

Harvesting the Benefits: Visit SCE At the World Ag Expo, Booth IJ25

A visit to the 2013 World AG Expo will bring you new ideas on opportunities to improve your operations and reduce your electricity bills. Meet our SCE representative at booth IJ25 to receive valuable information and ask questions to improve your bottom line. Details on the World Ag Expo are available at www.worldagexpo.com.

Bring Your Recent Electric Bill and Receive A Free Gift!

Take control of your energy use and reap the rewards by participating in Energy Efficiency and Demand Response programs with Southern California Edison. From Electrical Safety Demonstrations, Free Pump Tests to Retrofit Rebates and Demand Response incentives, SCE is here to help you!

Other Events to Obtain Valuable Information to Lower Your Electric Bills

SCE will also host two Customer Appreciation events this year in the Main Hall at the Energy Efficiency Center - Tulare. Both the Customer Appreciation Mixer, February, 11 from 6:00 p.m. to 8:30 p.m. and the Customer Appreciation Breakfast, February 14, from 6:30 a.m. to 8:00 a.m., will highlight 3rd party services, programs and available incentives. Contact your Account representative for more information on how you can attend.

In the Tulare area? Take a class at our Energy Education Center – Tulare (formerly AGTAC) 4175 South Laspina Street, Tulare, CA 93274. For more information, including an online tour of the facility, visit www.sce.com/energycenters.

SCE Hosts Demand Response Customer Recognition Luncheon

What's the upside of enrolling in an SCE Demand Response (DR) rate or program? Potential tremendous savings for participating in events and accolades from SCE and business colleagues on helping ensure delivery of reliable energy. SCE hosted a DR Customer Recognition event on December 6, 2012 at the Energy Education Center in Irwindale. Twenty one customers were honored with special awards for their outstanding DR participation in 2012. In attendance were customer awardees accompanied by their BCD account representatives. SCE VP Lisa Cagnolatti and Director Larry Oliva presented the awards and Principal Manager Janet Pasker served as emcee. Each customer account representative and the Program Managers for SCE's various Demand Response programs were on hand to congratulate award recipients.

There were four award categories: All Star Award for contributions during a single demand response event in 2012; MVP Award for sustained contributions over multiple demand response events in 2012; Rookie of the Year Award for contributions by a first year participant; and Leader Award for demonstrated leadership and/or innovative solutions in demand response in 2012.

The event was well-received. Attendees were impressed by the actions and strategies that colleagues used to curtail and shift load during peak times and demand response events. Many lingered to speak to SCE staff or their account representative on how to adopt the strategies they heard about for their operations, improve their demand response performance and increase their savings next year. These businesses realized significant savings by adopting strategies that might work for you.

You, too, could be the next Demand Response Star! Talk to your account representative and ask how to enroll and participate in demand response programs in 2013.



California Steel officials accept an SCE DR Leadership Award for participation energy savings. Left to right: Larry Oliva, SCE Director, Tariff Programs and Service, California Steel's Chris Krueger, Manager Purchasing/Warehouse, Harry Allin, Executive Vice President Operations, Hal Parker, Manager of Engineering, and SCE's Lisa Cagnolatti, Vice President, Business Customer Division.

From Education to the Environment, We're Keeping Our Philanthropic Efforts Focused on the Promises of Tomorrow

Like many of our business customers, Edison International embraces a forward-thinking approach to philanthropy. We've been supporting California for more than 125 years, and we have a vested interest in protecting the region's future. This means focusing our giving and supporting initiatives that ensure a bright tomorrow for Southern California.

For Edison International and Southern California Edison, protecting our community's future requires two core commitments: 1) supporting students, and 2) sustaining the environment. As an energy utility, we also consider it our responsibility to lead where these two priorities meet, and educate our region's youth on responsible energy use and environmental consciousness.

Emphasis on Education

Helping our children grow and expand their opportunities benefits us all, from ensuring an exceptional labor force for tomorrow to training the engineers and scientists who will develop our next-generation technologies. To that end, Edison International devotes significant resources to community initiatives that benefit schools and educational programs. We also engage in partnerships that nurture the imaginations and foster the academic success of Southern California's future workforce and leadership.

Since 2009, Edison International has given more than \$32.6 million to educational programs that help students excel in science, technology, engineering, arts education and mathematics. Our employees have demonstrated their support as well, donating \$1.2 million in 2011—funds that were matched by Edison International—to benefit thousands of public and private schools, ranging from elementary schools to universities.

Environmental Stewardship

Protecting and sustaining our environment and natural resources is another priority we all share. In commitment to environmental stewardship, in 2012 Edison International supported habitat preservation, wildlife protection, energy conservation and clean energy initiatives with nearly \$8.7 million in corporate giving to programs supporting environmental responsibility.

This commitment is embedded in our business as well, through programs and incentives that encourage our customers to conserve electricity and practice smart energy management. Together, with our residential customers and business customers like you, we can keep our energy use under control and help meet California's energy goals.

Education & the Environment

Our commitments to education and the environment meet in workforce and education training programs, which were funded and developed in coordination with fellow Southern California utilities to provide comprehensive education on smart energy management. These programs focus on building awareness from grades K-12, all the way up to university level, and are inclusive of minority, low income and disadvantaged communities. Through these programs, students are taught smart energy in their own homes and prepared for sustainable and green careers to help support California's future energy needs.

From sponsoring programs that empower and inspire Southern California's students to supporting organizations dedicated to conserving natural resources and developing green technologies, we look forward to providing another century of service in Southern California, working alongside businesses like yours in fulfilling tomorrow's promise.

For more information, visit www.sce.com/community and follow us on Twitter [@SCE_Business](https://twitter.com/SCE_Business).

CUSTOMER FOCUS

Energy Management at Royal Vista Golf Club: Cooking Up Savings on Electricity

A facility that serves hundreds of meals at once for weddings, birthdays and banquets needs to take advantage of every measure that cuts costs and improves quality. Kimberly Bauer, General Manager of the Royal Vista Golf Club in Walnut and Food and Beverage Consultant at Creative Hospitality Services, got some great ideas for keeping her guests pleased while cutting her electricity costs from a respected educational resource: the Foodservice Technology Center at Southern California Edison (SCE).

"We host a half dozen weddings on a typical weekend, plus golf tournaments, awards banquets, birthday and anniversary parties," Kimberly explains. "And Royal Vista's clubhouse is an older building designed when energy management wasn't a major consideration. Profits in food service are thin, so costs are always important. Meanwhile, we want to keep our quality and our service excellent to stay competitive in the market. We needed a win-win, and we found it in a seminar we attended at SCE."

Cooking with More Efficiency for Multiple Savings

"Our kitchen is about forty years old," Kimberly says, "and we're in the process of replacing and upgrading our equipment. Our utility costs were just one factor for us to weigh in evaluating new ways to cook – we wanted to improve the quality of the food and the service, and also the efficiency of the operation. The biggest cost in commercial food service isn't utilities or even food – it's labor. So we needed one solution to controlling all those costs."

"A consultant pointed us to a programmable electric combination oven that would handle multiple tasks for us and be easier and safer to use than the gas stove we had. I liked the idea, but for the price, I wanted a hands-on test. The Foodservice Technology Center at SCE's Energy Efficiency Center (EEC) in Irwindale gave a working demonstration for my Executive Chef and me in their Test Kitchen. They used this oven to cook shrimp, spinach, chicken, broccoli, even a steak, and everything was delicious. I called the president of our company that day and said, "I have to have this oven!" The new oven streamlines our cooking process.

I'm conserving power because it's so efficient. It's safer because it's cooler and flameless. This oven is helping me raise my whole business performance by increasing the numbers of guests we can serve. Just the fact that it's self-cleaning save me over \$4,000 a year in labor costs."

Savings and Service Help Grow the Business

"Word of mouth is the best advertising in the wedding business," Kimberly notes, "so a successful reception where the food is delicious and the guests are pleased is the standard we have to meet every time. If our kitchen runs at top efficiency, if we minimize wasted energy and effort, then we're delivering a great experience at a price people like. And we're working safely, too, and minimizing our labor turnover. Add all that up, and we're growing our business. What we've learned from SCE is essential, so we're very appreciative, and we're going back for more good ideas. That's the great thing about classes at the Foodservice Technology Center – you don't just look at the equipment, you can test it, taste the results, and talk with the experts."

Cash Incentives on Equipment, Seminars for Savings at the EEC; Food For Thought

SCE's Foodservice Technology Center is a working test kitchen and classroom, offering seminars, demonstrations and workshops, including ServSafe Food Safety training and certification, all designed to guide SCE customers toward the most informed equipment decisions and the best possible return on their electricity dollars. The incentives offered on equipment through SCE's Express Efficiency Program can cover a portion of the cost for installation, and help save energy and money in the long term by improving the efficiency of your commercial or institutional food service operations. Lower electricity bills, potential savings on labor and maintenance costs, and better quality are the palatable payoff.

This case study is presented for informational purposes only. Savings and incentives will vary by project. SCE programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission.

Royal Vista Golf Club: Estimated Savings by Managing Energy

Location: Walnut, California

Industry: Commercial Banquet and Food Service

SCE Programs Utilized: Express Efficiency Solutions

Incentives: \$1,000 cash incentive on new equipment under SCE's Express Efficiency Program

Results: 18,400 annual kWh savings; over \$2,000 in annual energy savings and \$4,000+ in annual labor savings

To learn more about SCE's Energy Efficiency offerings contact your account representative or call 800-736-4777 for information on the program.

Like Royal Vista Golf Club, you can save money on electricity:

- Take free SCE classes in lighting, HVAC, energy management and more at the Edison Energy Center.
- Use Web-based tools such as SCE EnergyManager[®], SCE Cost Manager[®], and SCE Bill Manager[®] to monitor your electricity usage in real time and over the long term.
- Use SCE's Express Efficiency Program for prescriptive cash incentives on a list of qualifying energy-efficient equipment. Contact your account representative or call 800-736-4777 for information on the program.