

Rebuild America in Partnership with ENERGY STAR® for Small Business



Small businesses comprise more than half the U.S. economy, so it is no surprise that small firms account for over half the commercial sector's energy use. In fact, most local firms, including franchises, are "small businesses."

To provide energy-efficiency technical support for individual small businesses in communities across the United States, Rebuild America turns to one of its Strategic Partners, ENERGY STAR®. The ENERGY STAR program has two basic parts. First, the U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA) work with manufacturers who voluntarily meet energy-efficiency performance standards to earn the ENERGY STAR label on equipment and appliances. This helps consumers make informed purchases.

Second, complementing Rebuild America's community approach, ENERGY STAR for small business provides free information, technical support and public recognition of individual small businesses.

What resources are available to Rebuild America representatives?

ENERGY STAR for small business provides an award-winning Web site at www.energystar.gov and a toll-free hotline at 1-888-STAR YES where small businesses can get help with calculations and assistance in developing energy-saving business strategies from ENERGY STAR engineers. Other resources include:

- Informational brochures for small businesses
- Special Web pages for restaurants, home-based firms, grocers, retailers, lodging and others
- "Success stories" of actual energy upgrades
- National awards for small businesses
- Online directory of financing, products and services featuring Rebuild America Business Partners
- Zip-code based "store finder" for ENERGY STAR labeled products
- Free 100-page guide, "Putting Energy into Profits" (produced in collaboration with Rebuild America and Main Street)
- Toll-free calls to ENERGY STAR engineers

ENERGY STAR Snapshots

■ *Thomas Mott Bed & Breakfast* in Alburg, VT decided energy efficiency would be a good business investment. The year before the upgrade, the inn spent \$9,400 on electricity. Afterwards, the annual electricity bill was \$1,370.

The owners of the old farmhouse-turned-inn installed insulation in wall spaces, a state-of-the-art boiler, new windows and lights, and switched the kitchen from electric to gas. The inn also planted trees around the building, providing shade and substantially lowering cooling costs in the summer. The lodge not only saves money and is more attractive, but it receives high marks from its customers for its increased comfort.

■ Energy-efficiency upgrades implemented by *Community Mercantile* in Lawrence, KS have resulted in yearly savings of about \$55,000 and 714,000 kWh. The improvements have also avoided more than 1 million pounds of CO₂ emissions. Owner Andy Lewis says, "I was frankly amazed at the quality of savings, and how that translated into coal not being burned and CO₂ and sulfur not being released into the atmosphere."

The upgrade included high-efficiency HVAC units, programmable thermostats, a new white, reflective roof, added insulation, T-8 fluorescent lamps with solid-state ballasts, low-E insulated windows, refrigerated case covers, "tankless" water heaters, compact fluorescent lamps (CFLs) and light-emitting diode (LED) exit signs. Lewis says, "With a little creativity and commitment, changes can be made to greatly enhance the quality and efficiency of any business."
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ENERGY STAR will recognize Rebuild America communities on its Web site that submit the best small business “success stories,” and will publicize national award winners through media advisories to local radio, television and newspapers.

Success stories and annual awards cite the energy and dollars saved, and the pollution prevented by small business upgrades. Such stories raise awareness and encourage others to tap into the benefits of the Rebuild America-ENERGY STAR strategic partnership.

Small businesses can routinely cut energy costs by about 30 percent, and with a well-designed upgrade, a small business can reap the benefits immediately. Month-by-month, the energy savings will pay for the new equipment with no net increase in costs. Efficient equipment “pays its own way” by reducing energy consumption.

12 Simple Surefire Energy-Savers

1. Turn off lights and equipment when not in use
2. Buy ENERGY STAR labeled products
3. Install lighting “occupant sensors” in appropriate locations
4. Adjust lighting to actual needs by using free “daylighting”
5. Tune-up HVAC system with an annual maintenance contract
6. Regularly change or clean HVAC filters
7. Install a programmable HVAC thermostat
8. Replace incandescent light bulbs with CFLs wherever appropriate
9. Install LED exit signs
10. Control direct sun through windows
11. Use fans
12. Plug air leaks with weatherstripping and caulking

Rebuild America representatives can help small businesses understand that dollars spent on wasted energy can be used instead to finance efficient new equipment. With manufacturers focused on earning the ENERGY STAR label, product improvements and innovations make it easy to save money and prevent pollution.

Working together, Rebuild America and ENERGY STAR can help small businesses find financing and Business Partners with the products and services

ENERGY STAR Snapshots

■ *Spaan's Cookie Company* office building was built in the early 1900s in the historic town of Galt, CA. The Spaan family has owned the firm since 1896. While protecting their history and architecture, Spaan's implemented a major lighting retrofit (internal and external), new HVAC controls, insulation, flooring and windows. Annual savings of more than \$2,300 are projected, with the 30,570 kWh saved preventing 38,000 pounds of CO₂ emissions.

Sharon Spaan says, “A very clear benefit is the example of what can be done to bring an old building up to date and make it efficient, while maintaining the historical presence.”

■ *Jose O'Shea's Café and Cantina* in Lakewood, CO has installed energy-efficient lighting, an efficient HVAC system and improved insulation. The results can be seen and felt by the restaurant's customers, and the employees particularly appreciate the improved restaurant comfort and appearance. Jose O'Shea's General Manager Jim Burns estimates savings of about \$11,000 annually on their energy bill. The 157,000 kWh saved will prevent about 200,000 pounds of CO₂ emissions annually. Now Burns is cooking up more ideas for energy savings and comfort improvements.

to improve their lighting, office equipment, heating/air-conditioning systems and building shell resulting in energy savings, improved employee productivity and customer comfort. The “asset value” of the facility can even be enhanced by the right energy-efficiency upgrade.

How can Rebuild America representatives tap the support available from ENERGY STAR for small business?

Just call toll-free 1-888-STAR YES, and ask for “small business tech support,” or send an e-mail with your specific request from the Web site at www.energystar.gov indicating you are a Rebuild America representative. An ENERGY STAR representative will send support materials and call to discuss your needs.