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**ENERGY TOOL KIT FOR CLUB OWNERS ATTACKS WASTE,
HELPS CUT ENERGY USE BY UP TO 10 PERCENT**

LEXINGTON, Mass., July 28, 2009 – [Kilojolts Consulting Group](#) announces the launch of the [Club Manager’s Energy Tool Kit](#), designed to help operators of private clubs cut their energy usage by up to 10 percent by addressing inefficient operations. This “energy manager in a box” includes energy education tools, customized promotional materials, and energy benchmarking software—everything an operator needs to implement, promote, and measure an energy waste reduction program. The Club Manager’s Energy Tool Kit is the second in a series of “[See the Light](#)” energy waste reduction products from Kilojolts, an energy management consulting firm.

Cooking, HVAC, refrigeration, lighting and laundry comprise more than 80 percent of a Club’s energy budget. See the Light tackles the waste found in each of these key operational areas through education, re-training where necessary, and positive reinforcement. Since Clubs need to earn \$20-\$25 in revenue to recover every \$1 dollar of energy waste, the Energy Tool Kit, priced at \$699 a kit, is “the best business investment Club management will make this year,” Kilojolts’ President Gary Markowitz observed.

“Employees aren’t deliberately wasting energy by leaving lights and ovens on or letting water leaks languish,” said Markowitz. “Club operators need to change behavior by explaining the impact of energy waste on the Club’s financial health, its members’ comfort, and the environment. This program gives managers the tools to transform inefficient practices into energy-smart habits.”

The Tool Kit’s five Energy Tips include “Turn it Off,” targeting lights and equipment; “Don’t Be a Drip,” tackling water waste; and “Just-in-Time,” promoting efficient scheduling of kitchen equipment.

(more)

Operators can measure the success of their energy waste reduction program by using See the Light software, the Tool Kit's [proprietary benchmarking software tool](#) to capture current energy usage, track energy use reductions, share results, and reward success. "Energy bills are so confusing you need a Ph.D. to figure out usage trends," said Markowitz. "Since the price of energy swings wildly, adding up the bill totals doesn't tell you if you're cutting waste. This software normalizes for weather and accounts for varying bill periods, so it gives operators a true picture of energy waste reductions."

Unlike other energy benchmarking tools which only measure the generic MBTU's per square foot, See the Light software allows Club managers to establish a baseline metric most valuable to their organization, such as MBTU's per \$ of sale or transaction.

For details, contact Kilojolts Consulting Group at 781-861-6800 or info@kilojolts.com.
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