

## **Bright idea: Store's seminars shine light on energy savings**



SNP photo by Ben French  
Don Hall, co-owner of Watt Works, 1078 Goodale Blvd. in Grandview Heights, is surrounded by glowing LEDs at the store. Free energy- and money-saving seminars will be held over the next two weekends there.

### **Grandview's Watt Works sells energy-efficient light bulbs and other items that can save consumers' money.**

By DONAVON CAMPBELL

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Looking around at the dozens of lights of all shapes, sizes and colors, it's difficult to believe the number on the digital electricity monitor plugged into the wall.

The entire room runs on about 400 watts. Incandescent light bulbs in most lamps and interior fixtures average 75 watts each.

"We're really not waiting on a breakthrough in physics," said Don Hall, co-owner of Watt Works, the Grandview store that specializes in energy-efficient products.

"We're waiting on people to act."

The room at the store is filled with LEDs, or light-emitting diodes. They're just one of the technologies currently available that, while more expensive up front, can save both money and natural resources in the long run.

But Hall said consumers don't need to shell out cash for new lighting, tankless water heaters or infrared paneling to begin to think more economically about energy use.

Hall will hold two free energy-saving seminars at his store at 1078 Goodale Blvd. during the next two weekends.

"Energy Analysis and How It Saves You Money" will be held at 6 p.m. Friday, Jan. 16, and again at noon Saturday, Jan. 17.

"Geothermal Heat Pump Systems -- How and Why" is set for 6 p.m. Jan. 23 and noon Jan. 24.

"We find that what is keeping a lot of people (from conserving energy) is not knowing what to do next," said Hall.

Watt Works sales manager April Kasun agreed the biggest hurdle is simply educating people as to what they can do to conserve.

"We find that when people are educated (about conserving), when they understand their options, they're going to make the right choices -- choices that aren't only budget-friendly, they're environmentally friendly as well," she said.

Watt Works sells a number of items such as motion-sensitive light switches and solar panels. Yet Hall said residents can save energy and money just by taking simple actions -- such as turning water heaters down to 120 degrees, insulating hot-water pipes and keeping air-conditioning units properly clean.

"I haven't seen anybody we can't get to about a 20 percent savings without too much trouble and without any expense," he said.

Hall said changing the way people think about energy will do more than any one product.

"It's not going to be accomplished because (someone) bought something," said Hall.

"It's going to change because they changed their habits.

"It's behavior -- you have to keep doing it."

Changes that start with individuals can grow to make a big change, he said.

"The only way to get from here to independence is all of us to do a little," said Hall, referring to energy independence.

"If we all do just a little bit, that would make a huge difference."

For more information about Watt Works or the free energy-saving seminars, call 458-1162 or visit the Web site [wattworks.com](http://wattworks.com).