



# EXECUTIVE OVERVIEW

## FOUNDED IN 1996

Affiliated Power Purchasers International (APPI), is an independent energy consulting firm. APPI is endorsed by the American Society of Association Executives (ASAE) and over 130 high-profile national, state, and regional associations as their exclusive energy consulting partner. APPI provides energy procurement and management services to more than 2,500 diverse clients of all sizes including commercial and industrial businesses, governmental/educational entities, and nonprofits across the U.S. APPI has 2.2 billion kWh under management.

APPI only represents clients of energy, never suppliers. APPI provides consulting services customized to your business needs and energy profile to position your business to compete effectively with suppliers and vendors in your market. APPI's mission and operating model are based on one premise: provide superior, independent consulting services that reduce business operating expenses. This includes ongoing client education, advice, and solutions that inform clients of opportunities in the dynamic energy markets.

## ENERGY PROCUREMENT AND MANAGEMENT SERVICES

APPI provides customized analysis, due diligence, and strategy development that reduces electricity and natural gas costs. APPI's independence and technical infrastructure gives its clients access to competitive pricing and other information from energy suppliers nationwide.

APPI has the energy expertise, technical infrastructure, and market experience to assist a range of clients. APPI uniquely combines the skill sets necessary to identify and maximize energy management and cost reduction opportunities. With more than thirteen years of experience navigating complex, deregulated energy markets, APPI is a trusted advisor and business partner.

- APPI provides electricity and natural gas procurement services for industrial, commercial, educational, and governmental entities with thousands of locations across the U.S.
- APPI can provide an online, reverse auction for procurement, or design and implement detailed RFP's and purchasing programs that meet individual client specifications.
- APPI's staff of energy experts, tariff analysts, regulatory specialist, in-house legal counsel and financial management expertise assists clients in analyzing and negotiating contracts.
- APPI conducts rigorous due diligence of suppliers and monitors the track record of supplier performance. This encompasses a stringent review of a supplier's financial history and structure, customer service record, reporting processes, billing systems, and management's experience.
- APPI interacts with energy suppliers in all deregulated electricity markets. This allows APPI to electronically interface with each supplier for account analysis, energy load presentation, real time pricing, and supply contract implementation.
- APPI assists clients with the development and implementation of a green energy program including the purchase of Renewable Energy Certificates (RECs) to provide 'renewable energy' as a component of an energy strategy.
- To reduce consumption and costs, APPI provides access to Demand Response and Demand Reduction programs including lighting retrofits, metering devices, and other usage curtailment/conservation solutions. Customers benefit by reducing costs immediately and sustainably, and/or by receiving payments from grid operators or utilities.

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**TRUSTED. RELIABLE. POWERFUL SOLUTIONS.**

**APPI**

ENERGY

# OTHER SERVICES

APPI works nationwide with customers to implement Demand Side Services and Demand Response Programs. APPI's mission and operating model are based on one premise: provide superior independent consulting services that reduce business operating expenses. Providing the breadth of services enables the trusted consultants at APPI to manage and reduce all of your energy operating expenses.

## DEMAND SIDE SERVICES

There are generally two ways to reduce the cost of energy. The first is to reduce or fix the price you pay for energy, the second is to reduce the amount of energy you use. Demand side services encompass mechanical systems upgrades and energy management technologies that reduce the amount of energy used and many times are paid for through savings. Today there are various federal- and state-based incentives to take advantage of by implementing various energy efficient solutions for your business.

## DEMAND RESPONSE

Demand response programs came about as the system operators were finding viable options to reduce the amount of electricity on the grid at extreme peak times. Demand response programs are in place throughout the United States, as a means to incent larger consumers of electricity to come off the grid at alerted times. This program benefits the participants, our grid systems, and the environment. If managed effectively this program reduces the number of inefficient peaker plants needed to generate additional electricity.

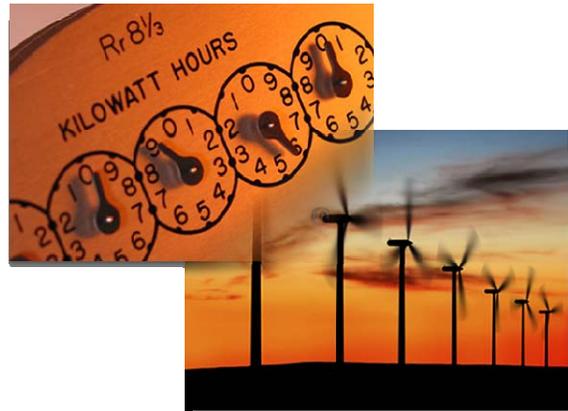
## FACILITY AUDIT

APPI's Demand Side Services provides the technical and engineering resources to analyze and implement savings solutions that reduce energy demand. The first step in the process is to conduct a Demand Side Services audit. This audit examines ways to:

- Reduce the consumption of energy
- Modernize old systems and equipment
- Improve the environment within the facility
- Improve the quality of environmental emissions
- Increase efficiencies

Systems and technologies that can reduce the demand for energy:

- HVAC Upgrades
- Lighting Upgrades
- Variable Frequency Drives
- Energy Management Systems
- Peak Load Scheduling
- Insulating
- Co-generation



## GREEN

As part of APPI's Energy Procurement services, APPI provides clients with the ability to add Green energy as part of any purchase strategy. In deregulated competitive electricity states, Green energy can be included in a standard RFP. The percentage of green energy can be 10, 25, 50 or 100 percent. Often, 10 percent Green can be added with little to no price premium.

For clients already within procurement agreements or in non-deregulated electricity states, the purchase of Renewable Energy Certificates (RECs) can provide Green energy. RECs represent the environmental attributes that are created when electricity is generated using renewable sources such as wind, solar, or hydro. One REC equals 1,000 kWh and is priced based on several factors which include type of energy, location of the energy, and market supply and demand.

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