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Small Business Resources

SmartWatt Energy Inc. expands into California, opens new offices in Central New York

SmartWatt Energy, an efficiency consultancy and contractor, recently opened new offices in Sacramento, California and Liverpool, New York. The teams in these offices were formed in response to growing demand for SmartWatt's services and draws on the company's proven track record of savings and the added environmental benefits. Both offices are projected to add a total of ten new employees, adding 50% to its workforce by the end of this year.

Rising energy costs in today's economy have boosted demand for energy efficiency solutions, allowing SmartWatt to further invest in expansion into these new markets. The staff in these offices complement existing core consulting, lighting engineering and operational teams in three other offices in the Northeast that work

collaboratively under the direction of SmartWatt's Ballston Lake headquarters.

Matt Cinquanti, Small Business Program Manager, is spearheading the Central New York office and is overseeing its initial development and the selection of staff. Ben Stewart, has assumed a similar role in California.

"The demand for our services has grown dramatically," said Chris Covell, President. "Beyond providing additional staff to deliver our services, our offices provide local voices for SmartWatt as they serve the communities in each region and their contributions of ideas and feedback on the company as a whole."

Notably, while lighting energy services will be the teams' main priorities, the offices also will offer operational consulting

services and turnkey solutions for various mechanical and electrical projects. SmartWatt's promise of proven cost savings, improved work environments and significant environmental impact has already piqued the interest of more than 60 new clients in these markets in the past few weeks.

"In today's economy, businesses are looking to do more with less," said Covell. "Our ability to project and realize cost savings, often with a return on investment measured in months, not years, is extremely attractive to small and mid-size offices, restaurants and warehouses. In the few short weeks we've been open, we've already hit the ground running. I foresee SmartWatt's evolution and growth into a fully national company that continues to benefit both the client and environment."