



Southwest Energy Efficiency Project

Saving Money and Reducing Pollution through Energy Conservation

PRESS RELEASE

For Immediate Release:

May 23, 2005

For Further Information Contact:

Mark Ruzzin, SWEEP: 303/447-0078, x3
Patti Case, etc Group: 801/557-1709

ENERGY SAVINGS JUST A CLICK AWAY New Website – *Energy Efficiency Guide for Utah Businesses* – Targeted to Commercial and Industrial Enterprises

(Boulder, CO) -- The Southwest Energy Efficiency Project (SWEEP) of Boulder, Colorado and etc Group of Salt Lake City announced today their joint development of an internet-based information resource that will assist Utah businesses in reducing their use of energy and lowering their energy bills. The *Energy Efficiency Guide for Utah Businesses*, found online at www.UtahEfficiencyGuide.com, has been developed with funding from the Utah Energy Office and the U.S. Environmental Protection Agency Region 8 office.

“The *Energy Efficiency Guide for Utah Businesses* is a concise, practical resource for businesses that are interested in pursuing energy efficiency improvements, but may not know what to do or where to go for help,” said Howard Geller, SWEEP’s Executive Director. “The *Guide* will help businesses do the right thing, for both their bottom lines and for our environment.”

Targeted to business and facility owners and managers, the aim of the *Energy Efficiency Guide for Utah Businesses* is to point out opportunities for Utah businesses to improve the energy efficiency of their buildings and operations, and help businesses obtain assistance in identifying and implementing energy efficiency projects. “We face the constant challenge of informing the public about the variety of energy efficiency programs that are offered,” stated Patty Crow, EPA Region 8 ENERGY STAR® Program Manager. “The *Energy Efficiency Guide for Utah Businesses* will fill a real need by connecting the business community to the opportunities that are out there for saving energy.”

The primary components of the *Guide* include:

- An **introduction to energy efficiency** and why business should pursue energy efficiency.
- Steps businesses can take to **save energy and money**.

(MORE)

- **Energy efficiency recommendations** for 13 commercial, industrial, and agricultural business sectors.
- **Descriptions of the most practical and cost-effective energy efficiency measures** and how they can work to reduce energy costs.
- **Descriptions of government- and utility-sponsored energy efficiency programs** that offer technical and/or financial assistance to Utah businesses.
- **Profiles of the energy service companies (ESCOs)** operating in the state. ESCOs design, install, maintain, and in many cases finance energy retrofit and upgrade projects to improve the energy efficiency of buildings and facilities.
- **Case studies** of energy retrofit projects and **internet links** for more detailed research.

“This combination of information and resources will help all businesses identify effective actions that they can take today to save energy—and help them get it done,” said Patti Case, vice-president of etc Group. “With the skyrocketing energy bills that businesses are now experiencing, this resource could not be timelier.”

A key component of the *Energy Efficiency Guide for Utah Businesses* are the detailed descriptions of the variety of technical and financial assistance programs that are available to Utah businesses. For example, Utah Power, Utah’s primary electricity supplier, offers five programs to businesses that are looking to improve the energy efficiency of their facilities and operations and save on their energy expenses. “We offer high-quality engineering services and cash incentives to help businesses build energy efficiency into new construction and retrofit projects,” stated Jeff Bumgarner, director of demand side management. “The *Energy Efficiency Guide for Utah Businesses* will be a valuable resource for reaching our customers and letting them know that their utility is here to help.”

“It’s a lot easier for me to face increasing energy costs knowing that we’ve worked hard to make our facility energy-efficient,” said Roger Weir, of ATK Thiokol. “Businesses should be pursuing energy efficiency now more than ever because it makes good business sense—I don’t know of many businesses that can afford to throw money out the window through energy waste, especially in these challenging economic times.”

Visit the *Energy Efficiency Guide for Utah Businesses* at www.UtahEfficiencyGuide.com.

About SWEEP: The Southwest Energy Efficiency Project (SWEEP) is a public interest organization dedicated to advancing energy efficiency in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. For more information, visit the SWEEP website at www.swenergy.org.

About etc Group: Since its startup in 1988, etc Group has been dedicated to improving the energy efficiency of commercial and industrial businesses and to reducing the impact of energy use on the environment through engineering, analysis, education, and advocacy.