



NXT LEVEL DESIGNEE SPOTLIGHT

MORE KNOWLEDGE, MORE SOLUTIONS, MORE BENEFITS

Acting on a referral from Lloyd EcoDistrict's LED Advantage Member Program (LAMP), Michael Reunert, Regional Manager at Conserve Energy, LLC, connected with American Assets Trust (AAT) to discuss their lighting needs.

These initial conversations led to a longstanding partnership and several LED lighting upgrades at a variety of AAT parking structures and office buildings. When a tenant in AAT's Lloyd 700 Building requested dimming capabilities for individual closed offices, Reunert and his Conserve Energy colleagues leaned on their advanced lighting knowledge to provide a cost-effective and energy-efficient solution that offered their client a host of business benefits and features that went far beyond dimming.

Reunert knew that LEDs equipped with luminaire level lighting controls (LLLC) would not only help avoid the cost of rewiring the circuits to the fixtures for wireless dimming, but would also provide a host of advanced features like occupancy sensing and daylight harvesting that maximize energy savings. With individual sensors embedded in every LED fixture, LLLC offers an intuitive, flexible lighting solution that delivers high quality lighting for occupants and energy savings of up to 75 percent.

Conserve Energy connected AAT with Energy Trust of Oregon incentives to offset the cost of LLLC troffer retrofit kits with wireless switches for each office. By opting for retrofit kits, Conserve Energy saved AAT on the cost of what they would have paid for new fixtures. And because LLLC retrofit kits can be installed from below the ceiling without re-wiring, AAT also avoided the costs that typically come with changing the building's wiring.



MICHAEL REUNERT



TITLE:

Regional Manager

COMPANY:

**Conserve Energy, LLC
(Oregon Division)**

LOCATION:

Portland, Oregon

YEARS OF EXPERIENCE:

10



You have to stay current. My objective is to always be a trusted resource for my customers. I need to know more about product and technology options than they do to help them make good choices that they otherwise wouldn't have access to.



— **Michael Reunert**
Regional Manager, Conserve Energy, LLC

ONGOING EDUCATION FOR ONGOING VALUE



The lighting industry has undergone staggering changes since Reunert joined Conserve Energy in 2014, and it shows no sign of slowing down. Reunert knows that the best way to continue to meet the needs of his clients is to stay on top of the latest technologies and trends.

“Lighting controls used to be very simple,” said Reunert. “They were just on/off. But when lighting controls started to evolve to include many energy and non-energy benefits, it became critical to further our education so we could continue optimizing our solutions for customers.”

When Reunert learned of NXT Level training through his participation in Energy Trust's Trade Ally Network, he jumped at the chance to keep up with the latest lighting technologies. “You can't rely on last year's technology,” said Reunert. “You have to stay up-to-date on what's out there to effectively provide the best solutions. NXT Level is a great way to do that at no cost.”

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Conserve Energy's installation of LLLC fixtures not only allowed us to meet customer requirements for dimming in individual offices, it helped us take energy efficiency beyond what we could achieve with LED fixtures alone.

– Dean Hackney, Chief Engineer, American Assets Trust

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HELPING CUSTOMERS UNDERSTAND—AND PRIORITIZE—ADVANCED LIGHTING

Reunert values NXT Level's focus on sales as much as he values its focus on the latest trends and technologies in lighting and controls. For him, the technological knowhow only goes so far if you can't help the customer understand the benefits provided by the technology.

“When I joined Conserve Energy seven years ago,” said Reunert, “we had to explain what LEDs were to give our customers confidence in what was then a new technology. Now everyone knows about LEDs, so we've evolved to explain all the things you can do with LEDs, including improving lighting quality, safety, productivity, and overall tenant satisfaction.”

Reunert credits NXT Level with equipping him with new approaches to helping customers understand the business benefits provided by advanced lighting. “NXT Level covers all the latest technologies in an easy-to-understand way, and in a way that helped me better explain the non-energy benefits to my customers. By helping them understand all the benefits in addition to energy savings, it really helps them prioritize advanced lighting.”

To learn more about NXT Level, visit nxtleveltraining.com.

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EnergyTrust
of Oregon