Looking at improving your energy efficiency? Wondering what changes make sense for your business? Want to do your part to protect the environment? Partner with Focus on Energy, Wisconsin’s energy efficiency and renewable energy resource. We’re committed to helping Wisconsin businesses make smart choices that provide economic rewards and protect our environment.

**THE BENEFITS OF ENERGY EFFICIENCY**

First the obvious: saving energy saves you money. With improved maintenance programs and energy efficient equipment and systems, you’ll lower your energy expenses today and cushion yourself against the impact of future price hikes. Plus, these measures can cut operational costs and extend equipment life.

But there are other benefits too.

One is increased productivity. In some instances, energy efficient equipment can optimize a production cycle or create a more comfortable and effective work environment for your staff.

And don’t overlook the positive impact energy efficiency can have on Wisconsin’s economy. Economic growth can require expanding the power grid, but new power plants are expensive and impact our environment. If we work together to use energy more efficiently we can improve our state’s economy without costly system upgrades.

**HERE’S HOW FOCUS ON ENERGY IS HELPING WISCONSIN BUSINESSES TODAY**

Focus on Energy offers field-tested resources designed to meet your industry-specific needs. We can align your business with best practices and skilled experts that can help you maximize efficiency and cut energy costs without compromising product quality or employee comfort. No matter what your business size, or which sector your business is in, Focus on Energy is a resource you can count on.

**Agriculture and Rural Businesses**

Whether you run a dairy farm, raise livestock or crops, or provide other ag-related services or products, Focus on Energy has the experts and resources you need to cut energy use, boost productivity and run your business more efficiently. Our energy advisors understand the challenges today’s rural businesses face, and will work with you to uncover and implement strategies designed to solve them.
**Soaring Eagle Dairy in Newton, WI.**

**Situation:** Per-cow milk production dropped by eight to ten pounds per day during the warm summer months as cows struggled to deal with poor ventilation and high temperatures in their freestall dairy barn.

**Solution:** Focus on Energy recommended installing 31 energy efficient fans to increase animal comfort and bump up production.

**Savings:** 44,100 kWh and 15.43 kW in demand savings and $3,700 in annual energy cost savings.

**Other benefits:** Extra annual revenue of $95,000 due to increased milk production.*

* Based on 760 cows, an additional eight pounds of milk per day at $13 per hundred weight over a four month period.

**Griesen Family Dairy in Sauk County**

**Situation:** The Griesen family moved to the U.S. after decades of farming in the Netherlands because they’d learned that dairy farming in Wisconsin offered better opportunities. They were committed to building a new, highly energy efficient dairy farm and turned to Focus for help.

**Solution:** Energy efficient lighting, milk cooling, variable speed vacuum pumps, fans and heating (water and space).

**Savings:** 227,293 kWh of electricity and 5,012 therms; over $24,000 in annual energy savings.

**Other benefits:** A brand new family farm — a rarity today.

**Polk and Clark Counties**

**Situation:** Both counties had numerous lamps nearing end of life. Replacement occurred on a time-consuming, as-needed basis, plus, many were located in prison areas where lamp replacement was difficult to schedule.

**Solution:** Relamp all aging lamps at one time with long-life, energy efficient lamps (switched from T-12 to T-8 and from 32-watt to 25-watt).

**Savings:** Polk County: annual kWh savings of 28,032 and savings demand of 4.8 kW; Clark County annual kWh savings of 88,857 and savings demand of 32.8 kW. Annual cost savings of $1,962 for Polk and $6,952 for Clark.

**Other benefits:** No more burned-out bulbs — each facility averaged about 10 percent before — and improved staff efficiency. Instead of taking 15+ minutes to change bulbs on an as-needed basis Polk County changed 800 lamps in half a day.

**Eau Claire Area School District**

**Situation:** A Focus energy audit turned up three key areas for improvement throughout the district: lighting, HVAC and computers.

**Solution:** Lighting improvements included delamping of overlit areas and improved lighting in others; removal of display lighting on vending machines and upgrades on exit signs. HVAC changes included adjustments to air handling equipment; motion sensors to limit heating of unused gyms; and reduced run time on air handling equipment. Computers were turned off during off hours.

**SCHOOLS AND GOVERNMENT**

Rural, suburban and urban areas are all working to meet the increasingly diverse needs of their communities in an era when budget cuts are the norm. Many have discovered that improved energy efficiency can make a real difference. Whether your municipality can afford capital improvements — and needs assistance with selection or monitoring — or needs to achieve savings with little or no financial investment, Focus on Energy can help.
Savings: Together, efficiency upgrades save the district more than $224,000 in energy costs each year.

Other benefits: Dollars saved on energy can be used to fund projects and staff—dollars that are in short supply with today's budget caps.

COMMERCIAL

From corner stores to multinational corporations, Wisconsin is home to more than 200,000 commercial enterprises. Focus on Energy has developed a variety of tools and resources to meet the needs of businesses in these four commercial groups: hospitality, grocery and convenience stores, healthcare and office buildings.

Holiday Inn Hotel & Suites in Madison, WI
Situation: On average, energy can account for 50 percent of a hotel's operational costs, but these businesses have to balance energy efficiency with guest comfort.

Solution: Guest room energy management (GREM) controls recognize when a room is unoccupied and adjust the temperature accordingly. No more excess heating/cooling of an empty room.

Savings: Savings of 381,908 kWh in the first nine months of use, or roughly $24,000 in energy savings.

Other benefits: Installing GREM controls required only 30 minutes of installation and could be done without taking rooms out of service.

Hickman Chiropractic Clinic in Ashland, WI.
Situation: Dr. Hickman was committed to creating a healthy, energy efficient facility for his patients and staff in a building that had formerly housed a restaurant.

Solution: A people-friendly, soy-based insulation (in rigid and spray-on versions) that offered excellent insulation and accommodated the architectural quirks of the existing structure; high performance T8 lamps and ballasts with 5,000 Kelvin fluorescent lamps that mimicked natural light; natural gas forced-air furnaces with zone-controlled heating system and programmable thermostats.

Savings: Annual savings in therms of 2,554 and $2,554; electrical savings of 19,786 kWh and $1,484.

Other benefits: Affordable energy efficiency in an existing building.

INDUSTRIAL

Wisconsin has long been an industrial hub and today everything from small foundries to biotechnology start-ups to one of the world's largest breweries is located within our borders. Many of Wisconsin's 1,200 industrial businesses fall into one of five clusters: pulp and paper; metal casting; plastics; food and dairy; and water/waste water. To help companies in these and other business sectors maintain the edge they need to compete in today's global economy, Focus on Energy offers a variety of best practice resources, auditing tools and experienced personnel.

Mercury Marine in Fond du Lac, WI
Situation: A system of remote air compressors, with a fragmented distribution system, added up to significant leakage and insufficient system response during peak demand periods.
Solution: An innovative, centralized compressed air system that reliably meets work-floor demand without wasting energy on excess compressed air.

Savings: Reduces annual electricity usage by 9.1 million kWh and cuts demand by 1,079 kW. Annual dollar savings of $641,000.

Other benefits: Plant-wide, compressed air pressure is now controlled at +/-0.2 pounds per square inch (psi) of demand pressure for more reliable and repeatable equipment operation.

Phillips Plastics in Eau Claire, WI

Situation: This plant was routinely operating at or above the capacity level of its current chiller which often led to costly production slowdowns. Solution: A chiller that combined frictionless technology and oversized capacity to meet both current and future needs.

Savings: Annual electricity usage cut by 611,712 kWh and demand reduced by 70.8 kW. Annual energy savings of $31,809.

Other benefits: Even at a partial load, the new chiller only uses about 27 percent of the energy used by the old one.

**HERE’S WHAT FOCUS ON ENERGY CAN DO FOR YOU!**

Technical Resources
Everything from audit tools to best practice tips, fact sheets to case studies is available free of charge. Learn from our energy experts — and your industry peers.

Business Sector – and technology – specific experts
Whether you’re looking for a neutral third-party resource to help you determine if a new piece of equipment is a good fit for your facility, building new or planning an addition, want help deciding the most cost-effective energy changes or need to build a business case to gain approval for technology upgrades, call Focus on Energy. Our energy advisors have the experience and knowledge you need to accomplish your energy goals.

Financial incentives
Is a tight budget limiting your ability to take on energy projects that could make a difference? Focus on Energy offers financial incentives to eligible customers who install qualifying energy efficiency measures, or perform eligible auditing or maintenance tasks.

Education and training
Focus partners with nationally recognized industry experts to present seminars and training at locations around the state on everything from new technologies to the nuts and bolts of an effective preventative maintenance program.

Ready to partner with Focus on Energy?
Call us today at 800.762.7077 or visit our easy-to-use Web site. Just go to focusonenergy.com and click on “Where you work.”

You can also learn more about working with us by going to accessing the Six Simple Steps to Improve the Energy Efficiency at Your Business fact sheet for a step-by-step walk-through of a Focus on Energy partnership.

**DISCOVER HOW YOU CAN SAVE ENERGY AT HOME**
Focus on Energy can help you improve energy efficiency at home too. Just go to our Web site, focusonenergy.com and click on “Where You Live” to learn more.