

# **PRESS RELEASE**

## **CONTACT**

Wally Brithinee, President  
909-825-7971 wallace\_brithinee@mail.brithinee.com

## **PR CONTACT**

Ron Burgess  
909.798.5737 ronb@burgessmanagement.com

## **Brithinee Electric President Speaks at SCE Water Conference**

Wallace Brithinee was recently the keynote speaker at SCE's 13<sup>th</sup> Annual Water Conference in Irwindale where he addressed water agencies regarding how motor efficiency provides increased savings in both energy and dollars.

"We, in California, experienced power shortages that were truly disruptive about five years ago. Especially during hot weather, the energy usage comes precariously close to supply levels, and it is projected that we will see tight supplies in the next couple of years. In the U.S., the amount of energy used by industrial electric motors is roughly equivalent to the energy used by automobiles. And, for water utilities, the cost of electrical energy is usually their second-highest operating cost, exceeded only by their payroll costs. So, conservation of energy makes plenty of sense," he stated.

As an advisor to "The Hundred Motor Study", a research project partially funded by the California Energy Commission and the U.S. Department of Energy, Brithinee revealed that there was wide variation in the population of older motors' efficiency values, rendering calculation tools for energy-saving less accurate.

Various studies of electric motor-driven systems in industrial plants show that the greatest energy savings often involve the use of electronic motor controls, such as variable frequency drives, for speed and process control. He acknowledged that there are pitfalls in the application of motors and electronic controls, and described various means of increasing the reliability and durability of electric motors as these electronic devices are applied.

According to Brithinee, "The most energy-efficient electric motors use considerably more copper and steel than those motors with lower efficiency ratings. In the past two years, the cost of the key materials in a motor have increased by about 65%, leading to numerous rounds of price increases in the large electric motors used by water utilities. But energy costs have also increased. An economic evaluation concludes that buying for premium efficiency is still a good decision."

Brithinee is President of Brithinee Electric, a firm located in Colton. Brithinee Electric manufactures motor control panels utilizing microprocessor-based drives and programmable devices, and provides motor repair, replacement, and rewinding service to industries throughout the Southwestern U.S. He holds a Ph.D. in mathematics from the University of California, Riverside. His graduate work and original research was performed under a National Aeronautics and Space Administration (NASA) fellowship.

Brithinee was a founding member of the California Motor Initiative, a collaborative effort of the U.S. Department of Energy, the California Energy Commission, and the three electric public utilities in California, and member of the Electric Power Research Institute (EPRI) National Motors & Drives Steering Committee.

**- END -**