

BOOST YOUR BOTTOM LINE BY SAVING ENERGY



SMALL BUSINESS PROGRAM OVERVIEW



Small business owners understand the importance of the bottom line. Focus on Energy can help protect and improve that bottom line with the Small Business Program.

Participating small business owners will receive a free energy assessment which identifies opportunities for reducing the building's energy use. After the assessment, a Focus on Energy Representative will discuss the recommendations for energy efficiency improvements that can reduce operating costs.

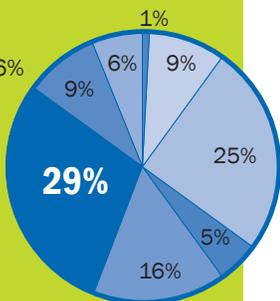
After reviewing the energy assessment and recommendations for ways to save, the business owner may decide to install one of three energy savings packages, beginning at no cost and graduating to co-pay packages for deeper energy savings.

The Small Business Program is available to business customers of participating utilities with an average peak monthly electric demand under 100 kW.

WHY LIGHTING MATTERS

According to the Department of Energy, lighting is the biggest electricity user in commercial buildings. This program can lower the energy and costs required to light your business.

- Space Heating – 25%
- Ventilation – 5%
- Office Equipment – 16%
- Lighting – 29%**
- Water Heating – 9%
- Other – 6%
- Cooking – 1%
- Cooling – 9%



WAYS TO BENEFIT

The Focus on Energy Small Business Program offers:

- Free energy assessment showing savings opportunities
- Immediate energy savings from installation of energy-saving measures
- Information about Focus on Energy programs
- Lower monthly energy costs
- Up to \$7,500 in products and installation services

ENERGY SAVINGS PACKAGES

Eligible participants may select one of the following packages:

SILVER ENERGY SAVINGS PACKAGE, STARTING AT \$0:

ENERGY SAVING MEASURE	QUANTITY
CFLs (non-dimmable)	Unlimited
LED lamps ¹	36 maximum
Cold drink vending machine controllers	Unlimited
LED "OPEN" sign (neon sign replacement)	1 maximum
Faucet aerators	Unlimited
Water-saving showerheads	Unlimited
Pipe wrap	10' maximum per water heater

¹ In some situations a new dimmer switch may be required for a dimmable LED product. Please consult the Trade Ally.

GOLD ENERGY SAVINGS PACKAGE, STARTING AT \$129:

All measures from the Silver Energy Savings Package, plus:

ENERGY SAVING MEASURE ²
LED exit signs
LED cold case lighting
Interior LED lighting (LED lamps and fluorescent fixture replacements)
Exterior LED lighting (pole, wall and ground mount)
De-lamping of metal halide fixtures
Occupancy sensors ³
T12 to T8 fluorescent lighting retrofits (4', 8' and U-lamp replacements)
High bay fixtures (LED and T8/T5)
Walk-in cooler strip curtains

² Co-pays apply.

³ Additional co-pay applies to occupancy sensors less than 200 watts.

UPGRADE TO THE PLATINUM ENERGY SAVINGS PACKAGE, STARTING AT \$295

The Platinum Package is designed to fit the needs of businesses that want to upgrade to LED technology. It includes energy-saving measures in the Silver and Gold Packages plus higher quantities of occupancy sensors and LED exit signs, LED lamps and fixtures.

ADDITIONAL SAVINGS

Participants have the option of purchasing discounted measures from Focus on Energy once they have received the maximum number of installations. Contact a Trade Ally for more information.

LEDS: THE NEW WAY TO SAVE

The high efficiency and directional nature of LEDs is appropriate for many commercial uses, especially refrigerated case lighting, modular lighting and task lighting. Today's LED's offer a number of benefits:

- Use at least 75 percent less energy than incandescent lighting, reducing operating expenses.
- Last 35-50 times longer than incandescent lighting and from two to five times longer than fluorescent lighting.
- Produce very little heat.
- Are available with dimming.
- Are more durable than incandescent light bulbs and CFLs.



HOW TO PARTICIPATE

- Find out if your average peak monthly electric demand is less than 100 kW.
- Check out the *Participating Utility List* by visiting focusonenergy.com/about/participating-utilities to make sure that you are a customer of a Focus on Energy participating utility.
- Call **877.229.6678** to schedule your free assessment or visit focusonenergy.com/smallbusiness for more information.

SAVING ENERGY AND MONEY FOR WISCONSIN

For more information, call **800.762.7077** or visit focusonenergy.com.

FREQUENTLY ASKED QUESTIONS

How do I know if my average monthly electric demand is less than 100kW?

- Have your utility bill available when you call Focus on Energy to schedule an onsite energy assessment, or contact your utility to assist in determining your monthly usage.

Can I receive new, energy efficient equipment in my business?

- Yes, however, energy efficiency improvements through the program will only replace existing equipment.

Can I have an energy saving package installed without an assessment?

- An energy assessment shows you exactly the amount of energy and money you could save through the program, and is required prior to the installation of the Silver, Gold or Platinum Energy Savings Packages. Estimates will vary based on actual usage.

If I choose the Silver, Gold or Platinum Package do all measures need to be installed?

- Only those measures that you agree to will be installed.

What if I reach the quantity maximum and want to do more?

- You can move forward with your project by providing the customer co-pay required for the additional product you want installed.

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.