



QUESTLINE

We Make Energy Engaging



Let Us Entertain You

QUESTLINE CREATIVE SHOWCASE

Please enjoy a sampling of the various types of creative work being produced by Questline.

If you have any questions or would like more information, please contact your account manager.

Thank you!



QUESTLINE

We Make Energy Engaging



Email



People check their mobile phones up to **150x** a day.

Source: kpcb.com



72% of consumers say that email is their preferred way of communicating with companies.







Source: marketingsherpa.com



For easy and convenient billing, sign up for online payments.








Shrink the stack. Protect the planet.

[Go PaperFREE >](#)

Americans use tons of paper each year. Reduce your impact on the environment by choosing paperless billing. PaperFREE makes paying your monthly bill online convenient and secure.


-  Receive an email when your bill is posted.
-  View previous bills from the past 24 months.
-  Stay on top of due dates with text alerts.
-  Know your payment is processed immediately.

Reduce your yearly paper usage.

[Go PaperFREE >](#)


Just how much paper do we use?

Keep scrolling to find out.



Entergy - PaperFREE

Be ready when a storm hits. [View as web page](#)




Storm Preparation


Stay ahead of storms with a prep plan.

Here are a few storm prep tips to help you stay safe during severe weather and get prepared for possible power outages.


Gather emergency supplies
(like flashlights, batteries, water and nonperishable food)



Make sure cellphones are completely charged



Safeguard electronics with surge protectors




But those are just some of the things you can do to get ready for wild weather.

[Get all storm prep tips >](#)


When energy's a lifesaver: Outages and medical equipment

If you or your child has special medical needs, you know how important it is to keep your medical equipment running. Potential long-lasting outages could impact your equipment use and safety. Make sure you have a backup plan. You might want to ask your doctor about alternative equipment or look into portable generators.

[Read all of our planning suggestions >](#)




Connect with us on Facebook, Twitter and YouTube — now and when a storm strikes. We'll be sharing information you need to know. You can also call us at 800-227-9187.



Avista Utilities
1411 E. Mission Ave., Spokane, WA 99202
Unsubscribe

Keep tabs on outages online. [View as web page](#)



Storm Preparation


Outages can happen. Online tools can help.

Storms might cause power outages. With our outage map and mobile outage reporting, you can track any service interruptions. We'll help you keep current on all restoration efforts.

Outage reporting

Report online or call 800-227-9187 to let us know the power's out. We'll get to work as soon as possible.

Visit our online outage map >




If power has been restored to your area, but you are still out, please contact us immediately.

[Track and report outages >](#)

Watch the weather!

The National Weather Service offers online resources just for the Spokane region — from climate reports to seasonal information to watches and warnings.


[Get the latest weather info >](#)




Our power play: How we get your lights back on

You never know when a storm could cause an outage in your area. But you can be certain Avista crews are ready to take action! We've got a game plan.

[Watch how we restore power after a storm >](#)




Connect with us on Facebook, Twitter and YouTube — now and when a storm strikes. We'll be sharing information you need to know. You can also call us at 800-227-9187.



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Outage safety info you need to know. [View as web page](#)



Storm Preparation

Play it safe when the power's out.

Severe storms are already dangerous, and a power outage only complicates things. Do you know what you should do during an outage?

Take safety by storm: 6 outage tips

- Keep flashlights on hand.**
Use them instead of candles to avoid fire hazards.
- Turn off the appliances that were on before the power went out.**
- Unplug your electronic equipment.**
Use them instead of candles to avoid fire hazards.
- Stay away from downed power lines.**
Never touch them!
- Leave a light or radio on to let you know when the power's back.**
- Use a generator only for specific appliances.**
Keep it outside to avoid fumes.


Want more outage safety info?

[Explore all safety resources >](#)


DIY power restoration?

If it's not alarming and your power goes out, you might be able to restore it yourself. Check out our quick outage troubleshooting video to learn more.

[Watch video >](#)




Connect with us on Facebook, Twitter and YouTube — now and when a storm strikes. We'll be sharing information you need to know. You can also call us at 800-227-9187.



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Follow, like and watch for the latest outage updates. [View as web page](#)



Storm Preparation

Sharing up a storm

When severe weather strikes and power goes out, we share all the news and safety tips you need to know. And we'll do our best to answer your questions right away.

[Connect with us now on Facebook and Twitter.](#)

Here's what you can expect from us during stormy weather:

Complete restoration reports, resources and photos >

125 Avista Utilities
June 2, 10

As more thunder/lightning storms are forecasted for tomorrow, here is a link to some things you can do to prepare for a power outage: <http://www.avistautilities.com/safety/outages/Pages/prepare.aspx>

Like · Comment · 6

Quick power restoration updates and answers >


Avista Utilities Shared/Utilities · Aug 5

Power has been restored to 99% of customers after this latest storm. We are working to get everyone on by 5pm today.

Avista Utilities reposted · Aug 3

John Hendricks @JohnHOLLY · Aug 3

Avista crews working to restore power today. This pole was snapped near Indian Trail Rd and Comanche Dr. #VOLY



View more photos and videos

Outage Reporting


Report online or call 800-227-9187 to let us know the power's out. We'll get to work as soon as possible.

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Avista - Storm Prep Series

questline.com

Power outages are possible. But we're ready. [View as web page](#)



Storm Update


Severe storms are rolling in. Stay safe, be ready.

As the weather takes a turn for the worse, you could experience power outages. Avista is ready and waiting to start repairing any outages as soon as it's safe for crews to do so.

Outage reporting

If an outage does happen, be sure to report it online or call 800-227-9187.


Keep tabs with our outage map >



Outage
Time Reported: Nov 20 7:38 AM
Event Status: On-Going
Est. Restoration Time: Nov 21 10:30 AM
Customers Affected: 100
Last Updated: Nov 20 7:38 AM

Want more storm and outage tips and tools?


[Explore outage resources >](#)



Connect with us on Facebook and Twitter for important storm and outage news. We'll be sharing information you need to know. You can also call us at 800-227-9187.

Avista Utilities
1411 E. Mission Ave., Spokane, WA
99022
@avistauk

Here's up-to-date restoration information. [View as web page](#)




Storm Update

Restoration 101: What you need to know


Severe weather has caused damage and outages in your area. Avista is on it! Crews are working as fast as they can to get your lights back on. If you're in an area with extensive damage, plan for your power to be out for X or more days. But for many areas, it is expected that power will be restored sooner.

Restoration rundown




See how we restore power after a storm.

[Watch our quick video >](#)



Learn about our 5-step restoration process.

[Walk through each step >](#)



Find out what areas have outages and view estimated restoration times.

[Use our outage map >](#)


As always, we're here to help you stay safe before, during, and after any storm.


[Explore outage resources >](#)

Pitch in to get the power

Does your home or building have an overhead mast? Check to see if it's damaged. It could be bent or pulled away from your home, which an electrician might need to repair before Avista crews can safely get to work.

[Learn more >](#)






Connect with us on Facebook and Twitter for important storm and outage news. We'll be sharing information you need to know. You can also call us at 800-227-9187.

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99022
@avistauk

Get the latest estimated restoration time. [View as web page](#)




Storm Update

Ready, set, restore! Efforts are underway.

We're working hard to restore power to everyone affected by the recent storm. Crews are out in these areas: **area, area, area, and area**. Check online for the latest estimated restoration time updates.


[Get estimated restoration time >](#)

Other restoration resources




See how we restore power after a storm.

[Watch our quick video >](#)



Learn about our 5-step restoration process.

[Walk through each step >](#)




Find out what areas have outages and view estimated restoration times.

[Use our outage map >](#)

Thank you for your patience as we work to get your power back on. Our crews are moving as quickly as they can.

Stay safe during every storm. We've got safety tips and tools to help.


[Explore outage resources >](#)



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Thank you for your patience. [View as web page](#)




Storm Update

Restoration wrap-up: Power's back!

We're happy to report that restoration is complete! Thank you for your patience during this process. And, of course, thank you for being an Avista customer.


We want your feedback.

How did we handle your power restoration? Email us your thoughts, comments or suggestions at askavista@avistauk.com.



For all things outages and restoration, we've got the information and tips you need.

[Explore outage resources >](#)



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Avista - Storm Update Series



QUESTLINE

We Make Energy Engaging



Print

nationalgrid
HERE WITH YOU. HERE FOR YOU.

**You've got a higher calling.
We'll work on a lower energy bill.**


Find out how one phone call to us can help you cut down energy costs.

nationalgrid

40 Sylvan Road, Waltham, MA, 02451-0000

**It's your mission to serve.
It's ours to help you do it for less.**

The process is seamless and the results are real.

 **Call NUMBER to learn more and begin your energy efficiency upgrades.**



Honor the Earth.

Many houses of worship support environmental stewardship. Reducing your energy use will help protect our beautiful Earth.

Focus on your faith. Leave the heavy lifting to us.

Supporting your community and inspiring your congregation takes a lot of heart – and hours. That's why we're making it smooth, simple and speedy to complete gas and electric energy efficiency projects at your house of worship. We'll come to your facility to identify energy-saving opportunities, walk you through our financial incentives and connect you with trusted vendors to complete recommended projects.



All you have to do is call National Grid at NUMBER. It's a single point of contact for everything energy efficiency – no matter how large or small your facility.

You will save energy and money, and your congregants will be more comfortable, safe and healthy.


Create a more peaceful gathering place.


How? By switching to energy-efficient lighting, adding lighting controls and improving heating, cooling and ventilation. You'll realize benefits far beyond a smaller utility bill.

LED lighting

Compared to traditional incandescent bulbs, light-emitting diodes (LEDs) use 75 percent less energy and last 30-50 times longer. Add lighting controls (like occupancy sensors) after switching to LEDs, and you'll save even more energy!

 LED light is a lot like sunlight, so colors ring true and spaces are more vibrant and welcoming. And there's no harsh glare or irritating flickering, making it easier to read and focus.


 LEDs are bright, durable and able to endure cold temperatures, making them ideal for outdoor lighting. Use them in parking lots or near entrances to keep your congregants safer.


 Thanks to their long life, you'll spend less time and money replacing bulbs.

HVAC

Upgrading or fine-tuning your heating, ventilation and air conditioning (HVAC) system can reduce your utility bills noticeably and benefit your congregants significantly.

 When your facility's temperature is reliable in every season, congregants will feel more comfortable and be more attentive during services. Plus, wooden pews and pipe organs will not shrink and swell from wide changes in humidity.

 Improving indoor air quality and ventilation can help reduce cases of respiratory illness and asthma symptoms.

 A pleasant temperature year-round and proper airflow might encourage more people to attend your services. A hot summer day doesn't have to keep them at home.



Together, we can make your congregation happier and healthier.

We're ready to take your questions and get the ball rolling on your energy efficiency enhancements.

Call us today at NUMBER or visit ngrid.com/business

National Grid - Houses of Worship Tri-Fold Mailer



nationalgrid
HERE WITH YOU. HERE FOR YOU.

Energy Efficiency in Healthcare

Albany Medical Center

A picture of good health and energy efficiency
Providing superior patient care and student development is Albany Medical Center's foremost priority – and investing in energy efficiency is helping them achieve it. As strong proponents of environmental stewardship, Albany Medical Center eagerly partnered with National Grid to identify energy-saving opportunities. They chose to complete more than 27 projects, including upgrading to light-emitting diodes (LEDs), adding lighting controls, installing a new chiller and installing thermal blanket insulation on mechanical room components. Their new chiller delivered the biggest benefits by far, with lighting upgrades producing shining results as well. National Grid provided the technical support and financial incentives needed to make these upgrades a reality.

1600-ton centrifugal chiller enhances patient comfort and reduces carbon dioxide emissions
Although Albany Medical Center kept their six original chillers well maintained, four of those were more than 20 years old at the time they decided to install a new chiller. This energy-efficient chiller (with a larger rated capacity than any of the original chillers) provides more than energy savings and reduced maintenance costs; it provides better patient comfort. That can result in an overall more positive experience in the hospital and even improved healing.

In addition to greater patient comfort, the new chiller has helped Albany Medical Center significantly reduce carbon dioxide emissions. Sustainability continues to be a priority, and this sharp emissions reduction helps advance that effort, as well as attract the attention of eco-conscious patients, medical professionals and patrons.

Total Project Results:

Annual Energy Savings:	3,254,000 kWh and 405,000 therms
Annual Cost Savings:	More than \$847,000
National Grid Incentive:	More than \$733,000

Chiller Results:

Annual kWh Savings:	730,527 kWh
Annual Cost Savings:	\$86,781
National Grid Incentive:	\$156,280

Bring the benefits of energy efficiency to your healthcare facility. Call us at 800-787-1706, email efficiency@nationalgrid.com or visit ngrid.com/business to get started.

National Grid - Energy Efficiency Case Studies

Thank You!

PSEG WorryFree

Discover new DIY ideas - on us!
Show your bill for you to the winner-take-all New Jersey Home Show

As a thank you for being a PSEG WorryFree customer, we want to add you and a friend to the special event for the latest in home design, landscaping and energy saving solutions. Experience everything the New Jersey Home Show has to offer March 4-6, 2016.

Remember, appliance repairs don't need to be on your DIY to-do list. You know you can trust the skilled PSEG WorryFree technicians to quickly repair your heating and cooling systems. Expand your WorryFree coverage to kitchen and laundry appliances for a totally WorryFree home. Add additional plans, like refrigerator coverage, for as little as \$76 per day.

More benefits of WorryFree coverage:

- No cost to replace covered parts and labor*
- No variable pricing based on the age of your appliance
- 24/7 appointment scheduling online or by phone
- Convenient monthly billing included on your PSEG energy bill

Save 10%* with three or more plans.

* Subject to parts availability. Not all parts are covered. Repairs done with used or reconditioned materials will be the subject of a separate invoice. Coverage for the greatest portion of service. Rights reserved. A guaranteed response time or arrival guarantee.

COMPLETE See how simple it is to enroll in your repair plan.

VISIT pseg.com/worryfree to enroll in your repair plan.

CALL 1-800-350-PSEG (7734)

PSEG WorryFree

Choose the coverage that's right for you. Get more details by calling 1-800-350-PSEG (7734) or visit us online at pseg.com/worryfree.

Plan Name	Monthly Price	Annual Price
Basic Plan	\$19.99	\$239.88
Refrigerator	\$19.99	\$239.88
Washing Machine	\$19.99	\$239.88
Dryer	\$19.99	\$239.88
Refrigerator & Washing Machine	\$39.98	\$479.76
Refrigerator & Dryer	\$39.98	\$479.76
Washing Machine & Dryer	\$39.98	\$479.76
Refrigerator, Washing Machine & Dryer	\$59.97	\$719.64

NEW JERSEY HOME SHOW
 HomeShowExpo.com

March 4-6, 2016
 New Jersey Convention Center, Edison, NJ

ADMIT TWO

PSEG WorryFree

PSEG WorryFree

There really is no place like home.
 Protect yours with WorryFree appliance repair coverage.

Just another **WORRYFREE** Day

Nothing gives you peace of mind throughout your home like WorryFree protection. From your kitchen to your basement, WorryFree appliance repair coverage means you'll never have to stress over major appliance breakdowns. PSEG's skilled technicians will quickly fix any unexpected appliance breakdown.

We offer affordable repair plans for heating and cooling systems, kitchen and laundry appliances, and more for a low monthly fee.

Here's what you get when you're WorryFree:

- Fast, accurate repair service from PSEG's skilled technicians - from a company with more than 100 years of reliable service
- Dependable coverage with no deductibles or labor charges to replace covered parts*
- No variable pricing based on the age of your appliance
- 24/7 appointment scheduling online or by phone
- Convenient monthly billing included on your PSEG energy bill

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Enroll in WorryFree coverage now! Complete and mail in the form below, call 1-800-350-PSEG (7734) or visit pseg.com/worryfree.

Complete the enrollment form below and mail it back using the enclosed envelope. Your payment is added to your monthly bill with no extra effort.

From complete at the information below and mail your payment in the envelope.

Customer ID Number: _____ Area Code/Phone Number: _____

Name: _____ Email Address: _____

Street Address: _____ Signature: _____

City: _____ State: _____ Zip Code: _____

PSEG WorryFree

Monthly

Plan Name	Monthly Price
Basic Plan	\$19.99
Refrigerator	\$19.99
Washing Machine	\$19.99
Dryer	\$19.99
Refrigerator & Washing Machine	\$39.98
Refrigerator & Dryer	\$39.98
Washing Machine & Dryer	\$39.98
Refrigerator, Washing Machine & Dryer	\$59.97

PSEG WorryFree

Escape the stress of winter.
 You can relax with WorryFree appliance repair coverage and relax, with two free tickets to the New Jersey Flower & Garden Show!

Just another **WORRYFREE** Day

Even in the throes of winter, everything comes up roses when you have WorryFree protection. Get inspired and discover your green thumb at the New Jersey Flower & Garden Show Feb. 11-14!

Once the ice melts and you're out planning in the garden, you'll want to be sure to have WorryFree protection for your washer and dryer to handle those muddy clothes. You can schedule repairs by phone or online 24/7. Our skilled technicians - backed by New Jersey's largest appliance repair team - will quickly fix any unexpected appliance breakdowns.

What's more, our WorryFree laundry coverage won't break your budget! Washing machine coverage is just \$16 a day and dryer coverage is only \$16. There's no stress over a big appliance repair bill.

More benefits of WorryFree coverage:

- No cost to repair or replace covered parts and labor*
- No variable pricing based on the age of your washing machine or dryer
- Convenient monthly billing included on your PSEG energy bill

Don't Forget! Save 10%* with three or more plans.

* Subject to parts availability. Not all parts are covered. Repairs done with used or reconditioned materials will be the subject of a separate invoice. Coverage for the greatest portion of service. Rights reserved. A guaranteed response time or arrival guarantee.

COMPLETE See how simple it is to enroll in your repair plan.

VISIT pseg.com/worryfree to enroll in your repair plan.

CALL 1-800-350-PSEG (7734)

PSEG WorryFree

Complete the enrollment form below and mail it back using the enclosed envelope. Your payment is added to your monthly bill with no extra effort.

New Jersey Flower & Garden Show

February 11-14, 2016
 New Jersey Convention Center, Edison, NJ

ADMIT TWO

PSEG WorryFree

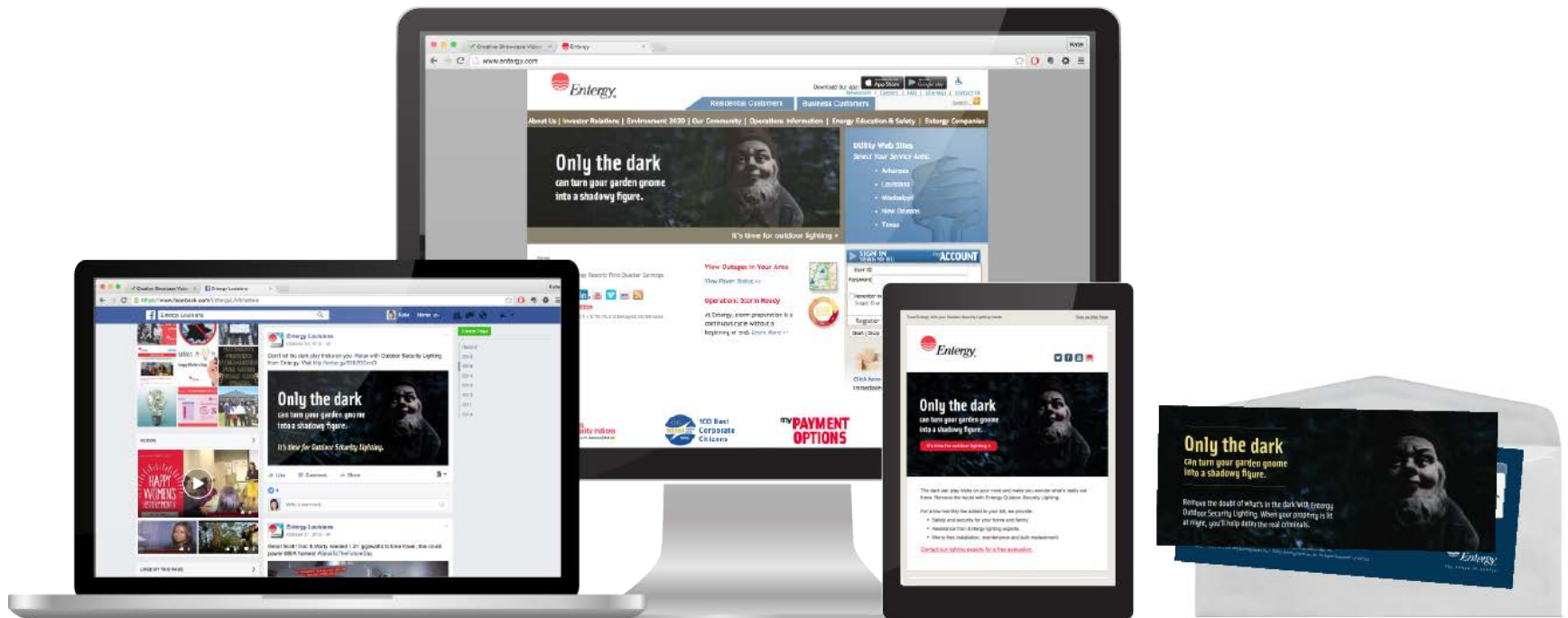


QUESTLINE

We Make Energy Engaging






Campaigns



Entergy - Outdoor Lighting Campaign

Trust Entergy with your Outdoor Security Lighting needs. [View as Web Page](#)



Only the dark
can turn your garden gnome
into a shadowy figure.

It's time for outdoor lighting ▶




The dark can play tricks on your mind and make you wonder what's really out there. Remove the doubt with Entergy Outdoor Security Lighting.

For a low monthly fee added to your bill, we provide:

- Safety and security for your home and family.
- Assistance from Entergy lighting experts.
- Worry-free installation, maintenance and bulb replacement.

[Contact our lighting experts for a free evaluation.](#)

Choose your outdoor light from us – we'll make the process worry free. [View as Web Page](#)



Only the dark
can turn your neighbor's cat
into a creature of the night.

It's time for outdoor lighting ▶

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Entergy - Outdoor Lighting Campaign



QUESTLINE

We Make Energy Engaging



Infographics

Infographics are liked and shared on social media **3x** more than any other content.



Source: massplanner.com/10-types-of-visual-content-to-use-in-your-content-marketing/

23 #PINSPIRED ENERGY-SAVING TIPS

For creative crafts, delicious recipes or fabulous fashions, Pinterest is often the go-to source for ideas and inspiration. And when it comes to energy-saving smarts, Pinterest is still the place to be! After browsing the boards, we gathered these top tips to share with you.

SAVE ENERGY WITHOUT SPENDING A DIME

- Keep doors, windows and curtains closed to keep heat in or out.
- Cook little meals in the microwave or toaster oven.
- Set your thermostat to 68°F in the winter when you're home. In the summer, keep it at 75-78°F.
- Put lids on pots or pans when you can – food will cook more quickly.
- Move furniture away from air vents.
- Pack food tightly in the freezer to prevent wasting energy.
- Clean the lint trap of your dryer before every load. You'll save energy and prevent a fire hazard.

ELECTRONICS ADVICE

- Fight phantom power and turn off and unplug unused electronics. Even if it's off but plugged in, it's still drawing power. Don't be part of America's phantom power problem!
- Set your computer to go into sleep mode rather than use a screen saver.
- Try out smart power strips. They automatically switch off selected electronics when no one is using them.
- Upgrade to ENERGY STAR® certified TVs. They're 25% more efficient than conventional models!

DIY DONE IN MINUTES

- Install weatherstripping on windows and doors.
- Replace older incandescent bulbs with energy-efficient LED bulbs. They use more than 75% less energy!
- Check or replace your furnace and AC filters.
- Insulate your outlets.

COOL DOWN WATER HEATING COSTS

- Take shorter showers instead of baths. You'll save gallons of water!
- Install energy- and water-saving low-flow showerheads.
- Don't let hot water run. Turn it off as you brush your teeth or do the dishes.
- Use cold water for all your laundry. Most modern machines have a cold-water-only setting. Wash only full loads of laundry and clothes. And don't dry them until they're really dry!
- Lower the temperature of your water heater to 120°F. Wrap it with a water heater blanket to prevent heat loss.

FOR MORE WAYS TO SAVE, CHECK OUT PGE.COM/TIPS.

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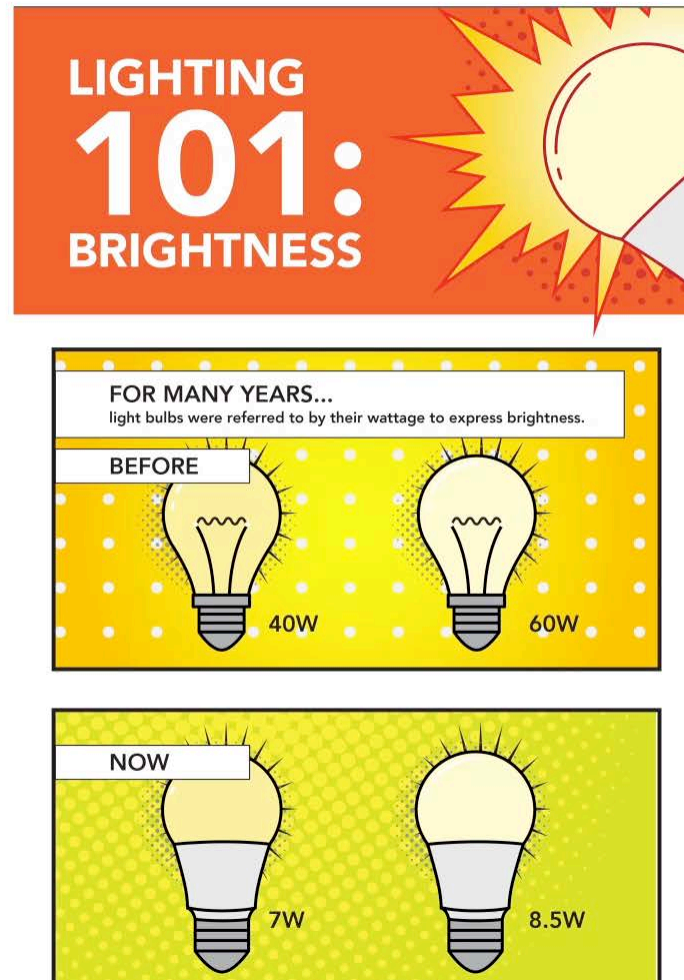
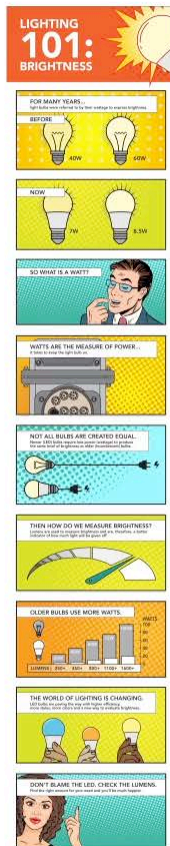
ELECTRONICS ADVICE

- Fight phantom power and turn off and unplug unused electronics. Even if it's off but plugged in, it's still drawing power. Don't forget to unplug phone chargers, too!
- Set your computer to go into sleep mode rather than use a screen saver.
- Try out smart power strips. They automatically switch off selected electronics when no one is using them.
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DIY DONE IN MINUTES

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PG&E - 23 #Pinspired Energy-Saving Tips



SAVING ENERGY IN THE OFFICE

Conserving energy in the office may not be a hot topic of conversation around the water cooler, but it's one of the best ways to reduce your operating costs. These simple, cost-effective, energy-saving measures will help boost your bottom line.

Get some sleep. Computers, printers and copiers are often left on all day, but see little use. You can save a lot of energy by using low-power sleep mode settings.

A sleeping computer uses up to 95 percent less energy.

Switch to laptops or tablets. When upgrading computers, consider purchasing laptop or tablet models. Today's laptops can perform most office-related tasks while using significantly less energy.

Share printers. Got a printer in each office? You're wasting energy. Network printers so that multiple employees share them. This will save energy and reduce paper waste.

Plug smarter. Many electronic devices continue to draw power 24 hours a day, even when they are not being used. Automated power strips automatically switch off devices when no one is using them.

Don't forget further savings in up to \$70 a year to conserve.

Make it less personal. Personal appliances are costly and hard to control. Smart thermostats by maintaining a comfortable temperature and making appliances available in your central break room.



Buy ENERGY STAR®. ENERGY STAR certified office equipment uses less energy than standard models while providing the same level of performance.



Install occupancy sensors. Share existing energy by lighting other empty spaces — such as restrooms and conference rooms. Occupancy and vacancy sensors automatically shut off lights when a room is vacant.



Upgrade lighting. Switch out about 100 fluorescent lamps with LED replacement bulbs in LED fixtures. They offer higher efficiency, better light quality and easy compatibility with controls.

Don't get stuck in the office. You're probably wasting energy all around your building. Conduct an energy audit of your facility. A certified auditor will help you target the most effective cost-saving opportunities.

SAVING ENERGY IN THE OFFICE

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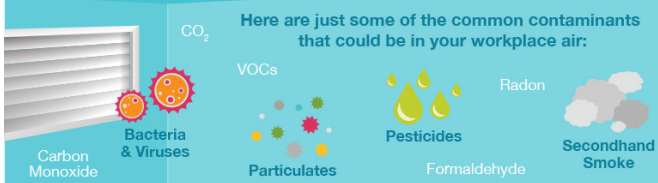
Saving Energy in the Office

questline.com

Clearing the air:

Your HVAC system and indoor air quality

While you probably don't have visible smog in your facility, an outdated or neglected HVAC system could be circulating contaminated air – which can have a huge effect on the health and well-being of your employees and your bottom line.



How do these little contaminants add up to big problems?



A breath of fresh air: How an HVAC upgrade can boost your bottom line

Think back to that building-related direct annual medical cost of **\$745 per employee**. And those 10 sick days? That amounts to about **\$2,000 per employee**.

If an upgraded HVAC system cuts each of those by **one-third**, you could potentially **save \$900 per employee per year**.

Could you have indoor air quality issues in your facility? Talk with us about upgrading your HVAC system!

We have incentives and tech support that can help make your upgrade easier. Email energysavings@nationalgrid.com to get started.

Sources: Loftness, Vivian, et al., BUILDING INVESTMENT DECISION SUPPORT (BIDS™), Carnegie Mellon University Center for Building Performance and Diagnostics

Outdoor LEDs: A bright choice

Energy-efficient outdoor LEDs can help your business shine in more ways than one. Take a look at these 7 great benefits.

nationalgrid

HERE WITH YOU. HERE FOR YOU.



National Grid - Clearing the Air / Outdoor LEDs

ELECTRICAL SAFETY IN THE WORKPLACE



SAFE WORK PRACTICES

Reducing the risk of electrical accidents starts with safe workplace practices.



Unplug energized equipment before performing any maintenance or repairs.



Inspect all electrical equipment before use. Repair or replace equipment with frayed cords, cracked casings and so on.



Use proper lockout/tagout procedures when working on hazardous equipment.




Use appropriate personal protective equipment when working with powered devices.





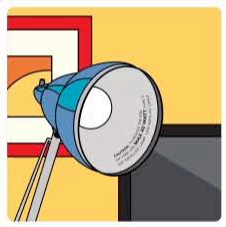
HOME ELECTRICAL SAFETY




PREVENTING ELECTRICAL ACCIDENTS

To keep your family safe, check out this list of what to do inside and outside your home.

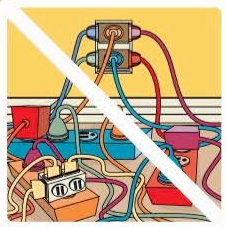
INSIDE




Make sure all light bulbs are the appropriate wattage for the fixture.




Ensure that all powered devices are properly grounded.



Avoid plugging in too many devices into one outlet.



If small children are present, install safety plugs on all unused outlets.



Electrical Safety for the Workplace / for the Home



Looking to use less energy? Add trees.
Making your facility look more appealing on the outside by planting trees and other native landscaping can also improve efficiency on the inside.

- 1. Plan with safety in mind.**
When planning your project, locate all utility lines above and below ground. Mature trees need space above for branches and below for their large root structures. Call 811 to have underground lines marked before you dig. It will help you avoid injury, service outages and costly repairs.
- 2. Green roofs are cooler than you thought.**
Rooftop gardens can really keep things cool. Multiple studies have found green roof surface temperatures to be 30°F to 40°F lower than a typical black colored roof during the summer.* That can have a big impact on cooling costs.
- 3. Made in the shade.**
Find the walls that tend to get the most sun. These will typically be the south, east and west sides of the building. By planting green leafy trees that will block the sun at its hottest, you can keep the building cooler in the summer.
- 4. Cut down on harsh winds.**
Dense evergreen trees and bushes planted on the north and northwest sides of your facility can help to reduce the force of the wind on your walls and limit any air that may be leaking in. They can also provide a buffer for employees heading to and from the parking lot.
- 5. Less water. Less maintenance. More efficiency.**
Shrubs and groundcover plants protect the ground around your facility and reduce heat buildup on your outside walls. But landscaping with native plants offers even greater benefits, like:
 - Less watering. Native plants are accustomed to rainfall, humidity and weather of the region.
 - No fertilizer. Again, these native plants are naturally capable of thriving in the local environment.
 - No pesticides. Native plants tend to attract native insects that will help keep away other insects that may pose a threat.
- 6. Get local.**
Be sure to work with local experts on the trees, shrubs and native plants that will work best for your landscaping needs.

*http://www.gsa.gov/portal/media/56783?file=The_Benefits_and_Challenges_of_Green_Roofs_on_Public_and_Commercial_Buildings.action

Residential Landscaping / Business Landscaping



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Slideshows

Blend yourself 200 smoothies.

1 of 10 >



You want berries? Of course, you do. Bananas? Why not? How about some kale? Ok, ok... We'll save that for one of the other 199.

What Can You Do With a kWh?

Microwave Oven

1 of 5 >



One more reason to love chocolate. It helped create the microwave oven! In 1945 Percy Spencer, an engineer at Raytheon Corporation was working on a magnetron, a microwave tube that creates radiation. One day, while standing near the device he realized that a candy bar in his pocket had melted. Guessing that microwaves from the magnetron had "cooked" the candy, he held popcorn near the device and sure enough, it began to pop. Raytheon developed the technology, producing the first "Radarange" in 1947. It was nearly 6 feet tall and weighed 750 pounds!

Accidental Inventions



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Photo Essays



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Source: jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/

5 Things LEDs Can Do for You

Now you have the keys to the high-efficiency LED world. The new LED bulbs use up to 80 percent less energy than standard incandescent bulbs, but you also know all the other benefits they bring to the table. Here are five more LED bulbs can do for you.

Forget how to change a lightbulb.



High-quality LED bulbs last 25,000 hours or more. At an average of 5 hours a day, 365 days a year, they can last for at least 14 years. You may find yourself having to look at the instructions on the package the next time you need to change one out.

See your home in a whole new light.



Clear, warm-white LEDs illuminate your home with a soft, rich glow that's perfect for creating a cozy atmosphere. LEDs also come in a variety of colors, so you can choose the right color for your home's decor and your needs.

Enjoy a cozy atmosphere.



LEDs are incredibly versatile. They come in a variety of shapes and sizes, so you can find the right LED for your home's decor and your needs.

Improve your options.



LEDs come in a variety of colors, so you can choose the right color for your home's decor and your needs.

Live more sustainably.



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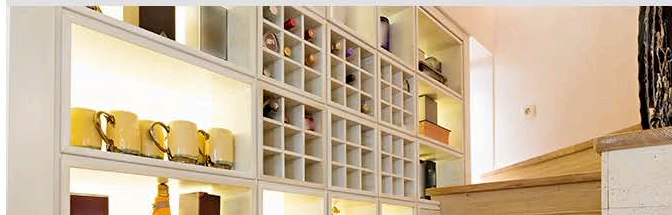
Have you made the switch to high-efficiency LED bulbs? You may know that LEDs use up to 80 percent less energy than standard incandescent bulbs, but are you aware of all the other benefits they bring to the table? When you install LEDs in your home you'll...

Forget how to change a lightbulb.



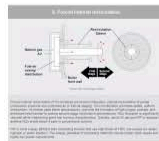
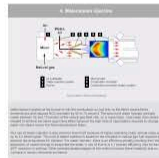
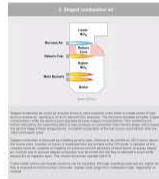
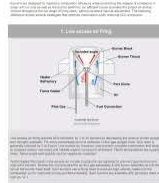
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5 Things LEDs Can Do for You

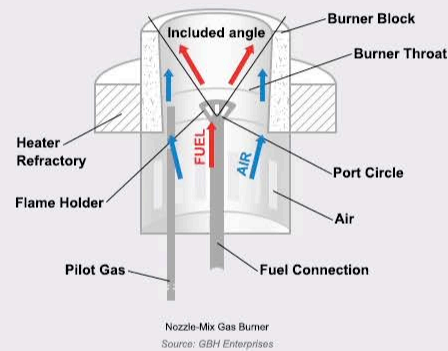
5 Strategies for Combustion Control



5 Strategies for Combustion Control

Burners are designed to maximize combustion efficiency while minimizing the release of emissions. A boiler will run only as well as the burner performs. An efficient burner provides the proper air-to-fuel mixture throughout the full range of firing rates, without constant manual adjustment. The following slideshow shows several strategies that optimize combustion while reducing NO_x emissions.

1. Low excess air firing



Nozzle-Mix Gas Burner
Source: GBH Enterprises

Low excess air firing reduces NO_x formation by 1 to 15 percent by decreasing the amount of free oxygen and nitrogen available. For every percentage point of reduction in flue gas oxygen level, NO_x level is generally reduced by 2 to 8 ppm. Low excess air, however, may prevent complete combustion and tends to increase carbon monoxide and volatile organic compound emissions. Flame temperatures are usually lower; flame length and stability can be negatively impacted.

Technologies that result in low excess air include nozzle-mix (as opposed to pre-mix) type burners and high-swirl burners. Nozzle-mix burners pipe the air and gas separately to the burner assembly to mix the two at the burner head itself. Swirl burners use a firing head to produce high-velocity rotation of the combustion air for improved mixing and flame stability. Swirl burners are available with turndown rates as high as 12:1.

2. Staged combustion air

Strategies for Combustion Control



My Home Energy Audit:

Or how I stopped wasting money AND made my home far more comfortable.

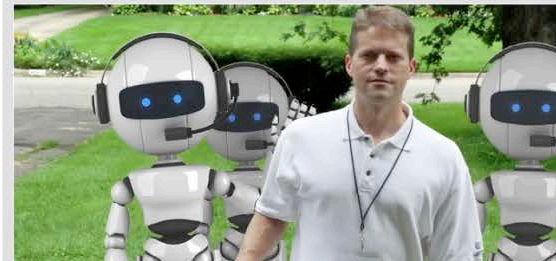
For about 5 years, I've heard about home energy audits. They always sounded great. You can find out if your home has enough insulation, if you have air leaks and even make sure you're appliances are operating safely and efficiently.

But up until two years ago, I was a renter. So...no audit.

Still, for the last two years I've owned a home. A home built in the 1960s none-the-less and not had a home energy audit. Shame on me. But no more. This year was the year.



I was really excited for the audit. I couldn't wait to see all of the crazy tech in action. Honestly, I was probably expecting more robots than I should have.



Home Energy Audit



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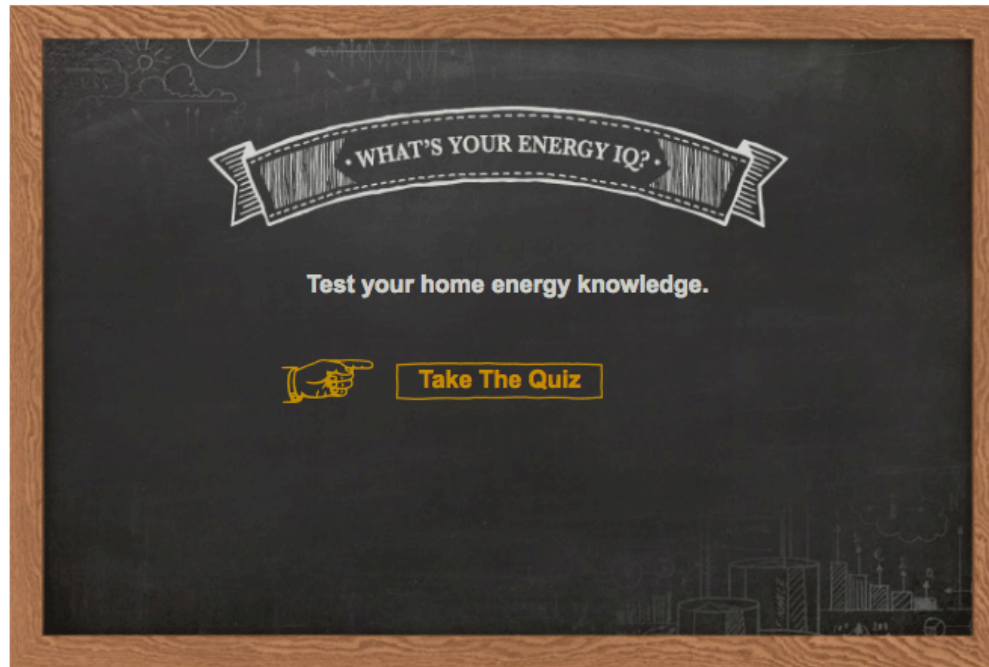


Quizzes



Interactive content—such as apps and quizzes—generates **2x more** conversions than passive content.

Source: meet.ioninteractive.com/best-practices



What's Your Energy IQ?



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Videos

Videos on landing pages
increase average page
conversion rates by **86%**.



Source: balcomagency.com

For more information or to request examples of our video work, please contact your account manager.

Thank you!



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We Make Energy Engaging



Series

How Do They Do That? Fall Colors

The splash of colors on autumn leaves is one of the most beautiful images in nature. It can also leave parents fumbling for a response when children ask, "why do leaves change color?" You think it has something to do with shorter days and cooler weather, but maybe you're not exactly sure.

So, why do leaves change their hue? Scientists have been studying this issue for a long time and it seems that three factors affect autumn colors: leaf pigments, length of night and weather.

Three little pigments

A pigment is a natural substance that produces color in plants and animals. There are three pigments present in leaves that play a part in autumn color changes.

1. Chlorophyll gives leaves their basic green color. It's necessary for photosynthesis, the chemical reaction that allows plants to use sunlight to make food.
2. Carotenoids, which produce yellow, orange and brown colors in such things as corn, carrots and daffodils.
3. Anthocyanins, which give vivid color to fruits such as strawberries, cherries and blueberries.

Like night and day

The color change is primarily driven by the calendar—that is the increasing length of night in late summer and early autumn. As daytime grows shorter, chlorophyll production slows down and eventually stops. The carotenoids and anthocyanins that are present in the leaves are then unmasked and show their colors.

Under the weather

Temperature and moisture can affect which colors appear and the brilliance of the display. For example, lots of warm, sunny days and cool nights in early autumn can bring about the most spectacular array. These conditions lead to the production of a nitrinoyanin pigments, which create more red and purple leaves.

Moisture in the soil plays a part as well. Drought conditions in summer can delay the onset of the leaf changes as well as the mix of colors. Typically, it's a combination of weather conditions that has the biggest impact, making each autumn display different.

Branching out

Individual tree species tend to display certain colors, according to the U.S. Forest Service. Here are some well-known examples:

- Oak—red or brown
- Maple—scarlet, orange-red and yellow
- Hickory—golden bronze
- Dogwood—purplish red


Sadly, leaves from some species, such as elms, simply shrivel up and fall to the ground. They show little color other than a drab brown.

Like people, tree species often run on their own schedule. Sounwoods in southern forests become very colorful in late summer when other trees are still sporting green. Oaks on the other hand, are still showing off their colors long after other species have shed their leaves.

So there you go. The next time a child asks you why leaves change color, just come back to this article and you'll have the answer!

Image source: iStock





HOW DO THEY DO THAT?


FALL COLORS

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THREE LITTLE PIGMENTS


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Chlorophyll gives leaves their basic green color.



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Anthocyanins are responsible for red hues that appear in some trees.

LIKE NIGHT AND DAY

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How Do They Do That?

How Do They Do That? Snowflakes

Winter weather may not be for everyone, but a pristine snowy landscape sure can seem magical. A snowflake is much more than just a frozen drop of water. It's a complex structure that forms slowly in the clouds before making its way to the ground. Learn a little of the science behind snow. It'll help you appreciate that powdery panorama even more.



A tiny crystal in the clouds

A snowflake begins its journey high in the Earth's atmosphere when a cold drop of water comes into contact with a particle of dust or pollen. The water vapor surrounds the particle and forms an ice crystal—a process known as crystallization. This tiny ice crystal is the building block from which the snowflake will form.

Six-sides to every snowflake

Every snowflake has a hexagonal (six-sided) structure. Why? Because the shape of the snowflake reflects the shape of the ice crystal that forms it. The molecules of water that form each tiny ice crystal naturally arrange themselves in a hexagonal pattern, so that is the form the snowflake takes.

Falling into place

The newly formed ice crystal is heavier than the surrounding air, so it begins to fall. As it makes its descent through humid air, more water vapor freezes onto the crystal structure. This freezing process is far from random. The water molecules in the vapor keep forming in the same hexagonal pattern, and the six-sided crystal continues to grow.

One of a kind

While every snowflake is six-sided, that doesn't mean they're all the same. In fact, each snowflake is unique. This is because individual snowflakes follow a different path to the ground and thus experience different weather conditions along the way.

Snowflake shapes range from simple, flat structures to intricate patterns with branches or arms. The temperature and humidity level in which the snowflake forms determines its shape. A snowflake's structure is not set in stone, however; slight changes in weather conditions can give it a make over. As a snowflake swirls around in the cloud, its pattern (and that of its branches) can vary many times.



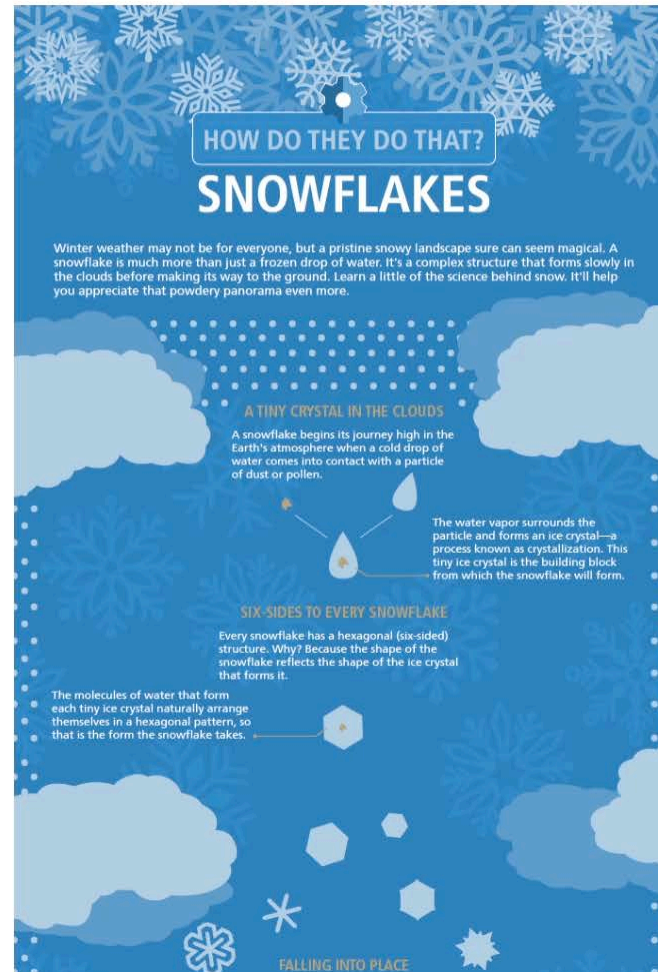
Reaching the ground

As it exits the clouds, that snowflake is really stylin'. What are the chances of it actually hitting the ground? It all depends on whether the temperature stays below freezing all the way down.

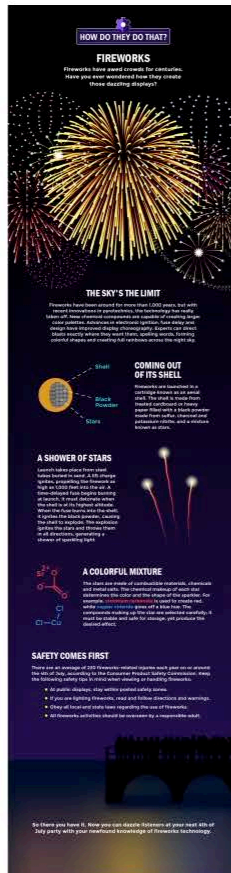
If the snowflake passes through a thin warmer layer as falls, it could partially melt. Back in the cold air again it will refreeze and form a tiny ice pellet. This is known as sleet. If there is a thicker layer of warm air, it could melt completely and land on the cold ground as freezing rain.

By now it should be crystal clear. That white stuff falling out of the sky on cold winter days is really cool.

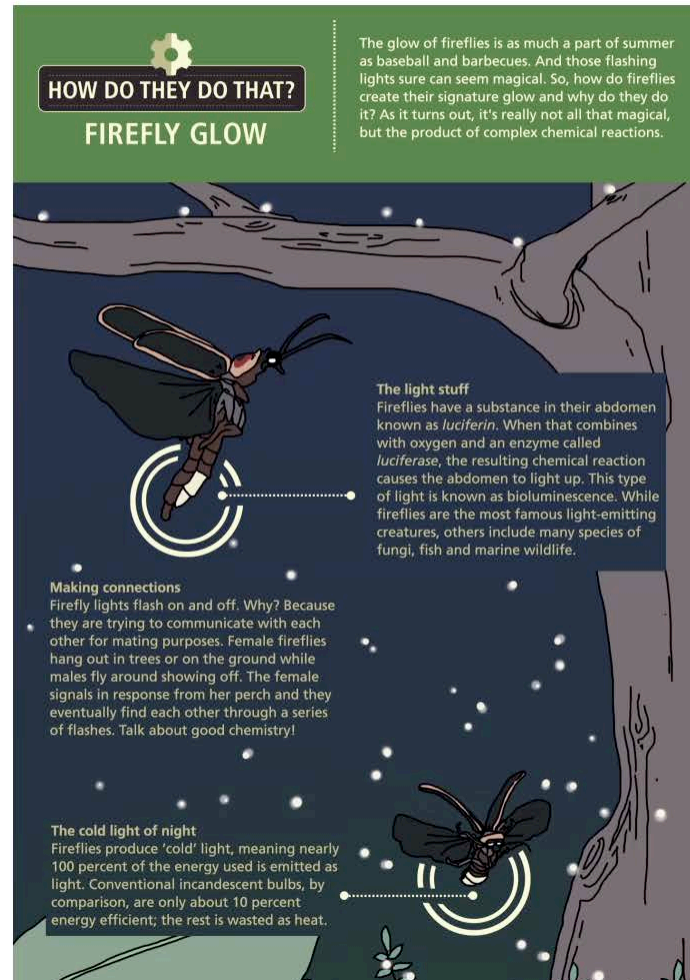
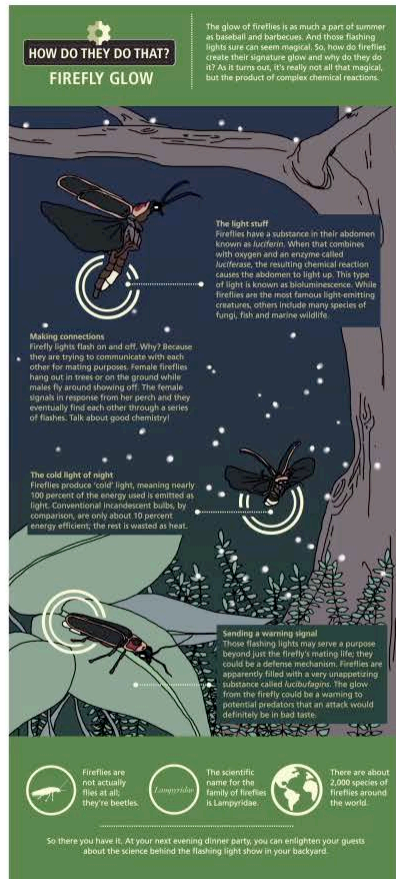
Image source: U.S. National Oceanic and Atmospheric Administration



How Do They Do That?



How Do They Do That?



How Do They Do That?