



LACONIA -- Somewhat lost in the shuffle of businesses and governments trying to reduce energy costs, a government-initiated program that allows electricity customers to buy renewable energy and save money is gaining traction locally with the help of a company dedicated to green power.

The Green Power Partnership, a free, voluntary program of the U.S. Environmental Protection Agency, assists organizations in procuring electricity generated from renewable resources and promoting their green power leadership.

Through the purchase of Green-E certified Renewable Energy Credits (RECs), customers can purchase 100 percent renewable energy. Glacial Energy has helped many customers participate in this program by purchasing and retiring RECs on the customer's behalf through its Glacial Green Product offering.

Founded in 2005, Glacial Energy is a fast growing retail energy marketer, selling electricity and natural gas in deregulated markets throughout the United States, where it serves residential, commercial, industrial and institutional customers in more than 20 states and 50 utility markets. Its expertise, quality of service and wide range of products make it one of the most competitive, flexible and cost-effective providers in the industry.

Glacial Energy serves 4,500 commercial customers in New Hampshire, while also purchasing RECs for the towns of Troy and Meredith.

“We supply Easter Seal, Tanger outlets, hotels, motels, restaurants, convenience stores,

manufacturers, and many others,” says Rich Seeley, Glacial Energy’s regional director for New Hampshire, noting that its Laconi office also has clients in Maine and Massachusetts.

More than 1,300 towns and cities across the country have purchased RECs through the Green Power Partnership program. Glacial Energy purchases RECs, which represent the environmental attributes of one MWH (megawatt hour) of electricity generated from renewable resources. For every REC that Glacial Energy purchases on a customer’s behalf, he or she receives 1 LEED credit point.

RECs provide direct financial support to renewable energy projects, and buildings seeking to meet LEED benchmark standards can receive various ascending levels of recognition—Certified, Gold, Silver, and Platinum. RECs can be used to gain credits under LEED.

Glacial Energy gives its customers the option to reduce their greenhouse emissions and impact on the environment. In the short term, Glacial Energy helps meet customer demand for greener processes. In the long term, green products support renewable energy initiatives such as wind, steam, hydroelectric and tidal, helping to ease stress on the grid and allowing for the expansion of green initiatives to help meet future needs.

Seeley is publicizing the Green Power Partnership program, noting that not all commercial clients realize it’s there. “We’re trying to raise awareness to let commercial customers know they have that opportunity to do so and it’s really something to look into,” Seeley says.

Glacial Energy is a business partner of Green Alliance, a union of local sustainable businesses promoting environmentally sound business practices and a green co-op offering its members discounted green products and services.

For more information on Glacial Energy, visit www.glacialenergy.com, and for the Green Alliance, visit www.greenalliance.biz .