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# CASE STUDY

## Saint Anselm College Reports Energy Cost Savings Year on Year

**Manchester, NH:** Imagine being able to report energy cost savings of hundreds of thousands of dollars each year for six consecutive years.

That's what Bill Furlong, Assistant Vice President for Facilities & Auxiliary Services at Saint Anselm College in Manchester, New Hampshire, has done.

Partnering with Freedom Energy Logistics (FEL Power), Furlong and the college went Direct to Grid for electricity needs in 2005 and have consistently saved 10-15% over electricity supply costs charged by Public Service of New Hampshire ever since.

Energy deregulation allows consumers to buy their electricity from a variety of sources: traditional utilities; energy suppliers who buy wholesale and sell retail and get a cut from the deal; and directly from the grid, also known as "self-supply."

Furlong worked with FEL Power to guide the school through the regulations and processes required to become an energy self-supplier, and the company educated Furlong about the market and how to control his costs.

FEL Power has long experience in the energy industry. Its founder and Managing Director August "Gus" Fromuth pioneered the 2004 dismantling of antiquated laws and regulations that prevented direct participation of end users in the New England Power Pool and ISO-New England. Past chair of the NEPOOL End User Sector, he has hand-picked the FEL Power team of energy experts. Altogether, the 15-member team has more than a century of energy experience—in an industry barely a decade old.

Furlong credits much of Saint Anselm College's success to FEL Power's transparency and the quality of the people in the organization.

"The people at Freedom are great. I consistently receive comprehensive and timely responses to any question that I might have regarding the market. One of the things I appreciate the most is that I know that I'm going to get a straight answer about the markets.

[more](#)

They don't have a crystal ball, but their fingers are on the pulse of the market and because of this they have good insight on where the energy market might be heading."

Because Saint Anselm's status as a wholesale electricity buyer permits Furlong to choose his energy source on a monthly basis, he uses Public Service of New Hampshire's default rate as his baseline when he prepares his budgets. "By using PSNH's default rate, I eliminate the risk of the uncertainty of the energy markets in my budgets. It's a huge benefit of the plan. If there is an unforeseen event that causes market rates to increase above the PSNH default rate, we are able to return fairly quickly to PSNH which insulates us from big upswings in the market."

"One of the things I respect about the FEL Power team is that if they think it is financially prudent for the College to return to PSNH supply for a month or two, they will advise me to do so, even though it means a reduction in fees for them. "

On average, though, those events are rare. Since deregulation, FEL Power statistics show that buying energy directly from the grid is less expensive 92% of the time.

Furlong is charged with oversight of a million square feet in buildings across Saint Anselm College's 500 acre campus. The school's biggest energy draws come from the 70,000 square foot Goulet Science Center, where labs require constant air exchange, and the Sullivan Arena, a 50,477 square foot ice hockey rink that operates eight months a year.

*Freedom Energy Logistics (FELpower.com) provides clients with high end energy management in order to obtain electric power at the lowest possible cost. Utilizing wholesale opportunities, market guidance, and long-term procurement planning, it supplies clients from throughout New England with electricity at cost reductions of 10-15%. FEL Power's array of procurement tools and expertise can meet the needs of any client: retail electricity/natural gas portfolio management, RFP creation and management, online auctions (for generators or end users), demand response, renewable procurement and compliance, as well as Direct to Grid. In Direct to Grid (or self-supply), FEL Power ushers large scale electricity users into the wholesale market as direct participants. As direct wholesale participants, customers are guaranteed access to the lowest cost electricity available in New England.*