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East Hartford

Energy-Efficient Lighting At Hoffman Auto Group Saves Electricity

Biz Buzz

Submitted by Rebecca Brockway, The Northeast Energy Efficiency Council- CT Chapter, on 2009-12-07.

Hoffman Auto Group of Connecticut will reduce their electricity consumption by more than 275,427 kilowatt-hours a year. This is equivalent to planting 41 trees every day or planting 27 acres of forest per year. In honor of this accomplishment and for demonstrating leadership in the business community, they will receive the Northeast Energy Efficiency Council- CT Chapter's Environmental Stewardship Award on Dec. 3 at 1 p.m. at Hoffman Lexus, 750 Connecticut Boulevard, East Hartford.

Hoffman Auto Group accomplished these savings through participation in the Small Business Energy Advantage program. This is one of the innovative energy programs supported by the Connecticut Energy Efficiency Fund (CEEF) and administered by the energy experts at the Connecticut Light & Power Company. The program offers turnkey energy solutions for small businesses that do not have the financial resources or in-house expertise necessary to analyze and improve their energy usage. Scott Hinson of New England Energy Management, Inc. in Danbury performed the upgrades which included replacing the old inefficient lighting with new energy-efficient fluorescent lighting. The work resulted in the retrofit of eight Connecticut car dealerships.



Marlene Zychowski

Jeff Hoffman, Dave Leishman- Chair NEEC-CT, Brad Hoffman.

Business owners should leverage the CEEF programs to improve efficiency within their facilities. New England Energy Management, Inc. (NEEM) offers no cost energy audits and turnkey energy efficiency solutions through the SBEA Program in CL&P and UI service territories. "The greenest energy is energy not used", said Scott Hinson President/CEO of NEEM.

The Connecticut Energy Efficiency Fund was created in 1998 to address Connecticut's increasing energy needs. A small charge on customer utility bills provides the funds that support programs for homeowners and renters, small and large businesses, and state and local governments. The Fund has come under attack in past years and recently when the budget deficit reached hundreds of millions of

dollars. State legislators were instrumental in working with the energy efficiency industry to protect the Fund.

"The benefits are tremendous for the consumers and the environment, and using the dollars from the Connecticut Energy Efficiency Fund provides a clear example of how businesses and organizations can employ environmentally sound practices without sacrificing the bottom line," stated Dave Leishman, Chair of the Northeast Energy Efficiency Council- CT Chapter.

The Northeast Energy Efficiency Council- CT Chapter is a business association of the energy efficiency industry. NEEC-CT was formed to help member companies grow and prosper in a challenging environment. They provide a voice for the industry to support and expand business opportunities for efficiency companies.

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