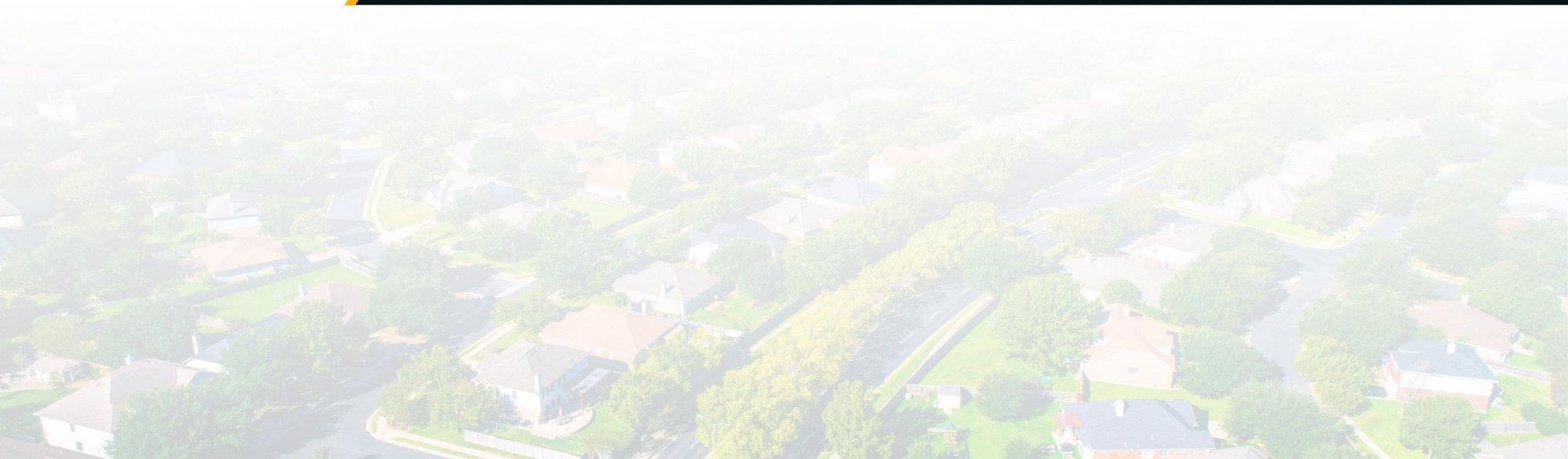
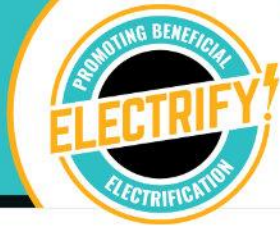




Electrify Wisconsin! Beneficial Electrification In the 21st Century!



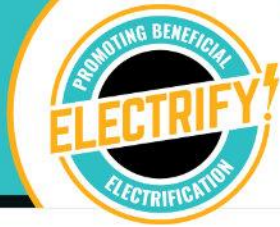
Beneficial Electrification League (BEL)



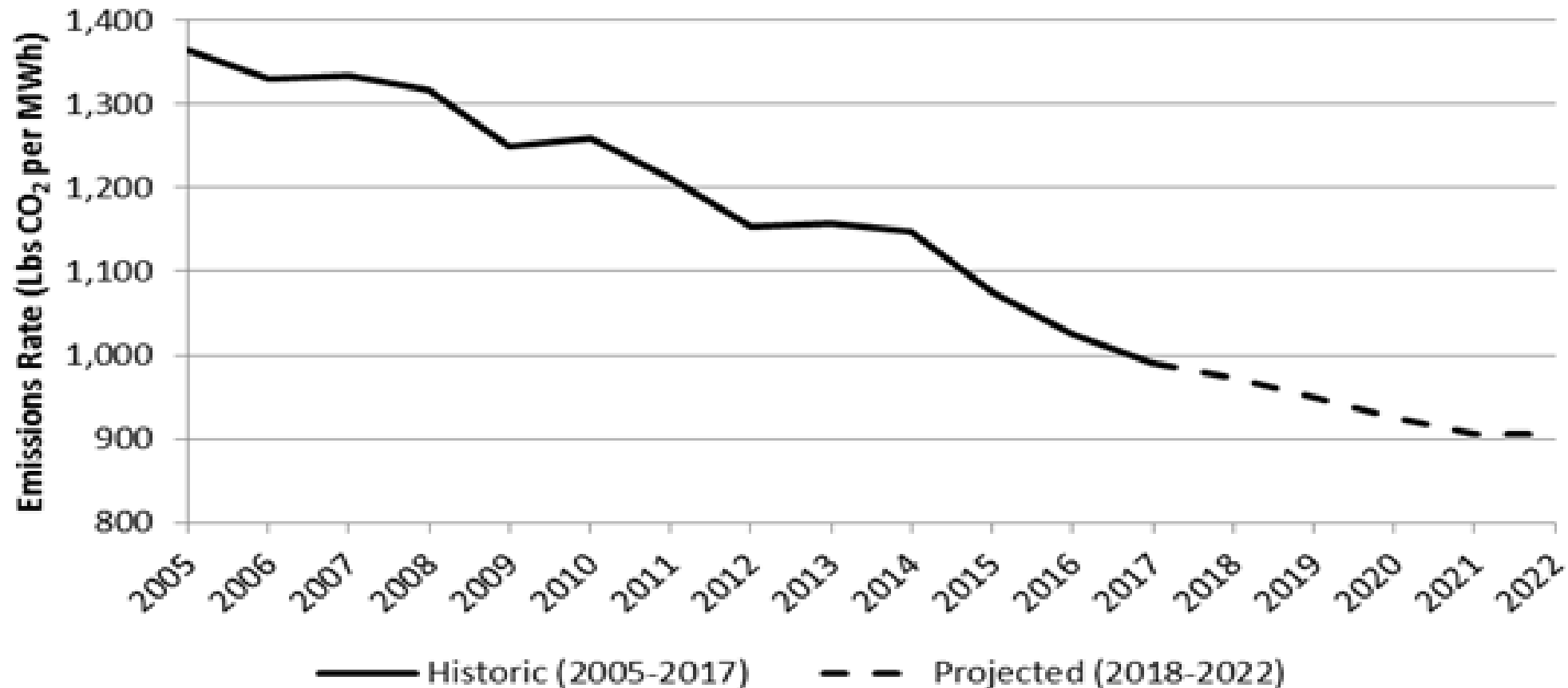
Electrify Wisconsin! Sponsors & Supporters!



Beneficial Electrification League (BEL)



Electricity is Getting Cleaner Over Time





It Started With
Electric Water Heating!



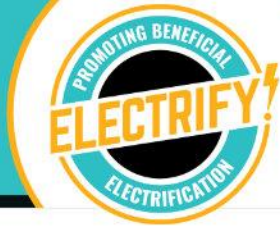
Beneficial Electrification League (BEL)





Current Activities:

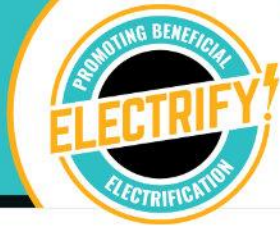
- Hosting & Supporting “Electrify!” meetings
- Promoting BE Locally/Regionally/Nationally
- Initiating State BE Teams
- Promoting the BE Ambassador Program
- Providing Input on Policy Requests
- Establishing a National BEL Presence



Public Awareness & Market Development!



Beneficial Electrification League (BEL)



**“In this age, in this country,
public sentiment is everything.
With it, nothing can fail;
against it, nothing can succeed.**



The Times They Are A-Changin'

[Bob Dylan](#)

Come gather 'round people wherever you roam,
And admit that the waters around you have grown,
And accept it that soon you'll be drenched to the bone
If your time to you is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'!



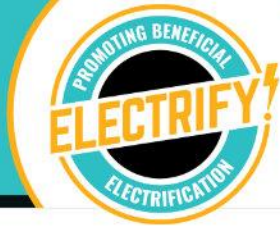
It's the US
in Columbus!



Courageous!

Industrious!

Only Us Can Save Us!



Timing Is Everything!





**We're All
Beneficial Electrification
Ambassadors
Now!**



Thank You!

