



## **Giving away money; Still a tough sell**

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"Amazingly, it's not easy giving away money!" That was the comment made by Business Development director Tom Cunneen of Lockheed Martin charged with sales direction for the Con Edison Commercial & Industrial (C&I) Energy Efficiency Programs at his weekly staff meeting.

"Trust and belief are major obstacles," said Cunneen. "When we say we are giving money away, people usually become skeptics, after all, nothing is truly free. But in this case, how can you go wrong with a 20 - 80% energy bill reduction and cash rebates you can apply back into your business' operating expenses?"

One would think, in the current economic climate, "giving money away," would be an easy sell - not so. As usual, people naturally think there is a catch, but the "catch" is...there is no catch. If you own or manage a large office building, medium size retail outlet or other commercial and industrial facility and are a Con Edison customer interested in improving operations, reducing maintenance costs, lowering energy bills and procuring a more sustainable future, then the Con Edison C&I Energy Efficiency Program is for you.

Inefficient energy usage can increase operating expenses and have a significant impact on a company's bottom-line. Saving energy may be one of the most effective ways to offset this. The C&I Energy Efficiency Program gets businesses on the right energy efficiency track by offering cash incentives, rebates and technical assistance through the Market Partner Network to help businesses save energy and money.

Since the launch of the program, the Con Edison Green Team has helped many commercial and industrial customers, including office buildings, restaurants, hotels, bank facilities, hospitals, and residential apartment buildings, among others, earn cash incentives and improve energy efficiency for installing approved efficient electric and gas equipment.

"We're really pleased by the diversity of technologies that we're seeing come through the program" said David Pospisil, Con Edison program manager for Commercial & Industrial Energy Efficiency. It's a lot of lighting but we're also seeing variable frequency drives, HVAC applications and some large complex central plant optimization projects that are very difficult to undertake. There aren't many people who know how to do it well but these projects can generate huge savings and we're willing to buy those savings through our incentive programs."

For more information about Con Edison's C&I Energy Efficiency Program, email [info.conedci@lmbps.com](mailto:info.conedci@lmbps.com), call 1-877-797-6347 and/or visit [conEd.com/energysavings](http://conEd.com/energysavings).

Con Edison has a program available for everyone. To explore both residential and business programs, visit [www.conEd.com/greenteam](http://www.conEd.com/greenteam) or call the Green Team at 1-877-870-6118.

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