



## Re-Energize Your Business

How to Profit from your Energy Management Strategy and Save Some Green

### in this edition:

- 2// Gains Seen for Construction in New England
- 2// Are You a Two Flusher?
- 4// Customer Corner Spotlight: MicroChem Corporation's Vincent Urdi

Has your company recently considered “going green?” Would you like to save money and improve our environment? Do you enjoy making money?

If you answered, “yes” to any of these questions then read on.

Cranney Companies has entered into a new partnership with EnergyConnect, a wholly-owned subsidiary of Microfield Group, which works with independent system operators (ISOs), regional transmission organizations (RTOs), electric utilities and participants (clients) to economize their operations and maximize their efficiencies with regard to energy. The overall goal is to reduce consumption of energy at peak usage times. Through this partnership we are now able to help businesses such as yours, lower your energy costs and put more green into your pockets.

### How to Turn Your Energy into Cash

EnergyConnect is in a unique position to help your business “Turn Energy into Cash,” through its partnership with major leaders in the electricity industry. As we have all noticed lately at the gas pumps, the price of energy is constantly fluctuating. This fluctuation in price remains a

constant challenge for those who run the electricity grid and who work with EnergyConnect. However, this price fluctuation and demand allows the partnership between Cranney Companies and EnergyConnect to deliver cost savings and cash to your facility.

### Save on your Electric Bill with Demand Response

As you are probably aware, the price of electricity is typically highest during business hours and lower at night or on weekends, when the demand for electricity is low. Now you can sell the energy you normally use during the day, when prices are high, and use it at night, when the price is cheaper. The aggregate effect of EnergyConnect participants lowering demand during peak hours may also reduce the cost of electricity at the time of reduction. By shifting your demand for electricity, Cranney Companies, not only helps save you money on your electric bill but also allows for cash payments to your business from EnergyConnect. That kind of savings can have a real impact on your company's bottom-line.

[Sell](#) (cont'd on pg 3) [Electricity](#)

## President's Corner



**Brian Cranney**  
President,  
Cranney Companies

**Let me first thank you for the opportunity to provide you with our services. Your continued patronage of Cranney Companies is vital to our business.**

Well I hope everyone has made it through the graduation ceremonies, recitals, and weddings. I'm just praying for a weekend when Dad can do some of the things he looks forward to like golf or maybe a little fishing. What would really be a big weekend would be to get home from work on Friday and never leave my back yard for the entire weekend. This year is starting out like past years when all of a sudden it's Labor Day and you're asking “where did the summer go?” However, in the grand scheme of things, I truly enjoy spending

time with family and friends, and heck I can always fish and play golf when I retire, right? Nevertheless, it looks as if those plans will be on the back burner for quite some time. However, goals are important and I will just have to keep readjusting that one.

Okay a little business talk. What started out as a quiet first quarter has, to my delight, turned into a much improved workload and at a pace that gets us back on plan for 2008. There were some moments in January and February when I was just picking up the phone to make sure it was working. I can tell you that a lot of the credit for the turnaround has to go to our team of amazing people, who make up this company. They have all worked extremely hard in spreading the word to our existing customers and significantly (cont'd on pg 3)

## ARE YOU A TWO FLUSHER?

Frank LaRosa

Gentlemen, we've all done it. Simply put in the words of Dr. Phil, "We can't fix what we don't acknowledge." We, the male gender, are all guilty of, yes, being "two flushers" at one time or another.

Oftentimes while standing at the urinal taking care of business, we just can't resist **reaching up and grabbing hold of that cold polished chrome lever**, and giving it a yank. I have even witnessed and admittedly done it myself: flushing several times. Flushing needlessly, wastefully, not for malicious reasons, but just something to do while facing the wall. We can't resist.

We all know that today's urinals use .5 gallons of water per flush and with regular use that is a lot of water going down the drain. Now add to that the fact that many of us urinal users are "two flushers," which could potentially double and can even triple the amount of water going down the drain. For property owners and facility managers, this means greater water consumption and sewer usage fees. Not to mention the wear on the urinals' flushometers, resulting in more frequent and costly repairs.

Well, there is hope for curing the "two flusher" and saving money from being flushed down the drain. Today there are several manufacturers of flushometers for urinals that are hands free. No more "two flushing" and a one flush per use that guarantees that only .5 gallons is being consumed per flush. Manufacturers of urinal flushometers offer valves that are extremely reliable, efficient and consistent. Depending on the specific manufacturer, hands free flushometers can work several different ways. In general, the hands free valve senses

when a user has stepped in front of the urinal and activates the flush valve when the user departs. The user has not had to flush, a consistent volume of water is used, reliability is guaranteed and only one flush per use is achieved.

Hands free flush valves operate on a battery cell that does not need replacement for several thousand flushes and is extremely reliable. Some manufacturers offer models that are energy regenerative, and actually recharge the battery. All urinals can be retrofitted by replacing the entire flush valve or utilizing a retrofit valve that installs directly onto your existing flush valve.

If you are a property owner, a facility manager or any one of our customers who is conscious of water consumption, and would like to save money on your water and sewer usage bills, our plumbing professionals at Cranney Companies can provide you with replacement or retrofit of your urinal flush valves. Contact us today! •

## Gains Seen for Construction in New England

Dave Sanborn

Advances in non-residential construction will exceed the dollars expected for loss in the residential construction industry by more than \$2 billion this year. According to a January article in New England Construction by Paul Fournier, startups for non-residential buildings in New England in 2008 will approach \$12.9 billion. This is an increase of \$620 million, or 5% over last year.

Of the projected dollars in non-residential construction this year, a 6% increase is expected in the construction of educational facilities, a 7% increase in office building construction and a 4% increase in commercial building construction.

The Wells Fargo Construction Industry Forecast, just released for 2008, predicts that the over 900 construction administrators interviewed in New England are optimistic about this year's bid chances and business prospects. Overall, the industry anticipates opportunities to become less reliant on the highly cyclical residential construction market.

For some, the abovementioned increases in construction bids and business prospects will create delays and cost overruns, but not for Cranney customers. Our customers have come to expect that we will take the time to understand the project results that their companies are seeking to achieve, and offer them the innovative solutions they require.

Wouldn't it be great to discuss tailored solutions, budgets and value engineering for your next building (*cont'd on pg 4*)

## President's Corner

(cont'd from cover) increased new customer relationships as well. The largest increase has come from our OTTS program. Our One Team Total Solutions approach has been the area of our business where we are experiencing the most growth.

The OTTS model has been a long time in the making. When we were only offering electrical services, we saw the challenges that customers were facing with multiple vendors, such as inconsistent quality and finger pointing. It was at that moment that I realized that if Cranney Companies could provide our customers with the same quality, which we had provided in the electrical trade, and apply that to the HVAC trade, and then the plumbing trade (six years

later), our customers would see a great value from these packaged services. So that is what we have done and we are not done yet!

We now have expanded that model to include complete Project Management for your entire build-out. Through our in-house mechanical package, you will be assigned a Project Management Specialist, who is your one point of contact, as well as any other services or trades necessary to complete your build-out. These enhancements complete the model: "ONE TEAM TOTAL SOLUTIONS".

Thank you,  
Brian Cranney, President & CEO

## Re-Energize Your Business

(cont'd from cover)



### Capacity with Standby Reserve

In addition to the savings, you can sell back energy when demand is high and the grid operators need additional power. When your business agrees to reduce electricity consumption during peak demand, EnergyConnect will pay you the current "spot" price of the energy you would have used. The grid operators recognize that a kWh of energy saved is equivalent to a kWh of energy generated. This partnership allows for cash payments to your business. Your company might also be able to sell its ability to reduce energy consumption in 30 minute or four hour emergency intervals. This new concept is creating revenue streams for businesses across the country, and now you may be able to get in on the action too!

### OK. But how is Turning Energy into Cash going to Save Some Green?

Right now you may be thinking that this concept sounds like a great way to earn some extra cash, but what on earth does this have to do with saving green? This process works by increasing efficiency, while reducing energy consumption. Therefore, a reduction in energy consumption is good for the environment and can help save our earth's green.

In the midst of our recent energy crisis, this process can also help to improve the efficiency of our nation's electric grid. Remember those power outages and brownouts that made news headlines last summer? While Cranney Companies and EnergyConnect are working together to help to save you money, your company will be helping to prevent power outages and brownouts at the same time.

### How do I get Started?

If you are interested in cutting your electric bill, selling your energy capacity and benefiting the environment, call us today for a consultation. Cranney Companies can provide industry-leading solutions that operate seamlessly within a variety of technologies that you may already have in your facility, such as:

- Building automation control systems
- Electricity meter systems and solutions
- Automated metering systems
- Communication systems

We will work with your building manager, facilities manager, and Chief Operating Officer to ensure that your company is positioned for maximum energy efficiency and profitability. •

<http://energyconnectinc.com/about/partners/>  
<http://energyconnectinc.com/about/markets/energy-programs/>  
<http://energyconnectinc.com/about/markets/energy-programs/>  
<http://energyconnectinc.com/solutions/turn-energy-into-cash>  
 U.S. Department of Energy, "Coal website."  
<http://www.sierraclub.org/cleanair/factsheets/power.asp>

**\$25.00**  
FREE GAS CARD

with purchase of any plumbing, heating, air conditioning or electrical service

978-750-6900

Toll Free: 800.559.7000

[www.CranneyHomeServices.com](http://www.CranneyHomeServices.com)

Offer expires on 8/15/08. Not valid with any other offer. Coupon code: CNL0608

**CRANNEY HOME SERVICES**  
Plumbing • Heating • Cooling • Electrical

**\$200.00** DISCOUNT

on our whole house generator system

978-750-6900

Toll Free: 800.559.7000

[www.CranneyHomeServices.com](http://www.CranneyHomeServices.com)

Offer expires on 8/15/08. Not valid with any other offer. Coupon code: CNL0608

**CRANNEY HOME SERVICES**  
Plumbing • Heating • Cooling • Electrical

**\$50.00** DISCOUNT

on any plumbing, electrical, heating or air conditioning service

978-750-6900

Toll Free: 800.559.7000

[www.CranneyHomeServices.com](http://www.CranneyHomeServices.com)

Offer expires on 8/15/08. Not valid with any other offer. Coupon code: CNL0608

**CRANNEY HOME SERVICES**  
Plumbing • Heating • Cooling • Electrical

## Gains Seen for Construction in New England

Dave Sanborn

(cont'd from pg 2) alteration project with the team that will actually be executing the work? Cranney Companies' experienced team of MEP professionals and project managers have a proven track record of exceeding expectations and meeting the demands of large projects.

We deliver the results that make your project a success based on our quality

workmanship, attention to detail, and an excellent safety record. What sets Cranney Companies apart is the fact that your company can do all of your communication with us through one point of contact.

For example, Cranney Companies recently successfully renovated an R&D laboratory space on behalf of one of our clients. The project demands included a critical completion timeline, strict budget and the coordination of multiple trades; our team excels at managing requirements of this nature.

Recently renovated R+D space.



At Cranney Companies our operation is streamlined because **our team is under one roof.**

We do **what** we say we are going to do - **when** we say we will do it and make every effort to ensure that **your relationship with us will endure well past the initial project.** •

### Customer Corner Spotlight:

## MicroChem Corporation's Vincent Urdi Newton, MA

by Joe MacEachern

Vincent or "Vinnie" Urdi is the Production Engineer for MicroChem Corporation, and he has been with the company for 12 years. MicroChem is rapidly expanding and develops, manufactures, sells and supports specialty niche chemicals for semiconductor/IC, thin film head, and other electronic manufacturing applications. MicroChem Corporation technology consists of proprietary and non-proprietary products requiring state-of-the-art technical expertise, high reproducibility, high product cleanliness, and specialty microfiltration.

Currently, a typical day for Vinnie involves contract meetings and construction management. In addition to managing all of the construction projects, Vinnie is responsible for facilities planning, process

improvement, troubleshooting and necessary repairs. Cranney Companies' plumbing division has recently completed some specific projects that support MicroChem's expansion. Cranney Companies is also working with MicroChem on their preventative maintenance needs. Cranney Companies' OTTS [One Team Total Solutions] program has proven to be an effective approach to facilitate MicroChem's current needs in the areas of rapid expansion, deadlines and budgets.

Vinnie lives in Raynham Mass. In his spare time, he and his two sons enjoy the Red Sox, the Patriots, and NASCAR. They also like to rebuild and show muscle cars and participate in the Cub Scouts.

# CRANNEYCOMPANIES

one team. **total solutions.**

[www.cranneycompanies.com](http://www.cranneycompanies.com)

800.559.7000 // 978.750.6900

For new business projects, please contact Joe MacEachern at 978.907.0038

10 Rainbow Terrace  
Danvers, MA 01923

24 Water Street  
Danvers, MA 01923

Construction: David Sanborn. // 978.907.0023  
HVAC Service: Larry Matthias. // 978.907.0017  
Electrical: Brian McHugh. // 978.907.0045  
HVAC: Ron Trentini. // 978.907.0012  
Plumbing: Frank LaRosa. // 978.907.0029  
Residential Services: Joe Ciampa. // 978.907.0009