



## gridSMART<sup>®</sup> Testimonials

Here's what companies are saying about AEP Ohio's energy efficiency programs:

### Small Business Express Program

"The Express Program has enabled us to double our sales and install work force. Our small business customers love the program; many who have wanted to retrofit but could not afford it are able to now. We have received many referrals through the Express program and we appreciate the opportunity to be part of the program."

Laura Karasek, State of the Art Electric, Cincinnati

### In-Home Energy Program

"Since joining the AEP Ohio gridSMART program as an Assessor/Auditor, my company has been able to network with other contractors to provide referrals to help grow our business. The program has allowed us to increase our business significantly and substantially grow our overall revenue."

Dale Novy, Thermal Imaging Solutions, Columbus

"This program helps our customers make a decision to become more energy efficient. We are able to upgrade them from standard HVAC equipment to the high efficient heat pumps systems. Our experience has been very positive and we are glad to be a part of the program."

Jason Cleaves, Cleaves Mechanical Services, Lima





## ENERGY STAR® New Homes Program

“M/I Homes is proud to participate in the AEP Ohio/Columbia Gas of Ohio ENERGY STAR® New Home Program by building our homes with advanced construction processes. This enables our customers to benefit from a reduction in energy usage, with a savings that can be as much as 35%. The program permits us to be good stewards of our environment, while taking care of our customers, which has always been the foundation of our business. The marketing materials provided through the program facilitate the educational process for both our new home consultants and our customers.”

Theresa Lynn P. Collins, Area  
President, M/I Homes,  
Columbus

## Efficient Products: SMART Lighting<sup>SM</sup> Program & Appliance Rebate Program

“We participate in the Residential ENERGY STAR® Retailer Lighting Coupon program and Appliance programs. Through these programs, we are able to offer our customers a compelling price point on a variety of ENERGY STAR® products, and we are better able to compete...Since implementing these programs, we have seen growth in our sales of ENERGY STAR® light bulbs, air conditioners, and dehumidifiers. Our gridSMART® representative is always available to answer questions and educate our staff and customers about the features and benefits of ENERGY STAR® products. He assists us with planning and executing special events that include these products.”

Jennifer Peck, Reynoldsburg  
True Value Hardware,  
Reynoldsburg

“AEP Ohio’s residential lighting promotion and the mark down on products help this location move more CFLs.”

Fred Foster, Ace Hardware,  
Piketon

“AEP Ohio’s appliance program helps my store close sales.”

Jesse Johnson, Rich’s TV &  
Appliance, Portsmouth

