

connected ••••• to better business ideas

## Small-business success stories show energy-smart ways to save

Three small-business owners share their success stories in a series of 90-second videos posted at [sdge.com/smallbiz](http://sdge.com/smallbiz). Hear what they have to say, and see how our energy solutions can get results for your business.

### Toronado San Diego

Ian Black opened his craft beer bar in the North Park area in 2008 and admits to "moments when I had some serious doubt" about starting a business. "So when SDG&E®

approached us about a couple of their programs like Summer Saver and to troubleshoot some areas that we could save money, we jumped at the chance," he said.

"There's a lot of moving parts back there," he said, pointing to the kitchen. "I've got a huge walk-in that never sleeps. I've got a hood that's on for 15 hours a day. And there's

a lot of energy going in and out of this place." With SDG&E's help, he's saving 5,776 kilowatt-hours (kWh) of electricity per year.

### El Primero Hotel

Pie Roque is as passionate about conserving energy as he is about

making sure his guests enjoy their stay. He and his wife, Sol, gained both by working with SDG&E to improve energy efficiency at this historic bed and breakfast in Chula Vista. Their small "mom and pop" hotel

is saving big - 274,924 kWh per year - and received rebates for upgrades that included lights, heating, ventilating and air-conditioning units, low-flow showerheads, dual-pane windows, washers and dryers.

"SDG&E has been a very good partner for us," says Pie Roque. "They are all very professional. They know what they are doing. It's a great program."

*Get money back on more than 140 energy-efficiency upgrades for your business and save money every month.*

*Find out how at [sdge.com/businessrebates](http://sdge.com/businessrebates).*

## ▶ In this issue

- ▶ Better business ideas on display at the Energy Showcase on May 11
- ▶ Satisfy your craving for innovation at new food service demonstration kitchen
- ▶ Fast facts about electric vehicles
- ▶ Get the latest tweets

### Lawrance Furniture Co.

Howard Haimsohn, president of Lawrance Furniture, and his wife, Julie, manage two showrooms of contemporary home furnishings in San Diego and Encinitas. Attractive lighting is essential to creating appealing displays. Howard said they were "excited" about switching to light-emitting diode (LED) products, but "it's a very expensive bulb. We started looking at whether SDG&E might be able to offer some assistance."

The LEDs qualified for rebates and the 0% On-Bill Financing program. Combined with 25% lower energy costs and the exceptionally long life of LEDs, Howard estimated savings of \$10,000 to \$12,000 a year, or about \$80,000 to \$100,000 overall.

"We expect to have the bulbs last approximately 10 years. It's pretty substantial that we won't be ordering bulbs, we won't be receiving bulbs, we won't be unpacking bulbs, we won't be disposing of bulbs," Howard said. "They make the furniture look beautiful." ■

**NOTE:** Energy-efficiency programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.

*Sol and Pie Roque - the "mom and pop" innkeepers of the historic El Primero Boutique Hotel - are saving big on their energy bills with upgrades that qualified for SDG&E business rebates.*



▶▶▶ For more info, visit us anytime at [sdge.com](http://sdge.com).



# Better business ideas on display at the Energy Showcase on May 11

## Fast facts about electric vehicles

To give you a quick overview on electric vehicles, we've posted three short videos at [sdge.com/ev](http://sdge.com/ev).

**"Workplace Charging for Business"** covers key points to consider about installing charging stations for electric vehicles.

**"Choosing Plug-in Rate Options"** can help you save money when charging at home.

**"Getting Plug-in Ready"** touches on basics to know before you buy a plug-in vehicle.

While you're on [sdge.com/ev](http://sdge.com/ev), find out more about fleet vehicles by clicking "Business" at left. ■



Spend a morning checking out new and innovative ways for your business to improve energy performance for a better bottom line. Attend our 7th Annual Energy Showcase from 7 a.m. to 12 p.m. on Friday, May 11, at the Sheraton San Diego Hotel & Marina.

# 7<sup>th</sup> Annual

# ENERGY<sup>2012</sup> SHOWCASE

## New networking breakfast

You'll start the day mingling with community leaders and business colleagues at a networking breakfast, which is new for 2012. Ralph Cavanagh, co-director of the Energy and Transportation Program for the Natural Resources Defense Council, will deliver the keynote address.

## Choice of eight seminars, 75 exhibits

You'll be able to attend two of the eight seminars we're offering on how to save energy, money and the environment through energy-efficiency and demand-response programs, sustainability and emerging technologies. One workshop will be geared specifically to small businesses.

The exhibitors' pavilion will be open from 8 a.m. to 12 p.m. There you'll find the latest energy-smart technologies on display by more than 75 local, national and international vendors.

## Clean driving at work

Also new for 2012 will be our on-site display of clean transportation options for commercial uses, such as an all-electric semi-truck or other oversized commercial vehicles.

Don't miss this opportunity to learn more about ways to save energy and money. Registration is free and parking is available on site for a small fee.

**Register for the Energy Showcase now at [sdge.com/energyshowcase](http://sdge.com/energyshowcase).**

**For updates, follow us on Twitter @sdge, search #energyshowcase. ■**

## Satisfy your craving for innovation at new food service demonstration kitchen

If your business is food service, you're going to love the commercial food service demonstration kitchen at our Energy Innovation Center.

With four functioning cooking lines and about 45 pieces of energy-efficient commercial-grade equipment, this kitchen serves as a testing center for the restaurant and food service industry. Professional

chefs can try out their recipes before investing in new equipment.

To learn more or to attend one of our free seminars, visit [sdge.com/eic](http://sdge.com/eic) and click the "Demonstration Kitchen" link at left. ■



## Get the latest tweets

For news and information that's short and to the point, connect with us on Twitter. You'll find the latest tweets at [sdge.com](http://sdge.com) - just click the blue Twitter bird - or go directly to [twitter.com/sdge](http://twitter.com/sdge).

