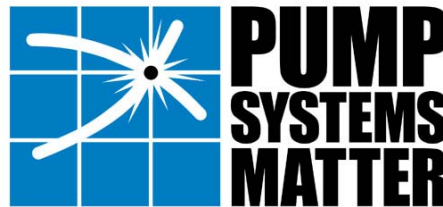


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*Aligning Energy Management
with Corporate Objectives*

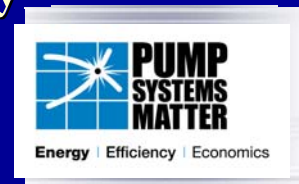
Fred Schoeneborn, CEM
FCS Consulting Services, Inc.



Energy | Efficiency | Economics

Fred Schoeneborn, CEM

- President, FCS Consulting Services, Inc.
- Certified Energy Manager, providing Facility and Energy Management solutions to global clients
- Thirty-eight year career with Mobil:
 - *Management responsibility for office facilities worldwide*
 - *Created award winning global energy management program, saving Mobil \$100 million annually in energy savings*
- Consultant with companies such as Kodak, Raytheon, Alcoa and 3M to establish company-wide energy programs
- Supports the EPA Energy Star program to assist partners in improving their energy efficiency performance
- Recognized by the ACEEE as a “Champion of Energy Efficiency”



ALCOA - Energy Efficiency Axiom

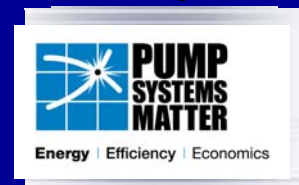
“Energy is a controllable cost and must be managed with the vigor applied to other Alcoa core values”

DuPont = Energy Efficiency Axiom

“There is no growth product we know
that will give us the same return as
Energy reduction”

A Typical Corporate Energy Management Mission Statement

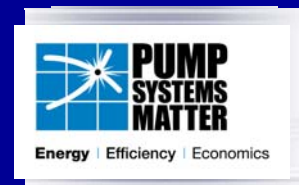
“Mobil is committed to the efficient, cost-effective, and environmentally responsible use of energy throughout its worldwide operations. Mobil will promote energy efficiency by implementing cost-effective programs that will maintain or improve the quality of the work environment, optimize service reliability, increase productivity, and enhance the safety of our workplace”.



This is
Corporate Common Sense
--- So why the E.M. Hurdles??

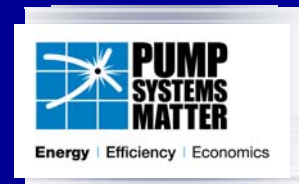
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Lack of Alignment with Company Objectives



Be Accountable for Results

- **Show Benefits in Company Language.**
- **Enter into Service Level Agreements between Seller (YOU) and Buyer (Company).**
- **Commit to Benefits the company will receive from your efforts, in writing.**
- **Establish real-world KPI's. e.g.. \$ per production unit or total \$ saved.**



Establish Targets

- **Establish and Publish the PRICE of your program. (Mobil 5% per Year Saving)**
- **Management now has a tool for Measuring your Activity.**
- **Define and get Agreement for acceptable Hurdle Rates**
(e.g. less than 3 year payback).
- **Report Quarterly.**

Get a Seat at the Table

- **Attend Company Strategy Meetings.**
- **Solicit Invitations to Plant Manager Meetings.**
- **Participate in Retreats of other Departments: Financial, Procurement and Technology.**

Solicit Feedback

- Establish Energy Councils that include Buyers, Strong Supporters and other Stakeholders.
- Be Sensitive to Regional & National Agendas.
- Conduct Customer Satisfaction Surveys and Publish the Results.

Establish a Network

- **Share Internal Best Practices.**
- **Use Regional Coordinators.**
- **Include Non-Energy groups.**
- **Invite Outside Participation.**

Benchmark

- **Show you are in Good Company:
Benchmark with other Organizations.**
- **See other Operations and Report Gaps
to Energy Council.**
- **No company has a Monopoly on Good
Ideas.**

YOU are not a stand-alone Entity in your Organization

- Perception of a Lone-Ranger or Zealot will negate any Senior Management Support.
- Support your Assigned Department.
- Strengthen Linkage with other Non-Energy Departments: Technology, Operations, PR, EHS, Procurement and Sustainability.

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Thank You

