

Business Energy

GUIDE 2012

MAKING THE TRANSITION

Helping Hawaii's Businesses
Become Energy Efficient

BY SHERIE CHAR

What energy experts are saying about Hawaii's 2012 business energy outlook



"In 2011 alone, investments in clean energy statewide reached \$1.2 billion, bringing in 11,000 new jobs."

—Mark Glick, energy administrator, DBEDT

Being green and turning your company into an energy-efficient organization is no longer just a fashion statement or the latest trend. It's becoming the new way that allows Hawaii's businesses to save money and reduce our state's dependence on imported oil.

This newly adapted lifestyle and business decision to be green can influence financial budgets and operating expenses. Rising energy costs have clearly affected the success and failure of Hawaii's businesses over the years. It's no surprise to see an increasing number of households and companies invest in photovoltaic (PV) systems to lower their utility bills.

"Hawaii is first in the nation in solar water heaters per capita," says Hawaii Governor Neil Abercrombie. "We are second in photovoltaic capacity and second in energy savings power purchase agreements per capita."

As business owners strive to make the transition to become energy efficient, there has been a tremendous growth in the clean energy industry. New innovations have been developed by companies to help business owners switch to renewable energy alternatives.

"We need to keep moving toward the Hawaii Clean Energy Initiative's goal of 70 percent clean energy by 2030, through energy efficiency and the development and implementation of renewable energy sources," says Abercrombie. "Energy efficiency is the most cost-effective effort for all energy users."

To help Hawaii's businesses become energy efficient, *Hawaii Business* magazine has developed this guide featuring valuable tips from some of the best energy experts in our community. Learn how your business can benefit and save money by using clean, renewable energy today.

The Importance of Energy Independence

"The Hawaii Clean Energy Initiative has generated a great deal of awareness regarding the importance of energy independence for Hawaii,"

says energy administrator Mark Glick, of the state Department of Business, Economic Development and Tourism (DBEDT). "It has also spurred the growth of an industry that represents billions of dollars to the local economy, and that positions us as a major player in the global business arena."

Since the Hawaii Clean Energy Initiative started in 2008, the first net-zero housing development has opened, PV panels were installed on a state building—saving \$300 a month in energy costs—and the first public charging station for electric vehicles in Hawaii has been built.

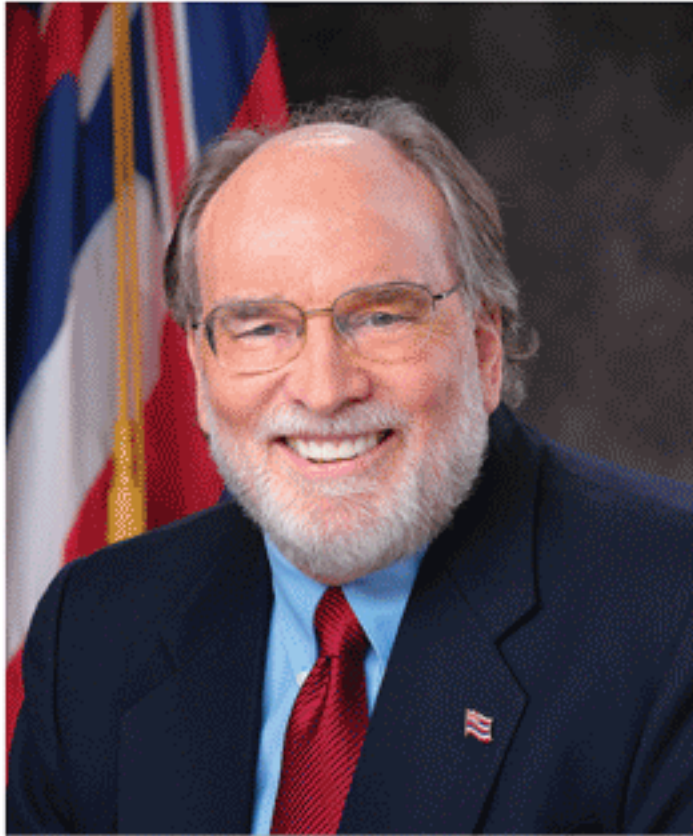
"We also reduced electric consumption in state government by 2.8 percent from 2009, saving the state more than \$20 million in energy costs," says Abercrombie. "Clean energy is not just a matter of energy security and a means of protecting the environment, it is good for business. It provides a critical boost to our economy by attracting investments from companies around the globe while benefiting local entrepreneurs."

This has resulted in a boom in new company formation, which has led to the creation of clean energy jobs, making Hawaii third in the nation in clean energy job growth.

"In 2011 alone, investments in clean energy statewide reached \$1.2 billion, bringing in 11,000 new jobs," says Glick. "In terms of year-on-year growth, it is the fastest growing sector in Hawaii."

Preliminary estimates put investments in clean energy statewide at \$1.2 billion in 2011, about twice the amount from the year before. Anecdotally, homegrown ventures like Sopogy are now exporting their technologies to other parts of the world, says Glick. Maui-based Pacific Biodiesel, currently the only commercial biofuel producer in the state, now has 12 facilities on the Mainland and Japan. At the Big Island's Natural Energy Laboratory (NELHA), Cellana, which harvests algae to create biofuels and other products, has attracted more than \$100 million in investment capital and grants.

Right now, DBEDT is tracking project activity from 66 proposed renewable energy projects, says Glick, all of which have the potential to add an additional 500 MW of capacity to Hawaii's grid. This represents billions of dollars in additional investments.



“Clean energy is not just a matter of energy security and a means of protecting the environment, it is good for business.”

—Neil Abercrombie, governor of Hawaii

“As Gov. Abercrombie said, ‘By working together with our community members, businesses and government agencies, we can solidify Hawaii’s position as an international leader in clean energy,’” says Glick. “From an international perspective, we are branding Hawaii as a test bed for the Asia-Pacific region.”

This has already played well at DBEDT’s recent Asia Pacific Clean Energy Summit, and is further evidenced by the number of Asia-Pacific public and private sector groups that are seeking to establish relationships in Hawaii.

When DBEDT held a Hawaii China Energy Forum in conjunction with APEC delegates in 2011, Gov. Abercrombie seized the moment by securing an agreement with the China Council for Promotion of International Trade to pursue clean energy opportunities with the potential to tap into China’s estimated \$1.54 trillion green investments planned for the next 15 years.

A week later, Gov. Abercrombie and President Hideo Hato of Japan’s New Energy and Industrial Technology Development Organization, signed a Memorandum of Agreement to develop a \$37 million advanced first-of-its-kind smart grid demonstration project on Maui. The multi-million dollar project is aimed at improving integration of variable renewable resources, such as solar and wind power, and preparing the electric system for widespread adoption of electric vehicles.

“We must pursue these partnerships to grow our renewable energy capacity while cutting our energy demand even further,” says Abercrombie. “Once we have completed our retrofit of state buildings, the next phase of our plan is to retrofit our airports, harbors and highways while continuing to encourage the same efforts by businesses and homeowners.”



Hawaii’s emerging clean energy economy will only grow in 2012, allowing our state to become one step closer to achieving energy independence.

“We are already making progress, but reaching our 2030 goal will help us become more economically stable, by keeping an estimated \$6 billion in state that would otherwise go toward foreign oil investments,” notes Glick. “It will also counter-balance our reliance on tourism and the military, adding one more leg for our economy to stand on.”

Breaking Our Dependence on Oil

“Hawaii’s Clean Energy Initiative is geared to break our dependence on oil as a state,” says Scott Seu, vice president of energy resources at Hawaiian Electric Co. “The price of oil is so volatile and expensive that when the price of fossil fuel rises, it greatly impacts our customers’ electricity bills, the cost of gasoline, air fares and many other goods and services.”

As imported oil prices continue to increase, it’s becoming a challenge for businesses to manage and budget for unpredictable energy costs. For businesses to be successful, they need more control over these costs, says Seu.

“It makes a lot of sense for businesses to use more renewable energy in order to help their overall financial viability,” he says. “Energy is a huge part of one’s operating costs. Businesses can also benefit from promoting themselves as being clean and green.”

It’s equally important for Hawaii’s utilities to switch to renewable energy instead of using oil. Using renewable energy at stable prices will help stem the impact of volatile and increasing oil prices on electric bills. From an environmental perspective, Hawaii can use clean technologies to reduce its carbon foot-

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Kona Brewing Company	230 kW
Pacific Health	504 kW
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D.Otani Produce	223 kW
Honda Windward	426 kW
Honpa Hongwanji Betsuin	160 kW
US Coast Guard	376 kW
American Piping & Boiler	156 kW
Tori Richard	133 kW

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Kurt Fey, Vice President, Y. Hata & Co., Honolulu



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"It makes a lot of sense for businesses to use more renewable energy in order to help their overall financial viability."

—Scott Seu, vice president of energy resources, Hawaiian Electric Co.



print. From a business perspective, there is a huge potential for the development of new clean energy industries in Hawaii.

Hawaiian Electric has been contributing to Hawaii's renewable energy transition by partnering with businesses to develop a diverse portfolio of renewable resources including solar, wind, biofuels, geothermal, waste-to-energy and biomass.

With the 30-megawatt Kahuku Wind farm in operation, wind power is now helping to meet the energy needs of customers on Oahu. Other wind farms are serving Maui and Hawaii Island. Additional wind projects on Oahu's North Shore and on Maui are in development.

By working with solar providers, Hawaiian Electric has been honored as one of the top 10 utilities nationwide for solar watts added per customer in 2010. All four Hawaii utilities are in the top 10 for total solar watts per customer. And it continues to work toward adding more solar power.

"On the biofuel front, the Campbell Industrial Park generating station has been operating successfully on 100 percent biodiesel for more than a year now," says Seu. "As far as we know, it's the only commercial power plant that operates on 100 percent biodiesel in the world."

In 2011, Hawaiian Electric also tested biofuel at Kahe Power Plant on Oahu, which now uses the refined petroleum residue called low sulfur fuel oil.

"We blended different amounts of biofuel with our

normal fuel at Kahe," he says. "Eventually, we were able to use 100 percent biofuel. The results showed us that this change reduced our emissions."

Maui Electric Co. also recently conducted tests using biodiesel in one of its generating units usually fired on petroleum diesel.

"Whether it's at Hawaiian Electric or on Maui Electric, our goal is to become green with our existing power plants by using sustainable biofuel," Seu said.

Hawaiian Electric has also partnered with the Hawaii Department of Transportation to jointly develop a biofuel-powered emergency generating power plant at Honolulu International Airport which will be available to send power to the grid when there is no emergency. Maui-based Pacific Biodiesel has been contracted to produce and supply the local biofuel.

"In addition to our power plant projects, we're seeking new utility-scale projects to deliver renewable energy to Oahu," he says. "We are welcoming proposals from all different renewable technologies, including wind and solar farms. We are looking at all options, including how we can expand geothermal on the Big Island."

As Hawaiian Electric continues to work with developers of projects that produce renewable energy, the company wants to build energy management systems to help customers attain a better sense of how electricity is being used.

And the utility continues to provide practical

information to customers about how they can help manage their electric bills.

"We're all in this together," says Seu. "Depending on imported oil is not really a viable option for our state in the long run. We have to work together with Hawaii's businesses and residents, and move forward to pursue a diversity of clean energy alternatives."

Engaging with Renewable Energy

"There are a couple of ways a business can engage with renewable energy," says Mark Duda, principal for RevoluSun. "The most common is if they're trying to offset their own energy consumption with renewable energy that they make themselves."

More and more businesses in Hawaii have been doing their part in reducing our state's dependence on imported oil by installing PV systems. With the recent introduction of the feed-in tariffs (FIT) for commercial PV owners on the grid, there is an innovative business opportunity to make money.

"If property owners qualify and participate in the FIT process, and make energy that they don't use, they can sell it directly to the grid," says Duda. "They can sell it to the utility company for resale to other companies at a predetermined rate."

Engaging with renewable energy is also



THE FUTURE IS BRIGHT

BUILDING A CLEAN ENERGY FUTURE FOR HAWAII

Hawaii's most important economic enterprise is to pursue energy independence by building a clean energy economy and reaching 70% clean energy by 2030.

DBEDT'S STATE ENERGY OFFICE acts as a catalyst for creating renewable energy resources that lead to green jobs and investments in Hawaii's economy.

With an eye toward economic growth and diversification, the State Energy Office has taken important steps to encourage high-impact, clean energy solutions and has launched an online Developer/Investor Center.

The Developer/Investor Center provides the resources for starting a clean energy venture in Hawaii:

- ▶ **Hawaii Business Express Online Business Registration**
- ▶ **Renewable Energy Project Permitting**
- ▶ **Renewable Energy Permitting Wizard**

Visit:

**[energy.hawaii.gov/
developer-investor](http://energy.hawaii.gov/developer-investor)**

a resource guide
for renewable energy
projects in Hawaii





"Solar is simply more affordable ... the overall installation cost is about half of what it was four years ago."

—Mark Duda, principal, RevoluSun

now financially accessible to Hawaii's companies than ever before.

"Solar is simply more affordable than the alternative of buying power from the utility," he says. "The prices have come down to the point where the overall installation cost is about half of what it was four years ago."

With the introduction of attractive financial incentives and rebates, companies like RevoluSun are helping customers lock in savings by investing in solar.

"There are two overwhelming reasons why Hawaii's businesses should use clean, renewable energy," he says. "The first reason is that companies will typically save a substantial amount of money on their energy costs over the life of the system. Determining future energy costs is one of the biggest problems for businesses buying power that's made from oil. With renewable energy, businesses will be able to know what the cost is going forward."

The second reason, says Duda, is because it is important for businesses to help get the state off of imported oil as its primary fuel source.

"By working together, we can help to make our state much more economically competitive," he says. "We try to align the interest of everyone involved in the transaction, so you have as many people benefiting from a solar energy project as possible."

RevoluSun enables Hawaii's businesses to harness the power of renewable energy to make their business more sustainable.

"If you know what your operating costs will be, and you've lowered them, you're going to be bet-

ter at executing at your core business," says Duda. "Your company won't be blindsided by power costs that are way outside of budget, or costs that you literally can't plan for."

While RevoluSun helps as many businesses as possible to make the transition from imported oil to clean, renewable energy, Duda is also president of the Hawaii Solar Energy Association (HSEA), which is actively working at the Hawaii Public Utilities Commission and State Legislature to continue the policy support for the solar industry.

"At HSEA, we spend a lot of time on different types of work force development efforts, whether it's through the community colleges or different programs that are being established through the City and County," says Duda.

The solar industry in Hawaii is one of the few industries that's bucking the overall recession.

"2011 was the biggest year for Hawaii's solar industry, but I think 2012 will be even bigger because the interest in clean, renewable energy is continuing to really grow," says Duda. "We want to thank Hawaii's businesses and residential customers as well for recognizing the potential of solar energy to meet their needs, both from an economic and an environment-sustainability perspective."

Achieving Exceptional Cost Savings

Hawaii businesses pay the highest utility rates in the nation. Unlike other states, electricity rates are tied to the price of oil and may double over the next decade.

Solar power makes sense, but starting with efficiency is king when it comes to saving businesses money. There are but a few Hawaii companies addressing both efficiency and renewable energy generation. Energy Industries is one of the largest.

"For businesses in Hawaii, energy is a huge expense," says Miles Kubo, chief operating officer for Energy Industries Corp. "Most are significantly overpaying for energy wasted through inefficiency. By eliminating waste, businesses can reduce expenses and increase net profits."

Energy Industries specializes in energy-efficiency and renewable energy for commercial, industrial and institutional sectors. Headquartered in Honolulu, it provides a full range of energy management solutions here, in California, Washington, Oregon, Idaho and Guam.

Energy Industries recently completed an energy overhaul of Castle Medical Center that is estimated to save over 1,000,000 kilowatt hours annually, and will result in several hundred-thousand dollars of cost savings for the hospital each year.

Energy Industries retrofits outdated building systems so companies eliminate inefficient equipment and consume less energy. Comprehensive retrofits include air conditioning systems, lighting, boilers, pumps, motors and other technologies. The company specializes in hospitality, commercial, health care and industrial markets. They also work with nonprofits to conserve and produce energy.

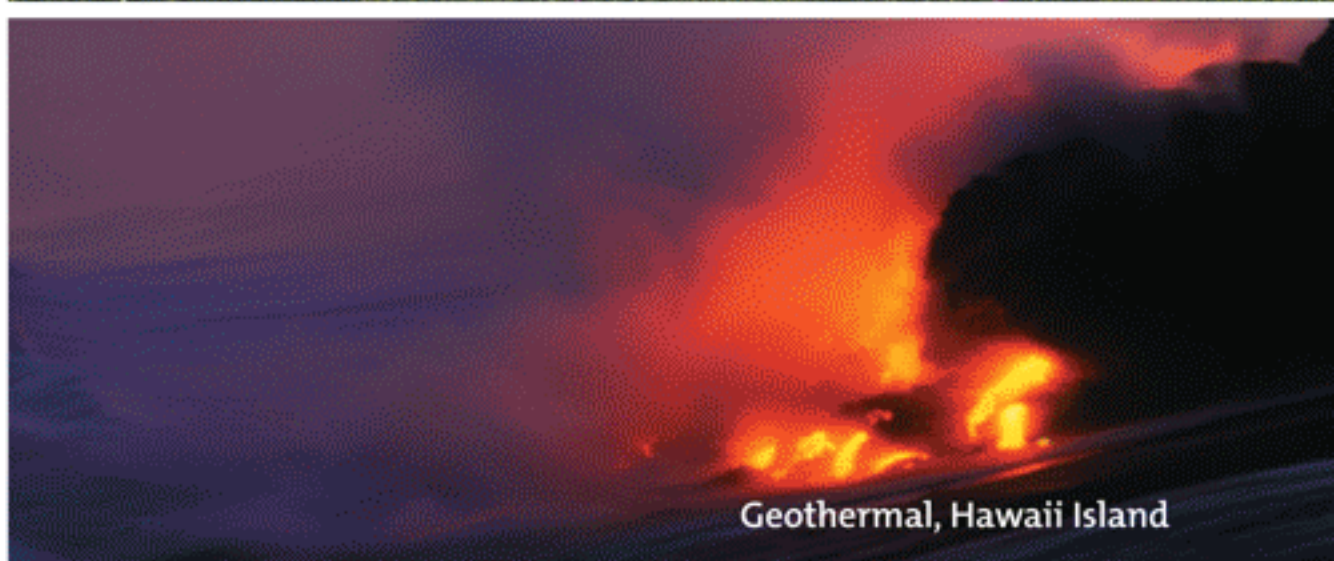
Energy Industries designs and installs PV systems to complement energy efficiency programs.



Wind Farm, Kahuku, Oahu



Solar Photovoltaic, Oahu



Geothermal, Hawaii Island



Micro-Concentrated Solar, Hawaii Island



Electric Vehicle Charging Station, Oahu

Harnessing the energy of Hawaii's abundant natural resources

The Hawaiian Electric companies are leading our islands to a clean energy future.

- Investing in a broad range of renewable resources.
- Partnering with specialists in renewable energy development to tap the latest technologies in solar, wind, biofuels, geothermal, ocean power, biomass, waste-to-energy and more.
- Pioneering solutions to integrate the highest possible percentages of clean energy in the world.
- Fast-tracking electric vehicle use in the islands.
- ***Our goal: 100% clean energy for Hawaii.***

To find out more about our commitment to a clean energy future, visit www.hawaiisenergyfuture.com.



Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company



100% Biofueled Generating Station, Oahu



Wind Farm, Maalaea, Maui



"By adding renewable energy into the mix, Hawaii's businesses can reduce their payments for utilities."

—Miles Kubo, chief operating officer, Energy Industries Corp.



further reducing a company's use of grid power.

In conjunction with the retrofit, our technical team, headed by Duane Ashimine, designs a PV system that is right-sized for the business needs and reduces reliance on grid power, said Kubo.

"By adding renewable energy into the mix, Hawaii's businesses can reduce their payments for utilities, which in turn helps the utility company meet the growing demand from new construction," he says. "This also helps the environment by reducing fossil fuels needed to power the state."

Energy Industries helps both corporate and nonprofit clients take advantage of incentive programs and navigate financing for power purchase agreements (PPAs). Typically, a private investor owns the PV system at the nonprofit organization's location and uses the tax benefits; then, sells the power to the nonprofit at a discounted price below utility company rates.

Energy Industries recently worked with Easter Seals Hawaii and Bishop Museum to set up PPAs. The Bishop Museum PV system is expected to save the nonprofit organization more than \$750,000 over the 20-year period.

"Energy Industries makes sure each energy conservation measure is right for the facility, vetting out questionable technologies," says Kubo. "We combine efficiency and renewable energy measures that routinely outperform standard PV projects."

Energy Industries' founder Darren Kimura also founded Sopogy, a concentrated solar thermal technology that was incubated in Energy Labora-

tories, the research and development division of the Energy Industries family of businesses.

Energy Industries offers a range of energy programs that are self-funding, where energy savings pay for capital improvements and the cost of financing. These include auditing, design/engineering, construction, monitoring/verification, rebate acquisition and financial analysis for equipment financing.

"This one-stop offering makes it possible for our clients to implement complicated energy retrofits projects without having to coordinate with a dozen or more consultants and vendors," says Kubo. "We make it as convenient as possible for our customers."

Ambassadors of Energy

"Gas is the most direct source of energy other than the sun," says Jeffrey Kissel, president and chief executive officer for The Gas Co. "It is an energy-efficient, environmentally friendly source of power. Gas, for the purpose that we use it, is the straightest line in the energy spectrum."

Hawaii's small and large businesses have relied on The Gas Co.'s expertise since 1904. Restaurants and laundry-service businesses use gas for cooking and drying clothes at a high volume, while most of Hawaii's luxurious hotels and resorts use gas to heat swimming pools and spas. Condominiums and apartment buildings rely on The Gas Co. to help provide hot water for showers and baths for its residents.

"We really have one of the best group of employees serving our customers, and we are extremely proud of them," says Kissel. "We consider every one of them as an ambassador for energy. Ask our employees any question and they will gladly help them get the answers."

As an ambassador of energy, The Gas Co. is making it simple for businesses to sign up for gas. There are programs that help to subsidize installations, offer installation discounts and provide assistance with purchasing ENERGY STAR® appliances. Despite Hawaii's challenging economy, Kissel says there has been an increase in customers.

"We've actually had more and more people choose to use gas, even seeing an increase during the recession, because of its efficiency," he says. "Gas, itself, is a much lower carbon source of energy that we have in Hawaii other than solar energy."

The Gas Co. produces synthetic natural gas (SNG) in Hawaii from byproducts of imported petroleum through a refining process.

"It doesn't require us to import any additional petroleum," says Kissel. "That's why we say it's the cleanest and best source of energy next to the sun."

Another added benefit: Gas stays on even during a power outage.

"When we had the earthquake in 2006, and Waikiki was in the dark, the tiki torches kept burning," says Kissel. "It was actually a safety benefit to the public."

The Gas Co. also helps businesses that want to use renewable energy, but don't have the

There's a RevoluSun going on!



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"Gas, itself, is a much lower carbon source of energy that we have in Hawaii other than solar energy."

— Jeffrey Kissel, president and chief executive officer, The Gas Co.

space to install PV systems.

"For example, in Waikiki, we're able to deliver our renewable source of energy to all of our customers anywhere, regardless of whether they have rooftop access to solar," says Kissel. "We're developing diverse sources of gas energy that are both renewable and sustainable, so that we can help Hawaii move away from its dependence upon petroleum."

Another way The Gas Co. is helping Hawaii become more energy independent is by producing hydrogen for General Motors' hydrogen-powered fuel cell vehicles.

"We're making our hydrogen fuel at a cost which is competitive with gasoline so we can diversify our sources of energy for our transportation needs, as well as our gas needs," he says. "We already have the infrastructure in our pipelines so we can distribute this fuel throughout the Honolulu metropolitan area."

The first 20 vehicles are in Hawaii right now as part of the pilot project. Full-scale production is scheduled to commence about 2015.

In addition to the partnership with General Motors, The Gas Co. is supporting Hawaii's clean energy future by converting non-food grade oils and animal fat to natural gas, propane and other fuels.

"We use the liquid fuels to power our production plant, and we put the natural gas and the propane into our system so our customers can use it," he says.

Kissel believes that energy is one of the most important pillars supporting our community.

"We believe that a great society invests in health care, education and infrastructure, and energy is a critical component of infrastructure," he says. "Our new initiatives for 2012 will deliver our product at or below the current price of petroleum. We're hoping that what we do actually slows down the rate of increase in energy cost in Hawaii, and ultimately reverses it."

A Peace-of-Mind Purchase

"We find that businesses decide to make renewable energy upgrades for various reasons," says Alex Tiller, chief executive officer of Sunetric. "Nine times out of 10, the reason is based on an economic decision."

With Hawaii's increasing energy prices, many business owners are looking for innovative ways to save money so they can efficiently operate their companies and become sustainable.

"Sustainability is a powerful word," notes Tiller. "It has to do with the environment, but it also has to do with running your business in an efficient manner, so that it's sustainable. At Sunetric, each of us tries to live our lives in a sustainable way. It is one of our guiding principles."

As the largest locally owned and operated full-service renewable energy firm in Hawaii, Sunetric specializes in residential and commercial PV systems. From consultation, design and engineering to permitting, financing and installation, Sunetric does it all.

"Customers expect to have a peace-of-mind purchase," says Tiller. "At Sunetric, we stand behind our work and walk our customers through the economics up front. We explain what types of financing options and packages are available, and make introductions as necessary or help obtain the financing for them. What differentiates Sunetric from a vast majority of other companies is that we actually build our own systems."

When Sean and Beth-Ann Mullen started Sunetric in 2004—before state and federal tax incentives existed—they believed in sustainability as a lifestyle goal.

"They were pioneers who really drove the market in Hawaii," says Tiller. "Sunetric plans on being here for the long run to provide its customers with quality construction."

"We also came out with the first power purchase agreement product for nonprofits," says Tiller. "Otherwise, nonprofit organizations wouldn't be able to install a PV system. If you don't pay taxes, you can't get tax incentives."

With no up-front cost, PPAs are a very attractive option for business owners. Sunetric installs and maintains the PV system on your property, and sells the electricity produced at a significant discount versus current utility rates—typically 20 percent or more savings.

"This is definitely an innovation in the solar market," stated Tiller. "We like to do a lot of innovative things, even in the way we build our systems from an engineering standpoint and an efficiency perspective."

Tiller says that solar panels rarely break, which also adds to a business owner's peace of mind. Unlike windmills, solar technology does not have any moving parts.

"Solar is very discreet, very low profile and it comes with very low-maintenance requirements," he says. "As the installer and maintenance specialist, we know that there is very little servicing



"If you have high electricity bills, switching over to solar is the easiest way to affect your company's bottom line."

— Alex Tiller,
chief executive officer, Sunetric



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“Solar is very discreet, very low profile and it comes with very low-maintenance requirements,” he says. “As the installer and maintenance specialist, we know that there is very little servicing required—less than 1 percent. That’s how we can pass on the savings to our customers.”

The feed-in tariff system is another innovative program that allows people to effectively drive revenue from parts of their business that they never had before.

“Your roof now has the ability to generate more revenue than it could before,” he says. “The business owners who are taking the time to do the math realize that it’s the best investment that

they can make for their company. We don’t have to convince people of the value of solar anymore.”

“If you have high electricity bills, switching over to solar is the easiest way to affect your company’s bottom line,” says Tiller. “Such changes can make an immediate and predictable difference. We’d love if you hire Sunetric, but regardless if you choose us or if you hire another company, you should do it and take advantage of the savings.”

Just like the booming clean energy industry, Sunetric is on a very rapid growth development. In November 2011, Sunetric opened new offices in Denver, Pittsburgh and Washington, D.C.

“It’s the reverse brain drain,” he says. “You hear about people leaving Hawaii to go to these other places, but not us. We want to stay based out of Hawaii and start bringing work to Hawaii. We’ve built thousands of projects, and we believe we can share our experience, expertise and affect the national and the global market for energy right out of this great state.”

Making Smarter Business Decisions

“We help residents and business owners who use electricity—from large resorts to the shave ice stands,” says Derrick Sonoda, marketing and outreach manager of Hawaii Energy. “We’re here



“We’re constantly enhancing our incentives offerings to help Hawaii’s businesses conserve energy.”

—Derrick Sonoda, marketing and outreach manager, Hawaii Energy

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SAVE \$600 on your electricity bill

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Hawaii Energy

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to help everyone.”

“Hawaii Energy is funded by everyone who has an electric utility account,” he says. “A small portion of electricity revenue, roughly equal to 1.5 percent, goes to the program to help meet our state’s goal of reducing our dependence on imported oil by 2030.”

Hawaii Energy is a ratepayer-funded conservation and efficiency program administered by SAIC under contract with the Hawaii Public Utilities Commission, serving Honolulu, Hawaii and Maui counties.

“We offer incentives and education to motivate businesses to change out their old energy hogs such as refrigerators, lights, air conditioners, pumps and other equipment to energy-saving replacements,” he says.

One of Hawaii Energy’s new offering is an incentive to install submetering for condominiums and stores within office building and hotels.

“If you don’t measure it, you can’t manage it. Smaller stores, like those around Waikiki, might not have individual electric meters so they don’t know how much energy they are using,” Sonoda says. “Submetering rewards the stores that do a great job saving energy with lower bills, while identifying the others we need to help. Studies show

that installing submeters reduces usage between 10 to 20 percent.”

For buildings with enclosed parking, Hawaii Energy offers a new incentive for garage demand ventilation control on fresh air fans.

“These fans are operating at full speed, 24/7, regardless of need, which wastes electricity,” he says. “By installing smart sensors, you can reduce the amount of energy used by activating fans only when necessary to maintain air quality.”

Many businesses have second-hand refrigerators that use two to three times more electricity to operate than a new ENERGY STAR® model. To operate a 20-year-old refrigerator, it costs about \$380 on Oahu, \$420 on Maui, \$490 on Hawaii Island, and \$555 on Molokai and Lanai in electricity every year. Hawaii Energy offers businesses a \$50 rebate when they trade in an old refrigerator for a new ENERGY STAR® unit; residents can get a \$125 rebate.

Hawaii needs everyone’s help to reduce our state’s dependence on imported oil.

“If businesses can’t afford their high electricity costs, they may have to close or down-size. Both of which hurts the economy,” says Sonoda. “We’re constantly enhancing our incentives offerings to help Hawaii’s businesses conserve energy.”



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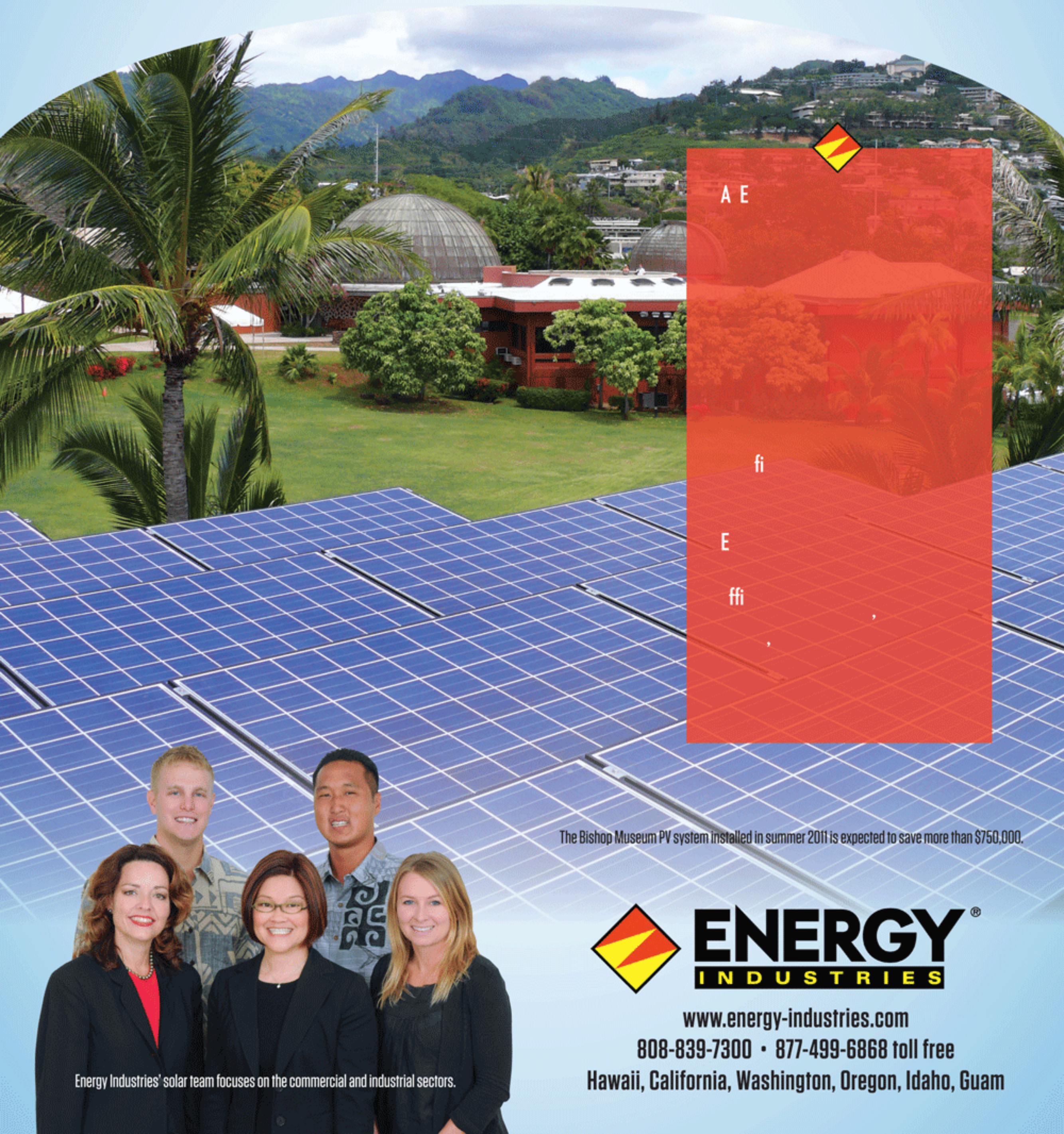
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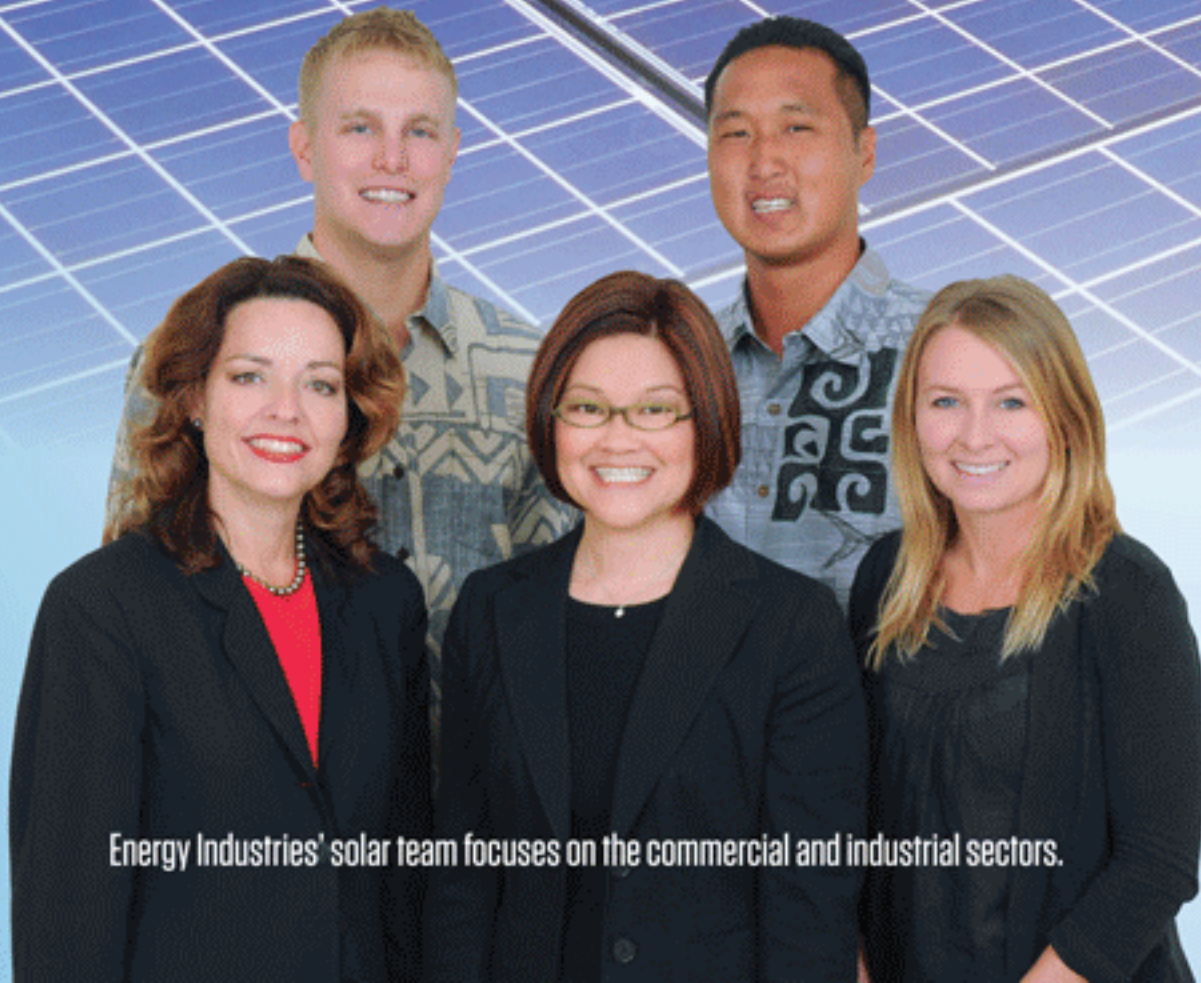
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