



SOUTHERN CALIFORNIA
EDISON[®]

6040 N. Irwindale Ave., Bldg. A
Irwindale, CA 91702

An EDISON INTERNATIONAL[®] Company



Contact your account representative for additional information and assistance.

QUICK LINKS TO FIND ENERGY INFO

Find us Online: www.youtube.com/sce www.twitter.com/socal Edison

SCE Home Page

– www.sce.com

Energy-Related Learning

– www.sce.com/energycenters

Statewide Transmission System Status

– www.caiso.com

Utility Regulation

– www.cpuc.ca.gov
– www.energy.ca.gov



IN THIS ISSUE ...

- » Make Resolutions for Your Most Energy-Efficient Year Yet
- » Put Your Energy Into Holiday Savings
- » Next Steps: SCE's 2012 General Rate Case Application
- » Refrigerated Products Manufacturer Cools Down Energy Use

INDUSTRIAL SEGMENT

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

VOL. 11 No.11 November/December 2011

Make Resolutions for Your Most Energy-Efficient Year Yet

As you look ahead to the New Year, follow these tips from Southern California Edison (SCE) to help you save energy and money and improve your business' bottom line in 2012.

See what's free: Take a free online survey and get immediate energy- and money-saving recommendations. Learn more at www.sce.com/business/energy-solutions/online-business-energy-survey.htm.

Keep cash in your stash: Install high-efficiency equipment and benefit from energy and bill savings year after year. Receive financial incentives to help make your business more energy efficient, and start saving today. Find out more at www.sce.com/express_solutions and www.sce.com/customized_solutions.

Be HVAC wise and optimize: Benefit from reduced unplanned repair costs, lower energy bills, cost-covering incentives, improved air quality and greater system reliability. Get details at www.hvacoptimization.com/.

Find a peak solution: Enroll in an SCE Demand Response program for the opportunity to receive financial incentives or other benefits for reducing or shifting power use during peak-demand times. Visit www.sce.com/drp to learn how you can save money and assist California by helping ensure adequate electricity supplies.

Automate your savings: Gain flexibility and ease of use by participating in Demand Response events with no manual intervention through Automated Demand Response (Auto-DR). Go to www.sce.com/autodr for details, including information on technology incentives available to help offset the purchase and installation costs of equipment that enables Auto-DR.

Put energy decisions at your fingertips: Turn to the SCE Energy-Manager[®] suite of Internet-based tools to gain online access to usage information and detailed cost analyses of your business' energy use. For details, log onto www.sce.com/energymanager.

Follow the sun: Receive financial incentives through the California Solar Initiative, reduce annual operating costs and help the environment by generating your own clean, renewable energy with a solar electric generating system or a solar water heating system. Learn more at www.sce.com/gosolar.

Make our workshops work for you: Sign up for classes offered on a variety of energy management topics—from lighting and HVAC, to motors and refrigeration, and more—at SCE's Energy Education Centers in Irwindale and Tulare. See the schedule and register at www.sce.com/energycenters.

To get more great tips, find out about all of SCE's energy management solutions, and which ones best meet your business' energy needs, contact your account representative today.

CONTINUED ON BACK

CONTINUED FROM FRONT

Put Your Energy Into Holiday Savings

Here are some simple tips to help you celebrate the holiday season more efficiently and safely:

Efficiency Tips:

- Select more efficient LED (light-emitting diode) or miniature lights, or use lower-watt bulbs as replacements for your holiday decorations.
- Set holiday lights on a timer so they do not stay on longer than needed.
- Replace your low-efficiency lights with high-efficiency compact fluorescent lamps, halogen lamps or high-intensity discharge lights (HIDs).

Safety Tips:

- Only use UL (Underwriters Laboratories Inc.)-approved lighting and cords.
- Do not insert nails or tacks through any electrical cords, and replace damaged, brittle or frayed cords.
- Keep electrical connectors off the ground and away from moisture.
- Never use lighted candles on trees or decorations.
- Keep holiday lights away from carpeting, furniture, drapes or other combustible materials.

For more information on energy efficiency and safety, [visit www.sce.com](http://www.sce.com). Plus, to obtain additional valuable tips for electrical safety around the holidays and throughout the year, visit the Electrical Safety Foundation International's website at www.holidaysafety.org.

Next Steps: SCE's 2012 General Rate Case Application

The California Public Utilities Commission (CPUC) is expected to issue a proposed decision on SCE's 2012 General Rate Case (GRC) Phase I application before the end of the year, with a final decision expected in the first quarter of 2012. If that timeline holds, rate changes associated with the GRC Phase I likely would become effective in the second quarter of 2012.

In a GRC proceeding, SCE proposes a three-year plan that outlines the infrastructure and related spending needed to maintain the reliability and security of the region's power delivery grid. The request is fully transparent and rigorously reviewed prior to approval by the CPUC.

Stay tuned for more information on specific details based on CPUC decisions. To learn more about SCE's General Rate Case, visit www.sce.com/grc.

INDUSTRIAL SEGMENT FOCUS

Refrigerated Products Manufacturer Cools Down Energy Use

Fresh Food Concepts (FFC), a manufacturer and distributor of fresh products sold across the United States and Canada, reduces energy use and costs by utilizing SCE's energy efficiency resources and Demand Response offerings, and by changing its operating schedule to minimize electricity consumption during peak-demand hours.

The company produces all of its products, including sauces, salsas and dips, at a 140,000-square-foot facility in northwestern Orange County. According to Vice President of Supply Chain John Crawford, FFC saved \$33,400 in energy costs from June through September 2011 compared to the same months in 2010, and expects to see additional long-term savings from a refrigeration upgrade completed in mid-August.

Crawford said that FFC stepped up its commitment to more proactive energy management when it needed to replace equipment, and wanted to find the most efficient equipment possible for the "dual purpose of reducing costs and electrical usage," while also lessening demand on the electrical system.

Nearly \$31,000 in Energy Efficiency Incentives

FFC installed an upgraded air compressor with a variable frequency drive in 2009, with an SCE energy efficiency incentive of nearly \$2,400 and annual savings of more than 19,100 kilowatt-hours (kWh).

Earlier this year, FFC installed refrigeration floating suction pressure controls that allow increases and reductions in suction as needed for cooling demand. This project earned an SCE energy efficiency incentive of more than \$28,400, with projected annual savings of nearly 267,000 kWh.

Crawford added that FFC also achieved savings by completing a lighting retrofit earlier this year through a third-party contractor.



Fresh Food Concepts' Vice President of Supply Chain John Crawford said the manufacturer and distributor of fresh products utilizes SCE energy efficiency and Demand Response offerings to reduce energy use and costs. This includes estimated savings of about \$25,200 in summer 2011 by participating in Critical Peak Pricing.

"When we replace equipment, we're always looking at what we can do to get the best electrical efficiency out of it," he said. "It's a big part of our buying strategy."

Crawford gave SCE and Major Account Executive Martha Moisa credit for helping the company move forward on its energy-saving path.

"We bring Martha Moisa and an SCE engineer in as we start projects, and with our own refrigeration contractor we come up with an optimal strategy," he explained. "As we go through the process, they are very helpful in making sure we take care of all of the requirements that are necessary to receive savings and in maximizing the incentives we can receive."

CPP Summer 2011 Savings of \$25,200

FFC also saves energy, money and helps the environment by participating in Critical Peak Pricing (CPP), a Demand Response program. CPP rewards customers for reducing or shifting electricity use during nine to 15 summer events—when the demand and price for electricity climb. (This is now the default rate for SCE bundled service customers with demands 200 kW or greater.)

When FFC receives its day-ahead notification of a CPP event, it changes the schedule for the following day so it can shut down manufacturing operations by 2 p.m., the start of the four-hour CPP event timeframe.

Participation on this rate schedule in summer 2011, compared to the non-CPP Time-of-Use rate schedule, resulted in estimated savings for FFC of approximately \$25,200.

"Everybody in the company is very aware of why we are doing this and there is buy-in by everybody," Crawford said of FFC's CPP participation.

FFC decided to go beyond these changes for CPP events, however, to make ongoing operational adjustments that move the company's electricity usage out of on-peak hours as much as possible.

To start, FFC switched from operating Mondays through Fridays to Tuesdays through Saturdays, immediately transferring on-peak energy consumption to a weekend off-peak day. It also moved forward its process start times so it can shut down some production by 2 p.m. on weekdays. These adjustments lower energy costs and serve as what Crawford called a "huge savings measure."

"Everybody gave a little on this," Crawford noted. "As a company, working together, we've achieved these savings."

For more information on how you also can benefit from SCE's wide array of energy management offerings, contact your account representative or visit www.sce.com/solutions and www.sce.com/dr.