

Shared Commitment to Superior Customer Service Drives Marietta Power and Water's Marketing Team

The Marietta Power and Water marketing team shares a deep connection born not from simply working under the same roof, but rather from each team member's strong personal philosophy of customer service.

Marketing Director Barry Echols uses his 29 years of utility marketing experience to guide the team in the development and implementation of marketing programs designed to meet the needs of customers. "What I enjoy most about my position is



(L to R) Administrative Assistant Cayce Ketterer, Business Development Manager Lori Smith, Marketing Director Barry Echols and Key Accounts Manager Rusty Smith.

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Marietta Power and Water Helps Keep Construction for New Cobb County Courthouse on Time and on Budget

Construction on the new Cobb County courthouse is moving along as anticipated with the project currently on time and on budget. This building will house all of the county's court services including Juvenile Court. Along with state-of-the-art security and a larger jury assembly room, the new building will feature all-electric utilities.

Marietta Power and Water recently established permanent power to the building. Targeting LEED certification, the building will consist of a number of energy-saving efforts through the HVAC equipment and control systems, and lighting and lighting control systems.



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Marietta Power and Water Partners with Southern Home Performance to Help Small Businesses Save Big on Utility Costs Through the Small Business Energy Audit Program

Marietta Power and Water utilizes a number of strategic means to help our small business customers get the most efficient use of energy in their workspaces. And through the Small Business Energy Audit Program and our energy audit alliance with Southern Home Performance, you have one more way to make sure your business's energy dollars are being spent wisely.

An energy audit reveals the places where a business is losing energy and suggests ways that insulation, heating, and cooling systems could be made more efficient. In addition to identifying the sources of energy use, an energy audit prioritizes that usage and provides ways to achieve energy savings.

"The energy audit process begins with an interview to find out what triggered the business owner to have the audit done. High energy bills and hot and cold spots in rooms are some common concerns," explained Southern Home Performance owner Bridget Clower. "Next, we do a walk-through of the building taking notes and then perform a blower door and duct blaster test."

Soon after the audit, Southern Home Performance schedules a post interview with the program participant. The review includes a written report highlighting prioritized recommendations for insulation, water management, moisture management, ventilation, heating/cooling

equipment, and water heating.

While individual results vary, Clower believes most program participants gain a better understanding of how energy functions in their environment.

Funding for this program is being provided by grant money that was awarded to Marietta Power and Water through the Department of Energy and the American Recovery and Reinvestment Act of 2009.

To find out if your business meets the program qualifications, call (770) 794-5106. ☀



Marietta Power and Water Helps Keep Construction on New Cobb County Courthouse on Time and on Budget *continued from page 1*

Allen Kronenberger, a project manager for Cobb County Property Management, has been working closely with Marietta Power and Water during the construction and lauds the customer service.

"The construction coordination during the building period has been first rate," Kronenberger said. "There has been great communications and response time to the installation of the new power lines to the building. Marietta Power and Water actually

does what they commit to, and they have it completed on time."

Construction was initiated on May 14, 2009 through a groundbreaking ceremony. SPLOST funds of \$63 million are financing the project. Cobb voters approved the Special Purpose Local Option Sales Tax (SPLOST) in 2005 to fund important transportation and public safety projects.

The building is expected to open in the spring of 2011. ☀

"The construction coordination during the building period has been first rate," Kronenberger said.

fast **FACTS** on Energy Use

Replace Old Light Fixtures with ENERGY STAR Qualified Light Fixtures

ENERGY STAR qualified light fixtures use a quarter of the energy of traditional lighting and distribute light more efficiently and evenly than standard fixtures.

— ENERGY STAR

Shared Commitment to Superior Customer Service Drives Marietta Power and Water's Marketing Team *continued from page 1*

working with customers to identify their needs and then matching our solutions to fit those needs," Echols said.

Administrative Assistant Cayce Ketterer supports the marketing director and representatives by collecting data and compiling reports, making presentations, and maintaining the many marketing programs. "The most gratifying aspect of my job is hearing the excitement and happiness in our customers' voices when we've helped them," Ketterer said. "I believe providing excellent customer service makes loyal customers for life, and it's also instrumental in gaining new business through referrals."

With four generations of his family calling Marietta home, Key Accounts Manager Rusty Smith thinks there is no better place to work and live. Smith is the primary point of contact for the designated 23 key accounts. In addition to being responsive to their needs, Smith also proactively partners with these customers to help them grow and maintain a healthy business through energy audits, equipment cost analysis and other strategic means. "Through daily interaction with our customers, I receive the opportunity to gain a deeper perspective of how each unique business and industry operates,"

Smith said. "These learning opportunities, as well as the satisfaction that comes from doing all I can to keep my customers happy, makes for a very rewarding experience."

Business Development Manager Lori Smith spends her days competing for customer choice load, handling outdoor lighting sales, and assuring customer satisfaction while meeting and anticipating the needs of both residential and commercial customers. A 13-year veteran of the company, Lori is proud of the dedicated group of people that make up Marietta Power and Water. "My co-workers truly care about meeting the needs of our customers," Smith said. "I'm all about my current and future customers, and I enjoy working hard to make them happy. I expect top notch customer service, and my customers expect it also."

Through solid experience and a firm commitment, the Marietta Power and Water marketing department helps your business get the best value for your energy dollars. ❁



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Helpful Phone Numbers

24-hour, Automated Account Inquiry:	(770) 794-5150
Billing Inquiries:	(770) 794-5150
New Service/Disconnect Service:	(770) 794-5150
Emergency Number (Power):	(770) 794-5160
After hours/Weekend Emergency (Power):	(770) 794-5160
Engineering (Power):	(770) 794-5122
Water & Sanitary Sewer Maintenance & Emergency Service Dispatch:	(770) 794-5230
Water Meter / Sewer Tap Installations:	(770) 794-5227
Water Meter Installation Scheduling:	(770) 794-5255
Sewer Tap Installation Scheduling:	(770) 794-5232

fast **FACTS** on Energy Use

Replace Compact Fluorescent Light Bulbs (CFLs)

CFLs use 75 percent less energy than standard incandescent bulbs to provide the same amount of light, last up to 10 times longer, and generate less heat than conventional light bulbs.

— ENERGY STAR

Saving Substantial Energy Dollars Can be Free and Easy with a Little Know-How

Saving energy dollars is a common objective for businesses today and fortunately it's also one area in which you don't necessarily have to spend money to make money. There are a number of free and low cost ways to cut energy costs, if you know where to look.

Here are some free and easy ways to save energy:

- Lights should be turned off when not in use, newer lighting equipment is more durable and can withstand the on-off cycling.
- Computer monitors should be turned off if the computer will not be used for more than 20 minutes. Screen savers don't conserve energy; their function is to prevent phosphor "burn-in" on the screen.
- Turn off both the CPU and the monitor if the computer won't be used for more than two hours.
- Before investing in a new printer or copier, consider sharing one with a co-worker. Performing double duty will decrease the equipment's idle time, making it much more cost-effective to operate.
- Unplug chargers for laptops and cell phones when not in use.
- Use natural lighting or task lighting when possible instead of an overhead light.
- Adjust office blinds to keep heat in during the winter and deflect it during the summer.
- Close air vents in unoccupied work areas.
- In occupied work areas, make sure vents are not blocked by



furniture, supplies, etc.

Low cost energy-saving initiatives include:

- Installing programmable thermostats; the small investment can result in as much as a 50 percent return rate on energy dollars and eliminate unnecessary heating and cooling when the building is not occupied.
- Implementing a routine schedule for inspecting and replacing air filters; also make sure intake screens, return grills and condenser coils are kept clean.
- Utilizing an insulating jacket for an electric water heater to ensure that water is not heated unnecessarily.
- Foster a company culture of commitment to energy conservation by designating an energy conservation program chairperson to promote and facilitate the efforts. Rotating the position on a semi-annual basis may help with continually generating new ideas and strategies.
- And finally, when replacing old office equipment or adding a new workstation, purchase ENERGY STAR models which can automatically power down when not in use.

For more information on saving energy, visit www.mariettapowerandwater.com. ☀

CITY LIGHTS

Marietta Power and Water
675 North Marietta Pkwy.
Marietta, GA 30060-1528

