

# TOP 10 REASONS A ZENERGY SYSTEM IS

The future of energy, now.



## THE SENSIBLE SOLUTION FOR TELCOS NOW

### 1. KEEPS YOUR EQUIPMENT RUNNING DURING POWER OUTAGES—NO FUEL REQUIRED AND NO NEED TO SEND TECHNICIANS OUT IN STORMS WITH PORTABLE GENERATORS.

If you've experienced an ice-related power outage, you know what a nightmare it can be to keep your network running. Power outages and their associated costs are becoming more severe and can last for weeks. The problem is expected to get worse as our grid deteriorates. Consider this: the average age of a U.S. substation transformer is 43 years, but the transformers were designed to have a maximum life of only 40 years. It makes sense to have a Plan B. We know your demanding requirements and have done the thorough, award-winning research to provide the exact remote power solutions you need.

### 2. THE ONLY TYPE OF GENERATOR THAT ACTUALLY PAYS FOR ITSELF OVER TIME.

The already high cost of electricity, as well as gas for generators, is expected to continually rise. In the meantime, renewable energy credits and locally-produced electricity are predicted to become valuable new commodities. A typical Zenergy system can currently pay for itself in 15-20 years, but that time is expected to get shorter as these factors come into play.

### 3. THE TIME IS RIGHT—30% TAX CREDIT AND MANY OTHER NEW FINANCIAL INCENTIVES AVAILABLE [NOW](#).

Act now and make the return on investment even faster—the recent stimulus bill provided several incentives for renewable energy investments, including a 30% tax credit, accelerated depreciation, USDA grants, and more. Many utility companies and states have or are exploring additional incentives for this year, as well.

### 4. EXCELLENT PUBLIC RELATIONS WITH MANY UNIQUE ADVERTISING POSSIBILITIES.

Actions speak louder than words—a Zenergy system is a very visible way to show your commitment to helping the environment. Our Minnesota-based cabinet manufacturer has a unique infusion process that enables you to customize your cabinets with anything you like—your logo, a message, camouflage, get as creative as you want!

### 5. LOCATION, LOCATION, LOCATION.

Rural nodes are the ideal location for a small wind/solar Zenergy system as they are often located at sites with few obstructions. Plus the more remote the node, the more difficult it will be to get to in a storm power outage. The windy Midwest has been referred to as the “Saudi Arabia of wind power” and has surprisingly good solar resources, as well.

### 6. THE FUTURE OF ENERGY IS THE “SMART GRID”—GET ON BOARD NOW.

The stimulus bill included \$4.3 billion for “smart grid” projects, which may have extensive communications requirements for managing energy in the “smart home” and business telephony networks. Telephone technicians already possess many of the skills that will be needed. Learn more about the smart electric grid now and position your company as a leader for the future.

# NOT TO MENTION.....IT'S SIMPLY THE RIGHT THING TO DO.

## 7. REDUCE POLLUTION SUCH AS MERCURY IN OUR LAKES AND SMOG IN THE AIR.

Minnesota produces 93,000 tons of emissions annually to make our electricity. The number of air quality alerts and mercury warnings for lakes continues to increase despite ambitious efforts at pollution control, and coal-generated electricity is a big cause. We're guilty, too--the IT infrastructure is said to produce as much air pollution as the airline industry, with much of the cause attributed to our high electricity consumption. Each Zenergy system will prevent up to 3,650 pounds of greenhouse gasses from going into our environment each year.

## 8. SAVE VALUABLE NATURAL RESOURCES FOR OUR CHILDREN.

Consider this: Coal Creek Station in ND (only 1 of several used by MN) burns **950 tons of coal per hour** to make electricity. The same plant consumes **858,000 gallons of water per hour**. These are increasingly valuable non-renewable resources that future generations will likely be battling over. Let's lead the way to a brighter and more secure future for them.

## 9. INCREASE OUR HOMELAND SECURITY.

Our dependence on hostile foreign countries for our nation's energy leaves us quite vulnerable. Renewable electricity is one of many ways the United States can start producing our own homegrown energy. Also, there is evidence that terrorist organizations are considering an attack on the power grid. During a cascading failure, in which high-load substations fail in sequence, the failure of only 2 percent of certain strategic points along the system would cause a catastrophic failure of the entire system. A grid with "distributed generation" throughout, and a telecommunications infrastructure with several sources of energy, is much more resistant to attack.

## 10. HELP STIMULATE THE STRUGGLING ECONOMY.

In a 2011 study conducted by McGraw Hill, "green jobs" accounted for one-third of the design and construction workforce, a group that was hard-hit by the recession and includes architects, engineers and contractors. By 2030, more than 17 percent of all anticipated U.S. employment could be generated from the RE&EE industries. Minnesota is poised to be a major player with our mining, manufacturing, transportation and research infrastructure already well-positioned for this emerging market. Zenergy installations can create construction jobs for your local community, as well.

# THINK ABOUT IT.....IT JUST MAKES SENSE!



ZENERGY by West Central Telephone • 1-888-ZEN-RG4U  
[www.ZenergyGuide.com](http://www.ZenergyGuide.com)