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City Lights Moves to a Monthly, Electronic Format Provides More Tips to Keep Your Company Running Smoothly

For many years, City Lights has been a steady source of energy and money saving tips for businesses throughout Marietta. In an effort to provide even more value to our customers, City Lights is transitioning from a quarterly print publication to a monthly electronic newsletter.

The new e-newsletter is free and offers confidential and quick answers to energy,

engineering and business questions. Also, Marietta Power and Water is able to offer, free of charge, the "Ask an Expert" hotline service to our customers. The service provides technical, marketing, and problem-solving support. All questions and answers are held in strict confidence, and answers are typically issued within 24-48 hours.

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Sign Up Today and Win

Sign up for the new monthly, electronic version of City Lights and be entered to win an iPad by going to www.mariettopowerandwater.com.

Then click on City Lights Newsletter under Latest News. You must be a Marietta Power and Water Commercial Customer to enter. One entry per business location, please.

Sign up before Wednesday, January 2 to be entered to win. Drawing will be held on Friday, January 11 and the winner will be notified the following week.

It's that simple.

Project Profile

Marietta Power and Water Partners with Southern Polytechnic State University on Construction of Solar Powered Greenhouse

Southern Polytechnic State University (SPSU) is home to new, progressive educational tools on alternative energy with the construction of a solar powered greenhouse and solar panels for the Engineering Technology Center (ETC). A grant awarded to Electric Cities of Georgia on behalf of Marietta Power and Water provided \$54,000 in funding for the projects. This is an opportunity for university students to evaluate



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New Team Member

Heidi Isom Joins the Marietta Power and Water Marketing Team

Marietta Power and Water's strong customer-focused approach to business requires a highly-skilled group of team members committed to providing stellar service. To help better serve the distinct needs of our commercial customers, seasoned marketing and business development professional Heidi Isom has joined the Marietta Power and Water marketing team.

Isom's extensive background in marketing and business development for complex services such as healthcare, financial services and software will be instrumental in helping Marietta Power and Water better manage processes and information to better identify opportunities, understand potential customer needs and match resources to those needs. Some of her previous positions include Marketing Manager for CareCentric, a computer software company, Business Development Senior Account Manager for IBM Southeast Employees' Federal Credit Union and Marketing Representative at Kennestone Regional Health Care System.

At Marietta Power and Water, Isom will focus on the needs of Marietta Power and Water's existing commercial customers. In addition, Isom will identify and create proposals for new customers who have a choice of power suppliers. Isom will also pursue economic development opportunities that support the growth efforts of the City of Marietta as well as Cobb County and parts of other neighboring counties.

"One initial goal which requires a devoted amount of time and focus is getting us more involved with the groups and organizations that work early on with companies considering expanding or locating to Marietta, Cobb and surrounding counties," Isom shares. "There is so much going on in our markets, and having a position dedicated to keeping a finger on the pulse of economic development is critical to being able to participate in Customer Choice proposals — because Marietta Power believes it can often be the best supplier in



New Marketing Team Member Heidi Isom

terms of consistency of power, rates and high-quality service."

Isom anticipates that the increased involvement and visibility will allow Marietta Power and Water to reach measurable goals in terms of increasing its supply of power to business and industry, thus continuing to return needed revenue to the City of Marietta to serve the whole community. ❁

Customer Spotlight

Marietta Power and Water's History of Reliable Service Contributes Notably to Long-Term Success of DataSite Marietta, Data Center Facility

Reliable utility service is essential to every business in Marietta and all over the world, and for some it can mean the difference between success and failure. The Atlanta area is the hub of all technology activity in the Southeast and is home to a large number of these businesses — enterprise-class data center facilities supporting millions of square feet of critical IT services. DataSite Marietta is one local enterprise-class data center providing IT organizations with a world-class facility to house critical computer systems which cannot tolerate the inconsistencies of the typical commercial power grid.

DataSite depends on clean, reliable power as its most important resource — making Marietta Power and Water a vital business partner. In order to receive the most reliable service, the DataSite facility is strategically located adjacent to a Marietta Power and Water utility substation. Additionally, DataSite employs multiple UPS systems to clean and condition power so that computer systems are not vulnerable to the power surges and sags that can adversely impact IT operations. Redundant Caterpillar diesel generators stand by in the event of a loss of utility power. DataSite Marietta is a



Donna Brooks
Business
Development
Manager

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12 Ways to Boost Your Business's Bottom Line by Conserving Energy

A better bottom line doesn't always have to mean increased sales. There are probably plenty of opportunities just waiting in your office to enhance your company's numbers. Give your financial statements a boost with these money and energy saving tips:

- ✦ Purchase ENERGY STAR® office equipment when your company is in need of a new printer, computer, monitor or scanner. By choosing an ENERGY STAR® multi-function device designed to power down during prolonged periods of nonuse, you can save up to 50 percent in office equipment energy operating costs.
- ✦ Replace incandescent light bulbs with compact fluorescent lamps (CFLs) when possible. CFLs cost about 75 percent less to operate and last about 10 times longer.
- ✦ Make sure faucet aerators are installed in restrooms.
- ✦ When fluorescent T-12 lamps burn out, consider retrofitting fixtures with T-8 lamps and changing from magnetic ballasts to electronic ballasts that increase fluorescent lamp efficiency by up to 25 percent and increase light output by 10-15 percent.
- ✦ Consider replacing existing exit signs with more efficient LED exit signs.
- ✦ Install low-flow showerheads in on-site shower facilities.
- ✦ Use natural daylight as much as possible instead of overhead lighting. Turn off lights when not needed, paying particular attention to break rooms, conference rooms and bathrooms. Also ensure outdoor lighting is off during daytime.
- ✦ Lower your hot water temperature to 120 degrees Fahrenheit.
- ✦ Establish a preventive maintenance program for your HVAC equipment

and systems including changing or cleaning all air filters monthly, cleaning all heat exchanger surfaces, water and refrigerant coils, condensers and evaporators, repairing leaks in piping, air ducts, coils, fittings at the unit(s), and replacing defective equipment insulation, ducting and piping.

- ✦ In winter, set office thermostats between 65 and 68 during the business hours and 60 to 65 degrees during non-business hours.
- ✦ Insulate water heaters and supply pipes.
- ✦ Share energy saving tips with employees and have a designated person who is responsible for promoting good energy practices for the company.

For more energy saving tips, visit the Marietta Power and Water website at www.mariettopowerandwater.com. ❄️

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Here's a sampling of some of the inquiries "Ask an Expert" addresses: finding new markets/opportunities, motor sizing questions, surge-suppression and other power quality issues, locating special equipment, OSHA and EPA regulations, learning about new welding procedures, lighting options for a parking lot, warehouse or office building, determining the size of a potential new market niche.

Online Portal Offers a Convenient, Comprehensive Reference Resource

The Marietta Power and Water website provides a home base for City Lights. Along with Ask the Expert, the online portal toolbar features a number of other icons that allow you to navigate the site including My City Lights where you can access the latest articles, the eLibrary

function that lets you search for specific articles from the past 13 months of issues, and a newsletter archive function that lets you read past issues in their entirety. You also have the capability to set your preferences through the My Preferences icon. Plus, you can access a broad range of vital business tools designed to help you make sound decisions. Quickly calculate costs and identify improvements with Tools You Can Use such as:

- 💧 Commercial Energy Benchmarks. Use this tool to measure your business's operating performance against industry standards and determine if you are on the right track to meet established goals.
- 💧 Industry Energy Benchmarks. Use this tool to compare your facility's data to the industry standard for similar facilities.

💧 Commercial Energy Efficiency. Use this tool to get industry-specific advice on how your company can increase production, reduce costs, and save money.

💧 Industrial Energy Efficiency. Use this tool to receive industry-tailored recommendations to make the necessary changes to increase efficiency—and avoid less effective measures.

💧 Tools You Can Use also features essential documents for your business such as workplace and energy posters, carbon footprint, fuel cost and lighting calculators and more.

Start enjoying the multitude of benefits and the convenience of the new electronic newsletter by signing up today! ❄️

Marietta Power and Water Partners with Southern Polytechnic State University on Construction of Solar Powered Greenhouse continued from page 1

solar technology as a future source of power and as a way for Marietta Power and Water customers to learn more about solar energy and the environment through community workshops.

“Southern Polytechnic State University is very fortunate to have the type of relationship we have with Marietta Power and Water. We were excited when Marietta Power approached us about our interest in this solar project. We are extremely appreciative of their support,” said Southern Polytechnic Sr. Director of Facilities Management Steve Kitchen.



Combined, the panels are six feet high, 42 feet long, and seven and a half feet wide. The greenhouse is located beside the ETC

that features four roof panels generating 10 kilowatts, equivalent to 170 household light bulbs. Two panels are located next to the greenhouse and generate 5 kilowatts, equivalent to 85 household light bulbs. Combined, the panels are capable of supplying all the electrical power the greenhouse will need during daylight hours.

The construction of the greenhouse provides increased collaboration opportunities for students studying biology, biotechnology, electrical engineering technology and environmental science. ☀

Marietta Power and Water’s History of Reliable Service Contributes Notably to Long-Term Success of Data Security Center DataSite continued from page 2

Tier III facility, meaning all critical power and cooling infrastructure is built with a redundant backup to ensure that failure is not an option.

“Over the years, DataSite has learned that the way in which Marietta Power and Water operates has solidified them as an extremely reliable and trustworthy business partner in an industry that has the highest standards of excellence,” says

DataSite Director of Sales and Marketing Robert Wilson. “The power rates from Marietta Power and Water are some of the most competitive in the state, and DataSite clients receive the benefits of low cost of power. Being one of the largest power users in the area, DataSite benefits from the excellent customer service that would not be available from the larger privately-held utility providers in the area. The structure

and management style of Marietta Power and Water provides a nimble and accommodating business partner that DataSite can count on for years to come,” he adds.

To learn more about DataSite Marietta, or to schedule a tour, visit www.DataSiteColo.com or call Donna Brooks at (678) 359-4229. ☀

CITY LIGHTS

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