





# ABOUT US

## ABOUT SUNLIGHT ENERGY GROUP

Working together since 2009 and having backgrounds in electricity and gas contracts, renewable energy, and finance, industry veterans came together to form a company to develop, finance, own, and operate solar energy projects with a focus on helping to promote access to clean, affordable renewable energy. Today, the Sunlight Group of companies has assembled some of the most experienced, well trained, and well educated energy professionals to help commercial and industrial clients professionally manage their energy. We like to say we bring “big company” solutions to the small to medium market. We do this through a systematic approach that helps clients completely understand how to use less energy and leverage rebate and funding programs to do so. We help them generate their own energy when it is financially feasible, and develop a best practices procurement strategy aimed at helping them pay less for the energy they have to buy.

## AWARDS

- **Certified Energy Procurement Professional (CEP)**
- **Certified Energy Manager (CEM)**
- **Certified Global Accounts Trainer**





# WHY US

## WHY CHOOSE SUNLIGHT ENERGY?

**As an educated, well-trained energy management firm, we consistently outperform our competitors. We accomplish this by:**

- **Offering a high-quality holistic approach to total energy management.**
- **Drawing on years of professional experience—our managers have run multiple start-ups, and some have run multi-million-dollar firms.**
- **Developing customized, well-thought-out energy procurement strategies.**



# WHO WE ARE

## DANIEL IDELL

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Dan advises corporate clients on energy management techniques, helping to reduce usage and costs. Before SEG, Dan was a business development manager for a New York based firm where he was responsible for financial forecasts, planning, marketing strategy, and business development. At Worden Capital Management, he advised clients on equity acquisitions and market positions.

Dan has a Bachelor of Science degree and an M.B.A. from Nyack College and he served for the United States Navy for 7 years based in Virginia, Spain, and the Persian Gulf.

## JIM MUMM

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Jim has over 33 years of experience helping commercial clients with strategy, energy management, and cost reduction. He led the highest-performing team at a northeastern energy consulting firm and has extensive experience with regional power pools, energy usage reduction, complex accounts, procurement, and best practices energy management systems.

Jim is a Certified Energy Manager (CEM) and Certified Energy Professional (CEP). He holds a B.B.A. in Marketing, M.S. in Business Computer Information Systems, and an M.B.A. in Management from CUNY—Baruch College in NYC.



# OUR ENERGY SOLUTIONS

## TOTAL ENERGY PORTFOLIO MANAGEMENT:

- Energy Efficiency
- Energy Generation
- Energy Procurement

Our goal is to fill the critical role of “Energy Department Head” for companies that have no trained professional in this role. Our holistic approach to total energy management helps companies who cannot afford someone to head up an energy department internally.

### 1

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We save you the time of having to work with multiple vendors and salespeople and uncover the fastest and most cost-effective ECMs. This is our holistic approach to total energy management:

- Identify the low hanging fruit when it come to energy conservation measures (ECMs)
- Allow you to create a prioritized list of projects
- Help you investigate the return on investment of the most promising projects first

### 2

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Next, we investigate whether or not it is financially feasible for you to generate your own energy. When it does make sense, we bring in experts to walk you through your options for implementing solar. We provide all the data so that you can make an informed business decision.

### 3

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Finally, we develop and execute a customized, well-thought-out energy procurement strategy. This strategy is highly advanced versus what competitors typically propose and considers multiple angles of how to reduce usage and drive out energy costs.





# OUR ENERGY SOLUTIONS

## HOW WE DO IT

We offer energy efficiency, energy generation, and energy procurement as a part of our energy management portfolio. This includes the following solutions:





# CASE STUDY

## BEST WESTERN

### GOAL

Best Western Plus in Elkridge, Maryland expressed a desire for us to help them reduce their overall energy usage, find ways to improve their guest experience, help them solve operational problems associated with the type of equipment they were using, and pay less for the energy they had to purchase.

### SOLUTION

By understanding how they use energy and their short-term and long-term goals, we developed an energy strategy that would take advantage of the incentives and rebates made available through federal, state, and local utilities. Through managing the Best Western energy portfolio, we were able to source suppliers that would provide the lowest cost of energy.

### SOLUTION

Sunlight Energy Group, its technology partners, and Best Western Plus put a plan in place to upgrade their HVAC units within guest rooms and common meeting areas, install LED lighting in their parking lot areas, and implement upgrades within their laundry facilities, spa areas, and food preparation areas to minimize energy usage.



# CASE STUDY

## STANLEY FOODS



### GOAL

Stanley Foods, a regional distributor of restaurant food and supplies within the Washington and Baltimore areas, was proud of their customer service and had a desire to implement a strategy that would ensure their facilities operated at peak performance.

### SOLUTION

Sunlight Energy Group and its technology partners developed a long-term energy strategy that incorporated a complete refresh of all lighting with LED technology throughout administration offices and warehouse facilities. In addition, new refrigeration units were proposed for installation, replacing inefficient units and providing the necessary cooling to ensure Stanley Foods was offering customers the best possible products. To ensure they were not penalized for the ECMs, SEG implemented an energy procurement strategy that ensured Stanley Foods could move forward confidently. We sourced the most advantageous natural gas and electricity contracts to move forward with the project.

### SOLUTION

By helping them find the right solutions and the right providers that can serve all locations and meet all their needs, we have saved Stanley Foods a tremendous amount of time and money. So far, they have reduced energy usage nearly 25% and costs nearly 30%.





# OUR HAPPY CUSTOMERS

"The decisions your team has recommended have been right on and have lowered our energy costs by nearly 20%...thanks for the hard work and dedication."

**- Charlene Wright,  
VP Finance,  
Zentech Manufacturing, Inc.**

"When you told us that most companies leave money on the table when it comes to how they manage their energy usage, I didn't think we could do much better. However, you've proven me wrong. Your people are professional, have excellent follow-up and are a pleasure to work with."

**- Jeff Oertel,  
President,  
Cardinal Plastics, Inc.**

"Your team approached our energy usage in a comprehensive and professional manner. You looked in places we didn't think to look, and used methods and solutions we have never heard of to help us use less energy, and pay less for the energy we have to use."

**- Adria Aceto,  
Director of Food Safety & Facilities,  
Maryland Food Bank**

The background of the slide features a close-up, slightly blurred image of solar panels, showing the grid lines and the reflective surface of the cells. The panels are arranged in rows, and the lighting creates a sense of depth and texture.

# WHAT TO EXPECT

## WHAT TO EXPECT WHEN YOU PARTNER WITH US

When you partner with Sunlight Energy Group, you are working with an extremely well-educated company. All our owners and managers have owned or managed very large companies and consult at the highest levels. We continuously train ourselves and our employees to be industry experts.

We are senior level executives that utilize best practices management principles to help our clients develop and execute well thought out and comprehensive business strategies that help them improve their bottom line.



# CONTACT US TODAY

## CLOSING STATEMENT

**Our holistic approach to professional energy management helps companies identify wasted energy and better manage their overall costs. From there, we create a list of financially feasible projects and help to investigate the return on investment.**

**We are trained in all areas of energy management and can help you improve your bottom line. For custom energy strategies that will result in maximum savings, contact us today.**

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