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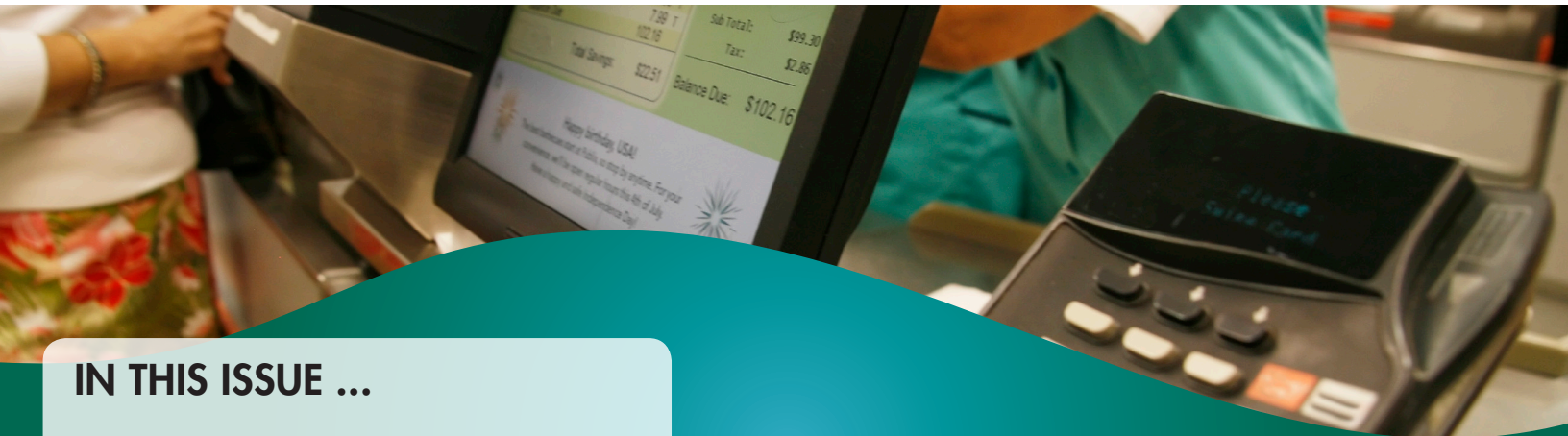
– [www.sce.com/energycenters](http://www.sce.com/energycenters)

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**POWER BULLETIN**

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**Reap the Rewards of Energy Solutions from SCE At the World AG Expo**

World Ag Expo – the world’s largest agricultural exposition taking place Feb. 14-16 in Tulare - is a perfect opportunity to discover the benefits of SCE’s Energy Efficiency, Demand Response, solar and other programs. A visit to the 2012 World Ag Expo will result in new ideas, opportunities to improve your operations and reduce your electricity bills with a variety of energy management solutions from Southern California Edison (SCE).

Visit SCE at booth IJ25 to learn more about free hydraulic pump tests, Energy Efficiency solutions and Demand Response incentives that can help your business produce results.

From safety demonstrations, free pump testing to retrofit rebates and demand response incentives, SCE can help you reap the financial rewards of energy-saving solutions. Don’t forget to bring your recent SCE electric bill in order to receive a free gift.



**Working Together To Make California Agriculture the Most Efficient and Productive in the World**

SCE will participate in a Joint Utility Seminar titled, “Utilities Seminar California Agriculture & Irrigation”. The panel discussion is moderated by the California Public Utility Commission to address Energy Management Solutions for California Agriculture and Irrigation. Energy providers will discuss how they can assist in addressing energy management solutions for farm, ranch, timber and nursery operations as well as food and fiber processors statewide. Agriculture energy solutions, distributed generation and renewable energy are topics of discussion along with an update on SCE’s General Rate Case, Advanced Meters and the Smart Grid. The panel discussion is conducted each day of the Expo (Feb. 14 – Feb. 16) from 10 am to 12 pm.

Classes at the Energy Efficiency Center – Tulare are free. For more information including an online tour of the Energy Efficiency Center, visit [www.sce.com/energycenters](http://www.sce.com/energycenters). Details on the World Ag Expo are available at [www.worldagexpo.com](http://www.worldagexpo.com).

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## The Power Bulletin Goes Green

To align the Power Bulletin newsletter with SCE's commitment to environmental protection, starting with the February 2012 issue, the monthly newsletter will only be available electronically. We will no longer print and mail hard copies. If you received the January edition as a printed Power Bulletin, please send a request together with your e-mail address to your account representative so we may send you future editions in electronic form. We appreciate your support of this change that supports smart resource management and use. The Power Bulletin is also available online at [www.sce.com/AboutSCE/DocumentLibrary/PowerBulletins/](http://www.sce.com/AboutSCE/DocumentLibrary/PowerBulletins/).

### CUSTOMER FOCUS

## Stater Bros. Earns Cool Savings With Demand Response and Energy Efficiency

The largest privately owned supermarket chain in Southern California, Stater Bros marked its 75th anniversary in 2011 with an ongoing commitment to saving energy, money and the environment.

According to Vice President of Construction and Maintenance Scott Limbacher, over the last decade Stater Bros. has reduced their average energy use by 20% per store across the chain using a combination of energy management solutions, and received more than \$5.2 million in incentives from SCE.

### Demand Response Incentives: Over \$1.2 Million

Stater Bros. partnered with SCE to assess Demand Response (DR) solutions that would best fit its business needs based on energy loads and operational flexibility in changing when and how the stores use energy. From there, the company received more than \$1.2 million in DR technology incentives to install energy management systems and control points for refrigeration anti-sweat heaters, lighting circuits and panels, and HVAC fans and equipment—all in more than 130 stores.

As a result, Stater Bros. can lessen load across its stores by more than 5 megawatts when its third-party aggregator calls a DR event. Limbacher said that during a DR event, Stater Bros. stores throughout Southern California reduce lighting load by 50%, increase air conditioning setpoints and make other adjustments to lower peak-period energy use, earning Stater Bros. approximately \$250,000 annually from its third-party DR aggregator.

"Reducing energy use both reduces money spent and reduces our impact on the environment where we live and work," Limbacher noted. "As our Chairman and CEO Jack H. Brown says, 'Do the right thing for the right reason.'"

Limbacher also indicated that communication with employees and customers helps make DR participation a positive experience. The stores educate employees on how to answer customer questions, and, during a DR event, signage helps explain lighting and air conditioning changes.

As one sign reads:

*By lowering our energy use, we're helping decrease the environmental impact of generating electricity, while also helping maintain grid reliability. So if the lights seem a little lower, or the temperature feels a tad warmer, it's because we're helping the community save energy and work toward a greener future.*

The signage also gives customers tips on how they can save energy at home.

"With that it's been a positive experience with everybody," Limbacher said. "It's like the customers are part of the experience. They appreciate us helping out."



Stater Bros. receives a Demand Response technology incentive check for more than \$1.2 million to install energy management systems and control points for reducing load during Demand Response events. From left to right: SCE's Elycia Yslava, Anna Chung and Michael Siefkes; Stater Bros.' Lance Durr, Scott Limbacher and George Frahm; SCE's Kenny Jackson; Stater Bros.' Jim Lee and Mike Slaton; SCE's Larry Oliva; and Stater Bros.' Beth Haarala.

### Energy Efficiency Incentives: Over \$4 Million

On the energy efficiency front, receiving more than \$4 million in incentives from SCE has helped Stater Bros. make a number of key improvements, including:

- Replacing open multi-deck freezers with reach-in frozen glass door freezers,
- Installing energy-efficient electronically commutated (ECM) fan motors for refrigeration, and
- Installing more energy-efficient lighting fixtures on the sales floors.

Limbacher said the incentives are key to maximizing the number of energy efficiency and DR initiatives Stater Bros. can undertake. "The incentives encourage management to give these projects a try," he said. "Once they see the value of the projects, the incentives allow us to do the projects in more sites."

As a next step, Limbacher added, Stater Bros. plans to tap into additional SCE incentives to replace fluorescent lighting with light-emitting diode (LED) lighting in its reach-in frozen food cases across the chain.

Limbacher credited SCE for its teams' assistance and professionalism in helping Stater Bros. understand the incentive process, fill out the paperwork and complete the projects to date.

"Our Account Manager, Kenny Jackson, has been amazing," Limbacher said. "He's a tremendous asset. We've dealt with other utilities and SCE has been by far the best in terms of working with the customer."

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](http://www.sce.com/solutions) and [www.sce.com/drp](http://www.sce.com/drp).



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