

Hometown and Energy-Efficiency Proud



Welcome To ISOM IGA
We are HOMETOWN PROUD

"If I can save money on my electric, then that means I can reduce the pricing on my product."

— Gwen Christon, Owner, Isom IGA

Isom IGA

Isom IGA owner Gwen Christon began her grocery career as a cashier 30 years ago. Gwen completed an entrepreneurial training class for women funded by MACED, and was later able to buy the business from its previous owners. She has been at Isom IGA for 15 years. While many local businesses are closing their doors, Gwen employs about 30 people. "This community is my community," she said. "I love it, I'm proud of it and I want it to survive."

E3 Recommendations

Gwen has always been interested in energy efficiency, because she knows it is a way for her to reduce overhead costs, which allows her to reduce product prices.

Because T12 fluorescent lamp and ballast systems are being phased out, and because her energy company provided generous rebates for energy upgrades, Gwen asked MACED to help her upgrade her overhead lighting to T8 fluorescent units. Compared to T12 units, T8 systems can chop energy use by 30 to 40 percent, while also providing better light quality.

Christon also saved an additional 50 percent by installing white aluminum hoods and removing one lamp per fixture. The hoods direct light down and compensate for reduced wattage lamps. This innovative technology has made Isom IGA an energy-efficiency frontrunner in the region.

Annual Efficiency and Enterprise Impacts

- Over \$6K in electricity savings
- Over \$5K in utility rebates
- About 80,000 kWh saved, equivalent to the electricity of eight homes
- 56.4 metric tons of CO₂ avoided, same amount captured by 46.3 acres of U.S. forests

SOURCE: <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

MACED works with people in eastern Kentucky and Central Appalachia to create economic opportunity, strengthen democracy and support the sustainable use of natural resources.



 **Energy Efficient**
ENTERPRISES
www.maced.org/e3