



With over 140 years of providing premier financial services, Busey Bank knows how to manage a buck—billions of them, in fact. These days, they are saving plenty of their own “green” by investing in energy efficiency, with help from the Ameren Illinois ActOnEnergy® program.

Since the ActOnEnergy program launched in 2008, Busey Bank has completed numerous lighting upgrades in facilities throughout Illinois. Along with lighting, the bank has worked with ActOnEnergy to install high-efficiency cooling equipment, variable frequency drives and HVAC controls that offer more precise energy management and greater comfort.

“We’ve done a number of different projects with ActOnEnergy. We like the ActOnEnergy concept—it’s straightforward and it works well,” says Executive Vice President Donald Schlorff.

“Busey Bank is an energy-conscious group,” says Energy Advisor Rod Rhoads. “They’re very active with ActOnEnergy and try to apply our program in as many ways as they can.”

Most of the bank’s projects involved T12 to T8 lighting upgrades at 20 of their 35 Illinois branches.

As Busey Bank knows, when looking to eliminate energy waste, it’s smart to put the spotlight on T12 lights. In terms of efficiency, T12 lamps pale in comparison to the high-performance T8 and T5 lighting technology available today. In fact, you can replace a 40-watt T12 lamp with a 28-watt T8 lamp for a 30 percent energy savings—without sacrificing lighting performance.

“Most of the time you can get a better quality of light,” says Rhoads of T8 and T5 lights. “Office building owners are telling me that they have been able to actually cut the number of lights needed, so the improved illumination creates extra savings on lamps.”

That was the case at some Busey Bank branches, where four-lamp T12 fixtures were replaced with brighter, two-lamp T8 fixtures.

As an added consideration, nearly all T12 lamps are being phased out of production in the U.S. due to their poor energy performance and environmental impacts from high mercury content. At some point, simply replacing the lamps when they burn out will no longer be an option.

“Switching from T12 to T8 lighting made a huge impact,” says Schlorff. “We knew we had to eventually replace them anyway, we wanted to do it now and lock in those long-term savings.”

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Brighten Your Business and Boost Your Bottom Line:

Submit your qualified ActOnEnergy lighting project and gain:

- Cash incentives
- Lower electricity bills
- Better lighting in your facility
- Longer lamp life; lower maintenance costs
- Reduced project costs for a faster payback

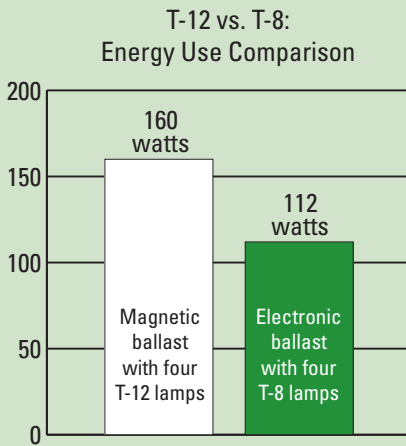
Unlike Busey Bank, “some businesses aren’t paying attention to T12s. There are tons of T12s still out there, and if customers wait too long they’re going to miss out on cash incentives to replace them.”

—Rod Rhoads, ActOnEnergy

Before You Buy New Lighting...

Before purchasing new T8 lights, check **ActOnEnergy.com** to make sure the models you have chosen are approved for ActOnEnergy incentives. All T5 lighting qualifies for ActOnEnergy incentives.

Battle of the Bulbs



This represents a 30% savings!

What Kind of Lighting Projects Qualify for Incentives?

A variety of lighting projects are eligible for ActOnEnergy incentives, including the following:

- Upgrading T12 lamps to high-efficiency T8 or T5 lamps.
- Installing lighting controls – such as occupancy sensors and daylight dimming systems – that automatically turn lights off when they are not needed.
- Replacing high bay (HID-type) fixtures with high-efficiency T8 or T5 lights.
- Replacing T8 lamps and ballasts with T5
- Upgrading exterior lighting for canopies and garages.

ActOnEnergy.com
1.866.800.0747

With lighting incentives totaling more than \$30,000 from ActOnEnergy, paybacks typically fell under four years for Busey's lighting retrofit projects.

"Incentives help reduce the costs of a project and impact whether we do the project or not," says Schlorff. He knew the projects were paying off when the chief financial officer began asking why utility expenses were consistently less than budgeted.

"All of these things add up," says Schlorff.

Along with the modern lighting, occupancy sensors help put an end to energy waste.

"We have a policy to turn off lights if you leave a room—but it's easier to install equipment than to change peoples' behavior," says Schlorff. "The sensors help immensely."

As an added measure, when exit signs are due to be replaced, the bank is choosing long-lasting LED exit signs.

"They last forever—we'll probably never have to replace them," says Schlorff. "Energy efficiency measures help the environment—but they've also got to have a positive impact on the business and these ActOnEnergy projects do."

"The ActOnEnergy team is great to work with. The process is very straightforward and the turnaround is quick."

—Donald Schlorff, Busey Bank

As an added bonus, lighting upgrades can typically be done internally with an organization's own maintenance staff.

Unlike Busey Bank, "some businesses aren't paying attention to T12s," says Rhoads. "There are tons of T12s still out there, and if customers wait too long they're going to miss out on cash incentives to replace them."

Rhoads recommends testing different lamps in a single room or office before switching out the entire building—and encourages customers to ask ActOnEnergy for help.

"Our energy advisors are always available," he says. "We'll walk through your facilities and let you know the options that are available."

For Busey Bank—now proudly certified as a sustainable business through the Illinois Green Business Association* —energy efficiency has become a habit.

"Energy efficiency is the way we do business," says Schlorff. "In today's economic climate, everyone's looking for ways to cut costs. A lot of people don't understand what ActOnEnergy can do for them ... and that they'll see the savings for many years."

As Busey Bank knows, when you make it your business to "act on energy," you can bank on some serious savings.

Learn more about the Illinois Green Business Association at www.IllinoisGBA.com.