



Welcome to today's Webinar

**Energy Cost Management
with a High ROI – Go Green!**

November 20, 2008



What is Energy Management?

Energy Cost Savings:

(Reduce average price at the meter)

- Utility bill analysis
- Utility rate analysis & negotiations

Energy Efficiency & DSM Investments:

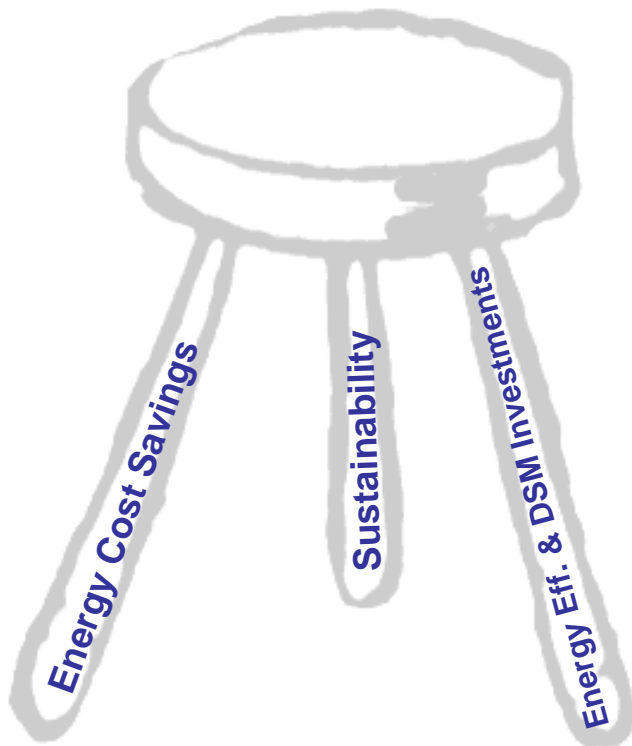
(Reduce consumption through the meter)

- Lighting, HVAC, Insulation, Pumps & Motors, Energy Control Systems

Sustainability:

(Reduce carbon footprint)

- Environmental/regulatory concerns & options





Energy Management Goals

- Reduce energy spend
- Reduce energy consumption
- Understand the “Who, What, Where, When, Why & How” of energy management
- Understand what is on the horizon – technology & regulatory issues & how it affects your organization



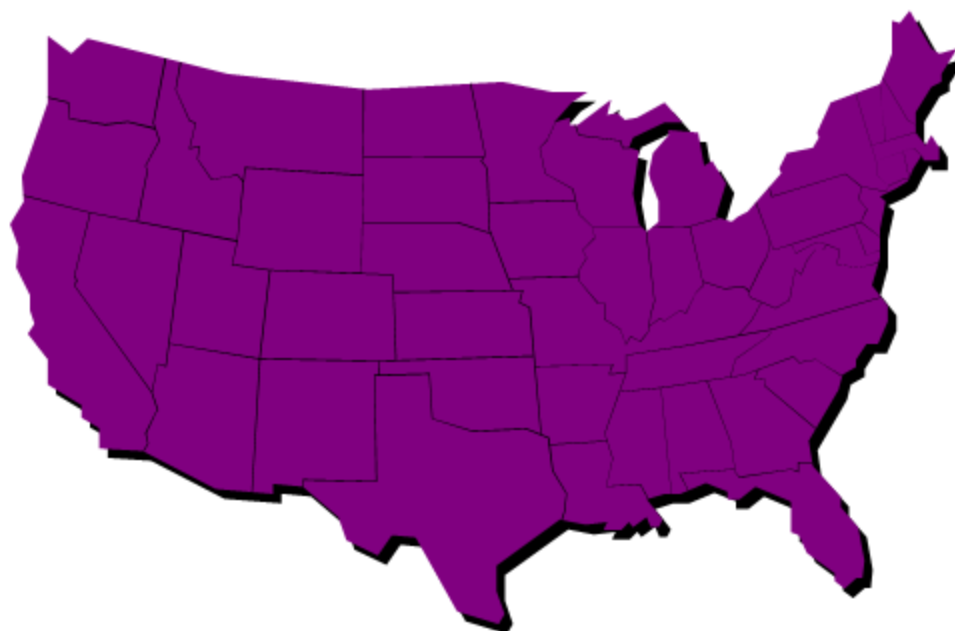
Energy Procurement Opportunities

Regulated v. unregulated markets

- Electricity
- Natural Gas
- Boiler Fuel
- Fleet Fuel
- Bio and Renewable Fuels
- Fossil Fuels



Competitive Natural Gas





Where Should You Start?

- What, how and where do you consume energy?
- What have you already done?
- What do you have planned?
- What are the real returns achieved or expected?
- What is your budget and ROI targets
- Clearly define your goals and objectives
- Make a plan, work the plan



Who Should Be Involved?

- Internal champion or sponsor
- Skills and energy experience
- Independent third party, if needed



High ROI Opportunities

- Sales tax refunds
- Competitive energy procurement
- Utility rate analysis
- Bill auditing
- Energy efficiency and demand side management technology investments



Go Green = \$?

- Develop sustainability program to Go Green
- Capture current tax incentives
- Government & utility rebates
- Probable future CO₂ "tax"
- Probable renewable energy credits
- Proof of Green = higher environmentally conscious customer traffic



Probable Cost Savings

- Price-related cost savings:
 - Just getting started? Save 7-10%
 - Plan in process? Save 5-7%
 - Pretty far along? Save 2-5%
- Reduced energy consumption:
 - Just getting started? Save 12-18%
 - Plan in process? Save 8-12%
 - Pretty far along? Save 4-8%

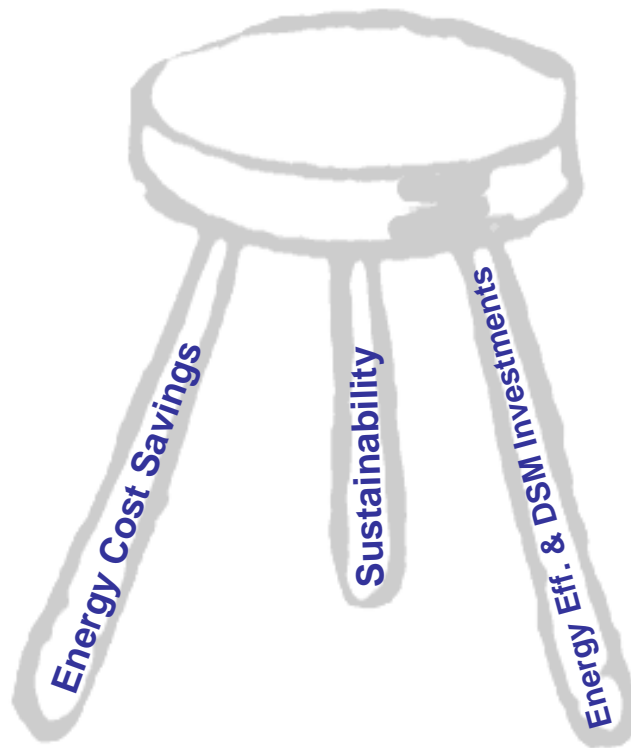


Probable ROI

- Price-related cost savings:
 - Just getting started? 8:1 to 12:1
 - Plan in process? 4:1 to 8:1
 - Pretty far along? 0.5:1 to 4:1
- Volume-related cost savings from energy efficiency & DSM:
 - Just getting started? 1:1 to 3:1
 - Plan in process? 0.3:1 (3 year payback) to 1:1
 - Pretty far along? 0.1:1 to 0.3:1
- Gone Green:
 - Tax benefits included in above
 - New administration = new laws = big savings
 - Indirect customer traffic benefits



Remember, You're Looking For...



- Lower average price at the meter
- Lower energy consumption
- Smaller carbon footprint