



July/August 2010

LIPA BUSINESS NEWS



www.lipower.org

Message from LIPA

Communication is Key

As I write this letter, we are in day 3 of the worst heat wave to hit Long Island in years. This is on top of two major weather events that have wreaked havoc on our region; the March Nor'easter and the Great Neck Micro Burst in June. Freaky weather? Climate Change? Is a hurricane next? Whatever your opinion is there is one fact that is undisputed; everyone needs to be prepared for weather events all year long-but especially during the upcoming hurricane season.

In March, Long Island faced its worst storm in 20 years causing outages to over 270,000 customers. The most recent powerful storm was responsible for over 80,000 outages, the majority of them in the Great Neck Peninsula area. Both storms left some customers without power for up to five days. Are you prepared to be without power for that long?

Following the March Nor'easter, I had the opportunity to personally participate in multiple storm hearings and roundtables with officials from both Suffolk and Nassau Counties and was able to ascertain valuable feedback about how LIPA communicated with its customers during the restoration process after the storm. Pursuant to that feedback I am happy to inform you that LIPA has drafted and begun to implement a new and more aggressive communications plan to ensure our customers stay informed during power outages and LIPA's restoration process.

Some of the highlights of this plan include a special phone system that allows LIPA to call customers experiencing outages to update them on their status, as well as a dedicated phone line, where customers can leave their number for a callback from LIPA to receive the latest information on the restoration status of their home or business. Both systems were implemented for last month's storm and proved to be very effective.

Over the next few weeks LIPA will also complete upgrades to its Storm Center Web site that will provide better information and will allow customers to report outages online rather than using a telephone. Furthermore, we are developing future plans to communicate with customers through text messaging and to communicate with smart phones and other personal communication devices.

The past two storms and heat wave serve as a harsh reminder of what kind of impact weather can have on our electrical system. So as LIPA continues to do its part to prepare for significant weather events including hurricanes, we urge our customers to do the same and take the necessary precautions to keep themselves and their families safe. Please log on to www.lipower.org/stormcenter/safety.html for safety tips during significant weather events.

I hope you all enjoy the rest of your summer.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin S. Law".

Kevin S. Law

President & CEO

We Predict You'll Be Interested in This

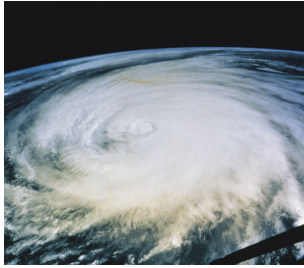
Stop trying to guess how much your next electric bill will be; you'll know ahead of time when you enroll in LIPA's Commercial Balanced Billing program. It makes your electric bills predictable by simply dividing your annual usage into "balanced" monthly payments.

Commercial Balanced Billing is open to customers billed on rates 280, 281, 290 and 291 with at least a full year of billing history. While Balanced Billing provides a regular, monthly payment, adjustments are possible; for example, if your usage pattern changes due to weather, business activity, etc. There is no cost to join and never a penalty to cancel. Over the course of a full 12 months on the plan, you will only pay for the actual amount of electricity you have used. No cost, no risk, and no more surprises in your bills.



THE PLAN BEFORE THE STORM

With the hurricane season upon us, it is important to remember that severe storms can pose problems for any business. High winds and heavy rains can lead to property damage and put individuals at risk. There is a real potential for damage to trees, outdoor signs, store-front windows, and awnings.



Now is the time to establish a hurricane preparedness plan to safeguard your employees and business. The following recommendations are meant to help get you started:

1) **Prepare a plan:** Develop a plan that will protect facilities and your employees in the event of a hurricane.

- designate someone to contact employees' family and friends
- designate someone to locate the evacuation route closest to your business
- form a team to secure exterior equipment, and
- make sure all employees are accounted for after evacuation.

2) **Create a disaster supply kit:** Obtain several battery-operated radios and spare batteries to ensure you can receive emergency information. Also, create a disaster supply kit with canned goods and non-perishable foods, water, manual can opener, first aid kit, fire extinguisher, flashlights, fresh batteries, gloves, and blankets.

3) **Safeguard your property:** Have the necessary supplies and tools to cover large windows and doors, which can be damaged by hurricane winds. Make sure to purchase in advance of the storm items such as:

- Plywood
- Heavy duty plastic sheeting
- Nails and hammer
- A drill
- A staple gun
- Waterproof tape to help protect smaller windows.

For more information, visit www.lipower.org and download our booklet "In Case of Emergency".

Get Online and Get On With Your Business

Sign up for "My Account" services and manage all of your accounts with a single log-in. You can:

- Manage your account at your convenience, 24/7
- Access past bills and usage history
- Get eLERT – we'll send an email notice when each new bill is ready to be viewed online
- Enroll in *DirectPay* – never worry about due dates with automatic bill payments

Spend a few minutes at www.lipower.org, and you'll see how it can give you more time to focus on your business.

TURN BIG SAVINGS INTO MORE BIG SAVINGS

LIPA's Commercial Efficiency Program offers substantial rebates and resources to help companies significantly reduce energy expenses. We'll help you thrive with increased efficiency that lowers operating costs. With a variety of incentives, you can purchase energy-efficient measures at a reduced cost. Whether the project is to improve an existing building from the top down or new construction from the ground up, LIPA can provide the assistance needed to be on the cutting edge of energy efficiency, including:

- Up to \$100,000 per project for pre-qualified energy-efficient equipment in buildings under construction or renovation.
- Up to \$200,000 per project for a more customized energy-saving approach.
- Up to \$400,000 per project for a whole building approach; integrated building envelope and operating systems.

Other incentives include technical consultants with reimbursement of up to \$50K per project. Additional funding and assistance is available for Leadership in Energy and Environmental Design (LEED) Green Building projects.

For more information about LIPA's Commercial Efficiency Program, visit us online at www.lipower.org/commercial/efficiency.

Summer Energy Tips for Small Businesses

These easy low-cost energy tips can save your business more this summer.



Lighting

- Turning off the lights when you leave a room is not just a good idea at home - the same goes for your business. To make it easier, install switch plate occupancy sensors that automatically turn lighting on and off based on when people are present.
- Don't "over-light"; too little light may cause eye strain, but so can too much light, while also costing more.
- You may be able to replace your present lamps with similar ones that are more efficient. For example, high performance T-8 or T-5 lamps can produce substantial energy savings versus the T-12 fluorescent lamps you may be using.

Ventilation

- Window coverings can prevent some unnecessary heat gain in the summer and reduce artificial ventilating and air conditioning loads.
- Have a licensed HVAC professional tune-up your system. A tune-up could help uncover energy-saving areas that you have overlooked.
- Watch the gaps - gaps where doors meet, parts of windows meet and where doors meet the walls can leak air and your energy dollars. All the gaps together could add up to the equivalent of opening a window!

For more savings tips and tools, visit

www.lipower.org/commercial/efficiency or call LIPA's Energy Efficiency Infoline at 1-800-692-2626.



LIPA's Business Call Center

As a business owner, do you ever have questions about your electric usage, billing or possibly setting up a new account?

That's what our Business Call Center is all about...providing you with the information and answers you need about your LIPA business account while helping you manage your energy costs.

Call LIPA's Business Call Center at 1-800-966-4818.