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Get the Recognition You Deserve!

2009 ENERGY STAR Small Business Awards

Application Deadline: May 15, 2009
More info: www.energystar.gov/smallbiz

Saving energy is about more than saving money. It demonstrates your commitment to environmental protection and helps you earn the respect of your customers and community. Research shows that more and more consumers prefer to do business with organizations they perceive as being socially and environmentally responsible. In a recent survey of under 25-year olds, nearly 70% of respondents said they consider a company's environmental commitment when deciding where to shop, and nearly 80% want to work for an environmentally responsible company.

You've made the commitment; now gain recognition from your community by winning a U.S. Environmental Protection Agency (EPA) ENERGY STAR Small Business Award! Past award recipients have received national media coverage as well as notoriety closer to home.

Who is eligible?

The 2009 ENERGY STAR Small Business Awards are open to any small business that has increased the energy efficiency of its facility through energy management improvements during the last two years. Preference will be shown to businesses that have used ENERGY STAR tools and resources to achieve success. Although it is not a requirement, the free online Portfolio Manager tool (found at www.energystar.gov/benchmark) can help you track your energy savings and demonstrate your success for the application. Free webcast training for Portfolio Manager is also available.

Winners will receive:

- An ENERGY STAR award plaque to put on display at your facility
- Public recognition announcements for your hometown news media
- Featured recognition on the ENERGY STAR Web site
- The opportunity to promote yourself as an "ENERGY STAR Award Winner."

Applications must be submitted by May 15, 2009. Applications can be sent via e-mail, fax or U.S. mail to the following:

By email: epasmallbiz@energyandsecurity.com

By Mail:
Energy and Security Group
Attn: EPA Small Business Awards
1900 Oracle Way, Suite 717
Reston, VA 20190

By Fax: 703.689.4427

For questions please contact: epasmallbiz@energyandsecurity.com



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1. GENERAL INFORMATION

Name of Business _____

Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail _____ Website _____

Square Footage _____ Own _____ Rent _____

Business _____ Type of Business _____

Number of Employees/Staff _____

Please give us a primary contact (if different from above) in case we have questions about your application

Contact _____ Title _____

Telephone _____ E-Mail _____

2. TELL US YOUR ENERGY STAR STORY (75 Total Points)

On a separate sheet(s) of paper, briefly describe your energy-efficiency efforts and accomplishments. This written description of your activities is the most important element in evaluating applicants and determining winners.

Winning applications will demonstrate success in achieving energy efficiency as well as active involvement with the ENERGY STAR program and the use of ENERGY STAR tools and resources.

• Your Program – 15 points

- Briefly describe your business, operations, and history. Include things such as when founded, description of operations, your clientele, and the number of locations or other details.
- Tell us about the factors that motivated your energy-saving program, any background such as audits or benchmarking that you performed, how you developed your energy-efficiency plan, and what actions you took. Were there obstacles you had to overcome, or lessons you learned along the way? Did others play a significant role in helping you develop or implement your energy program? If you have plans to continue your energy-efficiency program, you can include them here.

• Your use of ENERGY STAR – 25 points

- Describe how the resources, tools, and information from ENERGY STAR helped you in developing and implementing your energy-saving program. This would include use of ENERGY STAR tools and resources beyond the purchase of ENERGY STAR qualified equipment. Did you consult the program guidebook, *Putting Energy into Profits*, the *Building Upgrade Manual* or *Guidelines for Energy Management*? Did you benchmark or use Portfolio Manager? Did you use the ENERGY STAR Web pages or contact ENERGY STAR for technical support? Did you participate in any of the available free webinars? Did you consult the ENERGY STAR product pages when selecting equipment? Be sure to include any ENERGY STAR labeled products you used. Also,



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let us know if you signed up for the ENERGY STAR Challenge, took the Change-A-Light pledge, or participated in any other ENERGY STAR programs.

- **Communications – 20 points**
 - Have you communicated information about your energy-saving program to your employees, customers, or community? Many small businesses involve their employees in reducing their energy consumption through training programs, maintenance procedures, or informational campaigns. Some companies train their employees on how to inform customers about energy-efficiency. Did you leverage free ENERGY STAR publications such as posters, handouts, or tip cards? Did you include energy information in your advertising? How did you inform your community about your efforts? This could include articles in the local press, participation in Earth Day or other energy related activities, or presentations or handouts at energy fairs or other public gatherings.

- **Results –15 points**
 - What have the energy savings meant to your organization? You can discuss the benefits for your staff, your customers, or other stakeholders. For example, did your program create greater comfort, increased sales, increased productivity, or media recognition?

In the event you are chosen to receive an award, this text will be the basis for preparing a summary of your organization's achievements for promotion and publicity. You may send photographs and other supporting material if desired. Photos and a logo will be required if you are a winner.

3. ANNUAL SAVINGS (25 Total Points)

Please provide data on the percentage of energy savings achieved in your facility. We encourage you to use ENERGY STAR's free online Portfolio Manager tool (www.energystar.gov/benchmark) to provide this data. All fuels (electricity, gas, oil, etc.) should be included. After you have benchmarked the facility, please attach the Statement of Energy Performance to your application. Free training on the use of Portfolio Manager is available. If you are not using Portfolio Manager, please complete Table A below. Typically, your local utility company will provide a summary of your utility bills at your request.

Table A: Savings Results

Fuel	Units	Most Recent 12 Months Data	Previous 12 Months Data
Electric	Cost (\$)	\$	\$
	kWh		
Gas	Cost (\$)	\$	\$
	___ Therms		
	___ CCF		
Oil	Cost (\$)	\$	\$
	Gallons		
Other _____	Cost (\$)	\$	\$
	Units _____		



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Time Period Covered:

Most Recent 12 Months (mm/yy) ____/____ - ____/____

Previous 12 Months (mm/yy) ____/____ - ____/____

Note: Please provide any documentation you feel will help support the numbers you have provided in Table A.

4. COLLABORATION AWARDS

Other organizations which had an active role in the energy-efficiency project(s) detailed in this application are eligible for recognition in the event you are a winner. This may include architects, contractors, suppliers, development agencies, utilities, or consultants.

If you would like any of these firms to receive a Collaboration Award certificate in the event you are a winner, please list them below. Please explain the role(s)/function(s) that these organizations performed in your energy-efficiency project(s) under the "Tell Us Your ENERGY STAR Story" part (Section 2) of the application.
