



RECEIVE
\$20 OFF
OF THIS FOCUS ON ENERGY
COURSE WHEN YOU ENTER
PROMO CODE: **FocusTraining**.
HURRY, THIS OFFER IS LIMITED TO
THE FIRST 15 REGISTRANTS.

Smart Strategies for Hotels.

Lower your energy costs and boost your profits.

Take control of your energy costs and gain a competitive advantage.

According to the American Hotel and Lodging Association, **reducing your energy costs by just 10 percent is equal to raising your average daily rate by 1 percent per room.** This one-day workshop will show you proven strategies for managing energy use at your hotel, reducing your energy costs, and protecting your bottom line.

Smart Strategies for Hotels will help you:

- Understand where and how energy is used.
- Identify energy saving opportunities throughout your facility.
- Estimate potential energy savings and develop an effective energy management plan.

Topics include energy consumption benchmarking, strategies for reducing energy costs, no-cost and low-cost energy management tips, and long-term strategies to increase energy efficiency.

Each participant will receive a CD containing best practices and energy savings calculations designed to help you plan, track, and manage your energy savings projects.

WHO SHOULD ATTEND

Hotel owners, operations managers, and facility managers will benefit from this workshop.

REGISTRATION FEE: \$99

This course, which is valued at \$300, includes training materials, a continental breakfast, and lunch. Through the generous support of our utility partners, Focus on Energy can offer this program to you for just \$99!

Receive \$99 in registration fee reimbursement.

Attend this workshop and we will reimburse you for the cost of the course when you implement a qualifying energy efficiency project by September 30, 2012 with Focus on Energy. You will receive specific reimbursement requirements at the class.





REGISTER TODAY!

Class Schedule

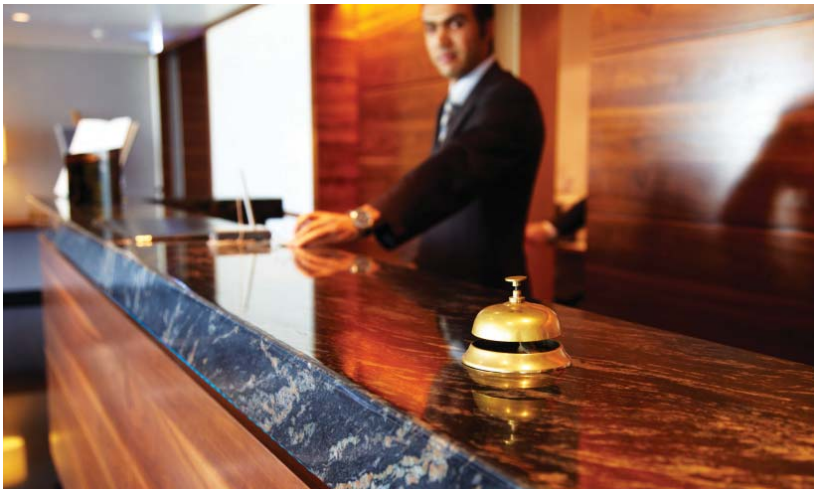
This workshop is held from 8:00 a.m. to 4:00 p.m.
Continental breakfast and registration begins at 7:30 a.m.
Lunch will also be provided.

March 28, 2012 - Brookfield

(Register by 3/17/12)
Brookfield Suites Hotel
1200 South Moorland Road
Brookfield, WI 53008

THREE EASY WAYS TO REGISTER

- 1. Online:** focusonenergy.com/training
- 2. Mail:** Complete the attached form and mail to:
Focus on Energy, PO Box 107, Cedarburg, WI 53012
- 3. Fax:** 262.367.8445



Yes, I want to attend!

Smart Strategies for Hotels

March 28, 2012 - Brookfield

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Registrant's Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Fax: _____

Email: _____

Enclosed is a:

- check
 purchase order
 credit card information

Please make checks payable to SEERA.

If you have questions, contact Focus on Energy at 800.762.7077.

Credit Card Payment: Visa MC AMEX

Card #: _____

Expiration Date: _____

Security Code: _____

Name on Credit Card: _____

Signature: _____

How did you learn about this course?

- Energy Advisor Email Mailing Website Utility
 Other _____

Who is your servicing utility? _____

Cancellation policy: any registration canceled seven days prior to the event will receive a full refund.



focus on energy[™]

Partnering with Wisconsin utilities