

Wise energy management saves taxpayers' dollars

Federal government departments and agencies reduced their energy use by 29 per cent between 1976-77 and 1986-87, in the process saving Canadian taxpayers more than \$1 billion. The good news is that the savings will continue long into the future.

Most of the energy-saving measures instituted over the 10-year period were undertaken with assistance from the FEDSAVE Energy Management Program of Energy, Mines and Resources Canada.

During its first 10 years, FEDSAVE contributed \$66 million in incentives to departments and agencies to pave the way for wise energy management in the federal public sector. Overall, some \$270 million was spent by these organizations on energy efficiency projects. The result was a cumulative cost avoidance of \$1.3 billion.

Among the biggest winners was Correctional Service Canada (CSC), which in five years reduced its energy consumption by 21 per cent. These results are even more impressive when one considers that correctional buildings generally need greater amounts of energy than other similar buildings. Security arrangements demand high levels of illumination in penitentiaries; penitentiary buildings are often old and spread out; and many occupational rehabilitation programs are high energy users.

CSC's results are indicative of a trend across the federal government. Not content to rest on past accomplishments, CSC aims to further reduce its energy consumption by another three per cent in 1988.

While FEDSAVE's approach over its first decade often involved providing the financial stimulus for energy management projects, the next 10 years will see the program adopt a new game plan.

An innovative new method of financing energy management projects, called energy performance contracting, is being encouraged by FEDSAVE.

Although energy performance contracting (also known as savings financing) has proven successful in numerous private sector applications (contracts worth \$150 million have been signed over the past seven years), this approach has not yet been tried in the public sector. In its typically pioneering fashion, FEDSAVE hopes to have three pilot projects under way by the fall of 1988.

Energy performance contracting enables energy users to implement projects without having to allocate any of their own resources. Overall responsibility for the project is transferred to a private sector company known as an Energy Service Company (ESCO). The ESCO provides and pays for all the services necessary to carry out the job (design, engineering, construction, monitoring, maintenance and training) and

is reimbursed out of the energy savings that arise. Several payment schemes exist but the bottom line is that the ESCO must produce energy savings in order to realize a return on its investment.

To help introduce energy per-

formance contracting to the public sector, FEDSAVE will:

- pay for the cost of a preliminary energy audit to verify the efficiency potential of specific facilities;
- assist in the preparation and

review of requests for proposals from ESCOs;

- cover contracting costs; and
- provide training.

In addition to promoting energy performance contracting within the federal government, FEDSAVE

will continue to offer technical advisory services to clients, train federal employees with energy management responsibilities, and keep clients informed of the latest developments in energy technology.

North Halton Sports Advertises with The Herald for one reason . . .

RESULTS

NORTH HALTON SPORTS
Oct 29, 1988

Dear Mr. Taylor:
Dan Taylor,
Advertising Manager,
Halton Hills Herald,
Georgetown, Ont.

Successful Advertising

Like so many independent retailers, I have always found it difficult to relate advertising costs to day-to-day sales.

Not any more!

North Halton Sports has just completed a 6 week promotional sale designed to boost retail volume and increase customer awareness of the exciting range of leisure merchandise we carry. No small job when we're dealing with full lines of men's and ladies Casualwear as well as quality skates, shoes and sporting equipment.

The Wall-to-Wall promotion is based on marketing principles developed in Canada and the States by G.A. Wright Inc. of Denver, Colorado. One of its main sales features is a consistent, graduated advertising format that asks a lot of our smalltown newspapers.

I'm happy to say that the Herald was more than up to the task! Whether it was CCM or Bauer precision skates; Reebok or Adidas casual footwear; or our leading Royal Robbins or Camp Beverley Hills leisurewear, the public response to the sales promotion was a real eye-opener!

Newspaper clip-out coupons for a fabulous in-store Prize Contest gave us a statistical measure of actual dollar effectiveness for each ad, both in the Herald and the Outlook. Customer traffic and sales during the Wright promotion were up over 450% - which has us fully convinced that good retailing and good advertising go hand-in-hand like a....well, like a President Stone 100% Cotton shirt and twill pants.

As we re-merchandise the store with the great new fashions and ski-wear for Christmas and the New Year, I look forward to continuing to generate customer traffic, and lots of activity at the cash register, through regular use of Herald advertising.

It really works, Mr. Taylor! I have the sales figures, and back-up statistics, to prove it.

Thanks again for all your help and professionalism.

Yours sincerely,
Judy Pomeroy
Judy Pomeroy,
President
North Halton Sportswear

JP/prs
11 MAIN STREET SOUTH, GEORGETOWN, ONTARIO, L9G 5E1

Water Calla

This attractive member of the Arum family is common in the quiet, shallow backwater of marshes, ponds and lakes across Canada. Often found in groups, the plants grow to a height of about 20 cm., with clusters of broad, heart-shaped leaves and striking flower heads. The tiny yellow flowers are borne on a club-like spadix, around which rises a pure white hood or spathe. The plants are perennial and new growth starts from rooting nodes on the thick, creeping rootstock.



Advertising in The Herald Doesn't Cost . . . It Pays!

the HERALD

Home Newspaper of Halton Hills..... Established 1866

45 GUELPH ST., GEORGETOWN

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