

"I would most definitely recommend the Act On Energy online store to other small businesses."

— **Jeff Ingle**

Decatur Club General Manager

Since 1883, power and prestige have mingled in the historic halls of the Decatur Club, located in the heart of downtown Decatur, Illinois. Having served as a memorable meeting place for generations Decatur business people, the classic club is now looking to add energy efficiency to the menu.

After learning about the Ameren Illinois Act On Energy program, General Manager Jeff Ingle saw an opportunity to stretch the Club's energy budget. He began by reaching out to Stacey Young, an Ameren Illinois Community Relations Coordinator and member of the Decatur Club, to learn more about Act On Energy business programs and incentives.



"It all started from there, and blossomed into something substantial," says Ingle. "We decided to begin with the 'low-hanging fruit' — changing incandescent lights to CFLs (compact fluorescent light bulbs) throughout the entire facility."

Harvesting those savings was as simple as a visit to the Act On Energy Small Business Online Store. From the comfort of his own office, Ingle purchased dozens of long-lasting compact fluorescent light bulbs in the spring of 2010.

"Lighting represents a large portion of energy costs for most businesses, so it's a great first step toward energy efficiency," says Young. "Plus, shopping at our Small Business Online Store doesn't require a big investment."

A simple and smart choice for energy efficiency, ENERGY STAR® qualified CFLs typically outlast traditional incandescent bulbs by 10 times and use only about one-fourth of the electricity.

Along with the benefits to the bottom line, today's CFL offers options, with styles and varieties to meet every need. For the Decatur Club, Ingle purchased standard CFLs, as well as dimmable varieties, flood lights and vanity-style globes. For added efficiency, Ingle also ordered LED EXIT signs that use 90% less energy and occupancy sensors that ensure restrooms light up only when guests are present.

According to Ingle, CFLs offer the same quality of light as incandescents — or better — allowing the Club to maintain its elegant environment while helping the global environment.

"It's really pretty amazing technology," says Ingle. "In some cases, the CFLs are giving us a brighter light while using 75 percent less energy."

Thanks to that technology, Ingle estimates the Decatur Club is now saving \$900 a month on power bills — savings that paid for his original \$1,800 investment in short order.

As the Club's monthly power bill shrinks, Ingle's plans to enhance efficiency only grow. Next, he plans to target outdated T12 kitchen lighting and explore other Act On Energy incentives to make the entire building more efficient.



Did You Know?

You will save an estimated \$105 over the life of a 25-watt compact fluorescent, compared to a 100-watt incandescent.



As Ingle discovered, the Act On Energy Small Business Online Store is a great place to start lightening your energy load.

"I would most definitely recommend the Act On Energy online store to other small businesses," says Ingle.

As a fixture on Decatur's business, social and cultural scene for nearly 130 years, the Decatur Club knows something about longevity — and so do the long-lasting bulbs now lighting up every corner of the building.



Lighten Your Energy Load with CFLs

It Pays to Shop at the Small Business Online Store

You can buy a CFL for as low as \$1 at the Small Business Online Store, where discounts on energy-saving lighting products can reach 50 percent or more. And the savings don't stop there! Every month, you'll spend less on your power bill, thanks to this long-lasting lighting.

The Act On Energy Small Business Online Store is available to all Ameren Illinois non-residential electric customers on Small General Delivery Service Rate DS-2. A wide variety of energy-saving lighting products are available at deep discounts:

- Compact fluorescent light bulbs
- T8 lamps and electronic ballasts
- Motion sensors
- Vending and snack machine controls
- LED EXIT signs

To take advantage of the savings, call our Small Business Online Store toll-free at **1.866.845.7085** or go to **ActOnEnergy.com**.

Energy Efficiency. It's good business.

In the first two years of the Act On Energy incentive program, Ameren Illinois has provided more than \$10 million in incentives to help business customers save more than \$17 million in annual energy costs.

Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, VFDs, process improvements and compressed air.

Why wait?

Act On Energy – and save!

ActOnEnergy.com

1.866.800.0747

ActOnEnergy[®]



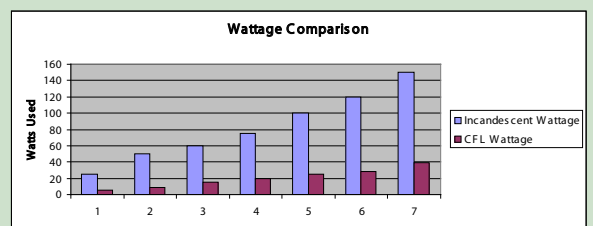
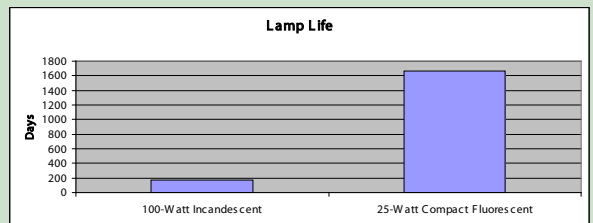
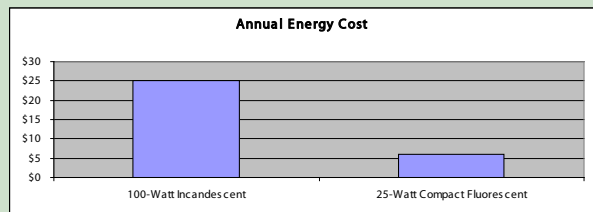
Compact Fluorescent Light Bulbs: A Bright Idea

Switching to ENERGY STAR[®] qualified compact fluorescent light bulbs is a sure-fire way to reduce your energy use and help the environment.

On average, a small business that replaces 20 incandescent bulbs with CFLs will cut their energy costs by \$340 a year – that's \$17 a bulb!

Compared to incandescent bulbs, CFLs offer the following advantages:

- Last up to 10 times longer (up to 10,000 hours)
- Use about one-fourth the energy
- Produce 90% less heat, while producing more light per watt.



Source: EnergyStar.gov

"We encourage all of our small business customers to visit our online store. You'll find great deals on simple measures to begin the journey to energy efficiency."

— **Stacey Young**

Ameren Illinois

Community Relations Coordinator