smnusbaum@aep.com <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Flippin, Donna <DFlippin@trccompanies.com>
Subject: EnergyAdvantage Monthly Update Call
When: Monday, December 15, 2025 2:00 PM-2:30 PM.
Where: Microsoft Teams Meeting

Monthly progress meeting to provide updates for the below programs:

- EnergyAdvantage for Business
- Energy Advantage for Home

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: 279 312 710 590 4
Passcode: Pz9U2U4v

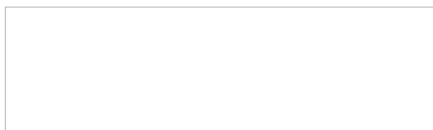
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[Find a local number](#)

Phone conference ID: 525 609 206#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Tuesday, December 23, 2025 8:09 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Re: Incentive Funds Received!

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan

Great news... we received another \$8022 this morning so even the 12.15.25 incentive invoices are now paid.

We issued 3 batches of checks yesterday and will pay the out the \$8022 out today, so we are up to date - early in fact!

Thank you and have a great holiday with your family.

Deb

From: Hill, Deborah
Sent: Sunday, December 21, 2025 5:13 PM
To: Ryan L Lake <rlake@aep.com>
Cc: Phillips, Francis <FPhillips@trccompanies.com>
Subject: Incentive Funds Received!

Hi Ryan

We received incentive funds totaling \$22,730 and will be issuing the first incentive checks on Monday.

Commercial
\$12,366 (11.20.25)

Residential
\$4,414 (10.15.25)
\$5,950 (11.17.25)

Thank you!

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Friday, November 21, 2025 12:11 PM EST
To: Hill, Deborah <DHill@trccompanies.com>; Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] RE: Invoices and Accruals today

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan,

I just sent over the invoices via OneDrive, let me know if you have any problems opening it.

Thank you and have a wonderful weekend!

Fran

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, November 21, 2025 11:41 AM
To: Ryan L Lake <rlake@aep.com>
Cc: Phillips, Francis <FPhillips@trccompanies.com>
Subject: Invoices and Accruals today

Hi Ryan

We will be submitting incentive invoices for both Business and Home today. Yay! The invoices include the first 4 commercial projects and then the residential projects include a customer rebate.

Have you been able to work out processing the incentives to the TRC bank account? We need to pay the contractor for that initial batch but even more important with these invoices that will go direct to customers.

After we wrap up invoices, we will send over the accruals in the same format we do for APCo, and you can let me know if that works for you.

Thank you! Happy Weekend.
Deb

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Monday, November 04, 2024 11:58 AM EST
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Re: Kentucky Power/TRC Marketing Team Introductions
Attachment(s): "Dominion-Trade-Ally-Directory-July-2024.xlsx"

This Message Is From an EXTERNAL Sender

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Sarah and Michelle:

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- [Appalachian Power's Home Performance TA database](#)
- [Eversource's Business Programs TA database](#)

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Keep a pulse on your energy.

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- Outdoor Lighting
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- Ventilation
- Refrigeration
- Vending Machines
- Cooking Equipment
- Motors and more!

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Are your improvements eligible for an incentive?

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Looking forward to getting these programs off the ground and working with you both.

Have a great week!
Courtney

Courtney C. Capshaw
Marketing Director



1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 314.898.1144 | C 347.640.1792
[LinkedIn](#) | [Twitter](#) | [Blog](#) | [TRCcompanies.com](#)

From: DHill@trccompanies.com
When: 10:00 AM - 10:45 AM November 4, 2024
Subject: Kentucky Power/TRC Marketing Team Introductions
Location: Microsoft Teams Meeting

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: 233 215 558 622
Passcode: E6wSR8

Dial in by phone

[+1 347-966-8357, 819986220#](#) United States, New York City

[Find a local number](#)

Phone conference ID: 819 986 220#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)



	A	B	C	D
1	Company Name	Primary Contact	Phone Num	Email Address
2	3-E Reliable Energy Inc	Kelly Jin, General Manager	(443) 980-5585	3e.reliable@gmail.com
3	ACES, LLC	Louis Hite	(804) 264-2911	louish@aceshvac.com
4	Advanced Air Leak Detection	Tyler Costa, VP of Operations	(925) 922-5997	tyler@airleakdetection.net
5	Aeroseal, LLC	Robin Pacey, Account Representative	(937) 307-7410	robin.pacey@aeroseal.com
6	American Wholesale Lighting	Rianto Lie, Rebate Manager	(510) 252-1088	rle@awlighting.com
7	APEnergy	Marc Prosch, Director of Operations	(614) 561-0672	marc@apenergy.com
8	Atlantic Constructors Inc.	Shawn Fellin, Regional Sales Manager	(804) 222-3400	shawn.fellin@acibuilds.com
9	Atlantic Sun Control	Chris Bacchus, Vice President	(703) 631-8536	chris@atlanticsun.net
10	B&B Designed Systems, Inc.	Kevin Guthrie, Director of Business Development	(814) 259-3991	guthriek@bbsystemsinc.com
11	Beckstoffer-Welsh Inc.	Robert Pugh, Project Manager & Estimator	(804) 329-1000	rpugh@beckstoffer.com
12	Blackout Electric Inc.	Toweh Deon Ketter, Owner	(757) 816-0003	blackoutelectric757@gmail.com
13	Bowerbird Energy, LLC	Kris Klaiber, Director of Operations	(804) 562-8606	kris.klaiber@bowerbirdenergy.com
14	Brightswitch	Laura Oliver, Project Manager	(609) 945-5349	laura.oliver@briteswitch.com
15	Budderfly, Inc	Katie Pinto, Incentives Manager	(203) 538-9071	incentives@budderfly.com
16	Carolina Product Solutions	Dianna Flaherty, Business Development Manager	(843) 852-8027	dflaherty@cpsled.com
17	Case IZ Systems	Alton Stokes, General Manager	(251) 490-4981	astokes@caseiz.com
18	Chesapeake Energy, LLC	Catherine Burk, Assistant Office Manager	(800) 712-4650	catherine@hvac-tuneup.com
19	Coast 2 Coast Lighting	Daniel Stein, Business Development Representative	(858) 336-2142	rebates@c2ceneryservices.com
20	Constellation Navigators	Vincent Greenholt, Rebate Specialist	(267) 533-5080	rebate.team@constellation.com
21	Construction Solutions, Inc.	Theresa Marchand, Job Coordinator	(757) 366-5070	tdm@constructionsolution.com
22	Dalkia Energy Solutions, LLC	Blair Snyder, Rebate Specialist	(978) 306-6052	rebateadmin@dalkiasolutions.com
23	Damuth Services, Inc.	Roger Shull, Director of Business Development	(757) 558-0200	roger.shull@damuth.com
24	Design Electric, Inc.	Jessica Calderon, Marketing & Business Development	(434) 293-7740	jessica@designelectricinc.com
25	EE Lighting, LLC	Jason Saeedi, Owner	(240) 426-8130	jason@eelighting.net
26	Electrical & Lighting Solution	Megan Rother, Accounting Office Manager	(804) 254-9400	megan@elsrichmond.com
27	Electrical Controls & Mainten	John Fields, Special Projects Manager	804-741-2280	jfields@ec-m.com
28	Elite Service & Enterprises, L	Jeannene Perry, Office Manager	(757) 641-0085	jeanneneeliteservice@gmail.com
29	Energy Dynamics, LLC	Harry Haywood, Owner	(240) 614-7903	hhaywood@energydynamicsmd.com
30	Energy Efficient Technologies	Joe Mearman, President	(800) 344-8132	jmeerman@esquaredt.com
31	ENGIE Insight	Nichole Crumpton, Project Specialist, Resource Operat	(206) 825-6705	nichole.crumpton@engie.com
32	Engineered Services, Inc.	Jeff Williams, Sales Representative	(703) 471-6310	jwilliams@engineeredservices.com
33	Go Green Electric Inc.	Judson Clements, President	(757) 287-1824	judson@gge757.com
34	Green Way Lighting, LLC	Janel Baikauskas, Owner	(800) 440-0156	office@greenwaylighting.com
35	Hardesty, Inc	Spencer Koenig, Project Manager & Estimator	(443) 870-1527	spencer@hardestyinc.com
36	Hazzard Electrical, LLC	Jeff Crowder, Owner	(804) 798-9247	jeff@hazzardelectrical.com
37	Healan Window Film, LLC	Sterling Healan, Owner	(770) 866-0396	sales@healanwindowfilms.com
38	Hill Electrical, Inc.	Greg Hill, President	(804) 746-3122	hillelectrical@hillelectrical.net
39	Incentifind	Sam Knickerbocker, LEED Green Associate	(913) 972-0047	sam.knickerbocker@incentifind.com
40	Infinity Lighting	Eli Swadron, President	(718) 915-0460	eli@infinitylightings.com
41	Interactive Technologies	Stephen Armstrong, President	(416) 921-9131	sarmstrong@hoteltechinc.com
42	K&J Mechanical Services	Thomas McLaurin, Operations Manager	(804) 792-5225	kjmechanicalservices@gmail.com
43	KDOT Electric	Sean Walker, Owner	(410) 231.3270	seanwalker@kdotelectric.com

	E	F	G	H
1	Services offered	Special Certifications	VA DPOR	Website
2	LED Lighting installers, energy auditing		Yes	3-ereliable.com
3	Energy audits, LEED modeling, BAC, new installations, retrofits		Yes	aceshvac.com
4	Compressed air services, energy audits		No	airleakdetection.net
5	Building envelope, duct sealing & air leak solutions		No	aeroseal.com
6	Distributors, auditing, consulting, design		No	awlighting.com
7	Energy efficiency consulting		No	apenergy.com
8	C&I service & construction provider		Yes	acibuilds.com
9	Window film		No	atlanticsun.net
10	Electrical design build services	SWaM, ISN	Yes	bbsystemsinc.com
11	Electrical & communications contractors		Yes	beckstoffer.com
12	Electrical contracting	BBB, SWaM, DBE	Yes	blackoutelectricinc.com
13	Lighting, HVAC, audits, renewables	SWaM, SDVOSB	Yes	bowerbirdenergy.com
14	Rebate administrators		No	briteswitch.com
15	EaaS, key account performance contracting		No	budderfly.com
16	Energy audits, lighting distributor, controls	MBE	No	cpsled.com
17	Compressed air services, energy audits		No	caseiz.com
18	BAC, HVAC controls, retro commissions		No	hvac-tuneup.com
19	Lighting design, audits, project management		No	coast2coastlighting.com
20	Rebate administrators, energy consultants		No	constellation.com
21	General contracting, maintenance		Yes	constructionsolution.com
22	Performance contracting, maintenance, construction		Yes	dalkiasolutions.com
23	HVAC, controls, service, energy solutions		Yes	damuth.com
24	Electrical contracting, construction, renovation		Yes	designelectricinc.com
25	Electrical contracting		Yes	
26	Electrical contracting, design/build, lighting, energy consulting		Yes	elsrichmond.com
27	Electrical design, installation, service, & security		Yes	ec-m.com
28	Electrical contractors, kitchen equipment & lighting	SWaM	Yes	eliteserviceva.com
29	Energy audits, lighting, HVAC, BAC's		Yes	energydynamicsmd.com
30	HVAC, lighting, demand response, renewables		No	eSquaredT.com
31	Sustainability consulting		No	engieimpact.com
32	HVAC & lighting controls, BAC, energy monitoring		Yes	engineeredservices.com
33	EV, LED, electrical contracting		Yes	gogreen-electric.com
34	Lighting design	BBB	No	greenwaylighting.com
35	HVAC contractors, sheet metal fabrication		Yes	hardestyinc.com
36	Electrical construction, renovation, & maintenance	SWaM, ABC, CVECA	Yes	hazzardelectrical.com
37	Window film	BBB	No	healanwindowfilms.com
38	Lighting and maintenance contractors, generators		Yes	hillelectrical.com
39	Rebate administrators	NWBOC: WBE, MBE	No	incentifind.com
40	LED lighting design and management		No	infinitylightingsystems.com
41	HVAC controls, EMS manufacturer		No	hoteltechinc.com
42	HVAC, boiler installation and service	SWaM	Yes	kjmechanicalservices.com
43	Lighting, controls, electrical contracting		Yes	

	A	B	C	D
44	Lane-Valente Industries Inc.	Lynn Nelson, Customer Account Manager	(631) 454-9100	lnelson@lviusa.com
45	Melink	Ed Pepelnjak, Business Development Associate	(513) 965-6080	epepelnjak@melinkcorp.com
46	Peak Energy Solutions	Aaron Brochetti, Director of HVAC & Mechanical Sustai	(724) 859-0791	ab@peaksolutions.biz
47	Rogers Electric, Inc	Tim Bender, Executive Project Manager	(814) 448-2215	twbender@rogerscontracting.com
48	Service Electrical Contractors	TC Casson, Estimator & Project Manager	(804) 822-7290	TC@serviceelectrical.com
49	SitelogIQ	Ethan Dupuis, Rebate Specialist	(615) 948-3619	ethan.dupuis@sitelogiq.com
50	Southern Companies of Virgin	Tyler Bell, Senior Sales Representative, Rebate Specia	(804) 718-9232	tylerb@southerncompaniesva.com
51	Southland Industries	Bright Abdelmasih, Senior Energy Engineer	(571) 612-4061	babdelmasih@southlandind.com
52	Spectrum Energy, LLC	Lauren Johnson, Project Administrator	(443) 832-4373	info@spectrumenergyllc.com
53	Starlight Solutions	David Downs, President	(757) 401-2323	david@starlightsolutionsinc.com
54	The Ligons LLC	Shawn Ligons, Owner	(804) 317-5750	theligonsllc@gmail.com
55	Trane U.S. Inc.	Jeremy Rakes, Account Manager	(804) 762-0004	jeremy.rakes@trane.com
56	US Energy Management Inc.	Fran Burke, CFO	(434) 906-4712	fburke@usenergymanagement.com
57	Window Tint Specialists	Ahmed Mohamed, Owner	(804) 549-3423	wtsrva@gmail.com
58	XtraLight Manufacturing	Joe Thomson, Regional Sales Director	(919) 600-3485	Joe.Thomson@xtralight.com
59	Zerodraft, MD	Chris Pfund, Owner	(267) 533-5080	cpfund@zerodraftmd.com

	E	F	G	H
44	Lighting, HVAC, maintenance, energy audits		Yes	lviusa.com
45	Kitchen hood and HVAC controls		No	melinkcorp.com
46	HVAC, PTAC, lighting, energy audits		Yes	commercialgreensolutions.com
47	Electrical contracting, construction		Yes	thebluebook.com/iProView
48	Lighting and controls, electrical contracting, construction, consulting		Yes	serviceelectrical.com
49	Construction management, engineering & design, energy services		Yes	sitelogiq.com
50	General contracting, maintenance, construction		Yes	southerncompaniesva.com
51	Lighting, HVAC, BAC, retro-commissioning		Yes	southlandind.com
52	Engineering firm, energy consulting		No	spectrumenergyllc.com
53	Lighting, electrical repair and install, renewables	SWaM	Yes	starlightsolutionsinc.com
54	HVAC retro commissioning and repair		Yes	
55	HVAC, energy management, BAC		Yes	trane.com/commercial/north-america/us
56	lighting retrofits & design, energy audits	SWaM	Yes	usenergymanagement.com
57	Commercial window tinting		No	wtsrva.com
58	LED Lighting manufacturers		No	xtralight.com
59	Lighting, HVAC, building envelope, plug load contr	OSHA	Yes	zerodraftmd.com

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Monday, March 02, 2026 2:19 PM EST
To: Hill, Deborah <DHill@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Re: Schools/Government - okay for Kentucky Power commercial incentives!

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Terrific, thank you!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 2, 2026 2:18 PM
To: Finn, Issac <IFinn@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Cc: Ryan L Lake <rlake@aep.com>
Subject: Schools/Government - okay for Kentucky Power commercial incentives!

Hi Issac/Fran

Ryan and Tanner both agree we are okay to reach out to government and schools for the Kentucky Power commercial incentives.

Issac - if you run across someone you have specific questions, please let us know.

Thanks all!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, May 04, 2026 2:08 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Re: Sharing few items in advance of our afternoon check in

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Hi Ryan

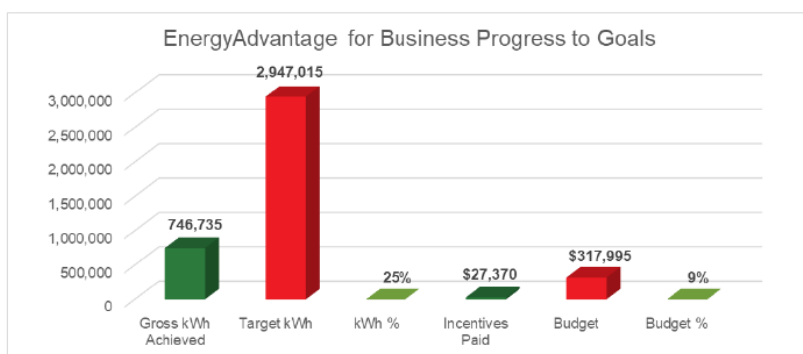
I was on the call but guessing you got involved in something else. I'm here if you need anything!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, May 4, 2026 11:23 AM
To: Ryan L Lake <rlake@aep.com>
Subject: Sharing few items in advance of our afternoon check in

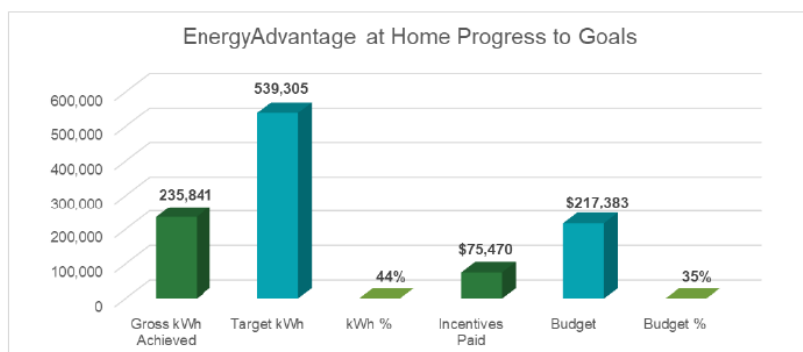
Hi Ryan

In advance of our call this afternoon, I wanted to share where we are on kWh goals as of the last incentive closing and 2 open discussion items.

CESP -
25% annual kWh goal
9% of annual incentive budget



HEIP -
44% annual kWh goal
35% of annual incentive budget



For discussion/input:

1. Smart Thermostats - recommendation from Peter. Should we schedule a call with Tanner and include Peter (engineer)?
2. Timeline for introducing 2027 Kitchen Measures. I'll check with Erica but wondering if there is any internal discussion on the timeline.

DISCUSSION: Smart Thermostats

Input Needed

EnergyAdvantage for Business

- Recommend opening the smart measure up to non-ENERGY STAR® thermostats that meet the description of "advanced thermostats" from the IL TRM.
 - This would align with the TRM method that we are referencing to calculate savings for the measure.
- Changes Required: Remove "EnergyStar®" from incentive guide. Add a footnote defining the new requirements below:



Eligible thermostats are limited to the control of HVAC unitary equipment and must exceed the performance of conventional programmable thermostats through automated control capabilities. The device must automatically maintain temperature schedules and setpoints based on device inputs or environmental data beyond basic time and temperature data, provide two-way communication, and allow centralized or remote supervisory control (e.g., EMS, cloud platform, or BAS). The device must not rely solely on manual user programming.

- Also recommend allowing Guest Room Energy Management Systems (GREMS) under the smart thermostats measure. These are thermostats with automatic temperature setbacks based on guest occupancy detection
- These are covered by a separate measure in the IL TRM, so it is not an exact match. However, energy savings claimed using the smart thermostat methodology would be conservative compared to the GREMS measure



DISCUSSION: Kitchen Equipment

Input Needed

Timeline to start marketing the new Food Service measures for 2027

Food Service & Misc. Incentives		
Measure		Incentive Cap
Commercial Combination Oven	Pan Capacity ≤ 14	\$600 per Oven
	Pan Capacity 15 - 29	\$1,000 per Oven
	Pan Capacity ≥ 30	\$1,430 per Oven
Commercial Electric Fryer	Large and Standard Vat	\$500 per Fryer
Commercial Electric Steam Cooker	3-Pan Capacity	\$900 per Cooker
	4-Pan Capacity	\$1,000 per Cooker
	5-Pan Capacity	\$1,200 per Cooker
	≥ 6-Pan Capacity	\$1,380 per Cooker
Commercial Dishwasher		\$220 per Dishwasher



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, September 26, 2025 11:42 AM EDT
To: Amy J Elliott <ajelliott@aep.com>; Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] RE: TRC talking points for DSM call on Friday - for your review/approval

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Hi – any concerns with the talking points below?

I may not be able to be on camera. Just wanted to let you know I had to set up new computer and trying to get everything working.

Have a nice Friday!
Deb

From: Hill, Deborah
Sent: Thursday, September 25, 2025 10:52 AM
To: Amy J Elliott <ajelliott@aep.com>; Ryan L Lake <rlake@aep.com>
Subject: TRC talking points for DSM call on Friday - for your review/approval

Thank you for the call this morning. I'm happy to tag up later today if that works out for your schedules.

I'll keep it high level tomorrow – let me know if this works as talking points.

Excited to be working on the EnergyAdvantageHome and EnergyAdvantageBusiness Programs with Kentucky Power.

Launch - We've been working over the past months to finalize launch activities, and we are actively working in the field now. Our marketing team has been working closely with Sarah for program collateral and website updates. Everything is looking great! The program information and incentive guides are on the website, and our portals are up and actively accepting applications. Our database, Captures, is 100% ready with customer account information, lead tracking, measures calculations, project tracking, and reporting.

Trade Allies - We are currently doing outreach to trade allies to invite them to participate in the business program. We have a trade ally application process and have a trade ally webinar planned for early October.

Residential - Earthright, our subcontractor for Home Energy Assessments and direct install measures, have crews in territory completing projects. We have more projects scheduled for the next few weeks. Those numbers will quickly grow with the direct customer outreach activities. We are also doing outreach to residential contractors to participate on the rebate side of the residential program.

Business - I look forward to working in the territory next week making visits to commercial customers. We have several visits scheduled and then just plan to blanket the area with cold calls and materials to bring awareness of both programs.

Ongoing Outreach - Following my visit next week, we also have an engineer working in the territory for outreach to larger commercial customers and a new field outreach person joining the team next week.

Thank you.
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, February 26, 2026 10:36 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Request from Mountain Association - are you good for me to proceed?

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Hi Ryan

Hope all is good with you!

Please see the message below from Josh at Mountain Association. I'm happy to schedule this call to coordinate with Josh and others but wanted to make you aware.

Would you like to be on the call or prefer I just send an update following the call?

Thanks.
Deb

From: Josh Bills <josh@mtassociation.org>
Sent: Thursday, February 26, 2026 9:26 AM
To: Phillips, Francis <FPhillips@trccompanies.com>
Cc: Finn, Issac <IFinn@trccompanies.com>
Subject: [EXTERNAL] KY Home EnergyAdvantage

Hi Fran!

Hope all is going well. I've got some lighting and some potential HVAC commercial rebate projects in the works.

Aside from that, some co-workers that work with me more on residential side of things is hoping to get a conversation with your team on the KY Power HomeAdvantage program. With one topic of interest the uptake on approved contractors and information on the process to get approved.

Would you have some time next week to virtually meet with me and a couple of colleagues?

Thanks!

Josh



Josh Bills
Senior Energy Analyst

EMAIL: josh@mtassociation.org
OFFICE: (859) 893-6123
SITE: mtassociation.org

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 02, 2026 2:18 PM EST
To: Finn, Issac <IFinn@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Schools/Government - okay for Kentucky Power commercial incentives!

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Hi Issac/Fran

Ryan and Tanner both agree we are okay to reach out to government and schools for the Kentucky Power commercial incentives.

Issac - if you run across someone you have specific questions, please let us know.

Thanks all!
Deb

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, September 16, 2025 4:12 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] Social Media Graphics
Attachment(s): "KPCo Twitter Square Home.jpg", "KPCo Twitter Vertical Business.jpg", "KPCo Twitter Vertical Home.jpg", "KPCo Twitter Square Business.jpg", "KPCo LinkedIn Square Business.jpg", "KPCo LinkedIn Square Home.jpg", "KPCo LinkedIn Vertical Business.jpg", "KPCo LinkedIn Vertical Home.jpg", "KPCo Instagram Business.jpg", "KPCo Instagram Home.jpg", "KPCo FB Square Business.jpg", "KPCo FB Square Home.jpg", "KPCo FB Vertical Business.jpg", "KPCo FB Vertical Home.jpg"

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Here are the social graphics for the launch. More to come with the campaigns but these match the design of the post-cards and other materials and will be great to use on social for a bit for brand recognition.

Thank you!

Erica
Tieman
Sr.
Marketing
Manager



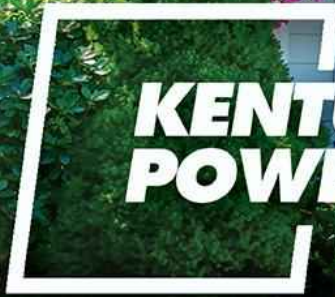
CASH INCENTIVES FOR ENERGY SAVING UPGRADES ARE HERE



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Lower Bills. Greater Comfort. Real Savings.

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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, November 07, 2025 8:30 AM EST
To: Richard D Chriscinske <rdchriscinske@aep.com>; Paula A Gwinn <pagwinn@aep.com>
CC: Finn, Issac <IFinn@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>; Ryan L Lake <rllake@aep.com>
Subject: [EXTERNAL] TRC - Issac Finn contact info

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Good morning -

Thanks for joining us yesterday for the call. I've included Issac's contact info below and he is copied on the email.

We look forward to working with you. It would be great to make some coordinated visits in your territory. Let us know how we can assist!

Happy weekend.
Deb

Program Contact Information



Issac Finn
Outreach
Phone: 859-417-2602
Email: ifinn@trccompanies.com

Program Phone: 844-657-1230
Program Email: EnergyAdvantageKentucky@TRCcompanies.com



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, July 15, 2026 2:41 PM EDT
To: Ryan L Lake <rlake@aep.com>; Stevi N Cobern <sncobern@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] TRC by Month - CESP and HEIP from finance
Attachment(s): "HEIP CESP Jan - June 2026 by month TRC 7.15.26.xlsx"

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Thank you!

Deb Hill
Senior Director

dhill@trccompanies.com
252.459.6654
252-801-6861 Cell



	A	B	C	D	E	F
1						
2						
3				HEIP	CESP	TEE
4		26-Jan				
5			Administration	\$ 4,987.50	\$ 6,757.13	\$ 900.00
6			Program	\$ 8,089.25	\$ 8,136.39	\$ 14,467.99
7			Marketing	\$ 13,535.71	#####	\$ -
8		26-Feb				
9			Administration	\$ 5,582.02	\$ 8,798.42	\$ 2,100.00
10			Program	\$ 7,633.71	\$ 6,408.26	\$ 32,977.05
11			Marketing	\$ 12,173.85	#####	\$ -
12		26-Mar				
13			Administration	\$ 5,350.10	\$ 6,371.17	\$ 1,800.00
14			Program	\$ 9,393.24	\$ 6,799.59	\$ 26,349.01
15			Marketing	\$ 17,184.61	#####	\$ -
16		26-Apr				
17			Administration	\$ 4,025.45	\$ 4,519.81	\$ 2,100.00
18			Program	\$ 8,342.37	\$ 8,669.71	\$ 26,508.28
19			Marketing	\$ 13,145.87	#####	\$ -
20		26-May				
21			Administration	\$ 5,632.87	\$ 9,671.92	\$ 1,800.00
22			Program	\$ 9,263.22	\$ 7,859.40	\$ 27,263.95
23			Marketing	\$ 15,076.68	#####	\$ -
24		26-Jun				
25			Administration	\$ 4,842.27	\$ 5,976.21	\$ 2,700.00
26			Program	\$ 10,564.06	#####	\$ 47,450.15
27			Marketing	\$ 14,256.63	#####	\$ -

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 09, 2025 1:00 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: [EXTERNAL] Updated Photo for Home Program
Attachment(s): "house image for website.jpg", "EnergyAdvantage at Home Incentive Guide.pdf"

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Hi Sarah,

We've updated the photo as requested on the attached incentive guide. I've also included a jpg of it in case you wanted the website to match ♦55357;♦56898;.

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773



ENERGY ADVANTAGE

Saving Energy Starts Here

HOME ENERGY IMPROVEMENT

Home Incentive Guide

Kentucky Power's Home Energy Improvement (HEI) Program assesses your home for energy-saving opportunities. A Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free! Additional energy saving measures are also eligible for incentives. Homeowners must have electric heating to qualify.

EQUIPMENT WITH REBATE INCENTIVES

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Attic Insulation^{4,9}	Attic Insulation	Per Square Foot	\$0.20	\$230 Per Home
Floor Insulation⁴	Floor Insulation	Per Square Foot	\$0.20	\$220 Per Home

HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE
Central Air Conditioner⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2	Each	\$200
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2	Each	\$250
Air Source Heat Pump⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500
Ductless Air Conditioner⁸	Single Zone ≥ 15.2 SEER2	Per System	\$100
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200
Ductless Heat Pump⁸	Single Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$200
	Multi-Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$400
Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500

ENERGY ADVANTAGE

INCENTIVES AT NO COST TO HOMEOWNER

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Low Flow Showerhead^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	\$20	3 Showerheads Per Home
Aerator^{1,2}	1.0 GPM Low Flow Bathroom Faucet Aerator	Aerator	\$10	5 Aerators Per Home
	1.5 GPM Low Flow Kitchen Faucet Aerator	Aerator	\$10	2 Aerators Per Home
Hot Water Heater Temperature Setback²	Electric Domestic Hot Water Heater Temperature Setback	Hot Water Heater	\$15	2 Per Home

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Pipe Insulation²	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	Per Linear Foot	\$4	N/A
	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	Per Linear Foot	\$4	N/A
Hot Water Tank Wrap^{2,3}	30 - 80 Gallon Domestic Hot Water Heater Tank Wrap	Each	\$75	2 Per Home
Duct Sealing^{4, 5}	Duct Sealing	Per Home	\$150	N/A

AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Air Sealing⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	\$0.75	N/A
	Outlet Gasket on Exterior Walls	Gasket	\$5	10 Outlet Gaskets Per Home
	Switch Gasket on Exterior Walls	Gasket	\$5	10 Switch Gaskets Per Home
	Door Sweep on Exterior Doors	Each	\$25	2 Door Sweeps Per Home
	Window Weatherstripping	Per Linear Foot	\$3	N/A
	Door Weatherstripping on Exterior Doors	Per Linear Foot	\$3	N/A
Air Sealing with Blower Door^{4, 6, 7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	\$320	N/A

Air sealing projects are eligible for either the the whole home air sealing with blower door incentive or individual air sealing measure incentives (caulking, sealing, or polyethylene tape; outlet gaskets; switch gasket, door sweep; window weatherstripping; door weatherstripping)

OTHER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	\$30	5 Power Strips Per Home
Assessment	Whole Home Assessment	Home	\$150	1 Assessment Per Home

1 Aerators and showerheads must be WaterSense certified

2 Home must have electric water heating to qualify

3 Existing hot water heater tank insulation must have an R value < 24 or hot water heater must feel warm to the touch. Tank wrap must have a value of R-10

4 Homes must have electric heating to qualify

5 All accessible duct joints, seams, connections, and penetrations in unconditioned spaces must be sealing with duct mastic, spray, or UL-181 tape on joints

6 Blower door test required for whole home air sealing with minimum 10% reduction. Contractors should target the highest sources of air leakage first, such as major penetrations in the attic, basement, or crawl space

7 Homes must be 15 years or older to qualify

8 Fuel switching is not permitted. Equipment must be new and ENERGY STAR certified

9 Attic insulation must increase by at least R-20 and meet the R-38 building code.



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, November 20, 2025 9:25 AM EST
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] Website Change on EnergyAdvantage For Business

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Good morning!

On the [business webpage](#), under "available incentives" can you please add the following line: "The Commercial Energy Solutions Program provides rebates to commercial (non-residential, non-industrial) customers." So the paragraph shown below would read "Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with equipment purchase and installation. The Commercial Energy Solutions Program provides rebates to commercial (non-residential, non-industrial) customers."

AVAILABLE INCENTIVES

Click [here](#) to view our incentives list. Available measures include:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with equipment purchase and installation.

Let me know if you have any questions.

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Monday, March 16, 2026 4:03 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] WSAZ Home and Garden event report
Attachment(s): "WSAZ Home and Garden Show March 14 thru 16.docx"

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Hey Ryan,

Attached is the report for the home and garden show in West Virginia. Please let me know if you have any questions or need anything else.

Thanks!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

EVENT REPORT



TAKE CHARGE™

WSAZ Home & Garden Show

Conference Info

Event: WSAZ Home & Garden Show

Date: 3/13/2026 – 3/15/2026

Location: Huntington WV

Participation: Tabled

Attendees

TRC: Issac Finn

Shannon Lingo

Coty Blankenship

Event Report

Overview: Trc employees accompany AEP employees to a Home and Garden show even in West Virginia. A booth was set up with banners and materials, engaged in visitors as they walked past and those who came to use directly. Explained KY programs, WV programs, and Ohio programs depending on where the visitor was located.

Event Summary & Recommendations

- Good conversations all around
- Potential HEA customers engaged
- Teambuilding with coworkers
- No additional recommendations, everything was done well.

Expo Exhibitors

Number of Attendees: 200+

Number of Attendees Engaged: 40+

Number of Potential Customer/TA Applications: For Ky ~12

Contacts & Leads

Unknown residential customers

TA Leads

NA

Photography



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, February 18, 2026 9:40 AM EST
To: Tammy C Stafford <tcstafford@aep.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] WSAZ Home Show - Issac Finn Kentucky Power Outreach

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Hi Tammy

Issac Finn, our TRC Kentucky Power Outreach team member, is available to staff at this event. Would you like me to coordinate with Hannah on time slots to cover? I confirmed his schedule is flexible and could be available whenever needed.

Issac could also bring the materials or if needed we can ship in advance.

Thank you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Tuesday, March 10, 2026 6:41 PM EDT
To: Ryan L Lake <rlake@aep.com>; Tanner S Wolfram <tswolfram@aep.com>; Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] WSP's acquisition of TRC - link to press release

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Hello -

I hope all is well with everyone. I wanted to provide the information below and make you aware of WSP's acquisition of TRC which was officially completed late February.

This is a link to the press release providing information on the completed merger transaction. <https://www.trccompanies.com/insights/wsp-completes-acquisition-of-trc/> [trccompanies.com]

All of our contracts remain unaffected at this time. The plan is to keep the TRC name and contracts intact throughout 2026. Any contract actions throughout 2026 will maintain the TRC entity that was originally contracted.

I will be sure to keep you informed of any further updates should they occur. Please feel free to share this information.

Please let me know if you have any immediate questions.

Thank you!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, June 18, 2026 5:02 PM EDT
To: Ryan L Lake <rlake@aep.com>; Stevi N Cobern <sncobern@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: FW: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

This Message Is From an EXTERNAL Sender

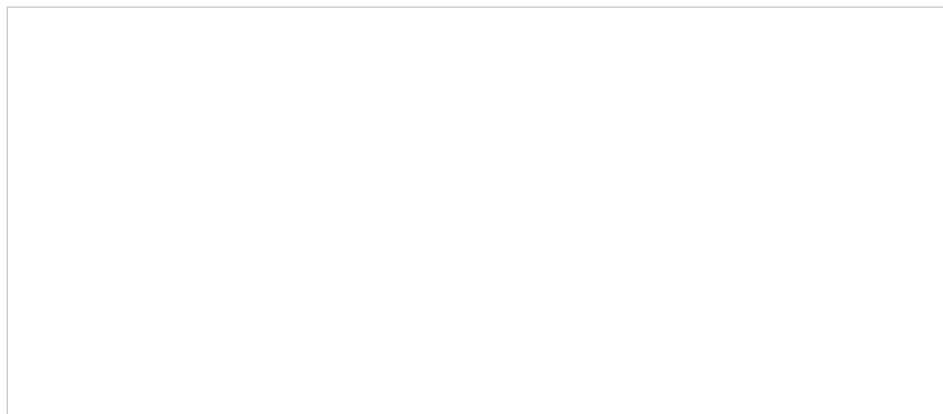
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Hi

Good news – 15 HEA requests today after this email went out. We're hoping for more in the next few days! We will keep you posted.

Thank you for the approval to do this.
Deb

From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Thursday, June 18, 2026 10:16 AM
To: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Before Summer Hits: Is Your Home Ready?



Breathe easier at home with **limited-time offer** from EnergyAdvantage, Kentucky Power's energy efficiency improvement program. Now through August 31, 2026, customers who complete a no-cost Home Energy Assessment through EnergyAdvantage at Home can receive a **free air purifier** while supplies last.

When you schedule your Home Energy Assessment, you'll get:

- Lower Monthly Energy Bills
- Improved Comfort and Safety
- Immediate and Long-Term Savings
- Trusted Expert Support

Hurry, this offer expires on August 31, and quantities are limited. Schedule today to reserve yours before supplies run out*.

Start creating a more comfortable, energy efficient, and healthy home!

[Sign Up for an Energy Assessment](#)

**Air purifiers available for the first 200 households that schedule home energy assessments (HEA) between 6/1/26 and 8/31/26 while supplies last. One air purifier per customer account. Scheduled HEA must be completed by 8/31/26 to qualify.*

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

KentuckyPower.com/Savings | [844-657-1230](tel:844-657-1230) | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, June 10, 2026 10:12 AM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Fw: [EXTERNAL] RE: For Review: Dual Branded Page Mockup
Attachment(s):
"AdobeStock_261549899.jpeg", "AdobeStock_349905801.jpeg", "04.2026_KPCo_EnergyAdvantage_Website Mockup_v1.pdf", "kpc home page mockup.pdf"

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Here are the web files 55357; 56898;

Erica Tieman
Associate Marketing Director



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, May 13, 2026 8:38 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] RE: For Review: Dual Branded Page Mockup

Hi,

So sorry for the delay. Attached please find the images!

Thanks!
Erica Tieman
Associate Marketing Director



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Thursday, April 23, 2026 9:42 AM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: Dual Branded Page Mockup

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

I like it. Can you all send the homepage banner image and the two images on the new page?



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, April 23, 2026 10:09 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] For Review: Dual Branded Page Mockup

Hi Sarah,

Attached please find a second website mockup showing how both programs could be promoted on the same page.

Let us know if you have any additional needs with this request.

Thanks!
Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)





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OUTAGES

SAVINGS

COMMUNITY

CONTACT

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Home / Savings / Home Savings / Save Energy

MONEY AND ENERGY SAVINGS FOR YOUR **HOME** & **BUSINESS**



ENERGYADVANTAGE
AT HOME



ENERGYADVANTAGE
FOR BUSINESS

WHY CHOOSE **ENERGY**ADVANTAGE?

- **LOWER ENERGY COSTS**
Identify opportunities to reduce energy use and save on monthly utility bills.
- **IMPROVE EFFICIENCY AND PERFORMANCE**
Upgrade to energy-efficient equipment and solutions tailored to your space.
- **ENHANCE COMFORT AND SAFETY**
Create a healthier, safer, and more comfortable environment year-round.
- **ACCESS INCENTIVES AND SAVINGS**
Take advantage of available incentives and receive both immediate and long-term savings.
- **GET EXPERT GUIDANCE**
Work with experienced energy advisors and a trusted network of contractors to implement improvements.

AVAILABLE INCENTIVES

[View Home Incentives](#)

AVAILABLE MEASURES INCLUDE:

- LED LIGHTING
- NETWORK LIGHTING
- CONTROLS
- HVAC
- OCCUPANCY SENSORS
- DAYLIGHT CONTROLS

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with equipment purchase and installation. The Commercial Energy Solutions Program provides rebates to commercial (non-residential, non-industrial) customers.

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

[Schedule Your Free Energy Assessment](#)



[Apply for Rebates](#)



[Explore Available Rebates](#)



[View Business Incentives](#)

AVAILABLE MEASURES INCLUDE:

- **HOME ENERGY ASSESSMENT**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.
- **DIRECT INSTALL MEASURES**
Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps and pipe insulation for electric water heaters.
- **REBATES**
Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

READY TO START SAVING?

Take the first step toward a more efficient and profitable future for your business.

[Explore Incentives](#)



[Apply Now](#)



For more information, contact us at EnergyAdvantageKentucky@trccompanies.com or 844-657-1230.

[Become an Approved Contractor](#)

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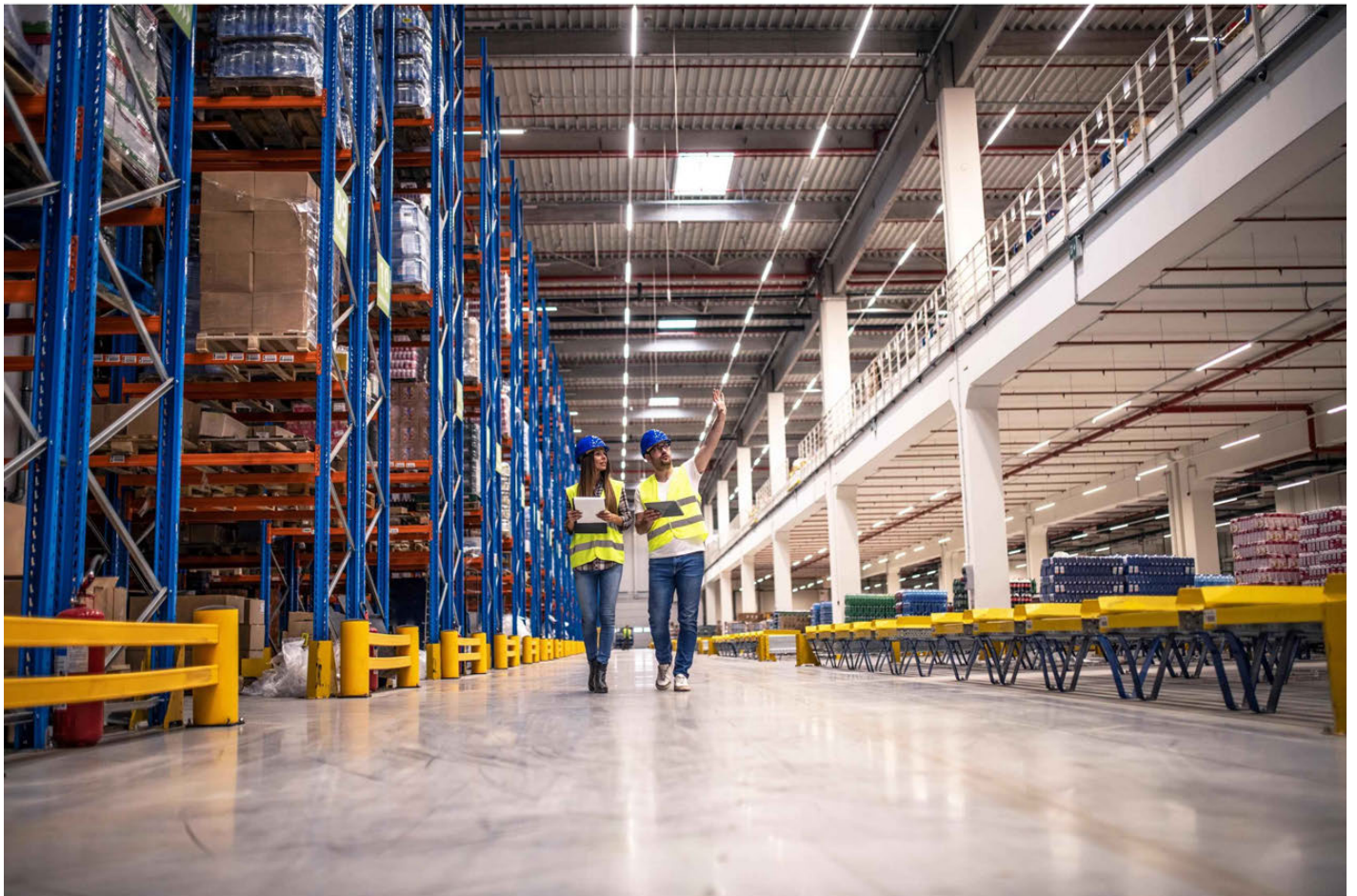
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POWERING WARMTH AND COMFORT

We're here to help you keep your home comfortable and manage your energy costs.

PAY/VIEW MY BILL

REPORT AN OUTAGE

START, STOP, MOVE SERVICE

PAYMENT ASSISTANCE

SCAM AND FRAUD SAFETY

Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

[Learn more](#)

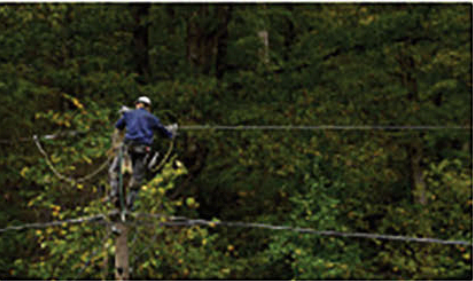


Want stable electric bills year-round?

[Enroll in AMP](#)

POWER YOU CAN RELY ON

Learn more about our projects and plans to keep the power flowing.



WHAT'S YOUR OUTAGE STATUS?

Find out the current outage status of your neighborhood.



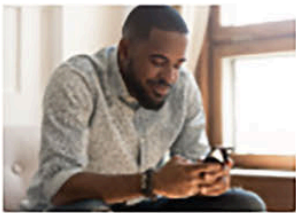
POWERING ON:

Learn what we are doing to improve reliability across eastern Kentucky.



LOWER YOUR ENERGY BILLS

Huge Savings for Home and Business



Enroll in Outage Alerts

Get automatic notifications when your power will come back with outage alerts.

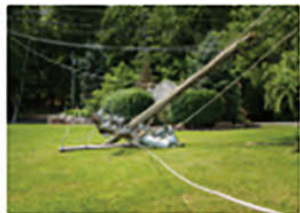
[Get outage alerts](#)



Caring for Our Community

See how we're working with you to deliver brighter futures for our communities.

[How we're helping](#)



Stay Informed

All you need to know about Power Line Safety

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One of our top priorities is to ensure that our customers are protected. We are committed to providing the highest quality of service and ensuring that our customers are protected. [Privacy Policy](#) | [Contact Us](#) | [Feedback](#) | [Terms of Service](#)





MY ACCOUNTOUTAGESSAVINGSCOMMUNITYCONTACT

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POWERING WARMTH AND COMFORT

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PAYMENT ASSISTANCE

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Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

[Learn more](#)

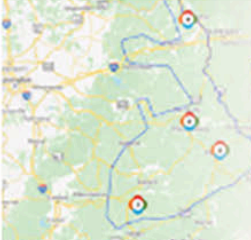


Want stable electric bills year-round?

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POWER YOU CAN RELY ON

Learn more about our projects and plans to keep the power flowing.



WHAT'S YOUR OUTAGE STATUS?

Find out the current outage status of your neighborhood.



POWERING ON:

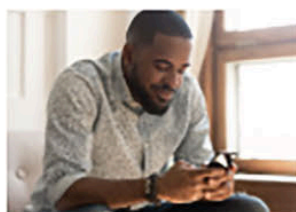
Learn what we are doing to improve reliability across eastern Kentucky.



ENERGY ADVANTAGE AT HOME



ENERGY ADVANTAGE FOR BUSINESS



Enroll in Outage Alerts

Get automatic notifications when your power will come back with outage alerts.

[Get outage alerts](#)



Caring for Our Community

See how we're working with you to deliver brighter futures for our communities.

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Stay Informed

All you need to know about Power Line Safety

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Subject: FW: EnergyAdvantage Check In
Location: Microsoft Teams Meeting

Start: Monday, November 03, 2025 2:00 PM EST
End: Monday, November 03, 2025 2:30 PM EST
Show Time As: Tentative

Recurrence: Monthly

Meeting Status: Delegate

Organizer: Hill, Deborah
Required Attendees: Stevi N Cobern <sncobern@aep.com>

-----Original Appointment-----

From: Hill, Deborah <DHill@trccompanies.com>

Sent: Thursday, October 9, 2025 7:37 AM

To: Hill, Deborah; Ryan L Lake

Cc: Sarah M Nusbaum; Tanner S Wolfram

Subject: EnergyAdvantage Check In

When: Occurs the first Monday of every 1 month(s) effective 11/3/2025 until 10/3/2027 from 2:00 PM to 2:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Microsoft Teams Meeting

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Hello

Scheduling a monthly check in for the 1st Monday of every month for Ryan/Deb. Adding Sarah and Tanner as optional.

This call is addition to the Monthly presentation for the entire team on the 3^d Monday.

Thank you.
Deb

Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: 210 390 970 822 2

Passcode: gS6yT7ui

Dial in by phone

[+1 347-966-8357](tel:+13479668357), [76785346](tel:+176785346) United States, New York City

[Find a local number](#)

Phone conference ID: 767 853 46#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, April 08, 2026 10:50 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] 2026 numbers

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Here you go! Thanks!

HEIP Program		Assessm ent and Direct			kWh
Year	Month	Install	Rebates	Total	
2026	January	11	8	19	36836.27
2026	February	7	2	9	26894.12
2026	March	44	0	44	80051.64
		62	10	72	143,782.03

*We have an additional 17 projects (28,000 kWh) in the pipeline.

CESP Program			
Year	Month	Project	kWh
2026	January	4	18,570.25
2026	February	4	63,734.02
2026	March	1	4130.08
		9	86,434.35

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, April 8, 2026 10:12 AM
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] 2026 numbers

These are the 26 numbers I sent to Stevi- updating with kwh and will pull the current HEIP pipeline for the next invoice.

HEIP Program					CESP Program		
Year	Month	Install	Rebates	Total	Year	Month	Project
2026	January	11	8	19	2026	January	4
2026	February	7	2	9	2026	February	4
2026	March	44	0	44	2026	March	1
		62	10	72			9

From: Ryan L Lake <rlake@aep.com>
Sent: Tuesday, April 7, 2026 4:35 PM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] 2026 numbers

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Deb,

Is it possible to send me the numbers for 2026?

I know we just wrapped up March but I wanted to use them in a presentation.

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, March 19, 2026 8:23 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] Assessment Summary

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan - I am planning to take off tomorrow. I have my family coming in from Richmond for a long weekend.

Would 11am or 1pm work for you on Monday? I'll send out the invite.

Thank you.

From: Ryan L Lake <rlake@aep.com>
Sent: Thursday, March 19, 2026 8:11 AM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Assessment Summary

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Hey, do you have some time tomorrow to go over the Assessment Summary?

Maybe we can add some stuff to it for summer.

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, June 17, 2026 3:33 PM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

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No worries, thanks for sharing ♦55357; ♦56898; we'll make the update and get this scheduled out.

Thanks!
Erica Tieman
Associate Marketing Director



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Wednesday, June 17, 2026 2:32 PM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: FW: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

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Oh sorry!!! I had opened the email attached you sent and replied to those on that email. Oopsie!!!! See below.....



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Sarah M Lynch
Sent: Tuesday, June 16, 2026 3:35 PM
To: 'energyadvantagekentuckymarketing@trccompanies.com' <energyadvantagekentuckymarketing@trccompanies.com>; lhampton@trccompanies.com
Subject: RE: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

Just a couple of tweaks for this one:

Breathe easier at home with **alimited-time offer** from EnergyAdvantage, Kentucky Power's energy efficiency improvement program. Now through August 31, 2026, customers who complete a no-cost Home Energy Assessment through EnergyAdvantage at Home can receive a **free air purifier** while supplies last.



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, June 16, 2026 2:36 PM
To: lhampton@trccompanies.com
Subject: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.



Breathe easier at home with **limited-time offer** from Kentucky Power. Now through August 31, 2026, customers who complete a no-cost Home Energy Assessment through with Kentucky Power's EnergyAdvantage at Home can receive a **free air purifier** while supplies last.

When you schedule your Home Energy Assessment, you'll get:

- Lower Monthly Energy Bills
- Improved Comfort and Safety
- Immediate and Long-Term Savings
- Trusted Expert Support

Hurry, this offer expires on August 31, and quantities are limited. Schedule today to reserve yours before supplies run out*.

Start creating a more comfortable, energy efficient, and healthy home!

[Sign Up for an Energy Assessment](#)

*Air purifiers available for the first 200 households that schedule home energy assessments (HEA) between 6/1/26 and 8/31/26 while supplies last. One air purifier per customer account. Scheduled HEA must be completed by 8/31/26 to qualify.

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, December 18, 2025 8:13 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>; Tanner S Wolffram <tswolffram@aep.com>
Subject: Re: [EXTERNAL] CESP & HEIP Incentive

This Message Is From an EXTERNAL Sender

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Great news - thanks to you both!

Is there any chance the older ones can be processed with less time on the payment so we can pay the contractor? We appreciate anything you can do!

Thank you.

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, December 17, 2025 2:30 PM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Phillips, Francis <FPhillips@trccompanies.com>; Tanner S Wolffram <tswolffram@aep.com>
Subject: [EXTERNAL] CESP & HEIP Incentive

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Deb,

I approved the following incentive this morning.

CESP 11/20/25
HEIP 11/15/25
HEIP 11/17/25
CESP 15/15/25
HEIP 12/15/25

Tanner should be able to approve them tomorrow.

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, September 17, 2025 2:19 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: RE: [EXTERNAL] Customer email campaign

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Hi Sarah

Opps... since the marketing call was cancelled today, we didn't get to catch up. Let me know how I can assist with anything.

I'll be there working in territory doing outreach on Sept 29-Oct 1. Hopefully, we can catch up for a few minutes if that works for you.

Talk soon.
Deb

From: Hill, Deborah
Sent: Tuesday, September 16, 2025 3:16 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: RE: [EXTERNAL] Customer email campaign

Yes, we are good to go! I plan to join the marketing call tomorrow with Erica.

We have a residential contractor in place and is scheduling assessments with customers.

Let me know how I can help!
Deb

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, September 16, 2025 2:57 PM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Customer email campaign

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Good afternoon, Deb.

As we are nearing the end of Q3 I wanted to check in with you to get your approval for moving forward with sending out some customer emails here about our programs. I believe they are ready to receive applications but want to get your "good to go" since I know you are more on the operations side. Obviously, we do not want to deliver emails asking customers to sign up if they are going to be turned away or if the system may not ready to handle the results an email campaign may bring.

Thanks for any insight or go ahead you can provide.

Sarah



SARAH M NUSBAUM COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, March 11, 2026 5:27 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: Re: [EXTERNAL] DSM Invoices HEIP/CESP

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Thank you!

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, March 11, 2026 5:27 PM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] DSM Invoices HEIP/CESP

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Deb/Fran,

We approved two more invoices today.

Please let me know if I missed any invoices.

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLAKE@AEP.COM | D:606.327.2650
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, February 04, 2026 4:14 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] DSM Outreach

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We will run that query. Thanks

Get [Outlook for iOS](#)

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, February 4, 2026 3:31:25 PM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] DSM Outreach

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Deb,

Do we have a list of customers the call center has reached out to?

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, January 29, 2026 4:06 PM EST
To: Ryan L Lake <rlake@aep.com>; Phillips, Francis <FPhillips@trccompanies.com>
Subject: Re: [EXTERNAL] DSM Residential Assessment

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I think maybe revise the last paragraph as follows. This confirms its same visit for the installed measures at no cost.

During your assessment visit, energy saving products will be installed at no cost to you. Available measures may include air sealing, pipe insulation, hot water tank wrap, duct sealing, low-flow showerheads, and more.

From: Ryan L Lake <rlake@aep.com>
Sent: Thursday, January 29, 2026 3:49 PM
To: Hill, Deborah <DHill@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] DSM Residential Assessment

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Hey,

Am I missing anything in the home assessment?

Thanks

Kentucky Power offers a complimentary Energy Advantage at Home audit for residential customers with electric heat.

During the on-site assessment, a Home Energy Improvement Advisor will perform a complete home energy review, including a detailed analysis of your electric usage and high-impact opportunities to save energy. The advisor will inspect systems and components such as:

- HVAC
- Insulation
- Hot water tank
- Thermostats
- Ductwork
- And other relevant areas

After the assessment, you will be offered energy-saving incentives at no cost. Available measures may include pipe insulation, hot water tank wrap, duct sealing, low-flow showerheads, and more.



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, December 03, 2025 10:15 AM EST
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Michelle N Strickland <mstrickland@aep.com>
Subject: Re: [EXTERNAL] EnergyAdvantage: Kentucky Power promotional efforts

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Hi again,

I hope you ladies had a lovely Thanksgiving! Thank you for providing the information for your promotional efforts. Below please find a few comments/questions in purple. If you could provide a few more details, we would really appreciate it. ♦55357;♦56898;

Promoting EnergyAdvantage:

1. Kentucky Power's July E-Newsletter
2. Mentioned in July 31 podcast
3. Inclusion in rate case communications in August.
4. Inclusion in September bill insert
5. Ads for EnergyAdvantage ran in the month of September in the Appalachian New-Express newspaper in Pike County.
6. Shared in press release October 23
7. Inclusion in weatherization customer E-newsletter Oct. 28
8. Plans for the direct mail targeting previous LIHEAP participants (still not able to get them to provide a date for delivery). *Fingers crossed for soon ♦55357;♦56842;*
9. Inclusion in December bill insert *are there opportunities to do more bill inserts? If you send us the specs we can help create some for you as well!*
10. Radio ads starting in December *can we listen to these as well or see the scripting?*
11. Facebook posts / ads

General Questions

- *Are you able to share any of the ads with us, such as the bill insert or Facebook ad?*
- *Do you have any stats on how any of these performed?*

Thanks!
**Erica
Tieman**
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Friday, November 21, 2025 4:22 PM
To: Tieman, Erica <ETieman@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] EnergyAdvantage: Kentucky Power promotional efforts

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Hi Erica –

I finally got around to pulling in all the promotional efforts we've made for our DSM programs so far. Sorry to say I can't get my Columbus contact to tell me when they will deliver the postcards.

I send you a note earlier today about being out next week, so we will catch up after the holiday.

Happy Thanksgiving!

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, December 30, 2025 10:16 AM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] Facebook ads: results

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Hi Sarah,

Thanks for sharing! I hope you had an amazing Christmas as well. Our kids were so much fun, so I'm sure yours were too
💎55357;💎56898;, they are at such fun ages.

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Monday, December 29, 2025 10:42 AM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] Facebook ads: results

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Hi Erica!

Hope you had a wonderful Christmas.

Here are the final results of the Facebooks that have been running since the end of October:

ⓘ Paused • Oct 23 ... View results

Get more traffic
Unlock energy efficiency incentives an...

67,240 Views	20,464 Reach	975 Landing Page Views	\$333.24 Spent at \$5.00 per day ⓘ
-----------------	-----------------	---------------------------	---------------------------------------

ⓘ Paused • Oct 23 ... View results

Get more traffic
Use electric to heat your home? This p...

94,926 Views	28,336 Reach	1,072 Landing Page Views	\$525.27 Spent at \$13.00 per day ⓘ
-----------------	-----------------	-----------------------------	--

Get more website visitors with a broader targeting
• New - Expires in 2 days
Maximize your ad results when you increase the radius of your location targeting.

Recommended audience ▼

Accept Dismiss

I plan on starting new ads in the new year using other versions of the assets you've shared.

Have a great week!

Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D: 606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, October 10, 2025 9:59 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025
Attachment(s):
"AdobeStock_390492200.jpeg", "AdobeStock_659383315.jpeg", "AdobeStock_387892167.jpeg", "AdobeStock_1157870593.jpeg"

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Good morning,

That makes sense! Attached please find a few options. Happy to find others if these don't align with what you're thinking. It's too big to attach with these, so I'll send the home image we've been using again in another email in case you want that as well.

Don't hesitate to reach out with anything else.

Thanks!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, October 9, 2025 9:16 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: RE: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

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That would be great. Then I can say, thanks for this, but could you please change the image to match other creatives TRC is managing for us to keep it all cohesive.

Thank you!
Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, October 9, 2025 9:54 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

Hi Sarah,

Thanks so much for sharing! Content-wise, everything looks great. We agree with you about the image; it doesn't quite represent the target audience. If possible, we recommend updating the image. I'm happy to help provide options if that makes the process easier.

Thanks again!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Wednesday, October 8, 2025 12:42 PM

To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

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Hello!

I mentioned on our call the other day that our parent company comms team had offered to help with promoting our DSM programs. I wanted you to take a look at the postcard attached to make sure you feel it's aligned with other messaging. My instruction to the team was to utilize the webpage for inspiration and information. This would go out to about 10K previous LIHEAP participants.

The stock photo they chose is not representative of our service area or those who we are targeting at all, but that may be a losing battle for me if I was to mention it. If you have any concerns or questions, let me know.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Emily Christopher <EChristopher2@aep.com>
Sent: Wednesday, October 8, 2025 1:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com>
Subject: Fw: 00831_KYP_Postcard_EnergyAdv_1025

Hi Sarah! Attached is an initial draft of the postcard for the EnergyAdvantage program. Please let me know if you have any feedback!

From: Brendon Lucas <blucas@aep.com>
Sent: Wednesday, October 8, 2025 1:07 PM
To: Emily Christopher <EChristopher2@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com>; Amy Salim <ajsalim@aep.com>
Subject: Re: 00831_KYP_Postcard_EnergyAdv_1025

Emily,

Here is a PDF for KYP EnergyAdv. I did the same on the backside of this postcard, avoiding the non-print areas for direct mailing.

Let me know if you have any questions or thoughts!

Thanks,
Brendon

From: Amy Salim <ajsalim@aep.com>
Date: Tuesday, October 7, 2025 at 11:40AM
To: Brendon Lucas <blucas@aep.com>
Subject: 00831_KYP_Postcard_EnergyAdv_1025

You've been assigned.

//A









From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, October 09, 2025 9:53 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025
Attachment(s): "00831_KYP_Postcard_EnergyAdv_v1-1.pdf"

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Hi Sarah,

Thanks so much for sharing! Content-wise, everything looks great. We agree with you about the image; it doesn't quite represent the target audience. If possible, we recommend updating the image. I'm happy to help provide options if that makes the process easier.

Thanks again!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Wednesday, October 8, 2025 12:42 PM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

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Hello!

I mentioned on our call the other day that our parent company comms team had offered to help with promoting our DSM programs. I wanted you to take a look at the postcard attached to make sure you feel it's aligned with other messaging. My instruction to the team was to utilize the webpage for inspiration and information. This would go out to about 10K previous LIHEAP participants.

The stock photo they chose is not representative of our service area or those who we are targeting at all, but that may be a losing battle for me if I was to mention it. If you have any concerns or questions, let me know.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Emily Christopher <EChristopher2@aep.com>
Sent: Wednesday, October 8, 2025 1:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com>
Subject: Fw: 00831_KYP_Postcard_EnergyAdv_1025

Hi Sarah! Attached is an initial draft of the postcard for the EnergyAdvantage program. Please let me know if you have any feedback!

From: Brendon Lucas <blucas@aep.com>
Sent: Wednesday, October 8, 2025 1:07 PM
To: Emily Christopher <EChristopher2@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com> Amy Salim <ajsalim@aep.com>
Subject: Re: 00831_KYP_Postcard_EnergyAdv_1025

Emily,

Here is a PDF for KYP EnergyAdv. I did the same on the backside of this postcard, avoiding the non-print areas for direct mailing.

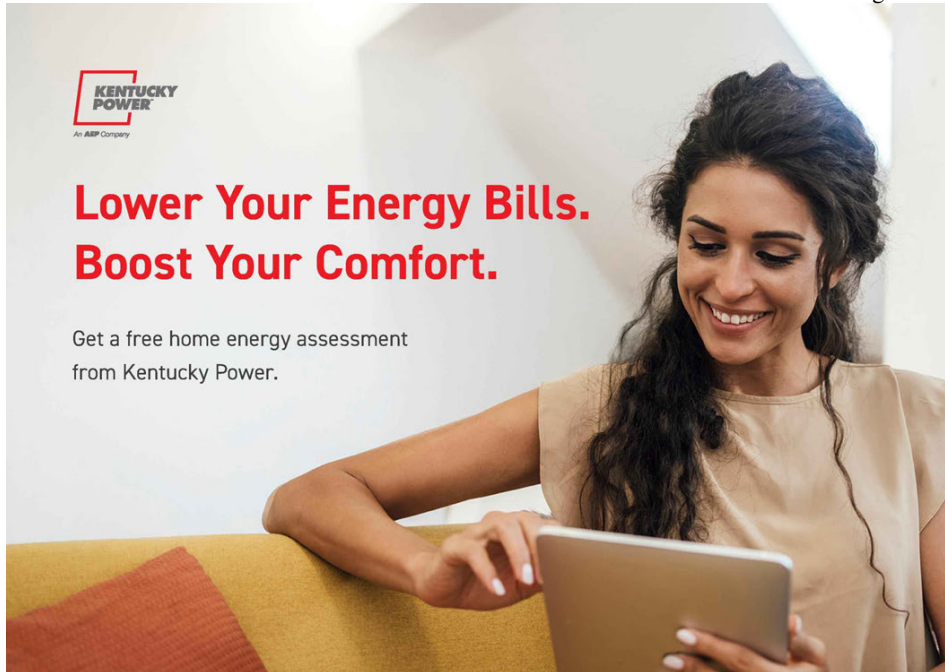
Let me know if you have any questions or thoughts!

Thanks,
Brendon

From: Amy Salim <ajsalim@aep.com>
Date: Tuesday, October 7, 2025 at 11:40AM
To: Brendon Lucas <blucas@aep.com>
Subject: 00831_KYP_Postcard_EnergyAdv_1025

You've been assigned.

//A



Discover Available Opportunities

Kentucky Power's EnergyAdvantage at Home program helps you save energy, reduce costs and improve comfort – all at no cost to you.

Home Energy Assessment

A comprehensive home energy audit including a visual inspection, energy usage analysis and a detailed efficiency report with an energy score and recommendations.

Direct Install Measures

Free energy-saving products installed may include low-flow faucet aerators, weatherstripping, hot water tank wraps and pipe insulation for electric water heaters.

Rebates

Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation and heat pump water heaters.



Learn more information by visiting

KentuckyPower.com/EnergyAdvantageHome

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, October 10, 2025 10:03 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025
Attachment(s): "KPCo House Image.jpg"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Here's the home image 📎55357;📎56898; Thanks!

**Erica
Tieman**
Sr.
Marketing
Manager



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, October 10, 2025 8:59 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

Good morning,

That makes sense! Attached please find a few options. Happy to find others if these don't align with what you're thinking. It's too big to attach with these, so I'll send the home image we've been using again in another email in case you want that as well.

Don't hesitate to reach out with anything else.

Thanks!
**Erica
Tieman**
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, October 9, 2025 9:16 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: RE: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

That would be great. Then I can say, thanks for this, but could you please change the image to match other creatives TRC is managing for us to keep it all cohesive.

Thank you!
Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, October 9, 2025 9:54 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

Hi Sarah,

Thanks so much for sharing! Content-wise, everything looks great. We agree with you about the image; it doesn't quite represent the target audience. If possible, we recommend updating the image. I'm happy to help provide options if that makes the process easier.

Thanks again!

**Erica
Tieman**
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Wednesday, October 8, 2025 12:42 PM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: 00831_KYP_Postcard_EnergyAdv_1025

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Hello!

I mentioned on our call the other day that our parent company comms team had offered to help with promoting our DSM programs. I wanted you to take a look at the postcard attached to make sure you feel it's aligned with other messaging. My instruction to the team was to utilize the webpage for inspiration and information. This would go out to about 10K previous LIHEAP participants.

The stock photo they chose is not representative of our service area or those who we are targeting at all, but that may be a losing battle for me if I was to mention it. If you have any concerns or questions, let me know.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Emily Christopher <EChristopher2@aep.com>
Sent: Wednesday, October 8, 2025 1:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com>
Subject: Fw: 00831_KYP_Postcard_EnergyAdv_1025

Hi Sarah! Attached is an initial draft of the postcard for the EnergyAdvantage program. Please let me know if you have any feedback!

From: Brendon Lucas <blucas@aep.com>
Sent: Wednesday, October 8, 2025 1:07 PM
To: Emily Christopher <EChristopher2@aep.com>
Cc: Teri S Kerrigan <tskerrigan@aep.com> Amy Salim <ajsalim@aep.com>
Subject: Re: 00831_KYP_Postcard_EnergyAdv_1025

Emily,

Here is a PDF for KYP EnergyAdv. I did the same on the backside of this postcard, avoiding the non-print areas for direct mailing.

Let me know if you have any questions or thoughts!

Thanks,
Brendon

From: Amy Salim <ajsalim@aep.com>
Date: Tuesday, October 7, 2025 at 11:40AM
To: Brendon Lucas <blucas@aep.com>
Subject: 00831_KYP_Postcard_EnergyAdv_1025

You've been assigned.

//A



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, December 01, 2025 11:55 AM EST
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] FW: DSM Customers

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Tanner and Sarah on are on there as optional so not know if they plan to join, I'll do via teams unless you know they are out.

Thanks!

From: Ryan L Lake <rlake@aep.com>
Sent: Monday, December 1, 2025 11:51 AM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] FW: DSM Customers

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

2pm is good with me.

If you want to do it on teams we can or if you want to call you can do that too.



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, December 1, 2025 11:47 AM
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] FW: DSM Customers

Ryan - we have a call at 2pm today. Do you want me to move that and call you direct? I wasn't sure who was back in the office yet or your schedule.

From: Ryan L Lake <rlake@aep.com>
Sent: Monday, December 1, 2025 11:39 AM
To: Hill, Deborah <DHill@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Cc: Shane D Allen <sdallen2@aep.com>
Subject: [EXTERNAL] FW: DSM Customers

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Deb,

Here are the customer that had high bills orders in the Hazard area.

If you need anything else, please let me know.

If possible, could you and I talk one day this week about how the program is moving.

Thanks,

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Shane D Allen <sdallen2@aep.com>
Sent: Wednesday, November 26, 2025 3:20 PM
To: Ryan L Lake <rlake@aep.com>
Cc: Amy J Elliott <ajelliott@aep.com>
Subject: DSM Customers

Ryan,

I have attached the Hazard high bill complaint customers that we had on our spreadsheet last year that we had started. I will work on Ashland and Pikeville as well.

Please forward these to Deb after the holiday weekend.

Thanks,



SHANE D ALLEN | KEY ACCOUNT MGR SR
SDALLEN2@AEP.COM | A: 8.610.1205
1400 E. MAIN STREET, HAZARD, KY 41701

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, June 17, 2026 10:57 AM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] FW: Dual Branded Page for DSM Programs and Homepage Banner Update

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi,

Thanks for sharing these, I think they look great and I agree that V2 looks better ♦55357;♦56898;

I also shared with you the email for the limited time offer - if you get a chance today can you please look at that as well? The team would love to get that out asap.

Thank you!
Erica Tieman
Associate Marketing Director



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Wednesday, June 17, 2026 9:04 AM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: Dual Branded Page for DSM Programs and Homepage Banner Update

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Me again! Any chance you might be able to make this a priority today? I would like to have these changes in place by the end of the week. We are working on data center meeting prep and have a storm coming in, so I appreciate your help in making this decision. ☺

Thank you!



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Sarah M Lynch
Sent: Monday, June 15, 2026 2:28 PM
To: Tieman, Erica <etieman@trccompanies.com>
Subject: FW: Dual Branded Page for DSM Programs and Homepage Banner Update

Hi! Would you please review these two versions and let me know what you think? I appreciate you help!

Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>
Sent: Monday, June 15, 2026 1:43 PM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Sarah,

Please take a look at the attached images. Version 1 (desktop and mobile) is as requested by the mockup you sent, converted into our design system. Version 2 has the following differences (which I think are improvements, but you be the judge):

1. **Intro sentence** breaks up the transition between the header and the images. The text is mine. It doesn't matter so much what it is so much as its transitional value if you want to change it. Not a deal breaker, either way.

2. **CTAS.** The TRC mockup only listed images. Our half-width style expects a call-to-action, so I provided description text (change if you like) and instead of being just images they would be links the application page for the [residential](#) and [business](#) versions.
3. **Iconography.** Rather than a bulleted list, I used our icon blockquote style to highlight the “why choose” items
4. **Incentive Links.** TRC suggested what look like buttons. It's not bad, but besides not being how we typically place buttons, both of those links actually open up PDFs (which highlight the incentives). In order to best signal to customers what they are getting, I used the PDF link style. This has a slight ancillary benefit of also being better called out in mobile when the content is no longer side-by-side (see mobile).
5. **Home/Business Reiteration.** Because each column is separating home and business in Available Incentives, I thought explicitly adding Home/Business to the header “Available ____ Measures Include:” made it easier to figure out what was going on in that column.
6. **Spacing Edit.** In desktop, the left/right content doesn't align exactly. I got it to line up slightly better by changing “... additional ways to save energy and money.” to “... additional ways to save.” If you don't like that, we can steal around 16 characters from elsewhere.

Kentucky Power

MY ACCOUNT OUTAGES SAVINGS COMMUNITY CONTACT LOG IN

MONEY AND ENERGY SAVINGS FOR YOUR HOME & BUSINESS

Whether it's for your home or business, you can improve your space and save with our EnergyAdvantage programs.

ENERGY ADVANTAGE AT HOME

Create a more comfortable home while lowering your bills.

ENERGY ADVANTAGE FOR BUSINESS

Reduce operating costs while creating more efficient spaces.

WHY CHOOSE ENERGYADVANTAGE?

Lower Energy Costs
Identify opportunities to reduce energy use and save on monthly bills.

Enhance Comfort and Safety
Create a healthier, safer and more comfortable environment year-round.

Get Expert Guidance
Work with experienced energy advisors and a trusted network of contractors to implement improvements.

Improve Efficiency and Performance
Upgrade to energy-efficient equipment and solutions tailored to your space.

Access Incentives and Savings
Take advantage of available incentives and receive both immediate and long-term savings.

AVAILABLE INCENTIVES

[View Home Incentives](#)

Available Home Measures Include:

- LED Lighting
- Network Lighting
- Controls
- HVAC
- Occupancy Sensors
- Daylight Controls

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with equipment purchase and installation. The Commercial Energy Solutions Program provides rebates to commercial (non-residential, non-industrial) customers.

Start Your Projects Today!

Improve your home's comfort and energy costs with Kentucky Power.

[Schedule Your Free Energy Assessment](#)

[Apply for Rebates](#)

[Explore Available Rebates](#)

[View Business Incentives](#)

Available Business Measures Include:

- Home Energy Assessment**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save.
- Direct Install Measures**
Free energy-saving products installed during the home energy assessment visit, may include lowflow faucet aerators, weatherstripping, hot water tank wraps and pipe insulation for electric water heaters.
- Rebates**
Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Ready to Start Saving?

Take the first step toward a more efficient and profitable future for your business.

[Explore Incentives](#)

[Apply Now](#)

Let me know how you'd like to proceed,
Jared

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Monday, June 15, 2026 9:50 AM

To: Jared B Utley <jbutley@aep.com>

Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

"Help you save" is fine for both.

Sorry to be confusing on where I stand on the use of "money" but I don't want to make changes on the TRC content. All of that is consistent with those materials they develop for us, and they put a lot of content out in the field. I'm also fine with saying money in these places because it's true and we need customers to sign up. Saving energy does help save money. Furthermore, our new rate structure requires a certain education on this topic – one kWh over in our two-tiered program any you just spent \$14. I just don't thing "money" belong on the homepage top banner where were are promoting many other aspects of our business.



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>

Sent: Monday, June 15, 2026 9:39 AM

To: Sarah M Lynch <smnusbaum@aep.com>

Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

If you're worried about "money" being a trigger word, we can work to eliminate it, but it's present in the current [residential page](#), and it's in multiple places in the suggested new copy (which I'm almost through a comp to show you today, look for it late morning or early afternoon). Interestingly enough, I was going to pitch a couple subtle modifications in each of those areas, so I can just make sure to address that.

As far as the banner, I like your "hep you save" suggestion for both the web and social. We already have "bill" in the title, so it avoids the duplication there and it still makes sense.

Jared

AVAILABLE OPPORTUNITIES

Click here to view our incentives list. Available measures include:

- **Home Energy Assessment**

A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and **money**.

MONEY AND ENERGY SAVINGS FOR YOUR HOME & BUSINESS



WHY CHOOSE ENERGY ADVANTAGE?

- **LOWER ENERGY COSTS**
Identify opportunities to reduce energy use and save on monthly utility bills.
- **IMPROVE EFFICIENCY AND PERFORMANCE**
Upgrade to energy-efficient equipment and solutions tailored to your space.
- **ENHANCE COMFORT AND SAFETY**
Create a healthier, safer, and more comfortable environment year-round.
- **ACCESS INCENTIVES AND SAVINGS**
Take advantage of available incentives and receive both immediate and long-term savings.
- **GET EXPERT GUIDANCE**
Work with experienced energy advisors and a trusted network of contractors to implement improvements.

AVAILABLE INCENTIVES

[View Home Incentives](#)

AVAILABLE MEASURES INCLUDE:

- LED LIGHTING
- NETWORK LIGHTING
- CONTROLS
- HVAC
- OCCUPANCY SENSORS
- DAYLIGHT CONTROLS

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with

[View Business Incentives](#)

AVAILABLE MEASURES INCLUDE:

- **HOME ENERGY ASSESSMENT**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.
- **DIRECT INSTALL MEASURES**
Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps and pipe insulation for electric water

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Monday, June 15, 2026 8:44 AM
To: Jared B Utley <jbutley@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Jared – I looked at this again and am rethinking use of the “m” word... money might be a trigger for customers. Since we’re already on that line for the webpage lets make it ...”that can help you save on your bill.” And then for social, just let it at “...that can help you save.” OK?

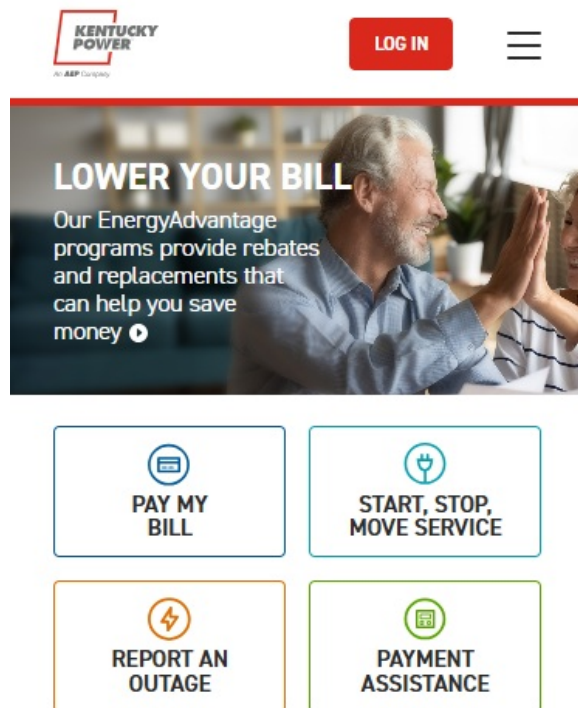


SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>
Sent: Friday, June 12, 2026 3:29 PM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Makes sense, good catch. I was thinking energy assessments instead of rebates & incentives (which are always popular

topics). That works for me.



SCAM AND FRAUD SAFETY

Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Friday, June 12, 2026 3:21 PM
To: Jared B Utley <jbutley@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Oh wait – one this is that we don't just give advice. What about, "Our EnergyAdvantage programs provide rebates and replacements that can help you save money."



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>
Sent: Friday, June 12, 2026 3:13 PM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Sarah,

Here's the banner, both as requested and I provided a version revised for brevity. You can see in the mobile version that we're a bit too long with the verbiage. My edit is relatively heavy-handed, so no hard feelings if you don't like it, but we do have to do something to shorten things up.

Requested

MY ACCOUNT OUTAGES SAVINGS COMMUNITY CONTACT [LOG IN](#)

LOWER YOUR USAGE LOWER YOUR BILL

Explore our EnergyAdvantage programs for home and business to learn more about how saving energy can help you save money

PAY/VIEW
MY BILL

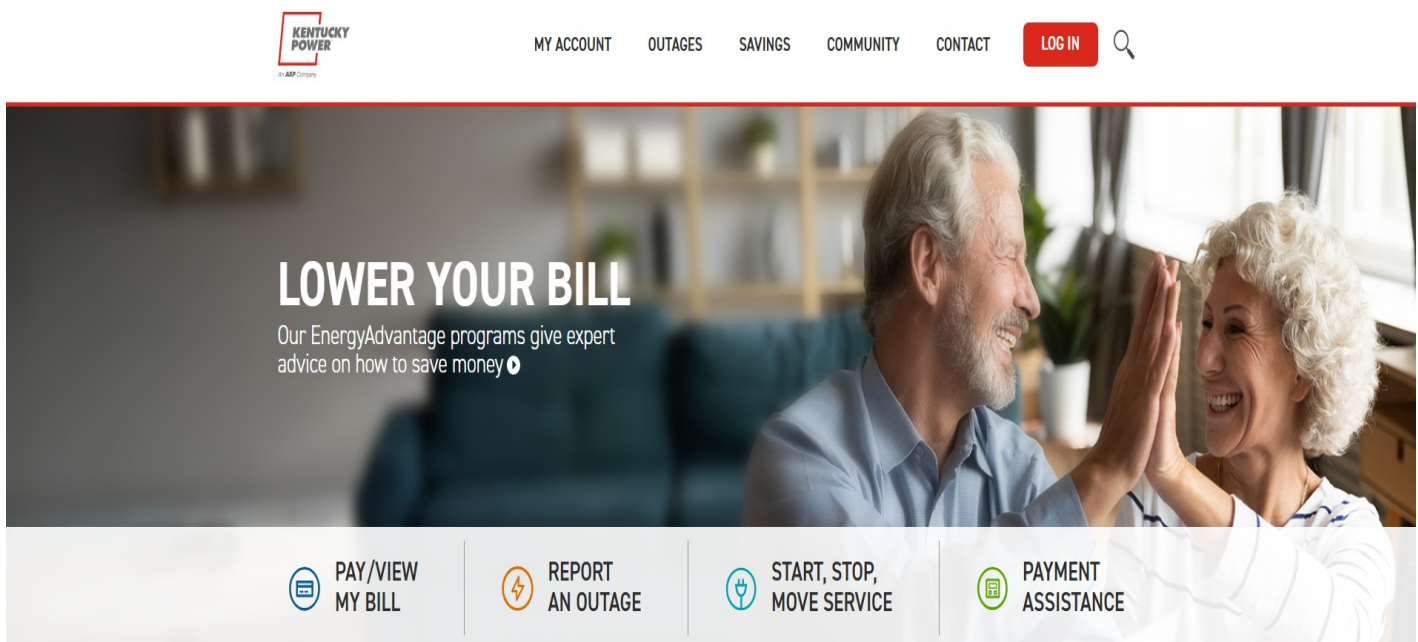
REPORT
AN OUTAGE

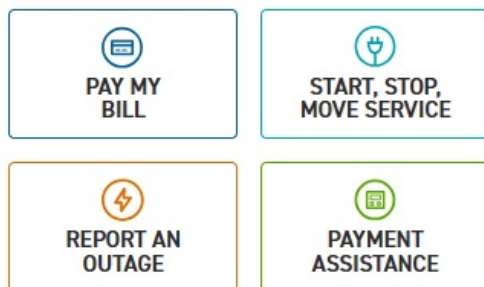
START, STOP,
MOVE SERVICE

PAYMENT
ASSISTANCE



Proposed





SCAM AND FRAUD SAFETY

Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Friday, June 12, 2026 9:58 AM
To: Jared B Utley <jbutley@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

That makes sense. Thanks!!



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>
Sent: Friday, June 12, 2026 9:30 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Yes, I did receive the Adobe Stock imagery and the mockup. That said, photography is not always composed correctly for text-overlays or wide aspect ratios. Sometimes images need to be edited to "make them fit" or in other cases researched to find alternatives and see if you like those. I'm not saying that is the case, but I always try to provide the context that it could be the case to set expectations correctly.

Jared

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Friday, June 12, 2026 9:25 AM
To: Jared B Utley <jbutley@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Great – Just one thing, I did send the images we want to use which are consistent with all other TRC content out in the field for cohesiveness and recognition.



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Jared B Utley <jbutley@aep.com>
Sent: Friday, June 12, 2026 9:22 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

Often they work together, but social would be the right first contact. I just cleared out the one thing that was blocking my work on this and will get to it today. There's some work to unpack the TRCC comp, and there's a possibility I need to get Creative Services time, but if not, I see this as having something (likely a picture) for you to review on Monday, with deployment mid-week, assuming your approvals go efficiently.

Jared

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Friday, June 12, 2026 9:16 AM
To: Jared B Utley <jbutley@aep.com>
Subject: Re: Dual Branded Page for DSM Programs and Homepage Banner Update

Is it the social media team or creative services who would size a Facebook cover photo? I'm just asking for the same banner I requested for the website to be resized to fit our fb page as well. Any idea on timing for this yet?

Thanks!

From: Jared B Utley <jbutley@aep.com>
Sent: Friday, June 12, 2026 9:13:04 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

No worries. I'll look in the social team and see what we can do.

Jared

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Thursday, June 11, 2026 2:28 PM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: Dual Branded Page for DSM Programs and Homepage Banner Update

I hope this isn't too confusing but would like to add to this request a Facebook cover photo that matches the top banner promo created for this for the homepage.

Happy to answer any questions!

Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Sarah M Lynch
Sent: Wednesday, June 10, 2026 11:10 AM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Subject: Dual Branded Page for DSM Programs and Homepage Banner Update

Hi team –

I have a request to:

1. Create **adual page** for our DSM programs to help us drive more participation. Both programs can be found **aSavings** but separately, so it has been challenging to promote.
2. Update our homepage top banner to promote the programs.

Attached you will find TRC's mocked up dual page and homepage banner (is a half-width on the mock-up), which I'd like to make the **top** banner. I want to change the copy from what they have on that (the one of the seniors hi-fiving) to say:

Lower your usage
Lower your bill

Explore our EnergyAdvantage programs for home and business to learn more about how saving energy can help you save money
(Link to the new dual DSM page)

If any of this needs clarification, just let me know.

Thank you,

Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, June 10, 2026 10:13 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Fw: [EXTERNAL] RE: For Review: Dual Branded Page Mockup

Here are the web files ☐

Erica Tieman
Associate Marketing Director



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, February 19, 2026 1:18 PM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] FW: Home maintenance guide

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Hi,

Thanks for passing this along, we can certainly help! I'll get with the team and see what content/list we can pull together and get the designer to start this for you.

To clarify, are you thinking this to be mainly a list and then we can use it as a flyer, or are you also wanting a letter with the list with it that would be mailed out?

Thanks!

**Erica
Tieman**
Sr.
Marketing
Manager



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Thursday, February 19, 2026 12:16 PM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: Home maintenance guide

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Hi Erica – Hope you are having a good day so far!

I received this attachment from Cindy. She would like us to do something similar as part of DSM promotions, saying, "We wouldn't use this exact list obviously but develop our own EE and weatherization home improvement checklist." Is this something you can help me with?

Thanks for your consideration!

Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D: 606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, February 18, 2026 11:39 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] FW: Home Show

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Hi Ryan

We are working with Hannah at APCo to get Issac signed up for the event and have materials there. Very nice they are going to share the space!

Thank you.

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, February 18, 2026 9:15 AM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] FW: Home Show

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Sounds great

Get [Outlook for iOS](#)

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, February 18, 2026 8:52:55 AM
To: Ryan L Lake <rlake@aep.com>
Cc: Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] FW: Home Show

Thanks, Ryan. I can reach out to Tammy today if that's okay with you.
Deb

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, February 18, 2026 8:39 AM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Finn, Issac <IFinn@trccompanies.com>
Subject: [EXTERNAL] FW: Home Show

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

We need to talk to Tammy about the Home and Garden Show in Huntington.

Ryan



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tammy C Stafford <tcstafford@aep.com>
Sent: Wednesday, February 18, 2026 8:38 AM
To: Ryan L Lake <rlake@aep.com>
Subject: Home Show

Ryan –

The APCo EE team is working the Huntington home show in March. If you have any EE program information you want us to display, please send it to me by March 10th.

Thanks!!



TAMMY C STAFFORD | EE & CONSUMER PROGRAMS MGR
TCSTAFFORD@AEP.COM | D:304.348.4182 | C:304.206.1494
200 ASSOCIATION DRIVE, CHARLESTON, WV 25311

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, February 03, 2026 1:09 PM EST
To: Sarah M Lynch <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] FW: KPCo Communication Calendar / Campaign Plan
Attachment(s): "KPCo 2026 Calendar.jpg"

This Message Is From an EXTERNAL Sender

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Hi Sarah,

Attached is the calendar we've reviewed and discussed. Deb had asked me for this late last week for the same reason, so she may be working on this too ♦55357;♦56898; just wanted to give you a heads up! Let me know if you need anything else or have any questions.

Thanks!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Tuesday, February 3, 2026 10:01 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] FW: KPCo Communication Calendar / Campaign Plan

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Good morning! Would it be possible for you to share the 2026 communications plans? There's a discovery question due today asking what the plans are for driving up participation in our DSM programs. Sorry for the short notice, but I just learned of this need and thought you may already have that since we were supposed to meet tomorrow.

Thank you!
Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D: 606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 16, 2025 10:03 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] KPCo Communication Calendar / Campaign Plan

Good morning!

Following our kick off call, attached please find copies of the communication calendar and campaign plan that were in the presentation.

Let me know if you have any questions or needs. As drafts get finalized, I will share with you for review/approval.

Looking forward to it!

Thank you,
Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



w 314.898.1130
m 618.340.0773

Kentucky Power - EnergyAdvantage for Home												
Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Contractor Outreach												
Recruitment	X	X	X	X	X	X	X	X	X	X	X	X
Virtual Webinar		X							X			
Email Newsletter			X			X			X			X
Award Event											X	
Customer Outreach												
Email	X	X	X	X	X	X	X	X	X	X	X	X
Social Posts	X	X	X	X	X	X	X	X	X	X	X	X
Direct Mail		X			X					X		
Webinar				X								
Kentucky Power - EnergyAdvantage for Business												
Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Trade Ally Outreach												
Recruitment	X	X	X	X	X	X	X	X	X	X	X	X
Virtual Webinar		X							X			
Email Newsletter			X			X			X			X
Award Event											X	
Customer Outreach												
Email	X	X	X	X	X	X	X	X	X	X	X	X
Social Posts	X	X	X	X	X	X	X	X	X	X	X	X
Webinar								X				
Chamber of Comm. "Kit"		X			X					X		

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, February 03, 2026 2:11 PM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Re: [EXTERNAL] FW: Updated - RE: EnergyAdvantage for Business Small Web Changes

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Hi,

Thanks for confirming and getting this done so quickly! The team asked if we could move the HVAC bullet to be first, and perhaps even have it say "HVACrew" or something. Would that be possible?

Thank you!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Tuesday, February 3, 2026 11:27 AM
To: Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] FW: Updated - RE: EnergyAdvantage for Business Small Web Changes

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This is just confirming the edits requested were made. Let me know if anything else is needed.

Have a great afternoon!
Sarah



SARAH M LYNCH | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: AEP.COM Updates <aepdotcomupdates@aep.com>
Sent: Tuesday, February 3, 2026 11:44 AM
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: Updated - RE: EnergyAdvantage for Business Small Web Changes

Updated and posted to production. DA

From: Sarah M Lynch <smnusbaum@aep.com>
Sent: Tuesday, February 3, 2026 10:19 AM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Subject: FW: EnergyAdvantage for Business Small Web Changes

Hello! Can you please help me make a couple of edits to the EnergyAdvantage for Business page? I received the below request from TRC. Please let me know if you have any questions. Thanks! Sarah

On the business page (<https://www.kentuckypower.com/savings/business/energy-advantage/>) can you please make these 2 minor changes, asap? We'd really appreciate it! ☐

On this section, shown below, can you please add "HVAC" as bullet, and then where it says "click here" can you please add the same link that is used for the "explore incentives" link which is this <https://trccontenthub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>

AVAILABLE INCENTIVES

Click [here](#) to view our incentives list. Available measures include:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

Let me know if you have any questions.

Thank you!

Erica Tieman

Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Tuesday, February 24, 2026 9:07 AM EST
To: Ryan M Howell <rmhowell@aep.com>; Hill, Deborah <DHill@trccompanies.com>; Hynson, Peter <PHynson@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] Hazard Community and Technical College

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Sounds great, thank you!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Ryan M Howell <rmhowell@aep.com>
Sent: Tuesday, February 24, 2026 9:06 AM
To: Finn, Issac <IFinn@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>; Hynson, Peter <PHynson@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Cc: Ryan L Lake <rlake@aep.com>
Subject: RE: [EXTERNAL] Hazard Community and Technical College

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Wonderful. The 25th it is.

Issac, I'll copy you on the emails with the rest of our team coordinating the event.



RYAN M HOWELL | EXTERNAL AFFAIRS MGR
RMHOWELL@AEP.COM | D:606.437.3102 | C:606.205.6064
3249 NORTH MAYO TRAIL, PIKEVILLE, KY 41501

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Tuesday, February 24, 2026 9:04 AM
To: Ryan M Howell <rmhowell@aep.com>; Hill, Deborah <DHill@trccompanies.com>; Hynson, Peter <PHynson@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Cc: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] Hazard Community and Technical College

Good Morning Ryan.

That sounds great! The 25th would work best for me. 18th works too if need be.

Thanks!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Ryan M Howell <rmhowell@aep.com>
Sent: Tuesday, February 24, 2026 8:56 AM
To: Hill, Deborah <DHill@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>; Hynson, Peter <PHynson@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Cc: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Hazard Community and Technical College

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All,

HCTC has asked us to set up information stations for their students to demonstrate how Kentucky Power could benefit them. This would be a great opportunity for you to join us. They've proposed two dates: March 18 and March 25.

Which of those dates works better for you?



RYAN M HOWELL | EXTERNAL AFFAIRS MGR
RMHOWELL@AEP.COM | D:606.437.3102 | C:606.205.6064
3249 NORTH MAYO TRAIL, PIKEVILLE, KY 41501

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, November 20, 2025 1:31 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Shane D Allen <sdallen2@aep.com>
Subject: Re: [EXTERNAL] High Bill for DSM

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If you post it the account number is good and we'll make a note in Captures but we'll work with whatever you send.

Thank you.

From: Ryan L Lake <rlake@aep.com>
Sent: Thursday, November 20, 2025 1:30 PM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Shane D Allen <sdallen2@aep.com>
Subject: RE: [EXTERNAL] High Bill for DSM

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Sounds good.

You just need name number and address, right?



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, November 20, 2025 1:26 PM
To: Ryan L Lake <rlake@aep.com>
Cc: Shane D Allen <sdallen2@aep.com>
Subject: Re: [EXTERNAL] High Bill for DSM

We can sort them out from however you send.

If you want to do in smaller sets then one area to make the best use of contractor travel time.

Thank you!

From: Ryan L Lake <rlake@aep.com>
Sent: Thursday, November 20, 2025 1:24 PM
To: Hill, Deborah <DHill@trccompanies.com>
Cc: Shane D Allen <sdallen2@aep.com>
Subject: [EXTERNAL] High Bill for DSM

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Deb,

Would you like customers in one service territory or would you like a mix of different locations?



RYAN L LAKE | EXTERNAL AFFAIRS
MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, January 21, 2026 3:39 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] High Usage and High Bills.

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Yes, please.

Sending a query of recommendations over to you this afternoon. Also talked to the contractor about a more comprehensive notes based on discussions with customers.

From: Ryan L Lake <rlake@aep.com>
Sent: Wednesday, January 21, 2026 3:32 PM
To: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] High Usage and High Bills.

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Deb,

Are you ready for some more high usage and high bill customers?



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650 | C:606.646.9148
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Monday, March 16, 2026 12:03 PM EDT
To: Hill, Deborah <DHill@trccompanies.com>; Ryan L Lake <rlake@aep.com>
Subject: Re: [EXTERNAL] Home and Garden Show

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Hello!

The show was great, there was a pretty good turnout and I'd say about 20-30% of the people we spoke to were from Ashland. Lot of good contacts, everybody has my card and information on the home energy assessment.

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 16, 2026 9:37 AM
To: Ryan L Lake <rlake@aep.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] Home and Garden Show

Also - I heard from Virginia team that staffed the show that it was very well attended with lots of attendees from both Kentucky and Ohio. yay!

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 16, 2026 9:34 AM
To: Ryan L Lake <rlake@aep.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] Home and Garden Show

We closed 26 HEIP last week and are scheduled (and still scheduling) for the remainder of March. HEIP goal is 48-50 completed in March.

We are working on the presentation for the call this afternoon. I wasn't sure what kind of weather you were expecting there. We'll be ready to present but sounds this afternoon may be rough, so I wanted to mention in case we lose connection for any reason.

Thank you.
Deb

From: Ryan L Lake <rlake@aep.com>
Sent: Monday, March 16, 2026 8:31 AM
To: Hill, Deborah <DHill@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: RE: [EXTERNAL] Home and Garden Show

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Sounds good.

How are we doing on the numbers for March?



RYAN L LAKE | EXTERNAL AFFAIRS MANAGER
RLLAKE@AEP.COM | D:606.327.2650
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 16, 2026 8:15 AM
To: Ryan L Lake <rlake@aep.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: Re: [EXTERNAL] Home and Garden Show

Hi Ryan - good morning!

Issac was planning to be off today, but he'll catch up with us. I'm excited to hear how things were over the weekend! Hopefully the weather was beautiful, and it was well attended!

Talk soon.
Deb

From: Ryan L Lake <rlake@aep.com>
Sent: Monday, March 16, 2026 8:09 AM
To: Finn, Issac <IFinn@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Home and Garden Show

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Just wanted to check and see how the Home and Garden Show went.



RYAN L LAKE | EXTERNAL AFFAIRS
MANAGER
RLLAKE@AEP.COM | D:606.327.2650
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Tuesday, February 24, 2026 10:05 AM EST
To: Ryan M Howell <rmhowell@aep.com>; Ryan L Lake <rlake@aep.com>; Misty A Baker <mabaker1@aep.com>; Richard D Chriscinske <rdchriscinske@aep.com>
CC: Amy J Elliott <ajelliott@aep.com>; Dalton Hatfield <bhatfield@aep.com>; Shane D Allen <sdallen2@aep.com>
Subject: Re: [EXTERNAL] Kentucky Power Day at HCTC - March 25th

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Looking forward to it! I should have everything I need on TRC's end. Thanks!

Issac Finn - Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Ryan M Howell <rmhowell@aep.com>
Sent: Tuesday, February 24, 2026 9:45 AM
To: Ryan L Lake <rlake@aep.com>; Finn, Issac <IFinn@trccompanies.com>; Misty A Baker <mabaker1@aep.com>; Richard D Chriscinske <rdchriscinske@aep.com>
Cc: Amy J Elliott <ajelliott@aep.com>; Dalton Hatfield <bhatfield@aep.com>; Shane D Allen <sdallen2@aep.com>
Subject: [EXTERNAL] Kentucky Power Day at HCTC - March 25th

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Good morning, everyone.

In speaking with Dr. Lindon at HCTC, we've committed to a workshop day with the school. That day is March 25th. Misty, Rich, Lake, and Issac if you guys can plan to attend that would be wonderful. I'll also see if Russ can give me a lineman that morning for the Tech campus. Shane, I've left you as optionable – if your schedule allows it.

Our plan is to setup a few tables for their students to get a variety of information:

- **Careers** –
 - Lake or myself along with a lineman.
- **Customer Service** –
 - Misty & Rich, if you can bring your computers to answer any billing questions.
- **Weatherization** –
 - Issac, is there anything we need to bring or do to accommodate TRC?
- **General Information** –
 - Lake or myself

We have different timeslots at two different locations. We will be at both the Tech Campus and the Main Campus. Both campuses are in Perry County and within 10 minutes of each other

10:00 – 12:00 HCTC Technical Campus – 101 Vo-Tech Dr, Hazard, KY 41701

1:00 -3:00: HCTC Main Campus -1 Community College Dr, Hazard, KY 41701

*I've not reviewed everyone calendars, if you can't make it, please let me know.



RYAN M HOWELL | EXTERNAL AFFAIRS MGR
RMHOWELL@AEP.COM | D:606.437.3102 | C:606.205.6064
3249 NORTH MAYO TRAIL, PIKEVILLE, KY 41501

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, October 02, 2025 1:42 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
CC: Michelle N Strickland <mstrickland@aep.com>
Subject: Re: [EXTERNAL] New Opportunities for your Business with Kentucky Power

This Message Is From an EXTERNAL Sender

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Hi,

I wanted to provide an update for you that I confirmed with the team, and they should have the wording added to the application for electric heat customers only by Wednesday next week.

Thank you!

Erica
Tieman
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Friday, September 12, 2025 10:07 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] New Opportunities for your Business with Kentucky Power

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Ok, thanks. When I asked about adding something about this being electric heat customers only, I wasn't sure if there as a reason why that stipulation wasn't included initially. Seems like there's no reason to not include, so I will work that in somewhere and let you know.

We are meeting with our leadership here today and I plan on sharing your updates below. I'm just getting a chance to look at the attachments you sent yesterday. I will get back to you on those later this afternoon.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, September 11, 2025 1:40 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: Re: [EXTERNAL] New Opportunities for your Business with Kentucky Power

Hi again,

Circling back on your application question, the team is checking on adding wording to the application. Once I hear an update, I will pass that along.

In the meantime, perhaps adding wording to the website could add some clarity as well. We could say "Homeowners must have electric heating to qualify". Two ideas on where it could fit would be add it onto the "note" line (shown below)

■ **REBATES**

Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Or we could add it in the green area which is closer to the application links.

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

Schedule Your Free Energy Assessment



Apply for Rebates



Explore Available Rebates



For more information, contact us at EnergyAdvantageKentucky@trccompanies.com or 844-657-1230.

Interested in becoming an approved contractor for the Kentucky Power EnergyAdvantage at Home program? [Apply now.](#)

Open to other suggestions and ideas also!

Thanks,

Erica
Tieman
Sr.
Marketing
Manager



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, September 10, 2025 10:25 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: Re: [EXTERNAL] New Opportunities for your Business with Kentucky Power

Hi Sarah,

Thanks for reaching out! Apologies for the long email, I hope I don't miss anything but please find answers and a few additional updates below:

- As far as **the meeting last week**, the TRC team is ready and good to go. For the KPCo side of things, I believe Deb had a few more meetings this week. I hope they are able to provide you with answers soon!
- Promotions / tracking / sign ups:** Deb emailed on Monday that after an unexpected insurance delay, the subcontract with Earthright has been signed so now they can officially start the HEAs. I expect that to pick up very quickly. Now that that is set we can also start the rest of the promotions for the launch (email, postcard, social posts) I'll share those final files with you ASAP as well as the dates/timing of it all.
- Email to TAs to sign up:** that should be going out this week or early next, we had to clean up the send list a bit to remove anyone that had already signed up or did not make sense to send it to.
- Printed materials:** we are placing the order now, I would anticipate that they arrive by EOM, but hopefully sooner! More details on that below.
- Webinar promoting the program to TAs:** that will be happening soon. Deb is reviewing the presentation that we would use on the webinar now, then Courtney and I will set a date and invite the TAs.
- Application process:** I think that is a very valid point, I'll pass that along to the program team to get their input as well, thank you for that!

Additional Items:

- Attached is an updated photo for you😊. We swapped this out on all the materials as well, so you will see it in there.
- They're too big to pass along in this email but soon I'll also share all the final PDFs of all the collateral and postcards for your files
- Also for reference, here is the order we are placing for collateral:

Location/Address	One Pagers	Overview Docs	Incentive Guides
Kentucky Power Headquarters 1645 WINCHESTER AVENUE ASHLAND, KY 41101 Attn: Sarah Nusbaum	100 of each 200 total	100 of each 200 total	100 of each 200 total

Robert E. Matthews Service Center 12333 Kevin Avenue Ashland, KY, 41102 Attn: Miranda Guy	100 of each 200 total	100 of each 200 total	
Hazard Service Center 1400 E. Main Street Hazard, KY, 41701 Attn: Traci Neace	100 of each 200 total	100 of each 200 total	
Pikeville Service Center 3249 North Mayo Trail Pikeville, KY, 41501 Attn: Jessica Adkins	100 of each 200 total	100 of each 200 total	
To Deb: Attn: Deb Hill	200 of each 400 total	200 of each 400 total	200 of each 400 total

If you have any other questions or needs don't hesitate to reach out.

Thank you!

Erica
Tiemman
Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Monday, September 8, 2025 3:35 PM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] New Opportunities for your Business with Kentucky Power

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Good afternoon!

I thought I would check in to see if you have any updates after the meeting you told us was scheduled last week, Erica. Cindy has called our team together here to discuss where we are with promotions, tracking, sign ups, etc., and so any info you can provide about what's been done to date (beyond the website) as far as marketing and promotions is concerned, would be appreciated. A couple of things we'd like to mention is when the email below went out and when the flyers will arrive; how the event went where you were promoting our programs to contractors.

I went through the application process today to see what it was like, and was surprised to see that gas heat customers did not qualify. I did know of this stipulation. You don't know you can't apply until you get half-way through the application process... What do you think about this? Do you think it's misleading to not put this information up front so no other gas heat customers try to apply?

Thanks for any input you can provide.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Sarah M Nusbaum
Sent: Tuesday, August 26, 2025 8:56 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Michelle N Strickland <mstrickland@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>
Subject: RE: [EXTERNAL] New Opportunities for your Business with Kentucky Power

This looks Ok to me. Thank you for sharing.

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Monday, August 25, 2025 6:22 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>
Subject: FW: [EXTERNAL] New Opportunities for your Business with Kentucky Power

Sarah & Michelle,

Both of you should have received the test email below on 8/21. This version incorporates your latest edits.

If you don't have any other input or changes, let me know so we can schedule this to go out.

Thanks!

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1144
m 347.640.1792

From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Date: Thursday, August 21, 2025 at 10:45AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] New Opportunities for your Business with Kentucky Power

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

This is a TEST email that incorporates your edits. Please let us know if you have any additional edits or if we're approved to send. Thank you!



Kentucky Power's EnergyAdvantage for Business and EnergyAdvantage at Home programs are designed to help customers save energy — and help contractors like you win more work.

When you join our [Trade Ally or Contractor Network](#), you'll connect with residential and business customers looking for energy efficiency upgrades — and you'll be able to offer them **new financial incentives** that make projects more affordable.

Two programs, twice the opportunity:

- **EnergyAdvantage for Business** — Help small and large businesses cut energy use with efficient lighting, HVAC, and food service equipment.
- **EnergyAdvantage at Home** — Serve residential customers with upgrades like insulation, HVAC, and water heaters.

Why join?

- **Boost your sales by offering upgrades with built-in incentives**
- **Stand out from the competition with energy-saving solutions**
- **Get full program support — we're here to help!**

Getting started is simple.

You'll need a Certificate of Insurance (COI), W-9, and applicable license.

[Sign Up Now!](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, July 31, 2025 10:10 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
CC: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hi Sarah

All good. We are doing a quick test on email and call center to make sure 100% routing correctly and then we'll take down those pages.

I'll keep you posted! We are excited!
Deb

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, July 31, 2025 9:38 AM
To: Hill, Deborah <DHill@trccompanies.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Thanks, Deb. Just want to be clear about the issue, since I'm not sure what needs to be removed: These two links shown below open this maintenance message. We found out this was an issue because one of our account managers was trying to help a customer sign up this morning.

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

Schedule Your Free Energy Assessment



Apply for Rebates





Site Under Maintenance

The site is currently undergoing scheduled maintenance. We'll be back shortly!



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, July 31, 2025 9:22 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, we can change that quickly. I'll check with IT now to make sure account numbers all good from production upload last night and then we will remove those pages.

Thank you!

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, July 31, 2025 9:02 AM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hello - The links on the webpages say they are under construction. Can you check on this?

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 30, 2025 6:41:15 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

This is updated.

<https://www.kentuckypower.com/savings/>

Thanks

Keenan

Get [Outlook for iOS](#)

From: Keenan L Sanders
Sent: Tuesday, July 29, 2025 3:10:08 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

It should be added by the end of the day. I will be out of the office the rest of the week but will have someone let you know when it is complete.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 3:09 PM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Sorry, I didn't get that when you suggested. It was a good idea😊

If you put at the top of each list, they would be alphabetical.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 2:36 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, that was my suggestion originally. What position would you like the link to be placed in?



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 2:32 PM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – I think I figured out finally where we can promote both pages with one link – www.KentuckyPower.com/Savings

We could add the program name under each home and business section with the little play button graphic, and then I only need one link when talking about both programs, which would be great so we could promo on the webpage, for social, etc.

What do you think?



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 12:25 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, those are correct. Both pages are live now.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 11:48 AM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – can I also confirm the shortened URLs will be

KentuckyPower.com/EnergyAdvantageHome
KentuckyPower.com/EnergyAdvantageBusiness



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 9:35 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

We just need Sarah's approval to publish the pages.

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, July 29, 2025 9:33 AM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thank you, these look great! Please go ahead and launch the pages when you get a chance.

Thanks!

Erica
Tieman
Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Monday, July 28, 2025 10:59 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 23, 2025 2:49 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Hi,

Please find the links below. Once added, I believe we can launch the pages□

Thanks!

Erica
Tieman

Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 16, 2025 7:06 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

- Need link for Explore Available Rebates - <https://TRCContentHub.com/wp-content/uploads/2025/07/HEI-Incentive-Guide.pdf>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

- Need link for Explore Incentives - <https://TRCContentHub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 15, 2025 4:49 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan,

I found one more edit on this page as well: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

Remove the "n" in An.

AVAILABLE OPPORTUNITIES

Click here to view our incentives list. Available measures include:

- **Home Energy Assessment**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.
- **Direct Install Measures**
Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
- **Rebates**
Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: ~~An~~ home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Thank you!

Courtney C. Capshaw

Marketing Director

1000 Clark Avenue, FL 4

St. Louis, MO 63102



From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Tuesday, July 15, 2025 at 3:29PM
To: Keenan L Sanders <ksanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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I have a few minor edits:

On this Page: <https://ga.kentuckypower.com/savings/home/energy-advantage/>

1. In the first paragraph, **delete** the hyphen in energy efficient: The Kentucky Power Energy Advantage at Home program helps you create a more comfortable, energy efficient home while lowering your energy bills.
2. **Delete** the Oxford commas:
 - **(Why Choose Energy Advantage) Increase Comfort and Safety:** Ensure your home remains healthy, safe, and comfortable throughout the year.
 - **(Available Opportunities) Direct Install Measures:** Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
 - **(What to expect...):** Health & Safety testing for issues like mold, water infiltration, gas leaks, and more

On this Page: <https://ga.kentuckypower.com/savings/business/energy-advantage/>

- ### 1. Delete “from the Program”

Available Incentives...

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval from the Program prior to moving forward with equipment purchase and installation.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
 1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 8, 2025 7:39 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thanks for meeting yesterday. We have the changes we discussed ready for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>
<https://qa.kentuckypower.com/savings/business/energy-advantage/>
<https://qa.kentuckypower.com/savings/home/energy/Heating-Cooling>
<https://qa.kentuckypower.com/savings/home/energy/Lighting>
<https://qa.kentuckypower.com/savings/business/energy/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Wednesday, July 2, 2025 2:53 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

I checked our calendars and the TRC team is available:

Mon, 7/7: 12:30-2:00PM EST

Tue, 7/8: 12:00-3:00PM EST

Feel free to schedule time on our calendars for a touchbase on the website updates.

Courtney C. Capshaw 1000 Clark Avenue, FL 4
Marketing Director St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



TRCCOMPANIES.COM

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, July 2, 2025 at 10:43AM
To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>

Subject: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hi Keenan –

I think the plan was to have the pages ready and live by the first week of July, so we may be a bit behind already. I can make time for a call and we'll see when the TRC team may be available.

Thanks,

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 2, 2025 6:47 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: : For Review: EnergyAdvantage Website Content

I think it would be best to setup a call to discuss this. Would sometime next week work? Is there a deadline to get these pages published?

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 1, 2025 3:43 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] : For Review: EnergyAdvantage Website Content

Hi Sarah and Keenan. The pages for our programs are looking good!

We have some minor edits to our pages, mostly for updating to the newer program names. I did, however, make some

recommendations for other KPCo web pages to add information or links that will navigate to our pages. I've outlined all of these changes in the attached slide deck. We understand these updates would only be made after our program pages go live.

We'd also like to discuss how to incorporate information about EnergyAdvantage for Business into the **Customer Commercial Lighting Services** and **Industry Solutions** pages.

<https://qa.kentuckypower.com/business/industry-solutions/lighting-services>

<https://qa.kentuckypower.com/business/industry-solutions/>

At the very least, "EnergyAdvantage for Business Program" needs to be added to the "Related information..." section at the bottom of the page.

We'd like to learn more about the form on the Commercial Lighting Services page.

1. Where does this information go and who responds to the customer?
2. Can we meet with this person/team to ensure they are telling customers about the incentive program?
3. How can we incorporate or link to our program page so customers know that if they do any lighting upgrades, they can receive incentives?

[@Keenan L Sanders](#) – we still owe you the links for the bottom section of our two pages. Our plan is to provide you links that will never change. TRC will house the PDFs on our own site so that if changes are ever made to the documents, we can quickly upload an updated PDF and the link will remain the same.

I'm happy to hop on a call if you have questions. My hope is that I made the edits in the attachment as clear as possible😊

Thank you!

Courtney C. Capshaw 1000 Clark Avenue, FL 4
Marketing Director St. Louis, MO 63102
 **w** 314.898.1144
m 347.640.1792
TRCCOMPANIES.COM

I'm out of office July 2nd starting at 12PM, and July 3rd.

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, June 25, 2025 at 10:38AM
To: Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Looks so good on mobile, Keenan!

I did notice one thing right off the bat – and it's my fault because I didn't think about it before I forwarded those photos. We can't use the photo of that house on the HEIP page. That house looks pretty efficient already and I don't want to offend our customers. Would you take a look at this file attached and see if this would be OK to use? This house is much more like those in our service area. Once that change is made, I will share with my team and so they can review.

TRC – do you have any immediate feedback on these test pages?

Thank you for this quick work!

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, June 25, 2025 9:48 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We have the page in QA for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:32 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Great! And good plan for the go live, too.

Let me know of anything else I can do. Until then, it looks like the test page will be coming soon from the web team and the documents from TRC.

Thanks so much.

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 24, 2025 3:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We can probably have a Test page created tomorrow but the go-live date would depend on receiving the documents and your review process for approval. We would likely be able to make it live the same day we receive the documents and approval.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:02 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Keenan –

We worked this out last week but there were still a couple of things we needed to send and I was hoping to send everything at once to you.

- To answer your question on #2 in your email below, which TRC had also responded to:

The official name and tagline of the EE programs is “EnergyAdvantage: Saving Energy Starts Here.” The name of the residential program is “EnergyAdvantage at Home” and then “EnergyAdvantage for Businesses” for the commercial version.

- TRC sent the images attached for the two pages. Will these work?
- You may already know this, but the “links” will be documents TRC will share with us which customers can download from the website.

With this information, are you able to provide an ETA for a go live?

Thank you!

Sarah & TRC



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, June 12, 2025 9:22 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

Hi,

Thank you both! Nice to e-meet you Keenan. Below please find answers in purple. Let me know if have any other questions or need anything else. Happy to hop on a call if that is easier as well.

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page) These will be program pages that need to live indefinitely on the website
2. Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"? @Sarah M Nusbaum – what are your thoughts on this? I labeled them that way on the document so it was clear which page was for businesses and which was for customers but that wasn't the "official" name.
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program
 - i. [Schedule Your Free Energy Assessment] This may warrant further discussions with the team, this can be flexible but on other programs this would link to some sort of form or contact us page to reach out to a team to get the assessment scheduled.
 - ii. [Apply for Rebates] This will link to an application document that we will provide you
 - iii. [Explore Available Rebates] This will link to an incentive guide that we will provide you
 - iv. [Find a Trade Ally] This will link to a document that we will provide you
 1. Commercial
 - i. [Explore Incentives] This will link to an incentive guide that we will provide you
 - ii. [Find a Trade Ally] This will link to a document that we will provide you
 - iii. [Apply Now] This will link to an application that we will provide you.
4. Will there be any images that need to be included? Ideally, we'd love for the pages to include images! We're happy to provide you with some options if that would be easiest.

Thanks so much,

Erica
Tieman

Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 10, 2025 12:56 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Keenan – thanks for getting back so quickly. I'm bringing TRC into this conversation to save us some back and forth since they the experts☺

Erica – would you be able to help answer any questions any of the questions Keenan has asked below?



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 10, 2025 1:01 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Sarah

I do have a few questions:

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page)
2. Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"?
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program
 - i. [Schedule Your Free Energy Assessment]
 - ii. [Apply for Rebates]
 - iii. [Explore Available Rebates]
 - iv. [Find a Trade Ally]

1. Commercial

- i. [Explore Incentives]
- ii. [Find a Trade Ally]
- iii. [Apply Now]

4. Will there be any images that need to be included?

Thanks

Keenan

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 10, 2025 12:39 PM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: FW: For Review: EnergyAdvantage Website Content

Good afternoon –

I just received this information/request from TRC regarding the webpages for our new DSM programs. We discussed this topic a while back when I was trying to figure out where those new pages would live on our website. Will you please review the email below and let me know of anything you will need to assist with this request?

Thank you,

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, June 10, 2025 12:07 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Website Content

Hi Sarah,

Attached please find website content drafts for both programs. Please take a look and let us know if you see any changes or if this is approved.

While you are reviewing content, are you also able to put in a request with your IT team to build out 2 pages for this content to live? Ideally, we'd love for the pages to be built and live by the launch on July 1st. I believe previously it was discussed to build pages under the "Savings" drop down on the website, but we would be open to what you believe makes sense based on your website stats or how various pages perform.



Please let me know if you have any questions or concerns.

Thank you!

Erica Tieman 1000 Clark Avenue, FL 4
 Sr. Marketing Manager St. Louis, MO 63102
 w 314.898.1130
 m 618.340.0773
 TRCCOMPANIES.COM

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, July 31, 2025 9:22 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <ksanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Yes, we can change that quickly. I'll check with IT now to make sure account numbers all good from production upload last night and then we will remove those pages.

Thank you!

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, July 31, 2025 9:02 AM
To: Keenan L Sanders <ksanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hello - The links on the webpages say they are under construction. Can you check on this?

From: Keenan L Sanders <ksanders@aep.com>
Sent: Wednesday, July 30, 2025 6:41:15 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

This is updated.

<https://www.kentuckypower.com/savings/>

Thanks

Keenan

Get [Outlook for iOS](#)

From: Keenan L Sanders
Sent: Tuesday, July 29, 2025 3:10:08 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

It should be added by the end of the day. I will be out of the office the rest of the week but will have someone let you know when it is complete.



KEENAN L SANDERS, DIGITAL PRODUCT MGR SR
KSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 3:09 PM
To: Keenan L Sanders <ksanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Sorry, I didn't get that when you suggested. It was a good idea😊

If you put at the top of each list, they would be alphabetical.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 2:36 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, that was my suggestion originally. What position would you like the link to be placed in?



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 2:32 PM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – I think I figured out finally where we can promote both pages with one link –www.KentuckyPower.com/Savings

We could add the program name under each home and business section with the little play button graphic, and then I only need one link when talking about both programs, which would be great so we could promo on the webpage, for social, etc.

What do you think?



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 12:25 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, those are correct. Both pages are live now.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 11:48 AM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – can I also confirm the shortened URLs will be

KentuckyPower.com/EnergyAdvantageHome
KentuckyPower.com/EnergyAdvantageBusiness



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 9:35 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

We just need Sarah's approval to publish the pages.

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, July 29, 2025 9:33 AM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thank you, these look great! Please go ahead and launch the pages when you get a chance.

Thanks!

Erica
Tieman
Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Monday, July 28, 2025 10:59 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 23, 2025 2:49 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Hi,

Please find the links below. Once added, I believe we can launch the pages.

Thanks!

Erica
Tieman

Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 16, 2025 7:06 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

- Need link for Explore Available Rebates -<https://TRCContentHub.com/wp-content/uploads/2025/07/HEI-Incentive-Guide.pdf>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

- Need link for Explore Incentives -<https://TRCContentHub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
klsanders@aep.com | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 15, 2025 4:49 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan,

I found one more edit on this page as well: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

Remove the "n" in An.

AVAILABLE OPPORTUNITIES

Click here to view our incentives list. Available measures include:

- **Home Energy Assessment**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.
- **Direct Install Measures**
Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
- **Rebates**
Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: ~~An~~ home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Thank you!

Courtney C. Capshaw

1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



TRCCOMPANIES.COM

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Tuesday, July 15, 2025 at 3:29PM
To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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I have a few minor edits:

On this Page: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

1. In the first paragraph, **delete** the hyphen in energy efficient: The Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy-efficient home while lowering your energy bills.
2. **Delete** the Oxford commas:
 - **(Why Choose Energy Advantage) Increase Comfort and Safety:**Ensure your home remains healthy, safe, and comfortable throughout the year.
 - **(Available Opportunities) Direct Install Measures:**Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
 - **(What to expect...):** Health & Safety testing for issues like mold, water infiltration, gas leaks, and more

On this Page: <https://qa.kentuckypower.com/savings/business/energy-advantage/>

1. **Delete** "from the Program"

Available Incentives...

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval **from the Program** prior to moving forward with equipment purchase and installation.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 8, 2025 7:39 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thanks for meeting yesterday. We have the changes we discussed ready for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

<https://qa.kentuckypower.com/savings/home/energy/Heating-Cooling>

<https://qa.kentuckypower.com/savings/home/energy/Lighting>

<https://qa.kentuckypower.com/savings/business/energy/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Wednesday, July 2, 2025 2:53 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

I checked our calendars and the TRC team is available:

Mon, 7/7: 12:30-2:00PM EST

Tue, 7/8: 12:00-3:00PM EST

Feel free to schedule time on our calendars for a touchbase on the website updates.

Courtney C. Capshaw 1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



TRCCOMPANIES.COM

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, July 2, 2025 at 10:43AM
To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hi Keenan –

I think the plan was to have the pages ready and live by the first week of July, so we may be a bit behind already. I can make time for a call and we'll see when the TRC team may be available.

Thanks,

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 2, 2025 6:47 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: : For Review: EnergyAdvantage Website Content

I think it would be best to setup a call to discuss this. Would sometime next week work? Is there a deadline to get these pages published?

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 1, 2025 3:43 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] : For Review: EnergyAdvantage Website Content

Hi Sarah and Keenan. The pages for our programs are looking good!

We have some minor edits to our pages, mostly for updating to the newer program names. I did, however, make some recommendations for other KPCo web pages to add information or links that will navigate to our pages. I've outlined all of these changes in the attached slide deck. We understand these updates would only be made after our program pages go live.

We'd also like to discuss how to incorporate information about EnergyAdvantage for Business into the **Customer Commercial Lighting Services** and **Industry Solutions** pages.

<https://qa.kentuckypower.com/business/industry-solutions/lighting-services>

<https://qa.kentuckypower.com/business/industry-solutions/>

At the very least, "EnergyAdvantage for Business Program" needs to be added to the "Related information..." section at the bottom of the page.

We'd like to learn more about the form on the Commercial Lighting Services page.

1. Where does this information go and who responds to the customer?
2. Can we meet with this person/team to ensure they are telling customers about the incentive program?
3. How can we incorporate or link to our program page so customers know that if they do any lighting upgrades, they can receive incentives?

@Keenan L Sanders – we still owe you the links for the bottom section of our two pages. Our plan is to provide you links that will never change. TRC will house the PDFs on our own site so that if changes are ever made to the documents, we can quickly upload an updated PDF and the link will remain the same.

I'm happy to hop on a call if you have questions. My hope is that I made the edits in the attachment as clear as possible😊

Thank you!

Courtney C. Capshaw 1000 Clark Avenue, FL 4
Marketing Director St. Louis, MO 63102
w 314.898.1144
m 347.640.1792
 TRCCOMPANIES.COM

I'm out of office July 2nd starting at 12PM, and July 3rd.

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, June 25, 2025 at 10:38AM
To: Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Looks so good on mobile, Keenan!

I did notice one thing right off the bat – and it's my fault because I didn't think about it before I forwarded those photos. We can't use the photo of that house on the HEIP page. That house looks pretty efficient already and I don't want to offend our customers. Would you take a look at this file attached and see if this would be OK to use? This house is much more like those in our service area. Once that change is made, I will share with my team and so they can review.

TRC – do you have any immediate feedback on these test pages?

Thank you for this quick work!

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, June 25, 2025 9:48 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com

Subject: RE: For Review: EnergyAdvantage Website Content

We have the page in QA for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:32 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Great! And good plan for the go live, too.

Let me know of anything else I can do. Until then, it looks like the test page will be coming soon from the web team and the documents from TRC.

Thanks so much.

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 24, 2025 3:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We can probably have a Test page created tomorrow but the go-live date would depend on receiving the documents and your review process for approval. We would likely be able to make it live the same day we receive the documents and approval.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
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1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:02 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Keenan

We worked this out last week but there were still a couple of things we needed to send and I was hoping to send everything at once to you.

- To answer your question on #2 in your email below, which TRC had also responded to:

The official name and tagline of the EE programs is "EnergyAdvantage: Saving Energy Starts Here." The name of the residential program is "EnergyAdvantage at Home" and then "EnergyAdvantage for Businesses" for the commercial version.

- TRC sent the images attached for the two pages. Will these work?
- You may already know this, but the "links" will be documents TRC will share with us which customers can download from the website.

With this information, are you able to provide an ETA for a go live?

Thank you!

Sarah & TRC



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, June 12, 2025 9:22 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

Hi,

Thank you both! Nice to e-meet you Keenan. Below please find answers in purple. Let me know if have any other questions or need anything else. Happy to hop on a call if that is easier as well.

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page) *These will be program pages that need to live indefinitely on the website*
2. Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"? *@Sarah M Nusbaum – what are your thoughts on this? I labeled them that way on the document so it was clear which page was for businesses and which was for customers but that wasn't the "official" name.*
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program
 - i. [Schedule Your Free Energy Assessment] *This may warrant further discussions with the team, this can be flexible but on other programs this would link to some sort of form or contact us page to reach out to a team to get the assessment scheduled.*
 - ii. [Apply for Rebates] *This will link to an application document that we will provide you*
 - iii. [Explore Available Rebates] *This will link to an incentive guide that we will provide you*
 - iv. [Find a Trade Ally] *This will link to a document that we will provide you*
 1. Commercial
 - i. [Explore Incentives] *This will link to an incentive guide that we will provide you*
 - ii. [Find a Trade Ally] *This will link to a document that we will provide you*
 - iii. [Apply Now] *This will link to an application that we will provide you.*
4. Will there be any images that need to be included? *Ideally, we'd love for the pages to include images! We're happy to provide you with some options if that would be easiest.*

Thanks so much,

**Erica
Tieman**

Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 10, 2025 12:56 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Keenan – thanks for getting back so quickly. I'm bringing TRC into this conversation to save us some back and forth since they the experts☺

Erica – would you be able to help answer any questions any of the questions Keenan has asked below?



SARAH M NUSBAUM | CORPORATE COMMS MGR
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1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 10, 2025 1:01 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Sarah

I do have a few questions:

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page)
2. Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"?
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program
 - i. [Schedule Your Free Energy Assessment]
 - ii. [Apply for Rebates]
 - iii. [Explore Available Rebates]
 - iv. [Find a Trade Ally]
 1. Commercial
 - i. [Explore Incentives]
 - ii. [Find a Trade Ally]
 - iii. [Apply Now]
4. Will there be any images that need to be included?

Thanks

Keenan

From: Sarah M Nusbaum <smnusbaum@aep.com>

Sent: Tuesday, June 10, 2025 12:39 PM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolffram <tswolffram@aep.com>
Subject: FW: For Review: EnergyAdvantage Website Content

Good afternoon –

I just received this information/request from TRC regarding the webpages for our new DSM programs. We discussed this topic a while back when I was trying to figure out where those new pages would live on our website. Will you please review the email below and let me know of anything you will need to assist with this request?

Thank you,

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D: 606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, June 10, 2025 12:07 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Website Content

Hi Sarah,

Attached please find website content drafts for both programs. Please take a look and let us know if you see any changes or if this is approved.

While you are reviewing content, are you also able to put in a request with your IT team to build out 2 pages for this content to live? Ideally, we'd love for the pages to be built and live by the launch on July 1st. I believe previously it was discussed to build pages under the "Savings" drop down on the website, but we would be open to what you believe makes sense based on your website stats or how various pages perform.



Please let me know if you have any questions or concerns.

Thank you!

Erica Tieman

1000 Clark Avenue, FL 4

Sr. Marketing Manager

St. Louis, MO 63102

w 314.898.1130

m 618.340.0773



TRCCOMPANIES.COM

From: Keenan L Sanders <ksanders@aep.com>
Sent: Wednesday, July 30, 2025 6:41 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content
This is updated.

<https://www.kentuckypower.com/savings/>

Thanks

Keenan

Get [Outlook for iOS](#)

From: Keenan L Sanders
Sent: Tuesday, July 29, 2025 3:10:08 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

It should be added by the end of the day. I will be out of the office the rest of the week but will have someone let you know when it is complete.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KSANDERS@AEP.COM D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 3:09 PM
To: Keenan L Sanders <ksanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Sorry, I didn't get that when you suggested. It was a good idea😊

If you put at the top of each list, they would be alphabetical.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <ksanders@aep.com>
Sent: Tuesday, July 29, 2025 2:36 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, that was my suggestion originally. What position would you like the link to be placed in?



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
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1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 2:32 PM
To: Keenan L Sanders <ksanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – I think I figured out finally where we can promote both pages with one link – www.KentuckyPower.com/Savings

We could add the program name under each home and business section with the little play button graphic, and then I only need one link when talking about both programs, which would be great so we could promo on the webpage, for social, etc.

What do you think?



SARAH M NUSBAUM | COMMUNICATIONS MGR
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1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 12:25 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, those are correct. Both pages are live now.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 11:48 AM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – can I also confirm the shortened URLs will be

KentuckyPower.com/EnergyAdvantageHome
KentuckyPower.com/EnergyAdvantageBusiness



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 9:35 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

We just need Sarah's approval to publish the pages.

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, July 29, 2025 9:33 AM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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This is an EXTERNAL email. STOP. THINK before you click links or open attachments. If suspicious, please click the **Report to Incidents'** button. No button, forward to incidents@aep.com.

Thank you, these look great! Please go ahead and launch the pages when you get a chance.

Thanks!
Erica
Tieman
Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Monday, July 28, 2025 10:59 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 23, 2025 2:49 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Hi,

Please find the links below. Once added, I believe we can launch the pages.

Thanks!

Erica
Tieman

Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 16, 2025 7:06 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

- Need link for Explore Available Rebates -<https://TRCContentHub.com/wp-content/uploads/2025/07/HEI-Incentive-Guide.pdf>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

- Need link for Explore Incentives -<https://TRCContentHub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 15, 2025 4:49 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan,

I found one more edit on this page as well: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

Remove the "n" in An.

AVAILABLE OPPORTUNITIES

Click here to view our incentives list. Available measures include:

- **Home Energy Assessment**

A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.

- **Direct Install Measures**

Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

- **Rebates**

Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: ~~A~~ home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Thank you!

Courtney C. Capshaw

1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102

w 314.898.1144

m 347.640.1792



TRCCOMPANIES.COM

From: Sarah M Nusbaum <smnusbaum@aep.com>

Date: Tuesday, July 15, 2025 at 3:29PM

To: Keenan L Sanders <ksanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>

Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>

Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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I have a few minor edits:

On this Page: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

1. In the first paragraph, **delete** the hyphen in energy efficient: The Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy efficient home while lowering your energy bills.
2. **Delete** the Oxford commas:
 - **(Why Choose Energy Advantage) Increase Comfort and Safety:** Ensure your home remains healthy, safe, and comfortable throughout the year.
 - **(Available Opportunities) Direct Install Measures:** Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
 - **(What to expect...):** Health & Safety testing for issues like mold, water infiltration, gas leaks, and more

On this Page: <https://qa.kentuckypower.com/savings/business/energy-advantage/>

1. **Delete** "from the Program"

Available Incentives...

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval **from the Program** prior to moving forward with equipment purchase and installation.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 8, 2025 7:39 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thanks for meeting yesterday. We have the changes we discussed ready for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>
<https://qa.kentuckypower.com/savings/business/energy-advantage/>
<https://qa.kentuckypower.com/savings/home/energy/Heating-Cooling>
<https://qa.kentuckypower.com/savings/home/energy/Lighting>
<https://qa.kentuckypower.com/savings/business/energy/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Wednesday, July 2, 2025 2:53 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

I checked our calendars and the TRC team is available:

Mon, 7/7: 12:30-2:00PM EST

Tue, 7/8: 12:00-3:00PM EST

Feel free to schedule time on our calendars for a touchbase on the website updates.

Courtney C. Capshaw 1000 Clark Avenue, FL 4

Marketing Director St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, July 2, 2025 at 10:43AM
To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hi Keenan –

I think the plan was to have the pages ready and live by the first week of July, so we may be a bit behind already. I can make time for a call and we'll see when the TRC team may be available.

Thanks,

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 2, 2025 6:47 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: : For Review: EnergyAdvantage Website Content

I think it would be best to setup a call to discuss this. Would sometime next week work? Is there a deadline to get these pages published?

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 1, 2025 3:43 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] : For Review: EnergyAdvantage Website Content

Hi Sarah and Keenan. The pages for our programs are looking good!

We have some minor edits to our pages, mostly for updating to the newer program names. I did, however, make some recommendations for other KPCo web pages to add information or links that will navigate to our pages. I've outlined all of these changes in the attached slide deck. We understand these updates would only be made after our program pages go live.

We'd also like to discuss how to incorporate information about EnergyAdvantage for Business into the **Customer Commercial Lighting Services** and **Industry Solutions** pages.

<https://qa.kentuckypower.com/business/industry-solutions/lighting-services>

<https://qa.kentuckypower.com/business/industry-solutions/>

At the very least, "EnergyAdvantage for Business Program" needs to be added to the "Related information..." section at the bottom of the page.

We'd like to learn more about the form on the Commercial Lighting Services page.

1. Where does this information go and who responds to the customer?
2. Can we meet with this person/team to ensure they are telling customers about the incentive program?
3. How can we incorporate or link to our program page so customers know that if they do any lighting upgrades, they can receive incentives?

[@Keenan L Sanders](#) – we still owe you the links for the bottom section of our two pages. Our plan is to provide you links that will never change. TRC will house the PDFs on our own site so that if changes are ever made to the documents, we can quickly upload an updated PDF and the link will remain the same.

I'm happy to hop on a call if you have questions. My hope is that I made the edits in the attachment as clear as possible😊

Thank you!

Courtney C. Capshaw

1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



TRCCOMPANIES.COM

I'm out of office July 2nd starting at 12PM, and July 3rd.

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, June 25, 2025 at 10:38AM
To: Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Looks so good on mobile, Keenan!

I did notice one thing right off the bat – and it's my fault because I didn't think about it before I forwarded those photos. We can't use the photo of that house on the HEIP page. That house looks pretty efficient already and I don't want to offend our customers. Would you take a look at this file attached and see if this would be OK to use? This house is much more like those in our service area. Once that change is made, I will share with my team and so they can review.

TRC – do you have any immediate feedback on these test pages?

Thank you for this quick work!

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, June 25, 2025 9:48 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We have the page in QA for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:32 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Great! And good plan for the go live, too.

Let me know of anything else I can do. Until then, it looks like the test page will be coming soon from the web team and the documents from TRC.

Thanks so much.

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 24, 2025 3:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We can probably have a Test page created tomorrow but the go-live date would depend on receiving the documents and your review process for approval. We would likely be able to make it live the same day we receive the documents and approval.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:02 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Keenan –

We worked this out last week but there were still a couple of things we needed to send and I was hoping to send everything at once to you.

- To answer your question on #2 in your email below, which TRC had also responded to:

The official name and tagline of the EE programs is "EnergyAdvantage: Saving Energy Starts Here." The name of the residential program is "EnergyAdvantage at Home" and then "EnergyAdvantage for Businesses" for the commercial version.

- TRC sent the images attached for the two pages. Will these work?
- You may already know this, but the "links" will be documents TRC will share with us which customers can download from the website.

With this information, are you able to provide an ETA for a go live?

Thank you!

Sarah & TRC



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, June 12, 2025 9:22 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

Hi,

Thank you both! Nice to e-meet you Keenan. Below please find answers in **purple**. Let me know if have any other questions or need anything else. Happy to hop on a call if that is easier as well.

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page) **These will be program pages that need to live indefinitely on the website**
2. **Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"? @Sarah M Nusbaum – what are your thoughts on this? I labeled them that way on the document so it was clear which page was for businesses and which was for customers but that wasn't the "official" name.**
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program

i. [Schedule Your Free Energy Assessment]This may warrant further discussions with the team, this can be flexible but on other programs this would link to some sort of form or contact us page to reach out to a team to get the assessment scheduled.

ii. [Apply for Rebates]This will link to an application document that we will provide you

iii. [Explore Available Rebates]This will link to an incentive guide that we will provide you

iv. [Find a Trade Ally]This will link to a document that we will provide you

1. Commercial

i. [Explore Incentives]This will link to an incentive guide that we will provide you

ii. [Find a Trade Ally]This will link to a document that we will provide you

iii. [Apply Now]This will link to an application that we will provide you.

4. Will there be any images that need to be included? Ideally, we'd love for the pages to include images! We're happy to provide you with some options if that would be easiest.

Thanks so much,

Erica
Tieman

Sr.
Marketing
Manager



From: Sarah M Nusbaum <smnusbaum@aep.com>

Sent: Tuesday, June 10, 2025 12:56 PM

To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>

Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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Keenan – thanks for getting back so quickly. I'm bringing TRC into this conversation to save us some back and forth since they the experts😊

Erica – would you be able to help answer any questions any of the questions Keenan has asked below?



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 10, 2025 1:01 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Sarah

I do have a few questions:

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page)
2. Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"?
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program
 - i. [Schedule Your Free Energy Assessment]
 - ii. [Apply for Rebates]
 - iii. [Explore Available Rebates]
 - iv. [Find a Trade Ally]
 1. Commercial
 - i. [Explore Incentives]
 - ii. [Find a Trade Ally]
 - iii. [Apply Now]
4. Will there be any images that need to be included?

Thanks

Keenan

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 10, 2025 12:39 PM
To: AEP.COM Updates <aepdotcomupdates@aep.com>
Cc: Michelle N Strickland <mstrickland@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: FW: For Review: EnergyAdvantage Website Content

Good afternoon –

I just received this information/request from TRC regarding the webpages for our new DSM programs. We discussed this topic a while back when I was trying to figure out where those new pages would live on our website. Will you please review the email below and let me know of anything you will need to assist with this request?

Thank you,

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
 1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, June 10, 2025 12:07 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Website Content

Hi Sarah,

Attached please find website content drafts for both programs. Please take a look and let us know if you see any changes or if this is approved.

While you are reviewing content, are you also able to put in a request with your IT team to build out 2 pages for this content to live? Ideally, we'd love for the pages to be built and live by the launch on July 1st. I believe previously it was discussed to build pages under the "Savings" drop down on the website, but we would be open to what you believe makes sense based on your website stats or how various pages perform.



Please let me know if you have any questions or concerns.

Thank you!

Erica Tieman 1000 Clark Avenue, FL 4
 Sr. Marketing Manager St. Louis, MO 63102
 w 314.898.1130
 m 618.340.0773



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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, July 31, 2025 12:35 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
CC: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Sarah – Everything is operational. Sites notices have been removed, and we re-tested the call center and email. We're entering some more tests in the portals but good to go.

If you have time, please share any emails or press release details as well as anything you have on timing.

Thank you!

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, July 31, 2025 10:42 AM
To: Hill, Deborah <DHill@trccompanies.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Ok – Well, I'm glad we at least held our press release and customer email until today. We sent out several other communications yesterday announcing that the programs were ready for applications...



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, July 31, 2025 10:10 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Hi Sarah

All good. We are doing a quick test on email and call center to make sure 100% routing correctly and then we'll take down those pages.

I'll keep you posted! We are excited!
Deb

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Thursday, July 31, 2025 9:38 AM
To: Hill, Deborah <DHill@trccompanies.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Michelle N Strickland <mstrickland@aep.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Thanks, Deb. Just want to be clear about the issue, since I'm not sure what needs to be removed: These two links shown below open this maintenance message. We found out this was an issue because one of our account managers was trying to help a

customer sign up this morning.

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

Schedule Your Free Energy Assessment



Apply for Rebates



Site Under Maintenance

The site is currently undergoing scheduled maintenance. We'll be back shortly!



SARAH M NUSBAUM COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Hill, Deborah <DHill@trccompanies.com>

Sent: Thursday, July 31, 2025 9:22 AM

To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>

Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, we can change that quickly. I'll check with IT now to make sure account numbers all good from production upload last night and then we will remove those pages.

Thank you!

From: Sarah M Nusbaum <smnusbaum@aep.com>

Sent: Thursday, July 31, 2025 9:02 AM

To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>

Cc: Hill, Deborah <DHill@trccompanies.com>

Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hello - The links on the webpages say they are under construction. Can you check on this?

From: Keenan L Sanders <klsanders@aep.com>

Sent: Wednesday, July 30, 2025 6:41:15 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

This is updated.

<https://www.kentuckypower.com/savings/>

Thanks

Keenan

Get [Outlook for iOS](#)

From: Keenan L Sanders
Sent: Tuesday, July 29, 2025 3:10:08 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

It should be added by the end of the day. I will be out of the office the rest of the week but will have someone let you know when it is complete.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 3:09 PM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Sorry, I didn't get that when you suggested. It was a good idea😊

If you put at the top of each list, they would be alphabetical.



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 2:36 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, that was my suggestion originally. What position would you like the link to be placed in?



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 2:32 PM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – I think I figured out finally where we can promote both pages with one link –www.KentuckyPower.com/Savings

We could add the program name under each home and business section with the little play button graphic, and then I only need one link when talking about both programs, which would be great so we could promo on the webpage, for social, etc.

What do you think?



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From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 12:25 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Yes, those are correct. Both pages are live now.



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From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, July 29, 2025 11:48 AM
To: Keenan L Sanders <klsanders@aep.com>; Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan – can I also confirm the shortened URLs will be

KentuckyPower.com/EnergyAdvantageHome
KentuckyPower.com/EnergyAdvantageBusiness



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1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 29, 2025 9:35 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

We just need Sarah's approval to publish the pages.

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
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1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, July 29, 2025 9:33 AM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thank you, these look great! Please go ahead and launch the pages when you get a chance.

Thanks!
Erica
Tieman
Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Monday, July 28, 2025 10:59 AM
To: Tieman, Erica <ETieman@trccompanies.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>



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1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 23, 2025 2:49 PM
To: Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Hi,

Please find the links below. Once added, I believe we can launch the pages

Thanks!

Erica
Tieman

Sr.
Marketing
Manager



From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, July 16, 2025 7:06 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Updated:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

- Need link for Explore Available Rebates -<https://TRCContentHub.com/wp-content/uploads/2025/07/HEI-Incentive-Guide.pdf>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

- Need link for Explore Incentives -<https://TRCContentHub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>



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1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 15, 2025 4:49 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Keenan,

I found one more edit on this page as well: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

Remove the "n" in An.

AVAILABLE OPPORTUNITIES

Click here to view our incentives list. Available measures include:

- **Home Energy Assessment**

A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.

- **Direct Install Measures**

Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

- **Rebates**

Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: ~~A~~ home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

Thank you!

Courtney C. Capshaw

1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102

w 314.898.1144

m 347.640.1792



TRCCOMPANIES.COM

From: Sarah M Nusbaum <smnusbaum@aep.com>

Date: Tuesday, July 15, 2025 at 3:29PM

To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>

Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>

Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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I have a few minor edits:

On this Page: <https://qa.kentuckypower.com/savings/home/energy-advantage/>

1. In the first paragraph, **delete** the hyphen in energy efficient: The Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy efficient home while lowering your energy bills.
2. **Delete** the Oxford commas:
 - **(Why Choose Energy Advantage) Increase Comfort and Safety:**Ensure your home remains healthy, safe, and comfortable throughout the year.
 - **(Available Opportunities) Direct Install Measures:**Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
 - **(What to expect...):** Health & Safety testing for issues like mold, water infiltration, gas leaks, and more

On this Page: <https://qa.kentuckypower.com/savings/business/energy-advantage/>

1. **Delete** "from the Program"

Available Incentives...

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval **from the Program** prior to moving forward with equipment purchase and installation.



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1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, July 8, 2025 7:39 AM
To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: RE: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

Thanks for meeting yesterday. We have the changes we discussed ready for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>
<https://qa.kentuckypower.com/savings/business/energy-advantage/>
<https://qa.kentuckypower.com/savings/home/energy/Heating-Cooling>
<https://qa.kentuckypower.com/savings/home/energy/Lighting>
<https://qa.kentuckypower.com/savings/business/energy/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Wednesday, July 2, 2025 2:53 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: Re: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

I checked our calendars and the TRC team is available:

Mon, 7/7: 12:30-2:00PM EST

Tue, 7/8: 12:00-3:00PM EST

Feel free to schedule time on our calendars for a touchbase on the website updates.

Courtney C. Capshaw 1000 Clark Avenue, FL 4

Marketing Director St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



From: Sarah M Nusbaum <smnusbaum@aep.com>

Date: Wednesday, July 2, 2025 at 10:43AM

To: Keenan L Sanders <klsanders@aep.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>

Cc: Tieman, Erica <ETieman@trccompanies.com>, Hill, Deborah <DHill@trccompanies.com>

Subject: [EXTERNAL] RE: : For Review: EnergyAdvantage Website Content

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Hi Keenan –

I think the plan was to have the pages ready and live by the first week of July, so we may be a bit behind already. I can make time for a call and we'll see when the TRC team may be available.

Thanks,

Sarah



SARAH M NUSBAUM | COMMUNICATIONS MGR
SMNUSBAUM@AEP.COM D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>

Sent: Wednesday, July 2, 2025 6:47 AM

To: Capshaw, Courtney <CCapshaw@trccompanies.com>; Sarah M Nusbaum <smnusbaum@aep.com>

Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>

Subject: RE: : For Review: EnergyAdvantage Website Content

I think it would be best to setup a call to discuss this. Would sometime next week work? Is there a deadline to get these pages published?

Thanks

Keenan



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KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, July 1, 2025 3:43 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] : For Review: EnergyAdvantage Website Content

Hi Sarah and Keenan. The pages for our programs are looking good!

We have some minor edits to our pages, mostly for updating to the newer program names. I did, however, make some recommendations for other KPCo web pages to add information or links that will navigate to our pages. I've outlined all of these changes in the attached slide deck. We understand these updates would only be made after our program pages go live.

We'd also like to discuss how to incorporate information about EnergyAdvantage for Business into the **Customer Commercial Lighting Services** and **Industry Solutions** pages.

<https://qa.kentuckypower.com/business/industry-solutions/lighting-services>

<https://qa.kentuckypower.com/business/industry-solutions/>

At the very least, "EnergyAdvantage for Business Program" needs to be added to the "Related information..." section at the bottom of the page.

We'd like to learn more about the form on the Commercial Lighting Services page.

1. Where does this information go and who responds to the customer?
2. Can we meet with this person/team to ensure they are telling customers about the incentive program?
3. How can we incorporate or link to our program page so customers know that if they do any lighting upgrades, they can receive incentives?

[@Keenan L Sanders](#) – we still owe you the links for the bottom section of our two pages. Our plan is to provide you links that will never change. TRC will house the PDFs on our own site so that if changes are ever made to the documents, we can quickly upload an updated PDF and the link will remain the same.

I'm happy to hop on a call if you have questions. My hope is that I made the edits in the attachment as clear as possible😊

Thank you!

Courtney C. Capshaw

1000 Clark Avenue, FL 4

Marketing Director

St. Louis, MO 63102
w 314.898.1144
m 347.640.1792



TRCCOMPANIES.COM

I'm out of office July 2nd starting at 12PM, and July 3rd.

From: Sarah M Nusbaum <smnusbaum@aep.com>
Date: Wednesday, June 25, 2025 at 10:38AM
To: Keenan L Sanders <klsanders@aep.com>
Cc: Tieman, Erica <ETieman@trccompanies.com>, Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Looks so good on mobile, Keenan!

I did notice one thing right off the bat – and it's my fault because I didn't think about it before I forwarded those photos. We can't use the photo of that house on the HEIP page. That house looks pretty efficient already and I don't want to offend our customers. Would you take a look at this file attached and see if this would be OK to use? This house is much more like those in our service area. Once that change is made, I will share with my team and so they can review.

TRC – do you have any immediate feedback on these test pages?

Thank you for this quick work!

Sarah



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SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Wednesday, June 25, 2025 9:48 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We have the page in QA for review:

<https://qa.kentuckypower.com/savings/home/energy-advantage/>

<https://qa.kentuckypower.com/savings/business/energy-advantage/>

Thanks

Keenan



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:32 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Great! And good plan for the go live, too.

Let me know of anything else I can do. Until then, it looks like the test page will be coming soon from the web team and the documents from TRC.

Thanks so much.

Sarah



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Keenan L Sanders <klsanders@aep.com>
Sent: Tuesday, June 24, 2025 3:13 PM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

We can probably have a Test page created tomorrow but the go-live date would depend on receiving the documents and your review process for approval. We would likely be able to make it live the same day we receive the documents and approval.



KEENAN L SANDERS | DIGITAL PRODUCT MGR SR
KLSANDERS@AEP.COM | D:614.716.1935
1 RIVERSIDE PLAZA, COLUMBUS, OH 43215

From: Sarah M Nusbaum <smnusbaum@aep.com>
Sent: Tuesday, June 24, 2025 3:02 PM
To: Keenan L Sanders <klsanders@aep.com>
Cc: ETieman@trccompanies.com; CCapshaw@trccompanies.com
Subject: RE: For Review: EnergyAdvantage Website Content

Hi Keenan –

We worked this out last week but there were still a couple of things we needed to send and I was hoping to send everything at once to you.

- To answer your question on #2 in your email below, which TRC had also responded to:

The official name and tagline of the EE programs is "EnergyAdvantage: Saving Energy Starts Here." The name of the residential program is "EnergyAdvantage at Home" and then "EnergyAdvantage for Businesses" for the commercial version.

- TRC sent the images attached for the two pages. Will these work?
- You may already know this, but the "links" will be documents TRC will share with us which customers can download from the website.

With this information, are you able to provide an ETA for a go live?

Thank you!

Sarah & TRC



SARAH M NUSBAUM | CORPORATE COMMS MGR
SMNUSBAUM@AEP.COM | D:606.327.2602
1645 WINCHESTER AVENUE, ASHLAND, KY 41101

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, June 12, 2025 9:22 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <klsanders@aep.com>; Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: Re: [EXTERNAL] RE: For Review: EnergyAdvantage Website Content

Hi,

Thank you both! Nice to e-meet you Keenan. Below please find answers in **purple**. Let me know if have any other questions or need anything else. Happy to hop on a call if that is easier as well.

1. Is this a permanent program and the page will be the indefinitely or short term (campaign page) **These will be program pages that need to live indefinitely on the website**
2. **Is the official name of the programs "EnergyAdvantage" or "Home EnergyAdvantage" and "Commercial EnergyAdvantage"? @Sarah M Nusbaum – what are your thoughts on this? I labeled them that way on the document so it was clear which page was for businesses and which was for customers but that wasn't the "official" name.**
3. It looks like there are some links missing for a few items. Will they be linking to something or is that just text?
 1. Home program