

Small Business Matters

i Want more information and resources on this week's topics, ideas and events? Go to www.cose.org/smallbizmatters.



52 TIPS FOR YOUR BUSINESS

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council of smaller enterprises

#4: Uncover Energy Savings

When it comes to profitably running a small business, efficiency is the name of the game. And there's no better place to uncover savings potential than with energy costs. "There are many no-cost or low-cost things a business owner can do to reduce energy costs in a big way," says Nicole Stika, senior director of Energy Services with the Council of Smaller Enterprises. "Understanding where to shave costs can have a real impact on your bottom line."

A professional energy assessment is a quick and easy way to measure current energy usage, identify conservation opportunities and prioritize enhancements for the short- and long-term. "An energy assessment gives owners a roadmap to understanding energy efficiency in a non-invasive way," says Stika.

An assessment typically includes quick checks of things such as lightbulbs, windows, insulation, and thermostat settings to identify savings opportunities. Auditors will also look at plug load (everything plugged into the walls drawing energy). "Believe it or not, a business can save a lot of money just

TIP

Dominion East Ohio (DEO) and COSE have partnered to offer non-residential customers free energy assessments. DEO customers who own or rent a building or space less than 25,000 sq. ft. are eligible. The program saves participants 25-30% on average on operating costs. Find more information at www.deononresidentialaudits.org.

by better managing plug load," says Stika.

An energy assessment also includes a review of utility bills to compare costs and usage levels as well as identify unfavorable rate selections. "The auditor will give you prioritized improvements to your building that can give you better comfort, air quality, health and safety, and reduced maintenance, an often overlooked expense," says Stika. **i**

Owner Resources

Check out some of these handy resources for energy savings and financing opportunities.

Database of State Incentives for Renewables and Efficiency

An all-encompassing list of available rebates in Ohio.

www.dsireusa.org

Dominion East Ohio/COSE Free Non-Residential Energy Assessments

Eligible for DEO customers who own or rent a building or space less than 25,000 sq. ft.

www.deononresidentialaudits.org

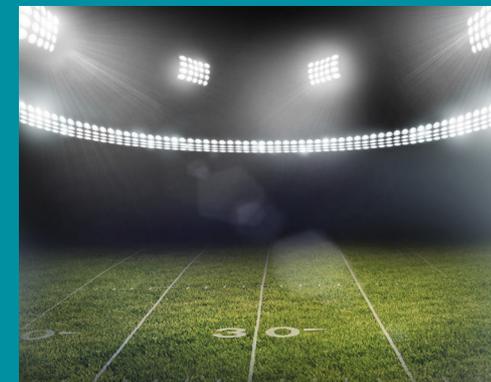
Energy Efficiency Checklists by Industry

From construction to hospitality to home-based businesses, find out how your company can be more energy efficient.

www.cose.org/energy

January 26

By The Numbers

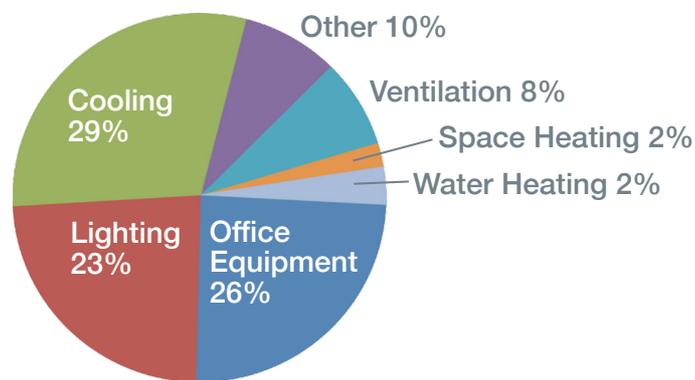


310,000 Watts

Energy usage for new LED lighting at The University of Phoenix Stadium for Super Bowl XLIX compared to 1.24 million watts for previous system. It's the first time the Super Bowl has ever been played under LED lights.

SOURCE: *Energy Manager Today*

Did You Know?



Nearly sixty percent of total energy use is consumed by heating, cooling and lighting.

ASK THE EXPERT

"What are some easy and inexpensive ways to keep my energy costs down?"

"We see opportunities for energy savings in small businesses every day. Dirty air filters in need of replacement, costly electric heaters running because main heating systems are not properly balanced, improper ventilation in office HVAC systems – all of these things can strain energy systems and unnecessarily add to utility costs.

Also, and this may seem mundane, but I can't emphasize enough how important it is to make sure you maintain your heating and cooling equipment. It's easy to get caught up in the day-to-day running of a business and delay routine tasks like maintenance, but whether you own or rent your space you are paying for the utilities, and those costs may be higher than they need to be if you aren't properly maintaining your equipment.

A lot of business owners believe in the "if it ain't broke don't fix it" philosophy. But

regular maintenance can extend the life of equipment by 25 to 30 percent while saving up to 30 percent on operating costs - no small matter when it comes to a small business budget. And, if you consider the huge cost of replacement, regular maintenance is not really an expense, it's an investment. We recommend regular maintenance at least once every season or twice per year at a minimum.

It's also important to take the time to review your utility bills with an energy professional. Many owners just write a check without fully understanding what they're paying for each month. Depending on energy consumption, you may qualify for a different rate schedule. You may also qualify for rebates and incentive programs such as rebates for small commercial and industrial businesses that invest in energy efficient equipment.



With a little awareness and time investment, any small business can reduce their energy costs. **”**

PAUL WADSWORTH, *President and Owner*, P.K. Wadsworth Heating & Cooling **i**

Connection Calendar

SBA-NCET2 SBIR/STTR WEBINAR SERIES

Learn how the Federal government's SBIR program can help fund your company.

Understanding the Health and Human Services-NIH Structure When it Comes to Small Business Innovation Research (SBIR) Funding

WEDNESDAY, JANUARY 28
1 – 2:30 PM

More information and registration at <http://center.ncet2.org/> (select "Webinars").

LAUNCHHOUSE BOOTSTRAP BASH

Immerse yourself in entrepreneurship as you interact with the next generation of successful young entrepreneurs.

SATURDAY, JANUARY 31
7 PM COST: \$125
Shaker LaunchHouse

Register at www.launchhouse.com.

COSE ANNUAL MEETING

A Celebration of Northeast Ohio's Small Business Rule Breakers
THURSDAY, FEBRUARY 26
4:30 PM
Music Box Supper Club

SAVE THE DATE!

Check out www.cose.org/events for all the latest happenings.