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**S**mall businesses have many concerns and responsibilities. Owners or managers may feel like energy bills are fixed and can't be reduced. However, small businesses can reap significant bottom line rewards by increasing efficiency in their energy use. The projects described here allowed these businesses to collectively save nearly \$14,000 in annual energy costs and reap the benefits of added value to their businesses.

#### **LAKESIDE PHARMACY & GROCERY**

Lakeside Pharmacy & Grocery lowered its operating costs and improved its overall work environment by upgrading the lighting and refrigeration systems in its Antigo facility.

Since purchasing Lakeside Pharmacy and Grocery four years ago, its owners have made incremental changes in its mix of merchandise and services, in response to the community's needs. Last year, when it expanded its grocery offerings, Lakeside decided to add coolers and a meat counter. By taking advantage of incentive programs, Lakeside's president Patrick Frey said, "It gave us the opportunity to do it right."

Electronically controlled refrigeration cases, or RACK, were installed. These cases save energy by using only the horsepower necessary to cool the display case rather than running full-force, full-time. Lakeside also upgraded the store's lighting system, providing better lighting for its customers and employees. Additional projects included a new rooftop air conditioning unit for the store. The new unit provides the store with more space cooling and removes more humidity than the previous system.

Mr. Frey says they are pleased with the function of their new equipment and with the savings. Lakeside Pharmacy and Grocery will

save approximately 28,000 kWh of electricity and displace over 4,000 therms of natural gas each year.

#### **EASTSIDE LAUNDRY**

Eastside Laundry, in Whitewater, installed 20 new energy efficient washing machines and a custom water heater, which are estimated to save the laundromat about 46,000 kWh of electricity and displace more than 6,200 therms of natural gas each year.

The laundromat's new energy efficient washing machines save approximately 20 gallons of water and use about 50 percent less energy per load, when compared to traditional washing machines. In addition, high efficiency washing machines rinse and clean clothes more thoroughly and treat clothes more gently than traditional washing machines.

To accommodate the new washers, the facility's old water heater was replaced with a more energy efficient unit, which saves an additional 3,500 therms of natural gas each year.

Owner Bob Freiermuth says, "Customers love the front loading machines, and so do we. We charge the same price, but we come out way ahead when they use them because of the energy and water savings."

Based on the positive results from the high efficiency washing machines that the laundromat installed, Eastside Laundry anticipates installing ten additional energy efficient washing machines.

#### **MARTINSEN PROPERTIES**

Martinsen Properties develops, owns and manages properties, primarily in the Ashland area. Hank Martinsen Jr. said the company has always been interested in having its properties be energy efficient, so when they remodeled the

Super Value store in Ashland, they took full advantage of the Focus on Energy offerings and made a number of changes.

Martinsen Properties replaced one large “dinosaur furnace” with five small, more efficient furnaces. Not only do they save on fuel, the smaller furnaces also offer the store more control and comfort. Programmable thermostats were installed to maximize the efficiency of the heating system. In addition, an extensive lighting project was undertaken, including installing compact fluorescent lighting, more efficient ballasts and fixtures, and new LED exit lights.

Hank Martinsen Jr. notes that “it was a smooth project” and he is happy with annual savings of an estimated 2,035 therms and 21,800 kWh. He notes, “We have already completed an energy efficiency project at another commercial location and are planning to upgrade the efficiency of our residential properties.”

### **FOCUS ON ENERGY CAN HELP**

Few small businesses have energy experts on staff, and many lack the information and independent expertise to make good energy choices. Focus on Energy’s Commercial Program is designed to fill that gap and make energy efficiency easier for Wisconsin small businesses by providing the tools, information and links to other resources at no direct cost to you. Focus on Energy can help you:

- Find ways to use less energy and cut energy costs.
- See how new technologies and renewable resources can save energy and money, or improve productivity.
- Find knowledgeable contractors and vendors who can help identify opportunities, and develop and implement an energy plan.
- Obtain incentives to get your energy efficiency efforts underway.
- Realize additional savings when you look for the ENERGY STAR® label on lighting, computers, refrigeration equipment, motors, electronics, and other business products.
- Discover new resources and information with access to training, education, and other programs.

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