



All-American Home Center



Rob Morck, COO
All-American
Home Center

All-American Home Center Saves Automatically with SCE's Automated Demand Response Program

Average Reductions of 10-40% Conserve Energy and Save Over \$13,000 with No Sacrifices

There's an historic landmark on Firestone Boulevard in Downey. The All-American Home Center is the place where big-box home and hardware retailing was invented. The third-generation family-owned business follows this formula for success: a huge selection, a large and loyal staff, and rapid response to what customers want. Always seeking to innovate, All-American is approaching its 50th year in business and, to keep its competitive edge, has committed to a money-saving energy-management tool, Southern California Edison's (SCE) Automated Demand Response Program (Auto-DR).

Chief Operating Officer Rob Morck explains: "Our store needs to be bright and comfortable; it's part of our appeal. But there are ways to achieve that without overspending, and with SCE's energy management programs like Auto-DR, we can implement a lighting and climate control strategy that saves money without compromising the ambiance we want to give our customers. We aim to save every day, particularly when energy rates are

highest. Retailers who assume that sound energy management means sacrifice are just incorrect."

Automated Savings with Auto-DR and TA&TI

The Auto-DR Program enables eligible SCE customers to participate in SCE's Demand Response programs by reducing electricity usage during periods of peak demand without manual intervention. Customers may pre-select their levels of participation and automatically take part in a Demand Response event, permitting increased flexibility and ease-of-use. Qualifying customers who can reduce power when statewide energy supplies are low may earn financial incentives and lower their electricity costs by participating in these programs. While saving energy and money, a customer's participation in SCE's Demand Response programs can also make a difference in the state's environmental and economic well-being.

SCE's Technical Assistance & Technology Incentives Program (TA&TI) can identify opportunities for customers to reduce power use and participate in the Auto-DR Program.

Estimated Savings by Managing Energy

- *Location:* Downey, CA
- *Industry:* Retail
- *SCE Programs Utilized:* Auto-DR, Technical Assistance & Technology Incentives (TA&TI), Demand Bidding
- *Results:* Average actual energy reduction of 100+ kW per Auto-DR event
- \$13,000+ saved first year

APPROXIMATE ANNUAL SAVINGS

\$13,000

Energy Management Success Story

All-American Home Center Saves with SCE's Automated DR Program

TA&TI provides eligible SCE customers technical assistance with evaluating load reduction potential and financial incentives for the installation of qualifying technologies (including energy management systems) that automatically reduce electricity usage during periods of peak demand.

Sound Energy Management, Long-Term Payback

"The foundation of long-term service success is financial health, so at All-American we're always looking for ways to save money and operate more efficiently," Rob explains. "We have 200,000 square feet of busy retail space in a building that dates from

1970. We've retrofitted and expanded repeatedly over the years, and SCE has always been there for us with incentives and programs that helped us save money. We saved \$100,000 in a single year after SCE helped us replace inefficient lighting. We save by participating in the Demand Bidding Program. And now TA&TI and Auto DR have helped us take the guesswork out of energy management. We set a standard, and the savings happen automatically. It's a way for us to do the right thing for the community and serve our own business interests at the same time. And after we celebrate our fiftieth anniversary, we'll be looking ahead to our seventy-fifth."



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Earn Even More Savings with Other SCE Offerings

Southern California Edison offers a range of energy management solutions such as incentives and rebates, energy surveys and payment options to help you better manage your electricity costs.

- Save more with other Demand Response Programs such as Critical Peak Pricing, which offer low cost ways to reduce your electrical bill for agreeing to temporarily reduce electricity usage during peak hours.
(866) 334-7827
www.sce.com/drp
- Take free SCE classes in lighting, HVAC, energy management and more at an Edison Energy Center.
Irwindale: (800) 336-2822
www.sce.com/ctac
Tulare: (800) 772-4822
www.sce.com/agtac
- Use Web-based tools such as SCE EnergyManagerSM Basic, SCE Cost Manager[®] and SCE Bill Manager[®] to monitor and track your electricity usage.
(888) 462-7078
www.sce.com/energymanager
- Purchase qualifying energy-efficient equipment or technologies and receive incentives and rebates through SCE's Express and Customized Solutions.
(800) 736-4777
www.sce.com/Express_Solutions
www.sce.com/Customized_Solutions

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SCE Account Representative,
call (800) 990-7788**