



FOR IMMEDIATE RELEASE

**Midwest Sustainability Leaders Learn to Develop a Strategic Energy Plan...
Without Emptying Their Pockets**

St. Louis, Missouri, May 4, 2009 – According to the Midwest Energy Efficiency Alliance, executing energy efficiency programs could save Missouri families and businesses more than \$860 million in natural gas and electricity costs over the next five years.

And that's just the tip of the iceberg in the region. Savings in Indiana could be as high as \$1.3 billion, in Illinois \$2.7 billion and Michigan \$1.8 billion.

With such staggering savings possible, Richard Campbell, vice president of the U.S. central territory for Trane, will teach environmental leaders how to **Develop a Strategic Energy Plan Without Emptying Your Pockets** at the Air & Waste Management Association **Practical Sustainability Conference**.

Details of the presentation are:

When: May 7, 2009 at 2:10 pm (Conference is May 7-8)

Where: Renaissance St. Louis Grand & Suites Hotel, St. Louis, MO

Conference Web site: http://www.awma.org/events/view_event.html?id=112&typeid=1

The U.S. Department of Energy (DOE) reports that commercial buildings currently account for 18 percent of the nation's energy consumption and carbon dioxide emissions. Further, a DOE study of transportation and building sectors predicts that commercial buildings will see the fastest growth in total primary energy consumption over the next twenty years (1.1 percent per year).

With that projected growth, in mind, it's essential for business and facilities leaders to understand how a long-term, strategic energy plan can have significant impact with minimal capital investment – a particular concern in the current economic environment.

Strategic energy plans are a commitment by a company or organization to proactively manage the use, procurement and environmental impact of the energy required to effectively operate their facilities and non facility processes.

Campbell will educate attendees on how to develop a program that works and is sustainable for each individual's business, using Trane market insights drawn from hundreds of energy management programs.

Campbell will discuss tools to drive strategic energy programs including:

- Energy forecasting and analysis
- Environmental compliance

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Campbell and Energy Plans – 2

- Financial incentives
- Energy conservation measures and available technologies
- Working with utilities
- Key performance indicators, validation and control plans

Participants will leave with a roadmap that they can use to start a program or more effectively evaluate what they already have in place.

The national Practical Sustainability Conference includes discussions of strategy development, implementation and process management, data collection and analysis, and offset opportunities in the energy management space.

Attendees include environmental leaders from small businesses and Fortune 500 companies, public and private organizations, and domestic and multi-national businesses focused on establishing energy and carbon management strategies to help their bottom line as well as benefit the global environment. Speakers tackle the energy and carbon management issues that are front and center with shareholders, customers and the general public.

The nonprofit Air & Waste Management Association is a professional organization that strives to enhance knowledge of environmental issues through professional development, networking, public education and outreach.

The group promotes global environmental responsibility and assists other organizations in making critical decisions that benefit society. Its membership includes more than 8000 environmental professionals in 65 countries.

Richard M. Campbell is the vice president and business leader of the Central territory in the U.S. for Trane. He was named to this position in 2004 after serving as the district manager of the Trane district in St. Louis. In his role, Campbell is responsible for the sales and operations of Trane's systems, services and solutions business to building owners, contractors and consulting engineers.

Richard has spent his career focused on making sure the heating, ventilation and air conditioning (HVAC) systems in buildings are designed, installed and maintained properly to ensure the highest level of efficiency, reliability and comfort.

He earned a bachelor's degree in mechanical engineering from Vanderbilt University in Nashville, TN and is a member of the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).

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About Trane

Trane, a business of Ingersoll Rand - the world leader in creating and sustaining safe, comfortable and energy efficient environments - improves the performance of homes and buildings around the world. Trane solutions optimize indoor environments with a broad portfolio of energy efficient heating, ventilating and air conditioning systems, building and contracting services, parts support and advanced controls for homes and commercial buildings. For more information, visit www.Trane.com.

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