

# Focus on Energy helps Minor League Team become Major Energy Savers

## CASE STUDY



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**T**he Wisconsin Timber Rattlers had quite a year in 2008. Pitcher Phillippe Aumont played on the World Team for Major League Baseball's All-Star Futures Games, the Midwest League named the Timber Rattlers' grounds crew the best in the league and the team signed a four-year player development agreement with the Milwaukee Brewers. The agreement placed the team under contract with the Milwaukee Brewers, so when the Brewers draft players, the Timber Rattlers are one of its first stops. But one accomplishment even die-hard fans may not know is the Timber Rattlers have become even greener.

In spring 2008, the franchise replaced its outdoor incandescent message board with a state-of-the-art LED (light-emitting diode) one. The sign is located at Time Warner Cable Field at Fox Cities Stadium, home to the minor league team, on U.S. Highway 41 in Appleton, Wis.

### **AN ENERGY SAVINGS GRAND SLAM**

The new LED message board uses only one-tenth the power of the old sign, saving 93,381 kilowatt-hours of electricity annually and \$9,338 in energy savings on utility bills each year. Technical assistance for the project was provided by Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy.



### **GO WISCONSIN TIMBER RATTLERS!**

Time Warner Cable Field at Fox Cities Stadium is a privately financed stadium that is home to Minor League Baseball team, the Wisconsin Timber Rattlers. The stadium opened in 1995 and seats 5,500 fans. The Timber Rattlers are a non-stock club governed by Appleton Baseball Club, Inc., which is a community-owned organization.

"We had a very positive experience working with Focus on Energy," explained Rob Zerjav, president of the Timber Rattlers. "Focus walked us through the entire process, from showing our current energy usage to potential cost savings and even giving us suggestions on how to save energy in other areas of the ballpark."



LED outdoor sign at Time Warner Cable Field at Fox Cities Stadium in Appleton, Wis.

Not only is the new message board a huge energy saver, but it also offers a better display. The board is programmable from the Timber Rattlers' front office and is equipped with a light-sensor system that controls the sign's brightness based on how dark it is outside.

"We heard about other local companies that were changing out their digital highway signs and saving quite a bit of money," Zerjav said. "Autocomm-Inc., our sign provider, pointed us in the direction of Focus on Energy, and that made it very easy for us to pursue the project."

Many fans have already enjoyed the new high-profile sign with overall stadium attendance at 233,945 for the 2008 season and other special statewide events. "Focus definitely helped us get this project off the ground and install a new highway marquee," Zerjav said.

"LED lighting is the next step in energy efficiency," said Ken Williams, director of Focus on Energy's Business Programs. "The technology uses very little power, has a long life and is reliable in cold temperatures. For projects like this where a sign is on 24/7, using electricity around the clock, it's ideal."

#### **DRAFT FOCUS ON ENERGY FOR YOUR TEAM**

Focus on Energy can help businesses and residents across the state identify and evaluate energy saving opportunities, provide specific recommendations, develop energy management plans, find vendors, and arrange technical training opportunities about energy conservation. To learn what Focus on Energy can do for you, visit [focusonenergy.com](http://focusonenergy.com) or call **800.762.7077**.

#### **HOW LED LIGHTING WORKS**

LED displays are made up of a matrix of pixels where each pixel is composed of one or more light-emitting diodes. This system allows the display to feature text, graphics and video. The smaller and more densely packed the pixels, the better the visual quality. LED displays come in many different colors that can be mixed to create almost any color and are available in varying brightness levels.

LEDs produce light more efficiently than traditional incandescent lighting by using a microchip that emits light in a single direction. By more precisely directing the light, less energy is wasted. LEDs are compact in size and have the ability to dim and turn on and off instantly. Because LED lights do not have a filament, they last longer than incandescent lighting. The lights also contain no mercury, allowing safe and easy disposal.

"Besides outdoor signs, LEDs are starting to be used for area lighting in parking lots and garages, gas station canopies, tunnels, bridges, docks and street lights," Williams noted.