

# “Role of an Energy Manager”

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A stylized, dark teal mountain range graphic is located in the bottom right corner of the slide, extending from the right edge towards the center.


# Outline

- ◆ Energy benchmarking
- ◆ Goal-setting
- ◆ Monitoring and verification of energy flows
- ◆ Training and communications
- ◆ Carbon footprint reduction initiatives
- ◆ Scouting for new technologies and best practices


# Energy Benchmarking

- ◆ Track energy consumption
  - Reduce energy intensity by 25% in 10 years
- ◆ Identify under-performing plants
- ◆ Set priorities
- ◆ Monitor progress
- ◆ Verify improvements
  - Repair & correct significant deviation in energy consumption

# Goal-Setting

- ◆ Set the tone for improvement throughout the organization
  - ◆ Measure the success of the energy management program
  - ◆ Help the Energy Team to identify progress and setbacks at a facility level
  - ◆ Foster ownership of energy management, create a sense of purpose, and motivate staff
  - ◆ Create schedules for upgrade activities and identify milestones
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# Monitoring and verification of energy flows

- ◆ Collect energy use information and document data over time
  - ◆ Determine the starting point from which to measure progress
  - ◆ Compare the energy performance of your facilities to each other, and competitors, and prioritize which facilities to focus on for improvements
  - ◆ Understand your energy use patterns and trends
  - ◆ Evaluate the operating performance of facility systems and equipment to determine improvement potential
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# Training & Communications

- ◆ Have facility leadership communicate the importance of energy management to associates
- ◆ Develop targeted information for key audiences about our energy management program
- ◆ Build support at all levels of your facility for energy management initiatives and goals
- ◆ Through training, access to information, and transfer of successful practices, procedures, and technologies, you can expand the capacity of your staff
- ◆ Create incentives that encourage staff to improve energy performance to achieve goals

# Carbon Footprint Reduction initiatives


- ◆ Installed 2,870 solar panels on 2.2 acres on 5 roof tops
  - System will generate about 700 MWh of renewable energy annually
- ◆ Upgraded plant lighting corporate-wide
  - Replaced Metal Halides & High Pressure Sodium with 4 Lamp 32 Watt T8 fixtures with sensors
- ◆ Quantify & reduce GHG emissions
  - Set reduction target of 20%







# Scouting for New Technologies & Best Practices

- ◆ Utilize DOE software tools to analyze equipment efficiency
  - ◆ Seek out state/federal incentives for energy efficiency/renewable projects
  - ◆ Seek EPA Energy Star recognition in 2010
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# **The Role of the Energy Manager: The Simplot Way**

**Don Sturtevant,  
Corporate Energy Manager  
JR Simplot, Company**



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# A bit about us...

- **One of North America's largest privately held food and agribusiness companies.**
- **Annual revenues of approximately \$4.5 billion and approximately 10,000 employees worldwide.**
- **Phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing, food brands and other agriculture enterprises.**
- **Major operations in the U.S., Canada, Mexico, Australia, New Zealand and China, with products marketed in over 40 countries worldwide.**
- **North America's fourth-largest phosphate mining company.**
- **One of the world's largest frozen-potato processors, with production of more than three billion pounds of french fries and related products.**
- **Extensive farm and ranch holdings.**
- **Second largest cow/calf herd and sixth-largest cattle feeding capacity in the United States.**
- **Simplot ranching operations are twice size of the State of Delaware.**



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# What is an Energy Manager?

- **Cheerleader?**
- **NO! (not exactly)....You've got to be in the game, not on the sidelines**
  - **General Manager – the business side**
  - **Coach – the team side**
  - **Talent Scout – reward & recognition**
  - **Quarterback - be ready to call the shots**
  - **Running Back – offer to take the ball and run with it**
  - **Wide Receiver – be open and available to receive the ball**
  - **Lineman – (CRITICAL) block and protect allowing your stars to shine**
  - **Cheerleader - yes, this too**

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# So, what has made us successful?

- 1. Determine savings potential**
- 2. Gain Presidential “Top-Down” Leadership**
- 3. Clearly define and communicate goals**
- 4. Perform comprehensive audits & listen to employees**
- 5. Infusion of energy capital (shows we are serious)**
- 6. Establish empowered champions and teams at facilities**

**“We don’t let our kids leave the refrigerator door open at home, but we don’t close or repair the blast freezer door”**

- 7. Rewards & Recognition**
- 8. Employee DOE Training (for Sustainability)**
- 9. Communicate successes, challenges, and solutions**



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# Clearly Defined Goal

- **Embrace DOE Save Energy Now *Leader* pledge**
  - **This is your Rally Flag**
  - **25% Energy Intensity Reduction (energy/pound) over 10 years**
  - **Invited by DOE because we are a leader in northwest industrial energy efficiency**
  - **No penalty for withdrawal from program or failure to meet goal**
  - **Increased support from DOE in funding, training, and support**
  - **Cornerstone of “Sustainable Simplot” and carbon reduction**
  - **Provides achievable goal for measurable reductions**
  - **Only pursue cost-effective reductions (>15% IRR)**
  - **Thorough auditing, training, & metering**

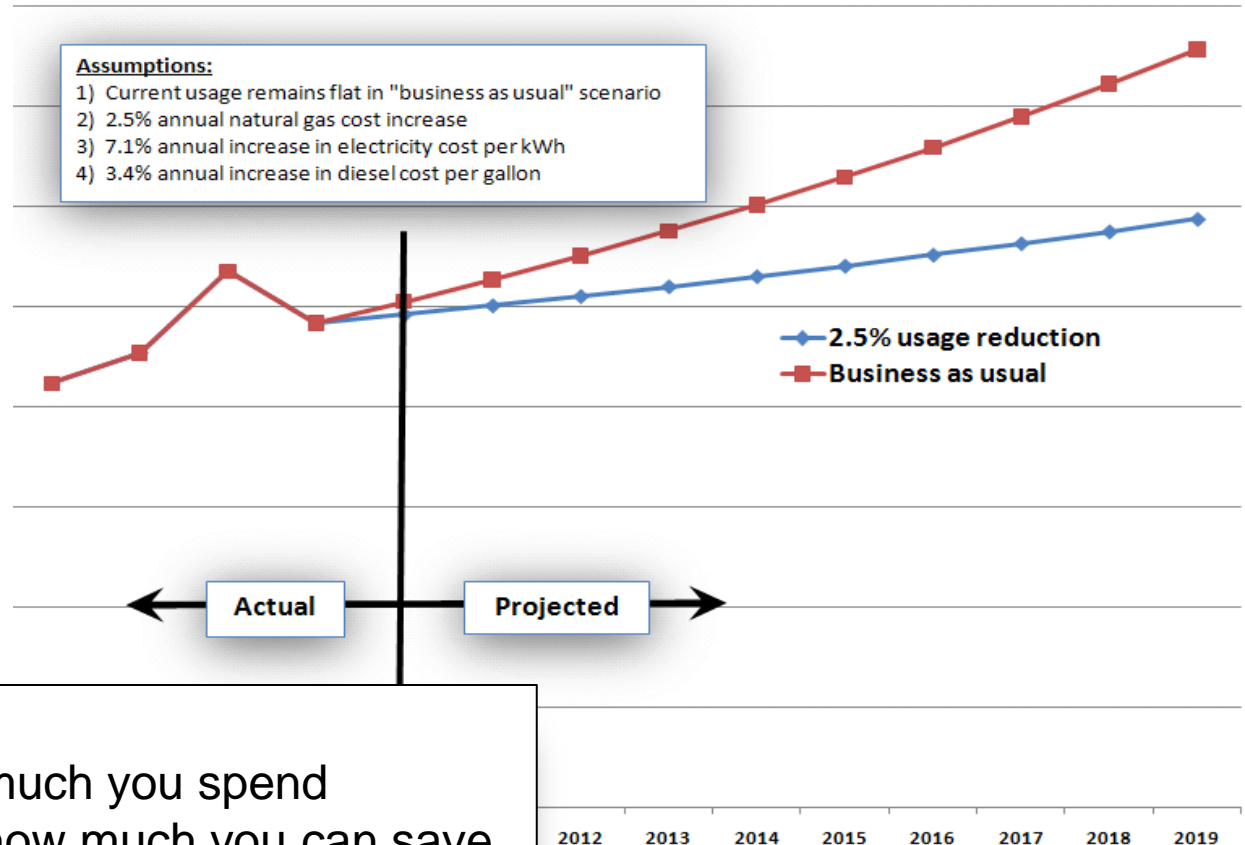


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# Determine the savings potential

## Save Millions!

### "25x10" Goal Comparison



#### **Important:**

- Track how much you spend
- Determine how much you can save
- Talk the language of Business (IRR)



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# Consider Hiring Energy Efficiency Engineers

- **Who in your organization is dedicated solely to Energy Efficiency?**
- **10,000 Energy Experts**
  - They just don't know it
- **Make the business case for personnel resources**
  - **1% savings on \$100MM = \$1,000,000.00**
  - **How many salaries would this support?**
  - **Buyers market for fantastic talent**
- **3-year DOE Case Study**



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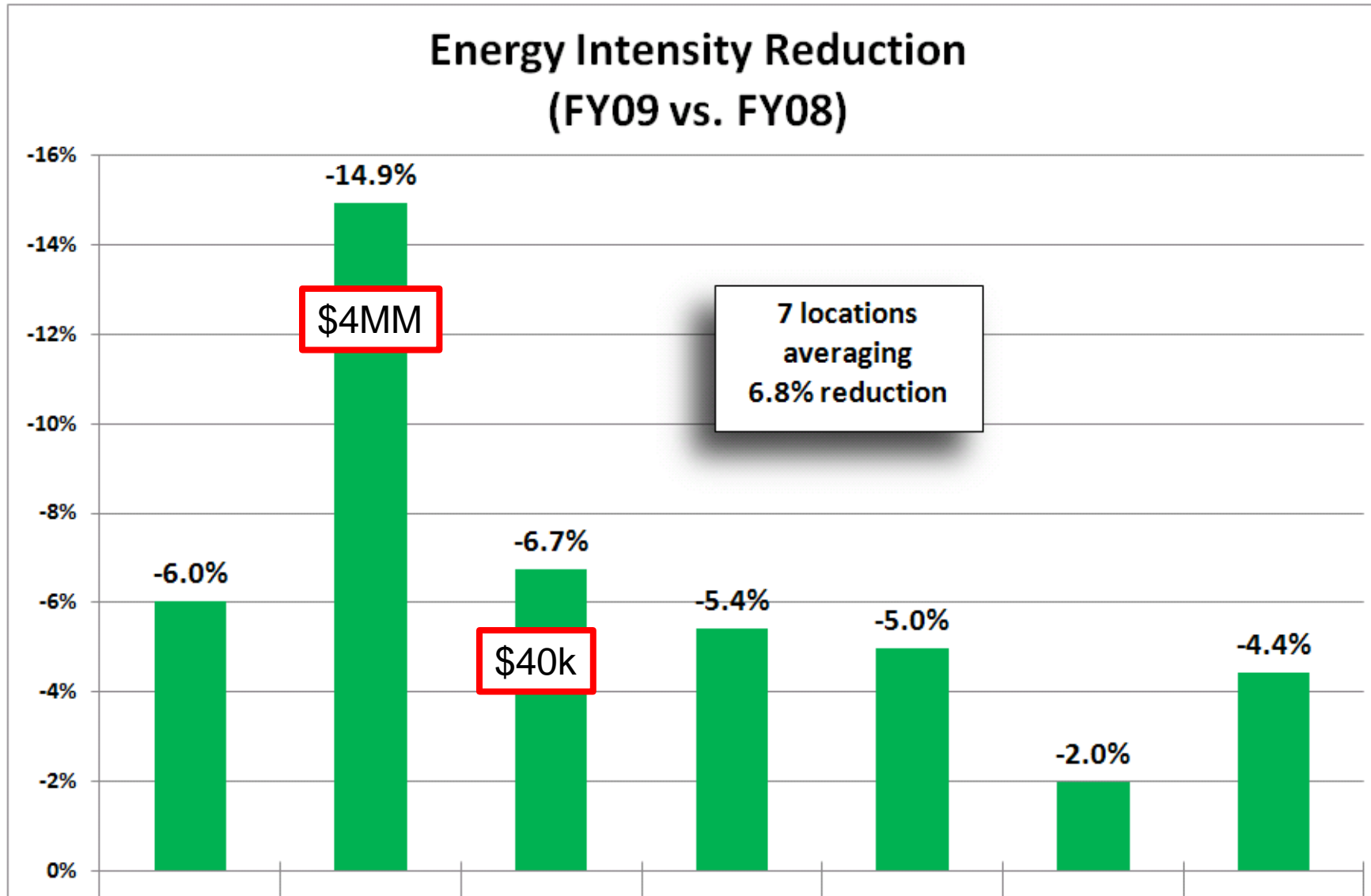
# Establish a President's Award

- **Three major categories**
- **250 Points: Energy Intensity (EI) reduction vs. FY08**
- **500 Points: EI reductions vs. FY06-FY09 average**
  - Shows continued pursuit of energy excellence
- **250 Points: Leadership and Strategic Partner Survey**
  - Facility leadership embraces energy intensity reduction, actively pursues it, and leads their team to all cost-effective measures.
  - This facility's hourly employees are engaged and seek to reduce energy intensity as a normal part of their job.
  - This facility should be selected as the FY09 President's Award for Energy Excellence.



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# Enjoy the Success



# The FIRST French Fry facility in the U.S!



## *Aberdeen Potato Processing Facility*

J.R. Simplot, Company  
624 Simplot Loop  
Aberdeen, ID 83210

*has earned the*

# ENERGY STAR

*for*

## 2009

The U.S. Environmental Protection Agency recognizes  
The Aberdeen Potato Processing Facility for demonstrating  
superior energy performance.

**Jean M. Lupinacci**  
Director, Commercial & Industrial Branch  
ENERGY STAR

## Why Are We Successful?

“My dad’s credo to *hire good people and turn ‘em loose* is still a vital part of the Simplot philosophy and it is one reason why we have been so successful.”

- Scott Simplot, Chairman of the Board

The logo for Simplot, featuring the word "Simplot" in a bold, dark brown sans-serif font. A small, stylized golden leaf or plant icon is positioned above the letter 'i'.

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# Most importantly...

- Drive cultural awareness and change
- **Success defined:**
  - “Energy is measured and compared to target at *every* shift-change meeting across the company, using readily available data. Individual and team personnel goals and rewards are tied to this metric, much like safety or environmental.”
- Success is a journey



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# In Summary...

- 1. Determine savings potential**
- 2. Gain Presidential “Top-Down” Leadership**
- 3. Clearly define and communicate goals**
- 4. Perform comprehensive audits & listen to employees**
- 5. Infuse energy capital (shows we are serious)**
- 6. Establish empowered champions and teams at facilities**

**“We don’t let our kids leave the refrigerator door open at home, but we don’t close or repair the blast freezer door”**

- 7. Provide Rewards & Recognition**
- 8. Train employees in DOE best practices (for Sustainability)**
- 9. Communicate successes, challenges, and solutions**



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**Thank you!**

