

## Firm Finishes With Satisfied Customers and Energy Savings

At age 19, Michael Shamassian started a business custom painting cars, jet skis and boats. He'd found his passion. After several years of hard work, he parlayed his expertise and transitioned his Orange County, Calif.-based company into the successful Shmaze Custom Coatings, which provides its customers with unique coating requirements and standard and high-end plastics finishing options.

As with most growing industrial companies, as Shmaze flourished, energy usage became an increasingly significant cost. So in 2012, Shamassian began working with SCE on ways to lower energy usage, including through incentive programs to help offset the cost of purchasing more efficient equipment.

### Annual Energy Savings of 360,000 kWh

"Education helped start the incentive process," said Shamassian. "If the incentive is there, we strive to use it because it saves us money. We're going to find ways to make logical and sound decisions to save on energy costs."

Shmaze used both energy efficiency (EE) and demand response (DR) programs to maximize the company's energy savings. The company also accesses My Account to monitor and track ongoing energy consumption, particularly during high-demand periods.

For EE, Shamassian utilized the Energy Efficiency Customized Solutions program, which offers tailored equipment upgrades that can obtain even deeper savings and higher incentives, to install:

- interior light-emitting diode (LED) fixture replacements, and
- a high-efficiency industrial blower on a regenerative thermal oxidizer (RTO), which destroys volatile organic compounds emitted during operations. The company put in a variable frequency drive on the RTO blower to reduce the system's overall electrical energy consumption while enhancing the ability to control the system.

Shmaze received incentives of more than \$33,400 for the industrial blower, and nearly \$7,700 for the lighting upgrades. Together, the two projects saved the company nearly 360,000 kilowatt-hours annually.

### Two-Year Demand Response Bill Credits of \$10,500

In addition, Shmaze signed up for DR programs, which reduce energy consumption during peak-usage hours and relieve stress on the electricity grid in exchange for bill credits that offset energy costs.

The company started in 2012 with the Summer Advantage Incentive (SAI), also known as Critical Peak Pricing (CPP). During SAI events, Shmaze voluntarily reduces afternoon electricity usage through measures such as turning off a significant amount of lighting and adjusting work times and production.

In 2012, Shmaze received more than \$3,600 in SAI credits. In 2013, the company joined the Summer Discount Plan (SDP), an air conditioner compressor cycling program, in addition to SAI. Shmaze earned nearly \$6,900 in bill credits in 2013 by participating in SAI and SDP.



Tapping into SCE's energy efficiency and demand response programs, Shmaze Custom Coatings saved nearly 360,000 kWh annually and earned more than \$10,500 in bill credits in 2012 and 2013.

Shamassian explained, "Our employees have worked together great with us. [The programs] really have helped us mitigate a lot of our costs and keep them under control during the year."

### Staying Competitive & "In the Game"

Shamassian credited his partnership with the team at SCE for making Shmaze aware of additional energy-saving programs. "A businessperson needs to take advantage of every possible avenue of cost savings," he said. "[SCE] is always trying to help me see another plan I'm not aware of. If it's going to help us we're probably going to jump on it."

With this support, Shamassian is looking at several EE initiatives to come, from tinted windows and roof foam, to more efficient compressors, solar panels and a wind turbine to help offset electricity usage.

Given his company's energy management leadership, Shamassian also wants other businesses to see what's possible. When manufacturing industry leaders visit Shmaze's design studio, "they leave with a whole new understanding of what we're doing. [They see] a group here that's doing something really innovative. In California we need to do this to stay competitive and in the game."

There's no doubt that for the company that provides the highest-quality finishing options, its energy management efforts are clearly far from finished.

To learn more about SCE energy management solutions, ways to reduce your energy usage and manage your energy costs, visit us [online](#) or call your SCE account manager.

*This case study is provided for your general information and is not intended to be a recommendation or endorsement of any particular product or company, or a representation of any actual or potential future energy or monetary savings for other customers.*

*These programs are funded by California Utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission (CPUC). Programs are offered on a first-come, first-served basis and are effective until funding is expended or the program is discontinued. Programs may be modified or terminated without prior notice.*

*The information contained herein does not replace pricing information contained in any CPUC-approved tariff. Please refer to the tariffs for the programs described for a complete listing of terms and conditions of service, which can be viewed online at [sce.com/regulatory](http://sce.com/regulatory).*

## Disaster Preparedness Plans for 2015 and Beyond

Even as we celebrate the holiday season, it's still critical to prepare for potential major disruptions that could have a significant impact on your business and our region.

For example, if a magnitude 7.9 earthquake devastated Southern California, would your organization or business be prepared to deal with the disastrous aftermath?

Approximately 800 attendees found their answers at the 30th annual **American Red Cross Disaster Preparedness Academy** sponsored in part by Edison International.

The Eastern Municipal Water District, whose area covers western Riverside County, was one of several organizations and businesses that took part in various exercises and workshops that provided information on earthquakes, terrorism, active shooter incidents, evacuations and drills.

### Implementing Lessons Learned

In the end, the water district learned several things it could implement to be better prepared, including that partnering with community emergency responders before an incident is essential. "These relationships ensure clearly defined roles and responsibilities which can immediately be implemented," said Safety and Risk Manager Doug Hefley.

Hefley said the water district is currently revising its emergency response plan. The district also intends to include in its plan the need for employees to prepare before an emergency and how the district can assist them with that process.

### Improving Disaster Follow-Up Failure Rates

According to the American Red Cross, 15 percent to 40 percent of businesses fail following a natural or man-made disaster, and close to 60 percent of Americans are unprepared for a disaster of any kind.

The nonprofit also notes that 94 percent of small-business owners believe a disaster could seriously disrupt their business within the next two years.

Edison International's sponsorship of the day-long Disaster Preparedness Academy is part of the **Prepare SoCal** initiative, a three-year, \$1.5-million partnership with the American Red Cross to help build resilient communities that prevent, prepare for and can respond to disasters. The academy provided an opportunity for business customers of SCE, a subsidiary of Edison International, to attend and learn about disaster preparedness.



SCE customers gain valuable information on preparing for and responding to disasters at the 30th annual American Red Cross Disaster Preparedness Academy, sponsored in part by Edison International, of which SCE is a subsidiary. Photo credit: Melissa Amador

"At Edison International, being prepared for an emergency or disaster is part of what we do every day here," said Tammy Tumbling, SCE director of Philanthropy and Community Investment. "We want our customers and the community to be strong and resilient to be able to withstand large-scale emergencies. The academy was a perfect opportunity to bring disaster preparedness awareness to our service territory."

To request a free Red Cross preparedness education presentation, visit [redcross.org](http://redcross.org).

## Visit Us at the 2015 World Ag Expo

On Feb. 10-12, SCE will host a booth at the 2015 International World Ag Expo in Tulare, Calif. We would like to invite you to come talk with us about important agriculture-related topics such as increasing your operating efficiency and managing your energy costs during drought conditions.

For more information on the 2015 World Ag Expo, including how to purchase tickets, please visit [www.worldagexpo.com](http://www.worldagexpo.com).