



**THANK YOU**

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Thank you for making the 2005 Educator Tent at the Renewable Energy & Sustainable Living Fair a success.

See you next year!

Sincerely,  
KEEP Staff

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# KEEP On Going

## Wisconsin K-12 Energy Education Program Newsletter

Fall 2005 Vol. 6 No. 2



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## A Bright Idea for a Fundraiser

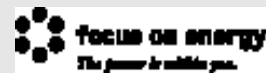
When students need money for a classroom project, a sports team, or a field trip, they turn to fundraising. While traditional fundraisers have students selling candy bars and pizzas, more schools are looking to raise money and educate students and communities at the same time. Schools are achieving this educational goal by putting a new twist on fundraising and selling light bulbs. Light bulbs? Yes! Students in Wisconsin are selling energy efficient compact fluorescent light bulbs (CFLs).

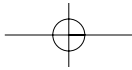
Every year, the Wisconsin K-12 Energy Education Program (KEEP) works with Focus on Energy to coordinate this fundraiser. Last school year sixteen schools opted for the "Bright Idea" Fundraiser because of the value for the students as well as the community members they interacted with. The fundraiser promotes awareness about the environment, energy efficiency, and health.

### Environmental Benefits

CFLs reduce the amount of fossil fuels burned at power plants because they use less energy. This reduction results in fewer greenhouse gases and mercury emissions. If every Wisconsin household replaced just one incandescent light bulb with an ENERGY STAR® qualified CFL, over the lifetime of those bulbs more than 165 thousand tons of the greenhouse gas carbon dioxide would be prevented from being released into the atmosphere.

Continued on page 3





## KEEP Staff Corner

~ Jennie Lane, Director

As this newsletter was going through its final revisions, the disaster and devastation of Hurricane Katrina catapulted gasoline prices over \$3.00 per gallon. By the time you read this, gas prices may have fallen once again. Petroleum, the source of gasoline and thousands of other products, is a limited, non-renewable resource. Although gas prices may fall over the short term, prices will inevitably increase over time. Likewise, our awareness of our dependency on fossil fuels, our desire to use them efficiently and our drive to seek alternatives must also increase over time. Through KEEP, teachers and students are empowered to take these important steps toward a more secure energy future.

KEEP was and is designed to be a comprehensive energy education program. The myriad energy concepts addressed by KEEP, including scientific, social, and cultural concepts, are all important. However, it is becoming more apparent that knowledge, skills, and experiences related to energy resource management are essential learnings for our students.

Fortunately, KEEP has a bounty of activities, resources, and professional development opportunities for teachers in the field of energy education. This newsletter highlights several key offerings available through KEEP. For teachers we have Web support, courses, and conferences. Students can learn about energy efficiency first hand while raising money through our "Bright Idea" Fundraiser, participating in a bookmark contest, or designing an electric car.

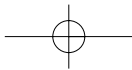
Finally, we'd like to announce the arrival of our new program assistant, Jill Weiss. Jill joined our staff in June 2005. A recently returned Peace Corps Volunteer, Jill supports the administration of KEEP graduate courses and helps other staff members with special projects. Jill replaces Lindsay Dahl who is now working with the Minnesotans for an Energy-Efficient Economy. KEEP benefited greatly from Lindsay's contributions over the past year and we already know that Jill will provide us with a whole new set of insights and skills to improve our programming.

## KEEP Staff

**Jennie Lane**  
Director  
**Carrie Hembree**  
Outreach Specialist  
**Sara Windjue**  
Resource Specialist  
**Carrie Bea Zolkowski**  
Program Specialist  
**Jill Weiss**  
Program Assistant

## KEEP Advisory Committee Members

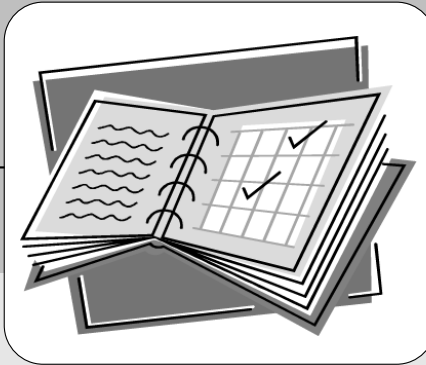
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**Chris Schultz-Buechner**  
Communications Manager  
Focus on Energy  
**Dan Sivek**  
Professor of Environmental  
Education  
UW-Stevens Point  
**Kelly Zagrzebski**  
Public Affairs  
Wisconsin Public Service Corporation



## PI 34 Support

According to DPI, approximately 3,200 educators are certified each year under PI 34. However, all teachers in Wisconsin are affected by this new Wisconsin Quality Educator Initiative, an innovative strategy for educator licensing and renewal. Under PI 34, teachers are required to develop and maintain a Professional Development Plan (PDP) that addresses at least two of the 10 Teacher Standards identified in PI 34.02. Although individuals licensed or eligible for a license prior to August 31, 2004 may choose to continue earning only graduate credits as the method for license renewal rather than developing a PDP, many teachers are embracing the flexibility and professional growth supported by the new PI 34 system.

KEEP offers graduate credit opportunities for teachers, which can fulfill requirements for both individuals certified under PI 34 and individuals receiving their licenses before August 31, 2004. KEEP also provides a range of other teacher- and student-focused activities that can achieve the objectives and goals of PDPs. Guide your students through the Energy Education Bookmark Contest, initiate an educational "Bright Idea" Fundraiser, or participate in one of KEEP's pilot projects for a new curriculum or course. Take advantage of these opportunities with KEEP to increase your energy literacy, knowledge, and skills.



## Calendar of Events

### **OCTOBER 2005 - Energy Awareness Month**

October 1 & 8: Germantown NR 732 KEEP Course  
 October 13 - 14: Northwestern Wis. Ed. Assoc. Conference, Eau Claire  
 October 15 - 16: Mead NR 732 KEEP Course  
 October 17, 22, & 24: Madison NR 732 KEEP Course  
 October 27 - 28: WEAC Convention, Milwaukee  
 October 18, 20, & 22: Madison NR 730 KEEP Course  
 October 24 - November 18: Online NR 733 Energy Education KEEP Course  
 October 27 - 29: WAEE Fall Conference, Madison

### **NOVEMBER 2005**

November 4, 5, & 18: Thorp NR 730 KEEP Course  
 November 9: Governor's High School Conference on the Environment  
 November 19 & 20: Chippewa Falls NR 730 KEEP Course at Beaver Creek Reserve

### **DECEMBER 2005**

December 19: Energy Education Bookmark entries due to the KEEP office

### **JANUARY 2006**

January 27 - 29: WAEE Winter Workshop, Tomahawk

### **FEBRUARY 2006**

February 3 - 5: WEAC Winter Conference, Madison  
 February 17: Western Wisconsin Education Conference, La Crosse  
 February 24: Southern Wis. In-service Organization Conference, Madison

### **MARCH 2006**

March 3: Central Wisconsin Educators Conference, Schofield  
 March 10: Northeastern Wis. Education Assoc. Conference, Green Bay

### **APRIL 2006**

April 22: Earth Day

### **MAY 2006**

May 7 - 13: Teacher Appreciation Week  
 May 9: National Teacher Day

### **June 2006**

June 23 - 25, 2006: Renewable Energy and Sustainable Living Fair

## Energy Education Bookmark Contest

KEEP is proud to announce the 2006 Energy Education Bookmark contest.

This year's theme *Grass, Gas, Biomass: How Does Biomass Work for Wisconsin* focuses on energy from biomass. This theme offers students a great opportunity to think about how biomass energy is currently used in Wisconsin and how we can use it in the future.

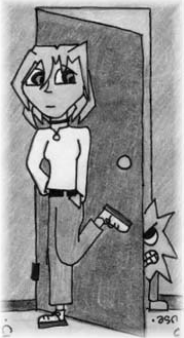
Who can participate in this contest? 5th, 6th, and 7th grade students in Wisconsin public and non-public schools may participate. Each school may submit up to nine bookmarks total: three per eligible grade (5th, 6th, and 7th).

Since only three bookmarks are allowed per eligible grade level per school, you may want to have a school contest to select the school's entries. You can use this contest as a springboard to initiate other energy projects in your classroom and school.

All entries must be postmarked by **Monday, December 19, 2005**

A committee of state energy professionals will select three bookmark winners from each grade.

Winners will receive a \$50 savings bond and their bookmark will be distributed throughout the state of Wisconsin.



To find out more about the rules of the contest, visit [www.uwsp.edu/keep](http://www.uwsp.edu/keep) and click on *Student Involvement*.



## Electrathon

Are you looking for ways to involve students in practical experiences they can use to manage their energy resource consumption? Through the Wisconsin Electrathon Program you can work with your students to design, build, and race one-person electric vehicles. This program supports participating teachers and teams with presentations, teaching guidelines, and workshops. There will be a workshop for teachers in late fall that covers classroom activity planning, design considerations, team organization and responsibilities, and other relevant information.

An Electrathon race is scheduled during the Fox Valley Tech Spring Classic on May 12 & 13, 2006 and events are also in the planning for Madison and Elkhart Lake. Visit the KEEP Web site under *Student Involvement* to see photos from last year's race. For information on how to get involved, contact [josh@the-mrea.org](mailto:josh@the-mrea.org) or call the Midwest Renewable Energy Association at 715.592.6595 x 20.

## A Bright Idea for a Fundraiser (continued)

### Energy Efficiency Benefits

CFLs use less energy than conventional light bulbs, especially ENERGY STAR<sup>®</sup> qualified bulbs. CFLs are designed so that more of the electricity used by the bulb is converted to light; incandescent light bulbs actually generate more heat than light making them inefficient. ENERGY STAR qualified CFLs also save consumers money because they last up to ten times longer than incandescent light bulbs; this means fewer trips to the store to buy replacement bulbs.

### Health Benefits

The environmental and energy efficiency benefits of purchasing and installing CFLs contribute to health and safety as well. Reducing emissions from burning fossil fuels helps improve air quality. Changing one light bulb is a first, but important step towards living a more energy efficient life style. This benefits the health and well being of our communities.

### Sign Up Today

The "Bright Idea" Fundraiser is a great alternative to traditional fundraising. Students sell each bulb for \$3 and earn \$2 for each bulb they sell. The "Bright Idea" Fundraiser will be offered September through May of the 2005/2006 school year. Twenty-five schools can sign-up for the fundraiser so call KEEP today to reserve a space in this popular program! Contact KEEP at 715.346.4651 or [cziolkow@uwsp.edu](mailto:cziolkow@uwsp.edu) to sign up today.

## Grant Opportunities

The Wisconsin Environmental Education Board (WEEB) is proud to announce their 2006 grant opportunities. Proposals are due January 14, 2006. Projects can begin any time on or after July 1, 2006 and must be completed by December 31, 2007.

### Eligible Applicants

Wisconsin corporations (nonstock, nonprofit), all units of government, public and nonpublic education institutes (with some restrictions) seeking to enhance environmental education programs within their institutions are eligible to apply.

### Grant Programs

Grants are available in five categories.

1. General Environmental Education
  - Maximum award: \$5,000
  - Anticipated distribution: \$50,000
2. Forestry Education
  - Maximum award: \$20,000
  - Anticipated distribution: \$190,000
3. School Forest (funds awarded only to public schools with a registered school forest)
  - Maximum award: \$20,000
  - Anticipated distribution: \$190,000
4. School Forest Education Plan (funds awarded only to public schools with a registered school forest)
  - Maximum award: \$5,000
5. Mini-grant
  - Maximum award: \$1,000

To view past grant winners, read about preferred project features, and to obtain the application materials visit the WEEB Web site at [www.uwsp.edu/weeb](http://www.uwsp.edu/weeb).



## In the Spotlight - Cindy Reetz

KEEP has a strong network of Energy Educators located throughout the state of Wisconsin and in this edition of *KEEP On Going*, we would like to honor one of those teachers.

Cindy Reetz has been teaching for over twenty years. She currently teaches sixth grade science and communications at Thomas Jefferson Middle School in Port Washington. Cindy began taking KEEP courses when she worked as a Learning Disabilities teacher with the hopes that the courses would equip her with more knowledge in the science/environmental areas so she could become a more active co-teacher. Cindy has taken four KEEP courses and two courses in environmental education through the University of Wisconsin - Stevens Point. Through her local energy utility provider, We Energies, she has received \$1,200 in scholarships to help cover the costs of these graduate credit courses. These courses have helped her infuse energy education into curriculum areas including math and science. Taking these courses has enabled her to enhance students' understanding of what energy is, where it comes from, and how it affects students' lives. Cindy enjoyed these courses so much that three years ago she decided to make a transition from LD teacher to classroom teacher and teach sixth grade science. She has used many of the KEEP activities in her teachings including math lessons on how to read electric meters, science lessons on the food chain, renewable energy, and more. Besides taking courses, Cindy's students have participated in the Energy Education Bookmark Contest for the past two years.

This is what Cindy says about KEEP..

"I find the KEEP activities to be a rewarding experience for my students. I look forward to continuing to use KEEP activities in my lessons and look forward to taking additional KEEP courses. I am grateful to the KEEP staff and We Energies for the wonderful opportunities to further my knowledge in this area and pass energy education on to our students."

## Online Agriculture & Energy



Agriculture and natural resource educators, this one is for you! KEEP has teamed up with the Department of Public Instruction and the Wisconsin FFA Foundation to design a web-based

clearinghouse for your classroom energy education resource needs. Developed in response to requests from teachers during KEEP workshops and Wisconsin Association of Agricultural Education (WAAE) Inservices across the state, the Agriculture & Energy Web pages contain renewable energy information, career links, a Web activity guide, and much more. Struggling to meet some of the tougher Academic Standards in Agricultural Education? The activities featured on the Agriculture & Energy pages are correlated to the standards for your convenience. Stop by today - [www.uwsp.edu/keep](http://www.uwsp.edu/keep), Click on Resources, then *Agriculture and Energy*.

## Resource Review

*Common Ground: The Water, Earth, and Air We Share* by Molly Bang (1997). The Blue Sky Press: New York. ISBN 0-590-10056-4.

Garret Hardin's "Tragedy of the Commons" poignantly describes the devastation that can occur when many individuals thoughtlessly consume a shared resource. Molly Bang's book provides a picturesque overview of the concept that beautifully illustrates the tragedy of the commons. Energy is among the common resources discussed. The book includes important questions that teachers can use to spark discussions and critical thinking among students. More information about "Tragedy of the Commons" is found in Hardin's article published in *Science*, volume 162 in 1968. The KEEP activity "Energy Divide" was designed to simulate this concept.

## Resource Review

Do you know where your electricity comes from? *Kilowatt Ours* traces electricity from your light switch at home to the source, including the positive and negative consequences of energy production. Along with the convenience of electricity to power our homes comes air pollution, and mining issues.

*Kilowatt Ours* reveals an optimistic message, introducing viewers to individuals, businesses, and schools that have cut their energy use (and bills) in half. The benefits of energy conservation and renewable power to the consumer, the environment, and the economy, empower viewers to become part of the clean energy revolution.

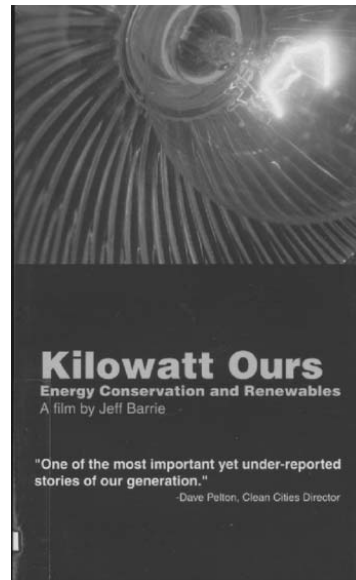
© 2004

Total Length: 35 minutes

Available from The Video Project;

[www.videoproject.com](http://www.videoproject.com); 1.800.4.PLANET

[www.kilowattours.org](http://www.kilowattours.org)



## Does Your School Waste Energy?

Call on the Focus on Energy Schools Program to identify energy saving opportunities at your school! Many energy efficiency improvements can be implemented at little or no cost, and some can reduce maintenance costs as well as operating costs. The Focus Schools Program is strictly voluntary and eligible schools pay nothing for Focus on Energy services. For program information and assistance, please call 1.800.762.7077 or email [EdInfo@focusonenergy.com](mailto:EdInfo@focusonenergy.com).

## Take Action In October

Join the Wisconsin Association for Environmental Education (WAE) for a 30 year anniversary celebration at the Pyle Center at UW - Madison from October 27-29, 2005. Dedicated to the memory of former Wisconsin Governor Gaylord Nelson, this conference will combine reflection on the past with environmental action strategies for today. Learn more and download registration materials at the WAE Web site: [www.uwsp.edu/waee](http://www.uwsp.edu/waee).



## Renewable Energy Online Course

Check out the new Online Renewable Energy Education Course at [www.uwsp.edu/keep/nr735](http://www.uwsp.edu/keep/nr735). The course content will always be open for the public to view and contains information on solar, wind, geothermal, hydropower, and biomass applications as well as their benefits and barriers. This course will help you become more aware of and prepare for renewable energy in your life. This course will be open for enrollment in the spring. If you are interested in signing up, contact [KEEPatenergy@uwsp.edu](mailto:KEEPatenergy@uwsp.edu) or 715.346.4651.



## Heads up, Tech Ed Teachers

As a technology education teacher, it is important to keep up with the latest skills and information in the technology field. Energy plays an important role in our students' futures and KEEP can help you integrate energy saving skills and practices in the field of technology education. Visit the KEEP Web site under *Professional Development* to access a listing of energy building trade events relevant to technology education. Limited scholarships are available for technology education teachers to attend these KEEP-approved trainings.

While on the KEEP Web site, take a look around for more energy-related resources especially for technology education teachers. Learn about our student-built home support programs, find out about the Wisconsin Electrathon, and discover exciting field trips and guest speaker opportunities.

