



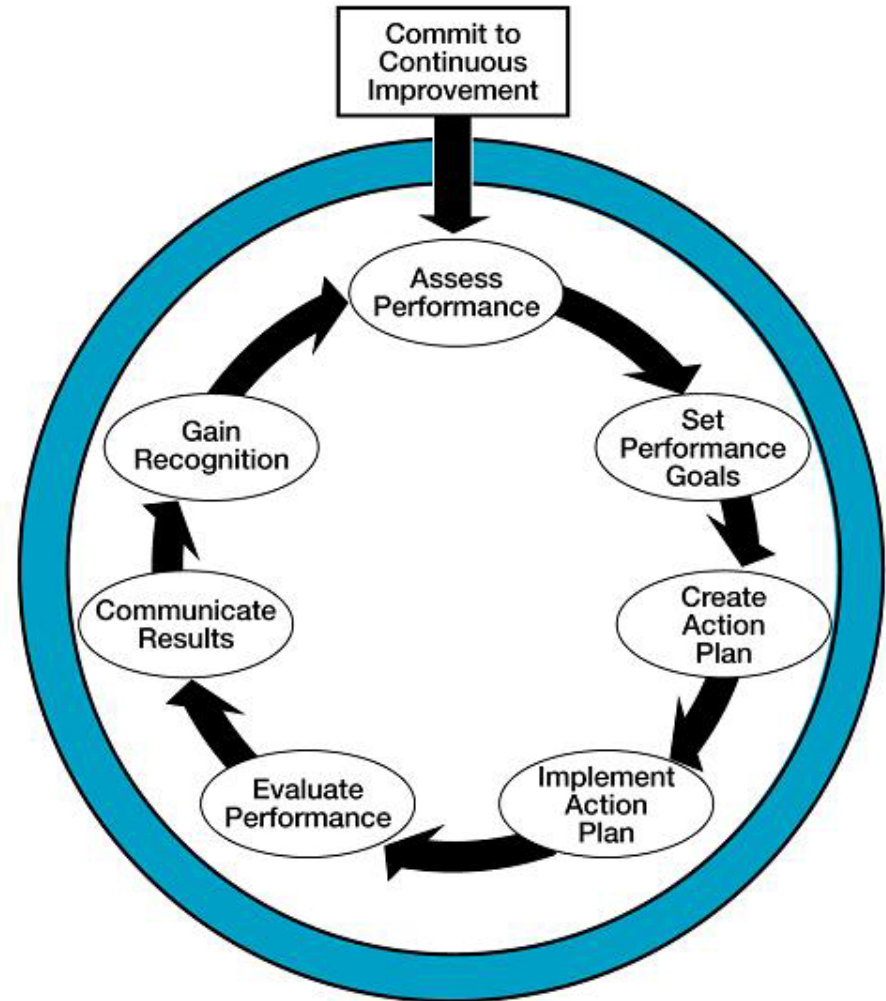
Training and Motivating Employees

April 16, 2003



About the Web Conferences

- **Monthly**
- **Topics are structured on a strategic approach to energy management**
- **Help you continually improve energy performance**
- **Opportunity to share ideas with others**
- **Slides are a starting point for discussion**
- **Open & Interactive**





Today's Web Conference

- **Introductions**
- **Training & Motivating Opportunities**
- **Frito-Lay Approach**
- **Bell South Approach**
- **Open Discussion**



Training & Motivating

- **Awareness - subtle**
- **Communications - direct**
- **Instruction - formal**
- **Recognition - acknowledgement**



Awareness

- **EE Brochures**
- **Posters**
- **Promotional Items**
- **Logo**
- **Events – Earth Day**



Communication

- **Intranet Web Site**
- **Energy Council Conference Calls**
- **Employee Small Group Meetings**
- **Articles in Newsletters**
- **Networking**
- **Energy Summit**



Instruction

- **EPA Web Casts**
- **ENERGY STAR Tools**
- **DOE Resources**
- **Vendors/Contractors**
- **Organizations**
- **Plant Assessments**



Recognition

- **Energy Star Awards**
- **Facility Awards**
- **Individual Awards**
- **Letters of Acknowledgement**
- **Verbal Recognition**
- **Performance Appraisals**



Hand-off

- **Questions**
- **Comments**
- **Frito-Lay**
- **Bell South**



Frito-Lay, Inc.

Resource Conservation

Training & Motivation
EPA Energy Star Conference Call
4/16/03

Frito-Lay Approach

Some Success... Some Opportunity



Frito-Lay, Inc.

- **Frito-Lay Success**
 - Executive Communication
 - Energy Manager Meetings
 - Job-Level Training
 - Recognition
- **Frito-Lay Opportunity**
 - General Awareness
 - Stickers & Posters

Executive Communication



Executive Support Has Been Crucial To Our Program

Frito-Lay, Inc.

Summary

Meet The Challenge in 2008

- Total Target = \$600MM
 - \$100MM SOPS RC
 - \$100MM Manufacturing RC
 - \$100MM Absorbate Capacity
 - \$100MM Reliability
- Technology
 - Investigate All Ideas, Innovate New Ones
- Conservation/Process
 - 2% Goal in Non-Project Productivity
- Capability
 - Develop A Team To Sustain & Improve Performance

MAX Target = \$600MM!

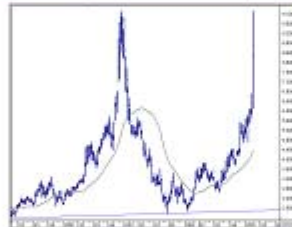
Fresh Water Scarcity

East Coast Drought Has Exposed Blomberg's No-Waterfall



Energy Futures Prices

Natural Gas Commodity Price



- Annual Plan Process
 - Target Specific Productivity Goals & Allocate To Each Site
- The "Bloody Slides"
 - Make The Point Beyond "Just Dollars"
- PepsiCo Corporate Analyst Meeting
 - Resource Conservation Team Highlighted By Frito-Lay Operations

StarBurst ... Our Biggest Performance Driver
... and We Know It Works!

- Focused **StarBurst** Teams
 - Fully Integrated Process + Technology + People
- No Debate Execution of Performance Models
 - Scorecard **GREEN** or **RED**

Page 12!

Packaging
Cartons
Warehouse
Resource Conservation
Network
Sales Operations
Supply Chain Optimization

Energy Manager Meetings



The Frito-Lay Starfleet Resource Conservation Team

Frito-Lay, Inc.

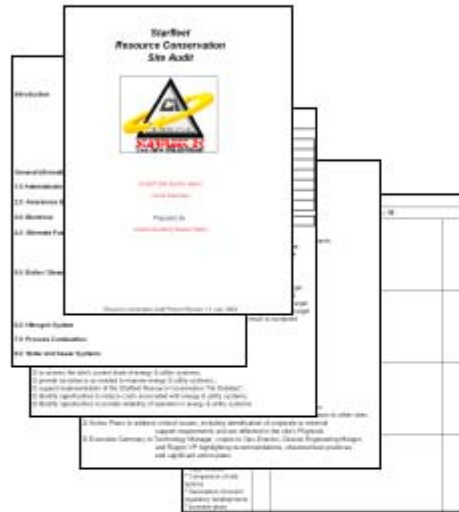
- **Regional Captains**
 - Organize Site Audits, Plan Projects, Track Performance
 - Monthly Conference Calls To Review Usage/Cost vs Goals
 - Quarterly Meetings To Develop Strategy, Drive Innovation
- **Starfleet Events**
 - Fall Planning Conference Develops Gameplans
 - Spring Meeting Displays Technology & Savings Programs
- **Annual Energy Summit - January**
 - Share Best Practices, Innovate Energy Saving Ideas
 - Coordinate Yearly Activities (Audits, Support Meetings)
 - Display New Technologies And Programs In “EXPO”

Job Level Training



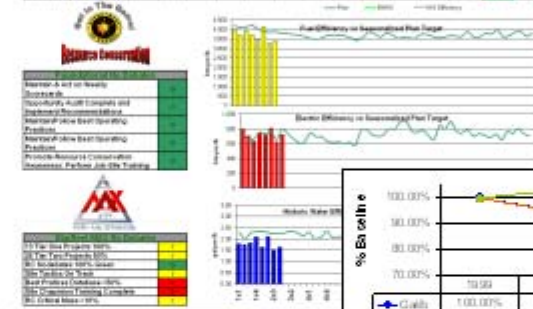
Each Site Champion Leads Front-Line RC Team

Frito-Lay, Inc.



2003 MODESTO Resource Conservation Score Card

Area	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Energy	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Water	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Waste	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Recycling	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Overall	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



- Resource Conservation Site Audits
 - Every Site, Every Year, Every Champion Involved
 - Cross-Site Learning And Best Practice Sharing
- Site Performance Scorecards
 - Each Week Track & Report Performance vs Goals
- Bootcamp
 - Formal Classroom Training Developed In 2003

Recognition



Supporting And Rewarding Success

Frito-Lay, Inc.



Business Case/Innovation Contest

Air to Air Heat Exchangers
 Matt Vello
 Dean Dittus, Stuart Hadden

Description:

- The Air to Air Heat Exchanger is a passive device that allows for heat recovery between two air streams. It is used in a variety of applications, including industrial processes, power plants, and data centers. The device is made of metal and is designed to be installed in a duct system. It is a simple and effective way to reduce energy consumption and improve efficiency.

Applications:

- The device is used in a variety of applications, including industrial processes, power plants, and data centers. It is a simple and effective way to reduce energy consumption and improve efficiency.

Geography Summary & Goals:

- It is a simple and effective way to reduce energy consumption and improve efficiency.

		Btu/lb	kWh/lb	gal/lb
South	Perry	7%	27%	18%
	Louisville	2%	24%	36%
	Orlando	4%	26%	7%
	Pulaski	-8%	27%	39%
	Charlotte	-14%	23%	17%
	Jonesboro	4%	47%	46%
	Lynchburg	2%	40%	27%
	Fayetteville	16%	22%	19%

- Energy Summit Awards
 - Both Site and Individual Recognition
- Innovation Contest
 - Drive For New Ideas
- BHAG Club
 - Outstanding Performance By Specific Sites

Opportunities For Improvement



Frito-Lay, Inc.

We're Working On These Issues

- General Awareness
 - We Haven't Yet Achieved "Critical Mass"
 - Newsletter / Web Site - General Corporate Issue
 - Promotional - Branding The Commitment
 - External Event Tie-ins (e.g. Earth Day)
- Stickers & Posters
 - We're "Borrowing" Ideas From Others





BELLSOUTH

Energy Solutions

>> your connection >>

>> to energy savings





2002 Employee Communications Campaign “Save Energy – It Makes *Cents*”



- Partnership w/ Corporate PR
- Letter from Corporate Officer
- Web Site Launch (<http://cres.bls.com/energy/>)
- Articles in NewsSource and Connections
- **Energy Champion Program**
- Energy Awareness Month - June
- Monthly Energy Conservation Reminders



Energy Champion Program



- Program coordinated and sponsored by Energy Team in Corporate Real Estate.
- Volunteer program for employees to help promote energy conservation within their building or workgroup.

Coordinating the Program

- Recruit Energy Champions via mass e-mails, company newsletters, etc.
- Provide Energy Champions with a **program guide** and **energy-saving tools**
- Communicate monthly energy-saving tools to Energy Champions via conference calls and/or e-mails
- Answer questions from Energy Champions
- Receive and respond to requests for employee prizes from Energy Champions
- Record and display Energy Champion efforts on the Energy Solutions Web site
- Track the impact of Energy Champion efforts on energy use



Energy Champion Roles



- Distributing energy tips to employees
- Posting energy posters within their work area
- Reminding employees to turn off lights, monitors, computers and other equipment at the end of their workday and on the weekends
- Create contests and quizzes to promote energy conservation
- Write articles for local newsletters to promote energy conservation and the Energy Champion program.
- Distribute prizes, provided by the Energy Solutions team, to employees for implementing conservation measures
- Help to promote Energy Awareness Month.
- Recruit other Energy Champions
- Advise CRES of opportunities for energy-saving opportunities



Energy Champion Tools



- Energy Champion Program Guide
- Monthly conference call hosted by Corporate Real Estate to roll out new conservation activities identified on calendar
- Energy tips & facts, posters, flyers, slides, quiz material, prizes, etc.
- Energy Champion section of energy web site to access tools and conservation information



Energy Champion Calendar



April – Energy and the Environment

April 22, Earth Day

- Distribute Earth Day energy posters
- Distribute facts on the environmental benefits of energy conservation
- Distribute office energy-saving tips

June – BellSouth Energy Awareness Month

- Distribute energy conservation poster #1
- Distribute summer energy-conservation tips for office
- Perform a walk-through inspection of your area

Energy Champion Tools

Program Materials	<ul style="list-style-type: none">→ Enrollment Form→ Program Guide→ Current Energy Champions	
Energy Tips, Facts, & Myths	<ul style="list-style-type: none">→ Energy Saving Tips for Offices→ Energy Facts for Offices→ Office Energy Checklist→ Computer Myths	<ul style="list-style-type: none">→ Energy Saving Tips for Home→ Is your home energy efficient? Find out here.→ Energy & Environment→ Energy Quiz Template
Energy Posters & PowerPoint Slides	<p>Posters</p> <ul style="list-style-type: none">→ Light Bulb Poster→ Computer Poster→ Energy Star Poster Series (3)→ Suggestion Box Flyer→ TGIF Flyer	<p>Slides</p> <ul style="list-style-type: none">→ Computers Deserve the Night Off→ \$130M - What Can You Do→ Are You an Energy Champion



>>> your connection
>> to energy savings

Tues, 29 January 2002

Your Weekly Energy Tip



energy preview

- > Energy Tips
- > Message From Our Team
- > Organization Chart
- > Success Stories



news & info

- + [Current Articles & Newsletters](#)
- + [Current Energy Reports](#)
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Last Updated: 01/23/2002
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our mission: to implement a sound energy management strategy for BellSouth



Travel Locator Benefits Mapquest MY BellSouth



Program Benefits



- 122 Energy Champion volunteers promoting energy conservation
- Case studies at several facilities indicated a 15% to 20% decrease in energy consumption due to program activities
- Contributed to a \$2.62M or 2% reduction in energy costs in 2002



Discussion

- **Your most effective practices**
- **Best new approach heard today**
- **Your biggest hurdle**



Upcoming Web Conferences

May 21, 2003

**Meet the ENERGY STAR
Partners of the Year**

June

**No Web Conference
Networking Meeting**

July 16, 2003

**Leveraging Energy
Management Through
Investor Relations***



Save The Date

**ENERGY STAR
Spring Networking Meeting**

June 11, 2003

**St. Paul, MN
Co-hosted by 3M**



Thanks for participating

**Contact your
ENERGY STAR
Account Manager
for assistance**