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Saving the Environment Saves Resort Big Dollars -- Sirata Beach Resort Awarded Green Facility Certification --

St. Petersburg Beach – The Sirata Beach Resort, recognized for using a variety of conservation programs, now has become an industry leader in saving energy in Florida.

Because of its forward thinking, Sirata Beach Resort received a Green Facility Certification award from Total Energy Concepts (TEC), an energy management and protection company with more than 2,500 clients in 10 states. Both the Sirata Beach Resort and TEC are members of the Florida Restaurant & Lodging Association (FRLA).

The Sirata Beach Resort's Green Facility certification comes after a year of the resort meeting and exceeding its energy conservation goals, including saving more than \$100,000 in electrical costs and reducing its carbon footprint by approximately 1,100 tons. More than 5,600 trees would need to be planted to achieve the same level of CO₂ reduction that Sirata realized.

"The hotel and restaurant industry is a heavy user of power and has a tremendous impact on our environment," Gregg Nicklaus, President/Owner of Sirata, said. "I was shocked by the amount of CO₂ emissions produced in generating the energy it takes to run our business."

Nicklaus said he began looking into energy system changes because it was "the right thing to do." He said he had no idea going green could save the resort so much money.

"During the months of June, July and August when the resort typically has the highest energy costs, we can significantly reduce consumption thereby increasing our savings." Nicklaus added that the amount of money the resort saves completely off-sets the cost of the TEC equipment, and that he anticipates a 24-month return of investment.

The resort was able to achieve these goals due to TEC's Total Energy Optimization system which has been in place for about 16 months.

Total Energy Optimization provides an umbrella of protection for electrical systems that is guaranteed to: reduce electrical consumption by 15 to 30 percent; protect equipment and facility from any electrical catastrophes, including lightning and internal power surges; extend the operating life of equipment; and, reduce equipment maintenance and down-time costs.

"Whether you believe the environment impact report fully or not, you can not dispute the savings," he added.

For more information about Total Energy Concepts and the Green Facility Certification program, visit www.totalenergyconcepts.com.