

FINANCIAL INCENTIVES

There are many incentives to help make your investment in energy efficiency and renewable energy more affordable. For up-to-date information about financial incentives click on:

www.dsireusa.org

Examples of Incentives:

- Commonwealth Solar Rebates
- State and Federal Tax Incentives
- MTC Large On-Site Renewable Initiative- for wind and small hydro
- USDA Energy Grants- for rural businesses
- Renewable Energy Certificates

Where to go for more Information:

CET - www.cetonline.org

Energy Star - www.energystar.gov

MTC - www.masstech.org

NESEA - www.nesea.org

Berkshire Grown -

www.berkshiregrown.org

FINANCIAL INCENTIVES

Thanks . . .

*to the Fund for Williamstown
and Williamstown Savings Bank
for their support of this project.*

FUND FOR WILLIAMSTOWN

Williamstown
SAVINGS BANK

A MountainOne Financial Partner

WILLIAMSTOWN COOL COMMITTEE

Williamstown is a member of the Cities for Climate Protection and has made a commitment to lower greenhouse gas emissions by 10% below 2000 levels by the year 2010.

You can view the Williamstown
Climate Action Plan at

www.coolwilliamstown.org



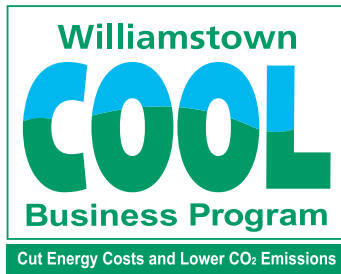
Be Recognized as
a COOL Business

Williamstown
COOL
Business Program

Cut Energy Costs and Lower CO₂ Emissions

Join the Williamstown
COOL Business Program

www.coolwilliamstown.org



Williamstown has set a goal of reducing greenhouse gas emissions 10 percent by 2010 and invites businesses to help the town meet this goal!

Williamstown's **COOL** Business Program has three levels of participation and recognition.

1 Be a COOL Business

Start with a FREE ENERGY AUDIT.

Schedule an energy audit and take one or more actions to reduce energy consumption.

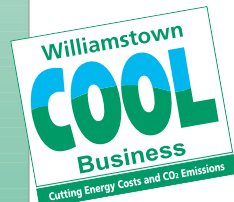
To request your FREE AUDIT call: **1-800-332-3333** or register online at: www.coolwilliamstown.org

You receive a valuable report with easy-to-implement energy-saving measures. National Grid's Small Business program pays 70% of the cost of installing energy efficient measures!

If you Heat with Gas...

Rebates are available for high efficiency natural gas-fired equipment and energy improvements.

Berkshire Gas customers call for a **FREE WALK-THROUGH ENERGY AUDIT:**
1-800-944-3212



'Cool Businesses' receive a decal to display on your window.

" I will save almost \$2,000 a year by installing energy efficient lighting in my offices. For only \$900, I will save 25% of my electric bill—with a 6-month payback! "

*Bruce Grinnell, Esq.
Grinnell Smith LLP*

2 Be a COOL Business Partner

Calculate your Carbon Footprint and Set a goal to reduce by at least 10%.

Your carbon footprint is a measure of the amount of greenhouse gases you emit as a result of energy usage and waste in your business. Identify the steps needed to reduce your carbon footprint and start today to reduce emissions and cut costs!

Find the online calculator at: www.coolwilliamstown.org

'Cool Business Partners' receive a framed certificate.

"Now more than ever, with the rapidly rising price of electricity and heating oil, doing the right thing for our environment also makes good business sense. I encourage my friends and colleagues in the business community to join our family of companies by making the commitment to become a COOL Business Leader."

*Steve Crowe
President & CEO
MountainOne Financial Partners*

3 Be a COOL Business Leader

Achieve your goal of reducing your carbon footprint by 10%.

Invest in Energy Efficiency & Waste Reduction

- ✓ Lighting upgrades and controls
- ✓ Heating and air conditioning equipment
- ✓ Programmable thermostat
- ✓ Occupancy sensors
- ✓ Walk-in cooler
- ✓ Hot water equipment
- ✓ High efficiency fryers
- ✓ Fuel efficient vehicles
- ✓ Waste reduction and recycling
- ✓ Employee education

Purchase Green Power

Small businesses can purchase green power through National Grid's GreenUp program and match 50-100% of electricity usage with clean, renewable energy.

Install Renewable Energy

Solar hot water, photovoltaics or even small-scale wind power may be right for your business.

'Cool Business Leaders' receive an engraved plaque.

Become a member today! Go to: www.coolwilliamstown.org