

Creating Key Account Energy Management Partnerships

Developed jointly by **Bob Mason** and the **Rural Electricity Resource Council**
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1:15 P.M.

I. The Need to Find Win-Win Projects with Key Accounts

- To meet energy needs, utility's best option is adding efficiency
- Larger customers control more energy & demand
- The power supplier's role; initiate the idea and explore with customer

II. Three Main Ingredients for an Energy Mgmt. Partnership

- 1st - it saves money for the key account customer
- 2nd - helps the power supplier manage energy, or demand peaks
- 3rd - gains public relations & reinforces environmental stewardship for both groups
- Every partnership will be strong or weak in each area
- Finding the win-win formula

III. Example Case Study #1, a Successful Partnership Project

- American Electric Power & Columbus Zoo

IV. Considerations to Use in Your Search for the Win-Win Relationship

- Know your list of largest customers
- A determining factor - willingness of the customer to seek energy savings (or green power). Power supplier must sell the value \$\$ of pursuing the partnership
- Understand the customer's risks & motivations. Find ways to lower risk, or make the rewards match the risk. Some just want to pursue green power
- Does customer have sufficient staff to deal with the project? It will require a team.

2:15 pm – Quick Refreshment Break

V. Case Study #2 of a Successful Partnership Project

- TVA, Nashville Electric & cold storage customers

VI. Putting It All Together, Getting Started & Moving Ahead

- Applying these ideas to your own situation
- Consider the "pilot project" concept to get started, and allow easy exit
- We are here to help you if needed

3:15 pm. – Adjourn