

10/12/07



PRESS RELEASE

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**SHORT-TERM RETURN ON INVESTMENT IS FOCUS
OF ENERGY WORKSHOP; SPEAKERS ANNOUNCED**

PARK CITY, UTAH – Your carbon footprint can be slashed by new technologies that reduce energy consumption. That will be the message of presenters at the energy workshop for businesses on Tuesday, October 23rd at The Lodges at Deer Valley from 1:30-5 p.m.

“We are saving a huge amount of money at Park City Mountain Resort by paying attention to energy consumption and initiating common sense projects to reduce electricity use,” said Brent Giles, Director of Operations at PCMR.

Giles and other energy professionals will provide examples of projects businesses can act on today and achieve a quick return on investment. “Some projects are such low-hanging fruit that the results are almost immediate,” Giles said. “The effort is minimal, but the savings are substantial.”

Brent Giles is Director of Environmental Affairs for Powdr Corporation, which owns Park City Mountain Resort. He has led a major effort to identify energy-saving initiatives that are reducing the carbon footprint of all the resorts

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Powdr Corporation owns.

Brian Hicks, a principal in a Salt Lake engineering firm, will explain how businesses can save money by installing new lighting. He will explain how to color match CFL, neon and LED lights to the warmth and brightness of incandescent bulbs. Beautiful, soft restaurant lighting, retail displays and holiday lighting can be operated at a fraction of current operating costs.

Rod Hyatt, an expert in solar energy, will teach businesses how to use Park City's abundant sunshine to improve their expense sheet. He will discuss how solar heating and hot water systems work, expectations for return on investment, and how to take advantage of tax incentives.

Lori Hansen, Customer & Community Manager for Rocky Mountain Power, will explain the power company's incentive programs. Hansen is responsible for helping commercial industrial accounts find ways to save energy and receive incentive checks from Rocky Mountain Power.

This workshop is geared for business owners, managers, maintenance personnel, and other professionals who make decisions about energy expenditures in their businesses.

Hotel managers, school districts, condominium homeowner association officers, retail business managers, restaurant owners, managers of large office complexes, and businesses with vehicle fleets are especially encouraged to attend.

The workshop is sponsored by the Park City Board of Realtors and Recycle Utah. The cost is \$15 per person and includes the use of a custom-

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developed business energy tracker spreadsheet. To register for the workshop, or for more information, call Recycle Utah at 649-9698 or go to www.recycleutah.org

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