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**Commercial Calculator Gives Power to Smaller Businesses**

Managing costs, including energy, is essential in the formula for a business’s success.

But how does the business manager or owner without a technical background effectively manage their energy use? If they have access to the Internet (and 73 percent of small businesses report they do), they can get help 24/7 with Your Company Name Here’s new online Commercial*Energy*Suite™. This set of online tools includes a main Commercial*Energy*Calculator, several special purpose energy calculators and online energy efficiency reference library for specifically for businesses at [www.yourwebsitehere.com](http://www.victoryelectric.net).

“These are customers who can really use the help,” says Name, title, for Your Company Name Here. Name’s found that it’s often the service stations/food marts looking to cut their energy bills. “They’ve got so much packed into their facility with all the coolers and cooking equipment. The calculator shows them how much energy they use, where they use it and how much it costs. Then it gives them an opportunity to manage energy consumption,” he said.

Another member segment particularly focused on energy costs is the church community. “By determining where they use their energy, it becomes easier to find the small things to do to save energy,” Name explained.

And of course the agricultural segment is highly attuned to energy costs. That’s why the new Commercial*Energy*Suite includes a separate calculator to address irrigation system energy use alone.

For commercial facilities, Name says, “We’ve found that a simple shift in hours of operation can affect a facility’s energy cost by as much as 40 percent. This is something an owner may not have anticipated when he or she decides to change the hours of operation.” He also noted that business customers often don’t have a reference point of what their average energy use should be. “The calculator gives them a benchmark of what’s typical, and then they can see if they are above average, below, or on target.”

The flagship Commercial*Energy*Calculator addressees more than 60 different business types and sizes, features drop-down menu prompts and instantaneously displays annual energy costs by major end-use systems. The member can compare his current energy usage with any number of change scenarios and see whether or not that change is cost effective.

In addition, an extensive library of practical commercial energy system information is integrated directly into the calculator, giving the member access to even more energy advice.

“We want to provide our members with all the resources they need to make good energy use decisions,” Name said. “Placing tools like these on the Web is another way we can get these resources in the hands of our members.”