

First Anniversary Issue



The **GORRIDOR**

Long Island's Journal for Strategic Alliances

Energy and the Environment

**This Man saves
Hundreds of People
Millions of Dollars a Year**

Inside this issue:

The Smart Grid Defined, The Wind Industry On Long Island (No we don't mean politics!) and articles by LIPA CEO, Kevin Law, Dr. John Marburger, Dr. Yacov Shamash, Robert Catell and more...

January-February 2010
Vol. 1 Issue 006

Many Happy Returns

How To Save Millions In Energy Tax Dollars

By Kate Laible

Charles Goulding spent years in the corporate world as an executive for Dover Corporation, a \$6B world-wide, diversified industrial manufacturer, and then as Managing Director for Cooper Industries, a \$5B distributor of lighting equipment. There, he witnessed new products including lighting requiring substantially less wattage and cutting edge HVAC systems still in the lab. With substantial experience identifying R&D tax credits, he was also positioned to understand the value of then-new EAct legislation aimed at accelerating the implementation of new technologies, as well as the unique skills he had that could help businesses realize its potential.

Indeed, Charlie's work has proven to be a tremendous boon, not just for the clients of his growing firm, but to all striving to wean off foreign oil or sow a

greener world. TMBA Control Systems Engineering, an industry pioneer, has been advancing energy efficiency since the late 1970's. Says TMBA President, Ted Bier, "There's a huge gap between what can be done and what is being done. For reasons unknown, clients in the US demand that green projects earn two to three times the return of other investments. At the same time, typical vendors don't even show their most efficient models because it's assumed that few would even consider the higher front end cost. Charlie and his team bridge these obstacles – they're intelligent, innovative, and capable of getting non-technical, financial management departments to see the value of investing in energy efficiency. When all is said and done, no one will act unless they understand the economics. Energy Tax Savers makes them explicit."

Team Building

Even with a good view one can't foresee everything. When Goulding started out, he knew he needed help, but thought he could get by with a college grad. When he received an application from Jacob Goldman, MBA, Enrolled IRS Agent and Engineer, with sterling experience and credentials, he immediately turned him down.

"I told him thanks, but no thanks," remembers Goulding, "Don't get me wrong – his resume was great, but it was ten years more experience than I was looking for. He really wanted to do it, though, and his persistence paid off."

Jacob was able to identify opportunities only a design professional would see, "He had a distinct technical advantage," says Goulding, "He could talk engineer to engineer with big companies. Then they'd get their VPs of Finance on the phone, who were suddenly more than happy to talk to me."

The two quickly produced two articles on available incentives, providing a menu of opportunities while establishing their expertise. Goulding was then invited to present at Vision Long Island's Smart Growth Summit, where he met Robert Bier of TMBA. Rob asked him to speak at the Huntington Hilton. From there, things snowballed.



"Since then," says Goulding, "we've always kept at least one article or presentation in the works. We've made over 800 presentations, now, and each one has generated business."

The firm has quickly grown to a crew of six, and remains poised to expand. Raymond Kumar is an Adelphi graduate, which is also where Goulding got his MBA. Jacob Goldman, Kenneth Wood, and Amelia Aboff are LEED professionals who live in the Town of Huntington, where Jacob and Ken serve on the Huntington Renewable Energy Task Force. Jacob has assisted Congressman Steve Israel on energy efficiency presentations and has provided requested commentary numerous times on Federal energy tax legislation.

"Working and learning in this environment is incredible,"

says Malcolm Thomas, a Princeton grad. For Kenneth Wood, the job was a better alternative to Wall Street, "I realized that I didn't want to be there, and started thinking how I could apply my education in finance and political science. I found this, and saw I could do something very positive."

"My background is in sustainable design," says Amelia Aboff, "but here, you get a real world perspective that they don't teach in school"

The team has collectively published over 25 articles on tax aspects of energy efficiency and alternative energy. They've shed light on energy tax aspects of the new LEED system, warehouses, pharmaceutical companies and LED parking garages. They've also developed a knack for showing industries how to apply their strengths to realize significant

and 10 in the Huntington corridor. It represents five of Long Island's leading Architecture and Engineering firms, multiple Long Island HVAC (Heating Ventilation and Air Conditioning) companies, ESCO's (Energy Service Companies), lighting sellers and electrical contractors. Clients range from leading retailers and aerospace companies, to owners of common buildings such as warehouses, industrial buildings, car dealerships, office buildings, hospitals, parking garages and hotels to race tracks, airplane hangars, and ice rinks.

The firm can make recommendations at all stages of design and implementation, focused primarily on energy savings, utility rebates, and tax incentives. They work closely with utilities nation-wide, including LIPA, National Grid, Con Ed, Conn Power & Light, United Illuminating and many others. Most projects occur where electricity rates and utility rebates are high. New York City, for example has initiatives encouraging energy efficiency upgrades in commercial buildings of 50,000 square feet or more. New Jersey's Smart Start program

has strong rebates. Connecticut utilities are offering lighting rebates of up to 50%. On Long Island, LIPA will foot the cost of modeling needed to qualify for maximum savings.

EPAAct has been very successful. "It's nice how well-written legislation can make people and their buildings better," reflects Wood, "Too often they try and fail, but EPAAct is modeled on proven standards. It works."

It's worked so well that businesses should act now to reap maximum savings. Since EPAAct's inception, many states – including New York -- have upgraded building codes to frequently qualify de facto for these incentives. When the time comes to renew EPAAct, the bar is bound to go higher. Plus, buildings with fixtures over seven years old are largely obsolete.

If you've made upgrades but haven't claimed them, there may still be time. Retroactive claims for Energy Policy Act (EPAAct) tax incentives are allowed, but this is the last year to file for 2006. If square footage approaches that of the Walt Whitman Mall, that could mean up to \$2.8 million!

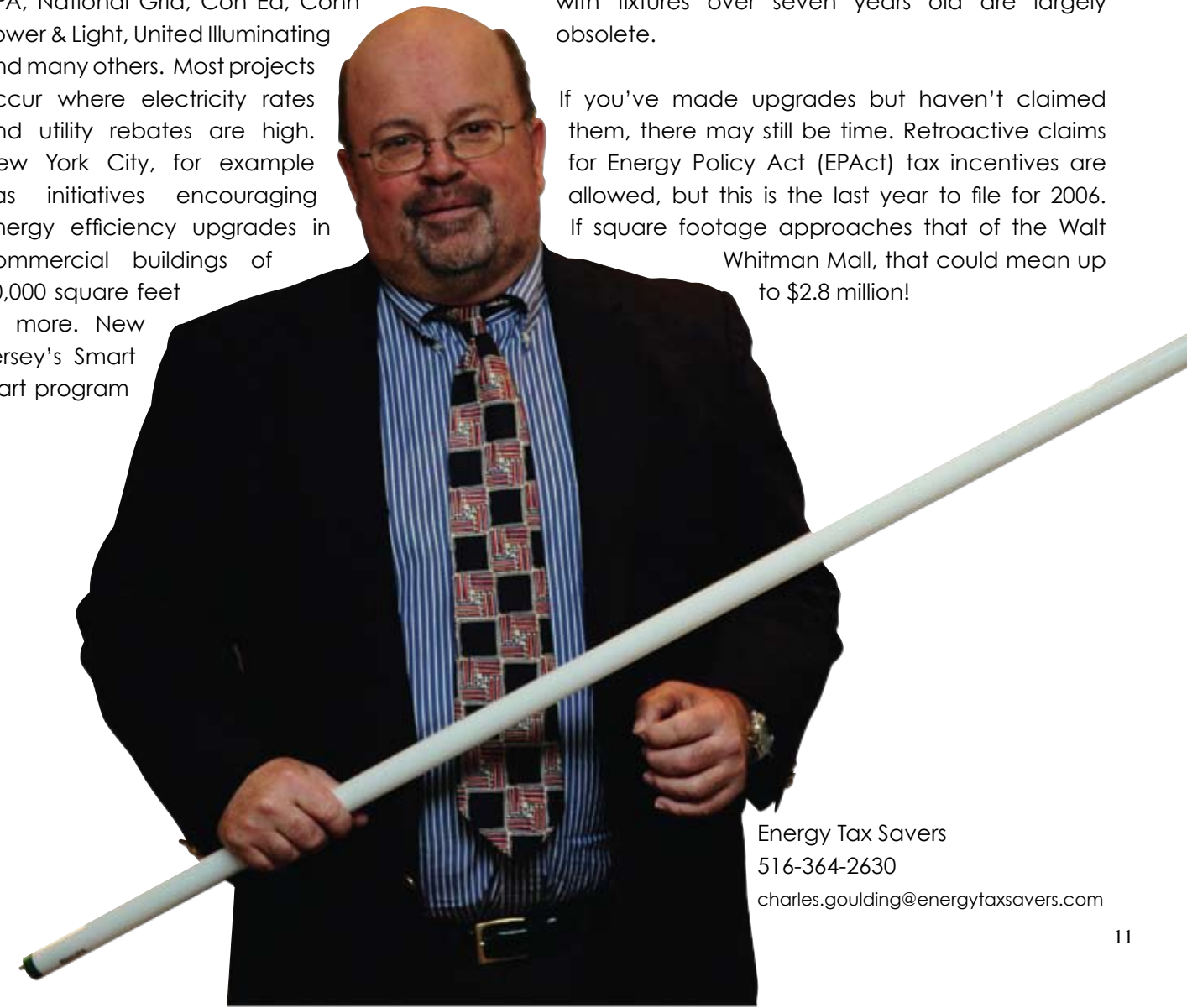


energy and tax savings, whether noting a defense company's ability to "see" heat loss, or how a major sports franchise could make bank upgrading their wide screens.

Goulding notes that the best advertising is satisfied clients and strategic partnerships, "You're only as good as your partners, especially in a field as technical as this one. Working with New York's leading HVAC company kicked us off. Developing a strong partnership with one of the world's leading lighting companies has been another major step – if these guys are talking you up, that sells."

The team has rapidly become the Nation's leading EPAAct tax advisor. They dominate a unique niche at the intersection of tax law, accounting, architecture and engineering, with staff that also includes an enrolled IRS agent and 4 LEED accredited professionals. They can talk technical, communicate finance, and provide thorough audit-proof tax packages.

Goulding's team has handled thousands of EPAAct projects in all 48 contiguous states, Hawaii, Guam and the Virgin Islands, including over 100 on Long Island



Energy Tax Savers
516-364-2630
charles.goulding@energytaxsavers.com