

Bullfrog Power touts green electricity

BY DENIS GIBBONS
The Business Executive

BURLINGTON — Automobiles powered by electricity will help preserve the environment in the future.

Anthony Santilli, vice-president corporate sales and marketing for Bullfrog Power, outlined plans for the new mode of transportation in a speech to the Business and Information Technology Network (BitNet) in Burlington recently.

Santilli said electrically powered vehicles, which are now being built by Nissan/Renault and by General Motors with its Chevy Volt product, also are more affordable.

Drivers pay to access a network of charging spots at conveniently located battery exchange stations powered by renewable energy. They also pay for the number of miles they drive.

During low demand power usage times, when people are sleeping, cars can be

charged up at home. Presumably they are not used much during the daytime when the drivers are at work so they can be recharged during those hours also.

Bullfrog Power's green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada, instead of from carbon-intensive sources like coal and natural gas or from higher impact hydro facilities.

The company says fossil-fuel powered facilities are a leading industrial source of carbon dioxide, a primary greenhouse gas linked to climate change.

Customers who sign on with Bullfrog have emissions-free electricity injected onto



Anthony Santilli

the electricity grid to match the amount of power they use at their premises. Bullfrog then invoices them on a monthly basis for the greening of the electricity.

The company says it adds only about a dollar a day to the average home's electricity bill. Santilli said Bullfrog has 800 customers in Canada.

He believes renewable energy is the way of the future. The main problem, though, is that it is intermittent. For example, wind farms only work when the wind is blowing.

"And we can't control when the wind blows," he said.

Santilli said large manufacturers are looking at generating electricity with some of their waste.

Burlington Hydro, the sponsor of this event, also was on hand to promote some of its energy-saving programs. Customers can receive \$25 for participating in the Peak Saver program if they have central air-conditioning. On the hottest weekday afternoons during the summer, when the use of air conditioners is the greatest, Burlington Hydro may remotely raise the temperature in the home by one or two degrees for a brief period of time. Spread over the city of 150,000, the small change reduces the strain on the electricity system by a large amount.

Through its Power Savings Blitz program, Burlington Hydro also offers up to \$1,000 worth of free energy-efficient upgrades to businesses. Following an evaluation of the premises by a Hydro representative, electricity-saving opportunities are pinpointed and, with the company's permission, appropriate installations are made by a licensed electrical contractor. **TBE**

Hamilton community leaders join to implement a vision of shared prosperity

HAMILTON — More than 150 senior level community leaders from all sectors of the local economy gathered May 6 at the Crowne Plaza Hotel in downtown Hamilton for the second annual Hamilton Economic Summit (HES).

The theme for this year's event was **Courage to Do: Implementing a Vision of Shared Prosperity** — a reference to the need to accelerate existing development initiatives while imagining new possibilities.

HES is a community initiative facilitated by the Hamilton Chamber of Commerce and delivered in partnership with the City of Hamilton and the Jobs Prosperity Collaborative. The role of the HES is to help Hamilton become one of Canada's top ten census metropolitan areas by capitalizing on its many economic advantages.

A highlight of the summit program was a unique opportunity for delegates to assemble in small discussion groups to review and comment on two documents of strategic importance to the future of our community: A newly revised economic development strategy created by the City of Hamilton with extensive community input, and a new framework for jobs developed by the Jobs Prosperity Collaborative. These documents are designed to work together to help revitalize Hamilton's economy during a period of significant change and opportunity.

Since last year's summit, there has been a tremendous amount of action on advancing the city's economic development, led by the efforts of the City of Hamilton's economic development plan.

During the morning session of the summit, Mayor Fred Eisenberger emphasized the importance of supporting the development of existing local businesses, while continuing to attract new businesses to Hamilton. In 2008, Hamilton gained the following new businesses: Trivaris Ltd., Exeogen Software Solutions, Jajne Industries, Forterra Inc., Sling-Choker and Tim Horton's coffee plant.

Eisenberger added that Hamilton continues to undergo a transition to a newer, more advanced economy.

"Take this city's enormous capacity for research in the environmental and health sciences, and combine it with the very best in advanced manufacturing. Not only do we have the capacity to develop the green technologies the world is looking for, but we also have the ability to make those products and market them to the world."

According to Mark Chamberlain, chair of the Jobs Prosperity Collaborative, one key



theme that has emerged out of today's summit is that Hamilton is on track and has the right priorities in place.

"The focus is on more creativity and in making Hamilton a great place to live first and work second, which is part of why people want to work here," said Chamberlain.

"Last year, community leaders came together and focused on what wasn't being done. But this year, the delegates seem to be focusing on what we've done right and how we can continue to build on our achievements by working together."

Formal proceedings from the summit and presenters' materials can be found at hamil-

tonchamber.on.ca under Hamilton Economic Summit. A series of video vignettes showcasing different aspects of Hamilton's evolving economy are also available to watch at investinhamilton.ca.

This year's guest presenters were James Milway, executive director, Martin Prosperity Institute; Glen Hodgson, chief economist, Conference Board of Canada; and Jayson Myers, president, Canadian Manufacturers and Exporters. Other event leaders included Fred Eisenberger, Mayor, City of Hamilton; Chris Murray, manager, City of Hamilton; Neil Everson, director, Economic Development and Real Estate, City of Hamilton; and Mark Chamberlain, chair of the Jobs Prosperity Collaborative.

Approximately 400 people attended the HES community luncheon featuring Rebecca Ryan, founder of Next Generation Consulting.

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