



Choice Energy Services enables Trump SoHo Hotel to access 100% green power

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Choice Energy Services has completed a two-year contract to provide the new Trump SoHo Hotel with 100% green power. The contract offsets the hotel's carbon footprint and delivers substantial cost savings for the newest property in the Trump Hotel Collection.

Opened in February 2010, the property did not have substantive historical usage data to inform the procurement process. Even without a detailed usage profile, Choice was able to tap its network of more than 20 suppliers in the city's region and leverage its extensive knowledge of the wholesale energy markets to secure the optimal price, contract terms and marketing strategy that aligned with the hotel's green goals.

"At the outset of the engagement the Trump SoHo's goal was to have 35 percent of their energy needs supplied by green sources," said Paul Epstein, vice president of Choice Energy Services' area office. "The Trump organization aspires to exceed their guests' expectations and we felt obligated to adhere to that same lofty standard. By working closely with Trump management, we were able to save the hotel hundreds of thousands of dollars annually and secure 100% green energy for two years."

Central to achieving the hotel's goals was Choice's ability to create a comprehensive and innovative approach to energy procurement and management for the Trump SoHo. With a holistic energy management approach in place, Choice can better examine the way the organization will develop the property over time and will help facilitate its sustainability goals as the property's demand patterns change.

"Increasing the awareness of green energy is of utmost importance to Choice Energy nationwide," said Bill Cannon, managing director of Choice Energy Services. "We are glad the Trump family shares our aspirations to proactively seek out sustainable alternatives."

During the procurement process, Choice found the ideal partner to supply the Trump SoHo with competitively priced green power. Green Mountain Energy is the nation's leading retail provider of cleaner energy and carbon offset solutions and will be instrumental in delivering the innovative green energy solution.

"What is truly exciting about this contract is that it enables Trump SoHo to offset 100% of the hotel's annual electricity usage, which produces more than four million pounds of carbon dioxide (CO₂) annually," said Scott Martin of Green Mountain Energy. "The savings represents the equivalent of 1.3 million houses turning off all their lights for a day, or not taking more than 1.8 million cab rides."

Choice Energy Services was founded in 2002 as a result of electricity deregulation in Texas, and has since expanded into every deregulated electricity and gas markets in the country. With the goal of helping customers reduce energy costs, better manage budgets and lower overall risk, Choice Energy Services is a leading provider of electricity and gas brokerage services in the United States.

