Your power makes a difference.

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Welcome to the future of how we see energy. Our vision at CGE Energy is reducing energy consumption and operation costs for businesses and organizations so that they can take part in the emerging worldwide renewable energy movement.

CGE Energy has been at the forefront of alternative energy since 1989. For over 25 years, we have worked to reduce energy use through the most efficient technologies and to generate power onsite through renewable energy resources. This not only makes sense for our customers financially, it also makes sense for our environment. Through renewable energy, we have the opportunity to leave our planet better off than how we found it for our children and grandchildren. We have a responsibility to make a difference, and proper stewardship is the way to address it.

The phrase “Power to Make a Difference” sits beneath our logo at CGE Energy, it is more than a slogan or a catchphrase to us. It acts as the cornerstone on which we base all that we do as a company. The reduction of energy consumption and the generation of renewable energy may be what we do, but making a difference in our world is why we come in to work each day to do it.

In the following pages, you will discover how CGE Energy has helped several different industries become global stewards by helping them reach their energy savings goals. You will also discover what CGE Energy can do for you. Thank you for taking the time to read this and for choosing to take the first steps toward becoming a global steward.

Sincerely,

Bryan Zaplitny, Jeremy Kammer,
Integrated Energy Solutions

CGE Energy is one of the first fifty Energy Service Companies (ESCOs) in the United States. Clients look to CGE Energy to address their energy challenges with specific solutions.

Whether it’s efficient LED lighting, solar panels, wind generation or more, CGE Energy brings the right blend of technologies to meet the customer’s energy needs. This complete approach makes up CGE Energy’s “Integrated Energy Solution”.

Energy Consultation

CGE Energy’s experienced energy consultants come alongside their customers to learn each of their unique energy goals and challenges. Throughout the process, CGE Energy uses that information to develop a custom program with immediate and long term financial, environmental and social benefits.

Energy Audit

CGE Energy professionals conduct a careful and comprehensive review of the energy performance of the customer’s facility. In these investment-grade energy audits, CGE Energy looks for opportunities to increase energy efficiency such as LED lighting upgrades, and they study the potential of each site to benefit from solar panels or CGE Energy’s WIND•e20® vertical-axis wind turbine.

Energy Project Design and Engineering

In its LED lighting upgrades, CGE Energy does not simply replace existing fixtures with LEDs. CGE Energy professionally engineers a photometric layout tailored to each facility. A correctly designed lighting layout can reduce the number of necessary lighting fixtures by up to 30% while improving overall quality and amount of emitted light.

For renewable energy applications, CGE Energy can engineer a properly sized system to meet each facility’s daily kW demand needs.
Lighting Upgrade Installation

CGE Energy’s lighting install teams are insured and equipped to handle any commercial or industrial lighting installation. The professional installation crew makes sure that the job is done right and that the customer is well-lit and saving energy as soon as possible.

CGE Energy is also able to service any additional electrical needs for the project—including light pole underground electrical and foundation work. In addition, CGE Energy’s R.A.M.P. customers receive discounted pricing on these services.

Renewable Energy Technology Installation

CGE Energy’s technicians will install the renewable equipment at its customer’s location in a way that integrates safely and seamlessly into their existing electrical infrastructure.

CGE Energy’s WIND•e20® wind turbine features an innovative installation process and can be installed within a few days. For its solar work, CGE Energy has collaborated with SolarWorld to install solar arrays of any size.

Guaranteed Energy Savings

CGE Energy’s customers will benefit from their Integrated Energy Solution immediately: saving energy and money while supporting the environment.

CGE Energy will verify and prove the reduction in energy use that is projected by their analysis and project proposal. This guarantee is backed by before-and-after kW load readings.

Ongoing Maintenance Support

CGE Energy desires to be each customer’s ongoing trusted energy consultant to make sure the energy system is always running at peak efficiency. CGE Energy’s complete energy technology maintenance program is called R.A.M.P.

For applicable CGE Energy installations, this maintenance service means worry-free coverage with expert advice, labor, materials and equipment—all for one, low monthly payment.
Markets CGE Energy Serves

CGE Energy focuses on the markets where it will have the most community-changing impact, specifically entities that are large energy users with high kW demand. CGE Energy works to empower large and small businesses, nonprofits, schools and municipalities as well as international communities to meet their energy needs. By helping these markets, CGE Energy contributes to many important parts of the community.

Business

It takes a forward thinking leader to operate a successful business. Owners are constantly looking for ways to reduce overhead costs, brand the company within its community, and take efforts to reduce its carbon footprint.

Responsible energy use doesn’t have to cost a company the things that matter most. Sustainability and environmental responsibility are big priorities for businesses across the nation. The challenge is balancing these goals with a limited budget. CGE Energy makes these goals a reality with its business partnerships.

Government

In a society increasingly focused on environmental responsibility, public sector institutions are ideal candidates for leadership in new energy technology. CGE Energy can serve as a strategic partner to reduce public energy consumption and generate clean, renewable power.

When the primary responsibility of government is to serve the community, it is critical for energy choices to be grounded in both sustainability and fiscal responsibility. CGE Energy can help meet those needs.
Helping Customers Advance their Missions

Companies and organizations have unique visions. No matter which market it is, the fewer things in the way of accomplishing goals and visions, the better. Far too often, a large portion of operating costs is dedicated to monthly energy bills, which can exhaust the necessary capital for additional ventures.

CGE Energy believes that renewable resources and energy conservation should be available to organizations at a lower cost, giving entities the necessary capital to fund new projects. CGE Energy’s mission: To advance each customer’s vision.

Education and Nonprofit

It is important for publically funded organizations to make very wise financial decisions, which makes reducing energy costs a high priority, yet many of these institutions lack the ability to make large investments in new projects. CGE Energy will install technology onsite as an investment, so organizations can meet their energy goals without bearing the upfront costs.

CGE Energy recognizes and shares the high priority that educational institutions and nonprofits place on social responsibility. This is reflected in the way business is done at CGE Energy, where there is a strong belief in strengthening communities by creating opportunities for customers to use energy responsibly.

International

Strengthening communities around the world by creating opportunities for improving power availability, creating jobs, and reducing reliance on fossil fuels is a major part of what CGE Energy does. The company strives to bring an energy solution to nations that face high energy costs, an aging power infrastructure and a lack of funds for improvements.

CGE Energy is currently working with Jamaica and Haiti to solve their unique energy challenges. Along with US partners Cree® and SolarWorld, CGE Energy has the financial backing and commitments from the Export-Import Bank of the United States to facilitate international energy projects.

Helping Customers Advance their Missions

It is CGE Energy’s dream to see:

**Non-profits** that can focus efforts on doing good instead of fundraising.

**Schools** that can educate children with more teachers on staff; not fewer.

**Municipalities** with budgets to fix roadways, police streets and improve the community.

**International communities** that have grid-independent energy generation, so schools and clinics can better serve the world’s children.
With a Power Purchase Agreement, CGE Energy provides the capital expenditure as a way to invest in their customer’s sustainable future. This means that CGE Energy owns and operates the installation at a customer’s site, giving them a way to meet their energy goals, save money and support the environment without bearing the up-front costs. With a PPA, CGE Energy installs its customer’s energy project at no cost and insures and maintains it for the entire length of the agreement. The only thing the customer pays for is the power they save or generate, which is typically at a rate that is lower than their current energy bill.

Financial Freedom for Energy Independence

CGE Energy utilizes various financing structures to make its energy solutions work for its customers, providing traditional financing options as well as alternative ones such as Michigan’s PACE (Property Assessed Clean Energy) program, which allows property owners access to 100% upfront financing using long-term loans.

CGE Energy’s Power Purchase Agreements offer energy projects with no upfront costs and the opportunity to purchase discounted power that is produced onsite.

Regardless of the financing method, CGE Energy’s customers start saving money day one after installation.

Power Purchase Agreements (PPAs)

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Only the best: CGE Energy has partnered with the best energy technology providers in the world including Cree® LED lighting, SolarWorld and CGE Energy’s own WIND•e20® wind turbine. A PPA with CGE Energy gives customers access to these top-notch technologies.

Worry free: All PPAs contracts are backed by the R.A.M.P. maintenance program. If an issue were to arise with equipment, CGE Energy technicians will take care of everything in a timely manner.
R.A.M.P. by CGE Energy is a complete energy technology maintenance program. For applicable CGE Energy installations, this maintenance service means worry-free coverage with expert advice, labor, materials and equipment—all for one, low monthly payment.

Take lighting for example. Proactive and consistent maintenance of a facility’s exterior and interior lighting will keep the facility safe and bright all year-round. R.A.M.P. eliminates lost time spent trying to diagnose and fix problems, and it saves customers the costly service and equipment charges that add up with multiple annual replacements.

With regular maintenance visits, CGE Energy’s expert service team guarantees maximum up-time for lights, but if an outage does occur, service requests are done easily over the phone or through CGE Energy’s 24/7 online customer portal. Most repairs are completed within 36 hours of a service request.
The WIND-e20® is an innovative vertical-axis wind turbine designed for onsite energy generation. For clients with adequate wind speeds, the turbine can produce up to 65 kW of energy, which makes it ideal for individual commercial buildings, small businesses, schools, municipal facilities and more. CGE Energy safely and seamlessly integrates the WIND-e20® into a facility’s existing power infrastructure, and customers only pay for the power the turbine produces.

**Innovative Design:** At 105 ft. in height, the turbine can be installed without the assistance of a crane for a minimal operational footprint. All power components are modular and easy to access from the base.

**Quiet:** With very few moving parts, the WIND-e20® produces less noise than the wind that’s spinning it.

**Safe:** The turbine is equipped with redundant safety features including air brakes and blades that fold up in extreme conditions. The WIND-e20® is also bird and bat friendly.
Burtek Enterprises Inc. has been selected as the strategic manufacturing and assembly partner of the WIND•e20® wind turbine. Burtek is the world leading and industry recognized full-service design, engineering, and manufacturing organization. This 5-star military contractor has 25-years experience in the integration of complex systems for the Department of Defense.
In this strategic partnership, CGE Energy has the distinction of being a Cree® Elite Distributor. Originally a Cree® Authorized Upgrade Partner, CGE Energy was granted the authorized ability to help facilities convert to Cree® LED lighting.

CGE Energy’s ability to offer everything that an organization needs for lighting and energy efficiency was a key factor in Cree’s decision to make CGE Energy an Elite Distributor.
Light has the ability to influence emotions, how people view their space and ultimately how people view their world. It is also an integral part of how people start and end each day. CGE Energy understands this, and thus works to help transform facilities.

Cree® has revolutionized the lighting industry with high-quality, energy efficient LED lighting. Cree® LED products have the most true-to-life color rendering available and hold an unmatched 10 year warranty. These industry-leading LED products offer energy savings of up to 70%.

Since 1989: CGE Energy has been providing superior energy efficient technology to meet their customer's interior and exterior lighting needs.

Optimized Layout: CGE Energy develops a photometric layout specific to each facility to maximize efficiency and presentation.

R.A.M.P.: CGE Energy offers a worry-free maintenance plan that saves time, hassle and money.
Strategic Partner: SolarWorld

In this strategic partnership, CGE Energy and SolarWorld have collaborated on the development, design and construction of solar PV projects across the nation.

Optimal at Any Size: Whether it’s 50kW on covered parking or 500kW across a facility’s entire roof, CGE Energy can get you the most power for your available space.


CGE Energy’s solar photovoltaic (PV) strategic partner is SolarWorld. At 38-years in operation, they are the oldest, most experienced and largest PV module manufacturer in the United States. They are experts in the engineering, procurement and construction of large-scale solar power utility projects.
Furthering the Vision of YMCA

YMCA Storer Camps in Jackson, Michigan is nationally recognized as a premier outdoor education center. Each year, 17,000 students, teachers, parents, and other leaders take up residence for multiple nights.

Glen King, Chief Development Officer for YMCA, dreamt of a Net Zero facility for his campus over ten years ago. CGE Energy has the honor of partnering with the YMCA and JCC of Greater Toledo to bring sustainable energy to YMCA campuses throughout Michigan and Ohio, and make Mr. King’s Net Zero vision a reality. A mutual dedication to youth education and social responsibility brought the groups together.

Adding to Storer’s already world-class programs, the Net Zero program and experience will be first of its kind. CGE Energy is designing and developing a renewable energy classroom and educational experience. Storer will be the pilot PPA site, serving as a proving ground for expanding this vision nationwide.
Inspiring the Next Generation of Innovators

The Net Zero program creates a total immersion learning environment with renewable energy to inspire the next generation of energy innovators and reduce the camp’s carbon footprint.

The Net Zero classroom is being outfitted with hands-on exhibits, technologies and displays. Each of Storer’s 56-bed lodges are being monitored in real-time for a unique competition to see who can use the least amount of energy, engaging the students in cause and effect analyses in order to discover practical ways to save energy.

At the end of their stay, each student gets an individual “Energy Usage Report” and learns specific ways to impact their personal carbon footprint at home.
Case Studies

They say a picture is worth a thousand words. The following pages contain a few case studies of the substantial difference a lighting upgrade can make to the visual appearance of a facility as well as how it can impact a customer’s energy bill. The before and after pictures are captured using the same camera settings and try to mimic the human eye for accuracy.

Briarwood Ford

Steve Whitener of Briarwood Ford in Saline, Michigan needed to find ways to make his dealership’s parking lot lighting more energy efficient. CGE Energy developed a plan to replace the lot’s outdated and inefficient metal halide fixtures with industry-leading Cree® Edge HO LED fixtures specially designed for auto dealers.

CGE Energy was able to improve the visual appearance of the lot significantly while reducing energy use by 66%. The number of fixtures dropped from 130 to only 74, and with Cree® LEDs, light is focused on the cars and not wasted in the street or sky. Briarwood’s nighttime lighting now has a more true-to-life color rendering. CGE was able to secure Briarwood a $50,400 rebate from DTE Energy for the LED upgrade.

Advanced Technology Academy

Advanced Technology Academy (ATA), a Dearborn, Michigan public charter school, selected CGE Energy to engineer and install an energy project for interior and exterior lighting upgrades. CGE Energy improved efficiency by upgrading ATA’s outdated T12 interior fixtures to energy efficient T8 lamps, and upgrading the parking lot to industry-leading Cree® LED fixtures.

Through these changes, ATA saw a 45 kW demand reduction in lighting energy use, a 72% energy savings. CGE Energy met or exceeded ATA’s previous light levels using only one fixture for every four that were used previously. Overall, the number of exterior fixtures decreased from 118 to 56. CGE Energy was also able to secure ATA a $12,500 energy rebate for their upgrade.
Golling Automotive Group

Golling Automotive Group is proud to be one of the premier auto groups on the east side of Michigan. The award-winning auto dealership believes in showing each person who walks through their doors the “Golling Difference.” Since 1966, Bill Golling has been fulfilling his passion working in the car business and serving the community.

Golling trusted CGE Energy to improve their customer’s evening car-buying experience by upgrading four of the dealership’s parking lots to energy efficient Cree® LED lighting. The upgrade includes Golling locations in Lake Orion, Bloomfield Hills and two in Waterford, Michigan.

CGE Energy reduced the dealership’s energy use by 79%. The overall number of fixtures used decreased by 20%, from 413 to 345. CGE helped qualify Golling to receive $57,885 in energy rebates to reduce the total project cost.

The Golling Automotive Group is also part of CGE Energy’s R.A.M.P Lighting Maintenance program. CGE Energy covers 126,000 square feet of Golling’s interior showrooms as well as all exterior lighting.

Cadillac of Novi

Cadillac of Novi is recognized as the number one Cadillac dealer in the nation. They looked to CGE Energy to improve their customer’s evening car-buying experience by upgrading the dealership’s parking lot lighting to energy efficient Cree® LED.

CGE Energy’s engineers were able to reduce the number of necessary fixtures from 140 to 71, which combined with the energy savings of LEDs reduced the dealership’s lighting energy use by 76%. These energy efficient fixtures remove the orange or green color casts common in older lighting technology and render the vehicles in true-to-life colors so a pure white Escalade looks just as beautiful at night as in the daylight. CGE Energy was able to secure the dealership a $19,000 energy rebate for their upgrade.

“I am very pleased with the light levels and how the lighting looks. We’re saving money from day one, and we’re doing it in a very environmentally responsible way.”

Joe Ellsasser, General Manager at Golling Automotive Group.
Meet the CGE Energy Directors and Officers

The team at CGE Energy comprises veterans of the energy field, including master electricians, certified energy engineers, and former utility people. The company strives to stay true to its culture, where hard-working people are rewarded for bringing good ideas to the table. Each individual has a voice and is empowered to help the company develop ways to create mutually beneficial programs and projects for itself and its customers—all while changing the world.

Bryan Zaplitny, President/CEO
Bryan Zaplitny is the incorporator and creative force behind CGE Energy and has been involved in every aspect of the business since its inception. Zaplitny’s studies have included Industrial Management, Energy Management, Business Law, Accounting and Marketing. He has worked extensively with municipalities, schools, businesses and individuals in Michigan to bring them viable energy savings.

Gary Westerholm, Vice President of Finance
Gary Westerholm, a Michigan Certified Public Accountant, established the certified public accounting firm Gary Westerholm CPA, PC in 1981 before he co-founded McKenzie Bay International Ltd in 1996, serving as President from 1999 to October 2005. Westerholm holds a Bachelor of Science degree with honors in Accounting from Davenport University.

Paul Schneider, Vice President of Marketing
Previously, Paul Schneider was Owner and Creative Director of Rock Solid Creative Studios, a marketing agency in Wausau, Wisconsin. Schneider studied marketing and design at Madison Media Institute, and his expertise involves marketing, branding, video production, web design, and print design. Schneider has received multiple awards and national recognition for his work.

Derek Spangler, Vice President of Project Management and Development
Derek Spangler attended Eastern Michigan University where he studied Business Management and Administration. Spangler’s 14-year career at CGE Energy has involved all facets of company operations, providing extensive experience in electrical systems, renewable energy and efficiencies. Currently, Spangler’s focus is on the growth and development of CGE Energy’s WIND•e20® wind turbine and the expansion of CGE Energy’s national markets.

Richard Bearup, Vice President of Lighting Division
Richard Bearup is an energy auditor with 30-years of experience. Bearup has worked for multiple utility service companies in Michigan as an energy consultant. He gained certification as an energy auditor through Michigan State University. Bearup is currently overseeing the design and evaluation of energy efficient lighting systems.

Gary Zaplitny, Vice President of Field Services
Gary Zaplitny has been with CGE Energy since the company’s energy management and lighting roots in 1989. Zaplitny has extensive experience in auditing facilities for energy saving opportunities along with water and gas savings. Zaplitny studied Business Management at Detroit College of Business. At present, Zaplitny oversees all field operations—including CGE Energy’s energy audits, project installations and the service of the company’s R.A.M.P. maintenance customers.

Directors not pictured:
Mark Cecil - Chairman, Kevin Cook - Secretary, Craig Hancock, William Naubert and Michael Pollakowski