



SOUTHERN CALIFORNIA
EDISON[®]

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An EDISON INTERNATIONAL[®] Company



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SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

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INDUSTRIAL SEGMENT EDITION

Earn Rate Discounts/Credits and Lower Your Bills With SCE Demand Response Programs

Southern California Edison (SCE) demand response programs can help qualifying customers reduce energy usage during peak times while lowering electricity costs. With these programs, you can earn rate discounts, incentive payments, bill credits and more, while also improving grid reliability, with minimal impact to your business.

Save in Summer Using CPP

Critical Peak Pricing (CPP) offers rate discounts for shifting or reducing electricity use during 12 critical peak events in the summer season, from June 1 to Oct. 1. By reducing load during the events, you avoid peak prices and receive discounted prices during non-critical peak periods.

As an added benefit, if you sign up for one of SCE's CPP rates before summer, you will receive Bill Protection. This means that if the CPP rate is not more beneficial for your business than your current rate schedule, you will be provided with a "true-up" credit after the summer season.

In addition, as a CPP participant you will receive a credit of \$19.50 per month through the rest of 2009 for SCE Cost Manager[®], which provides analysis tools to help you better understand how your energy use translates into costs. And, you can take advantage of Technical Assistance and Technology Incentives and Automated Demand Response (Auto DR) toward more energy-efficient operations and greater opportunities to participate in demand response events.

Reduce Your Usage and Save With SDP and DBP

Both the Summer Discount Plan (SDP) and Demand Bidding Program (DBP) offer valuable ways to further save energy and money.

Under SDP, SCE provides and installs a cycling device on your central air conditioner(s), at no charge to you. In exchange, you receive a credit on your summer season electric bills for permitting SCE to periodically turn off, or "cycle," the compressors of your air conditioner(s). You choose how much credit you may receive by the program and the amount of cycling you select.

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The DBP – a flexible, Internet-based bidding program – offers you the opportunity to receive bill credits for voluntarily reducing power, allowing you to lower your operating costs and help alleviate potential power shortages in California. You control your participation, and save when you decrease load during an event – with no financial penalties if you don't drop load. For new enrollees, talk to your account representative to walk you through the easy bidding process to put you on the road to savings. For longer-term participants, contact your representative to review your current bids and determine any additional ways to save.

With summer coming soon, learn more about the benefits of these and all of SCE's other demand response programs by contacting your account representative and visiting www.sce.com/drp.

Cook Up Savings at Remodeled SCE Foodservice Technology Center

SCE recently completed a remodel of the Foodservice Technology Center (FTC) – where you can learn to improve the energy efficiency of your foodservice operations – at its Customer Technology Application Center Energy Center in Irwindale.

The upgraded FTC features a classroom, a cook line area and a showroom that can display approximately 60 pieces of foodservice equipment, from countertop to floor-size models. Specific features include:

- A cook line with three new commercial ventilation hoods that demonstrate a demand ventilation control system, plus a power upgrade for testing and demonstrating commercial foodservice equipment. A new data acquisition system monitors the power upgrade components to help with energy efficiency testing and foodservice equipment demonstrations.
- A new refrigeration wall with an energy-efficient commercial refrigerator, freezer and ice machine, all of which currently qualify for rebates under SCE programs.
- A sanitation wall featuring low-pre-rinse spray valves on the sink and an ENERGY STAR® commercial dish machine that demonstrate water and energy conservation.
- Lighting upgrades such as T8s and induction lamps under the hoods, compact fluorescent lamps and LED par 30 lamps for the classroom.

With this remodel, the FTC can play an even more integral role in helping you make energy-efficient decisions in selecting or using electric food service equipment. For more information, contact your account representative, visit www.sce.com/energycenters or call 800.336.2822.

Mark Your Calendars for Spring Electricity Outlook Meetings

Learn more about rates and SCE programs, including changes to energy efficiency and demand response programs and rate design changes coming in October 2009, at one of SCE's Spring 2009 Electricity Outlook sessions. The schedule includes 90-minute sessions May 1 in Oxnard, May 5 in Irwindale, May 8 in Torrance, May 12 in Tulare, May 13 in San Bernardino and May 15 in Costa Mesa. For more information, or to register, contact your account representative.

INDUSTRIAL SEGMENT FOCUS

Western Container Powers Down and Saves With SCE's Demand Bidding Program

If you open an ice-cold Coca-Cola product in Southern California, you're probably holding one of three million bottles made on a typical day at Western Container Corp. in Rancho Cucamonga. The company supplies local Coca-Cola bottlers with about three dozen sizes, shapes and colors of blow-molded polyethylene terephthalate (PET) containers, and runs a deadline-driven, highly mechanized operation 24/7.

How does such a high-volume manufacturer manage to save nearly \$30,000 on electricity in just two years? General Manager Tom Jackson uses the Demand Bidding Program (DBP) from SCE.

"Many manufacturers like us, running round the clock against constant demands, might assume that cutting back on electricity consumption is impossible," Jackson explained. "We're a company that thrives on change, so when our SCE account representative, Danielle Schofield, explained Demand Bidding to us, and showed us how it could save money, we looked for ways to use it. The essential first steps to success are to put assumptions aside, ask questions and put the program to the test."

Downtime Is Savings Time

DBP participants receive bill credits for voluntarily reducing power during DBP events, which may be called from noon to 8 p.m., Monday through Friday (excluding holidays) when needed on a day-ahead or day-of basis. Customers do not pay any penalty if they are unable to meet their energy reduction bid.

"Flexibility is the nature of our business," Jackson said. "We talk 10 times a day with our customers, and we respond right away to their needs. If they order six million units or four million instead of the five we planned for, we adapt immediately. We also know we need to close down one of our five bottle manufacturing lines every day for a few hours of routine maintenance, cleaning and lubrication."

He added, "If a DBP event is scheduled, we'll adapt and shift the maintenance time to coincide with the event. We'd have to power down anyway, but with the Demand Bidding Program, we get incentives for being flexible about the time. The savings add up. Energy costs being what they are, we'll take any chance we get to save money."

Savings Without Sacrifice on DBP

On Western Container's bottle-making lines, millions of injection-molded PET preforms are reheated and blow-molded into bottles in sizes from eight ounces to two liters, including Coke's signature curvy bottle. The fast, energy-intensive process leaves literally no room for error at Western Container – the company ships its product almost as soon as it's made. Jackson might have just a few hours of inventory on hand, so if a local Coca-Cola bottler has an urgent need, Western Container has to do what it takes to meet it.

Does it jeopardize production goals if the company participates in a program that rewards using less electricity?

"There's no sacrifice involved in taking part in Demand Bidding," said Jackson, whose company is seeing additional savings after receiving an incentive to retrofit its lighting in 2008. "The program doesn't lock us into every DBP event. We can choose to take part or not. That makes it attractive. I can evaluate our participation in DBP case-by-case, based on our status, and I can go online to use SCE's EnergyManager® to commit. The flexibility of the Demand Bidding Program matches the variables I work with, and that's why it works for us. It's a no-lose situation. In 2007 and 2008, we saved about \$29,500 on the program, and we're still participating."

To learn more about how you can benefit from the DBP and SCE's other demand response programs, contact your account representative or visit www.sce.com/drp.



Western Container Corp. General Manager Tom Jackson said, "There's no sacrifice involved in taking part in Demand Bidding. The program doesn't lock us into every DBP event. That makes it attractive." The company saved nearly \$30,000 through the program in 2007 and 2008 combined.