

Using Energy Efficiency To Do More Business Now and Tomorrow

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Opportunity is missed by most people because it is dressed in overalls and looks like work.

- Thomas Edison

What Drives Success?



He who rejects change is the architect of decay. The only human institution which rejects progress is the cemetery.

- Harold Wilson

What is Driving Change in our Industry?

Energy Efficiency Drivers

■ Utilities and Government

- Avoid Building new Power Plants
- Reduce Stress on the Power Grid
- Reduce Dependence on Foreign Oil
- Stimulate Economy / Create Jobs

■ Utility Energy-Efficiency Programs

- Provide rebates / incentives

■ Consumer Interests

- World Focus on Global Warming
- Consumers Wanting to do Their Part for the Environment
- Save Energy and Money

■ Building and Energy Codes

- Energy Policy Act of 2005
- Energy Independence and Security Act of 2007
- State Codes

10 Actions to Take Now

- 1. Showcase the energy saving products already in your showroom**
- 2. Merchandise the products front and center**
- 3. Market the energy savings / environmental benefits**
4. Get Smart!
5. Train Staff
6. Work with Builders
7. Know your local utility energy efficiency program
8. Apply for utility rebates on-behalf of your customer
9. Conduct training sessions for customers
10. Network with local “green building” programs



39063818-962
New Light Series Fluorescent Chandeliers
Brushed Nickel Finish
\$594.00

31062-962
New Light Series Fluorescent Chandeliers
Brushed Nickel Finish
\$398.00

sea gull lighting
SeaGullLighting.com

Photo Courtesy of Sea Gull Lighting

ENERGY STAR Logo

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sea gull lighting.
SeaGullLighting.com

**EE and Incan Fixtures
Side-by-Side**

**Hangtags with Energy
and \$ Savings**

Energy Meter

**Variety of Fixtures
indoor/outdoor/recessed**

Market the Savings

- **Digital countertop display**
 - Digital readout shows how dimming saves energy and extends the life of halogen/incandescent bulbs
 - Allows customers to see the direct results of dimming

Save energy with a Lutron® dimmer

If every US household installed one Lutron dimmer, we would reduce CO₂ emissions equivalent to 370,000 cars.

save energy - dimming by as little as 25% saves 20% electricity

increase bulb life - dimmed incandescent and halogen bulbs last up to 10 years

save money - many Lutron dimmers pay for themselves in 2 years

light level

50 %

energy savings

40 %

extend bulb life

20 times

Use dimmers to make your bulbs last longer and shave dollars off your energy bill – while creating the perfect mood throughout your home.

dimming the lights	saves electricity	bulbs last on average	5 year savings on average
10%	10%	3 years	\$28.00
25%	20%	6 years	\$48.00
35%	28%	10 years	\$64.00

Numbers based on (4) 75 W bulbs, operating for 3 hours a day, at 10¢ per kilowatt-hour. Average dimmer cost is \$18.00 (1500 hour incandescent bulb at \$1.75 each or 3000 hour halogen bulb at \$3.50 each).
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save energy with Lutron®

LUTRON®
www.lutron.com

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10. Network with local “green building” programs

Get Smart!

- Know energy efficiency products inside and out
- Know the terminology
- Know the benefits (long life, energy savings, quality)
- Know how to calculate the energy savings
- Know the latest legislation
- Resources:
 - Manufacturers
 - ALA
 - Utility programs
 - ENERGY STAR

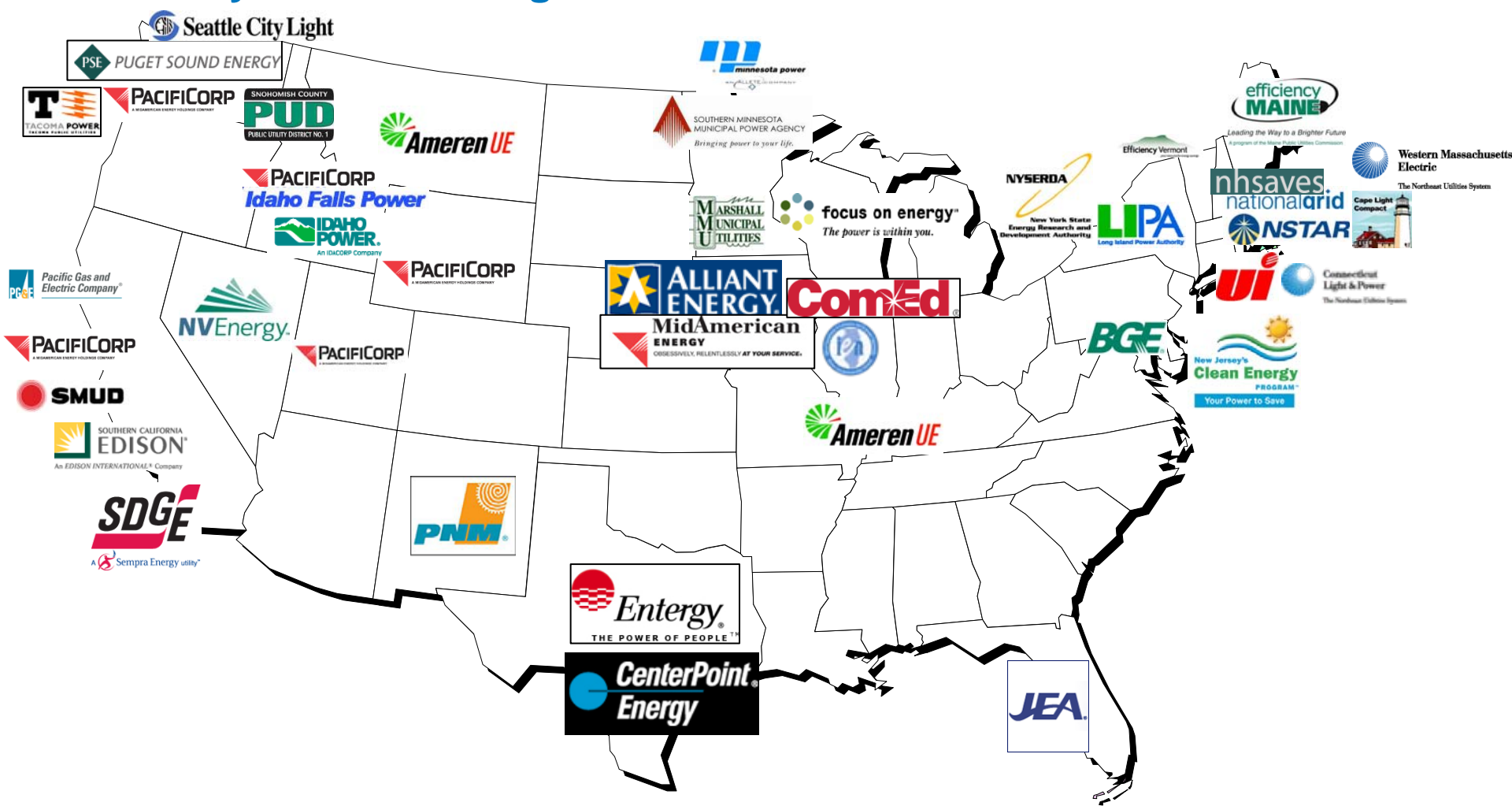


Photo Courtesy of EPA ENERGY STAR Program

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ENERGY STAR Fixtures and Advanced Lighting Package Utility Incentive Programs



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9. **Conduct training sessions for customers**
10. **Become knowledgeable of local “green building” programs**

Next Steps

1. Develop a business plan with a long term vision
2. Become an energy solution center
3. Offer other energy efficient products
4. Partner with Home Energy Raters
5. Network with local and national “green building” programs
6. Develop sources for info on what codes are changing and when
7. Get involved with ALA government affairs

Change is inevitable – except from a vending machine.

- Robert C. Gallagher