

news to power your business • Energize



Spring 2011

FLASH



Special cooling offer

For about the same cost as a daily iced latte, you can keep your customers cool this summer with a ductless, mini-split heat pump.

Right now, Bell Heating, a PGE-approved contractor, can lease you a ductless heat pump for as little as \$3.50 a day* — with the option to buy or trade up. But hurry, this offer ends June 30, 2011.

This convenient, new technology requires no ductwork, making it a great solution for multifamily housing, restaurants, hotel rooms, smaller offices and other settings.

Other advantages

- Saves up to 60 percent on winter heating.**
- Installation is quick and easy.
- Very quiet operation.
- It's easy to take your system with you if you relocate.
- If you choose to buy, you can get up to \$600 back in cash incentives and tax credits.

Act before June 30

To take advantage of this offer, visit www.bellheating.com/ductless.

*Based on a three-year lease of a 12,000 BTU system. Price reflects equipment lease only, not the cost of electricity.

**Compared to a standard electric furnace. Individual circumstances will vary.

ON THE WEB

Simplify with Auto Pay

If you sign up for our convenient Auto Pay plan, your electric bill will always be paid on time, automatically. You'll never miss a due date. You'll save on checks and stamps — plus, free up a little more time to focus on your business. Sign up at PortlandGeneral.com/AutoPay.

\$3,000 energy prize!

Join our Save More, Matter More™ campaign this month.

There's still time for you to join the fourth annual Save More, Matter More campaign for energy efficiency from PGE and Energy Trust of Oregon. You could win up to \$3,000 to make energy-efficiency improvements to your business. But hurry — the deadline is May 31!

How to participate

Sign up by May 31 for a free energy-efficiency consultation at PortlandGeneral.com/BizSave, and you'll be automatically entered in the sweepstakes.

With a consultation, you'll get cost-effective energy-saving tactics for your business, and you'll learn how Energy Trust incentives and state tax credits can make efficiency upgrades more affordable. If you lease your space, we'll show you projects with short-term payback and immediate benefit.

Already had a consultation, or just not ready for one yet? Simply enter the sweepstakes online at PortlandGeneral.com/BizSave.

At the end of the campaign, five lucky businesses will each

win up to \$3,000 to apply to energy-efficiency improvements, such as upgrades to lighting, heating and cooling systems, or insulation.

Save More, Matter More is really a win for everyone, because improving energy efficiency can help control expenses, increase comfort, reduce your carbon footprint and build a more sustainable world.

save more,
matter more™

Three great reasons to move on energy efficiency now:

- 1 Tax credits for energy efficiency may soon be changing.
- 2 One of the most common commercial lighting systems — inefficient T12 fluorescent lamps — are being phased out and won't be made after July 2012.
- 3 Energy Trust is offering a bonus incentive for converting to high-efficiency T8s with electronic ballasts by Nov. 1, 2011.

Real-life savings: Goby Walnut

New lighting slashes energy waste, gains \$2,780 in incentives, tax credits.

Goby Walnut & Western Hardwoods is a company committed to sustainability. It salvages dying trees to create beautiful hardwood lumber. So it's no surprise that the company — inspired by an earlier Save More, Matter More campaign — switched to more energy-efficient lighting.

They upgraded 16 high-pressure sodium lights to high-efficiency T8 lights, saving 11,470 kilowatt-hours every year.

The project qualified for Energy Trust of Oregon incentives totaling \$1,280, as well as a \$1,500 Oregon Business Energy Tax Credit. So Goby's net costs totaled just \$1,500, with a payback of less than two years.

Read the full profile at PortlandGeneral.com/Goby.



PGE business customer Art Blumenkron, owner of Goby Walnut & Western Hardwoods, recently upgraded his lighting with Save More, Matter More.

Before you dig, call 811



Here's an important safety reminder: If your business is involved in landscaping, excavating or fence installation — or if you're planning a DIY task on your property — always **call 811** before any digging project to have underground utilities marked. You'll avoid injury, expense and interruptions to utility services. Call a few days in advance of when you plan to dig. Learn more at **Call811.com**.

For other important tips to keep your business, customers and employees safe, visit **PortlandGeneral.com/BusinessSafety**.

CONNECTING

Events and resources

Free lighting classes

When it comes to energy-efficiency improvements, lighting upgrades are often targeted as “low-hanging fruit.” They're generally easy to accomplish and provide a quick payback on your investment.

Learn more at these free classes:

- **Lighting Upgrades – The Good, the Bad and the Ugly**, June 7, Salem; June 8, Portland
- **New Strategies in High-Bay Lighting**, June 9, Portland

These seminars are part of our lineup of free energy-efficiency classes co-sponsored by Energy Trust of Oregon, The Northwest Energy Efficiency Alliance and Better Bricks.

See details and registration information online at **PortlandGeneral.com/Classes**. Or call 503-464-8020 to register.

Ask the Expert



Dave Merriman,
PGE Business Services Team

Saving energy: Three easy ways to start

Q: *I want to trim my company's energy costs, but I'm not sure how to prioritize projects. Where should I start?*

A: It's a common theme we hear from business owners and managers: You want to get control over your company's energy costs, but you're not sure which project should come first — or if you even have time.

PGE is here to help you jump-start your energy-saving plans. Here are three easy starting points we offer to help you save electricity and get on top of your energy costs:

① **Free energy-efficiency consultation and classes:**

Get personalized ideas for controlling your energy bill and reducing your energy use through a free energy-efficiency consultation. If you sign up now, you'll automatically be entered in our Save More, Matter More sweepstakes. You could win up to \$3,000 for energy improvements. Sign up at **PortlandGeneral.com/BizSave**.

We also offer free half-day classes for our business customers on a variety of energy-efficiency topics, including solar, leased facilities, lighting, renewable power and much more. See the sidebar on this page for details.

② **Energy-saving video:** We've posted a new video online, which

will help you identify energy-saving opportunities in your business. Follow PGE on a real-life energy consultation of a business, and learn how you can spot opportunities for savings. View the video at **PortlandGeneral.com/BizSave**.



③ **25 quick tips:** For inspiration and direction, check out our list of 25 changes to consider first under “Quick Tips” at **PortlandGeneral.com/BizSave**.

You'll find lots of easy ways to start saving immediately, including:

- *Install occupancy sensors in less-used areas*
- *Replace incandescent bulbs with ENERGY STAR® compact fluorescent lights*
- *Install timers or photocells on outside lights*
- *Check HVAC filters monthly, and clean or replace dirty filters*
- *Use programmable thermostats to power down systems when the building is unoccupied*

Also remember that our Business Services Team is here from 7 a.m. to 6 p.m., Monday through Friday, ready to help you with energy answers and advice. See our phone numbers and email at the bottom of this page.



Green power works for Baby & Me

Why one local retailer chose renewable power.

You could say the PGE renewable power program was a natural fit for Anita Winters-Herold and Mary Wygal, co-owners of four resale clothing stores.

Together, they operate the Baby & Me resale stores in Cedar Mill, Tigard and Hillsboro, as well as the new Rock It Resell, also in Cedar Mill.

“We're a green business at heart — we're all about reusing and recycling — so we try to be true to that idea,” Anita says.

Baby & Me is helping change the way electricity is being made, while contributing to a bright, sustainable energy future for Oregon.

Your business can help lead the way in green power, too. Discover a renewable power option that fits your business and your budget at **GreenPowerOregon.com**.

How to reach the PGE Business Services Team

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