



Project STATS

Incentive Dollars: \$30,810

Gross kWh Savings: 278,128

Cost Per kWh: \$0.11



W.E. SKELTON 4-H EDUCATIONAL CONFERENCE CENTER AT SMITH MOUNTAIN LAKE

With the Small Business Direct Install (SBDI) Program through Appalachian Power, the 4-H Center replaced over 2,000 fluorescent bulbs with energy-efficient LEDs.

About the 4-H Center

Nestled on the shores of Smith Mountain Lake, the W.E. Skelton 4-H Educational Conference Center has been a hub of youth development and community engagement since 1964. Donated by Appalachian Power, the land reflects a long-standing partnership that continues to benefit the region. Today, the Center hosts camps, events, and conferences year-round, serving thousands annually.

The Opportunity

With most of its buildings powered entirely by electricity, the 4-H Center faced rising energy costs and mounting maintenance challenges. Aging fluorescent

lighting, including outdated T8 and T12 fixtures, posed a significant burden. Ballasts were frequently failing, and the cost of replacement parts for fluorescents was rising sharply. The maintenance team spent considerable time and resources on repairs, only to face recurring issues.

“The fact that it didn’t cost the Center anything is simply amazing.”

*Brian Janney
Buildings, Grounds, and IT
Manager of the 4-H Center*

Brad Hall, Appalachian Power’s Vice President of External Affairs and a 4-H Center Board Member, introduced the Center to TakeChargeVA’s SBDI Incentive Program. Energy Efficiency Consultants Kaleigh Mason and Kennedy Nwabia led the coordination efforts, guiding the Center through the process of evaluating its needs and initiating a campus-wide lighting upgrade.

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The Project

Partnering with trade ally **Earth Right Mid-Atlantic**, the 4-H Center replaced over 2,000 fluorescent bulbs with energy-efficient LEDs. These modern fixtures eliminated the need for ballasts entirely, removing a major point of failure and reducing long-term maintenance demands. Earth Right Mid-Atlantic delivered exceptional service, adjusting their schedule to accommodate events, ensuring a seamless installation, and responsibly disposing of the old materials.

Results and Impact

This large-scale initiative was made possible through a program incentive of \$30,810, which fully covered the cost. In addition to brightening the campus and resolving maintenance issues, the upgrade achieved impressive energy savings of 278,128 gross kWh annually at a program cost of \$0.11 per kWh.

"I've been involved in countless projects here over the past 30

years," said Brian Janney, Buildings, Grounds, and IT Manager of the 4-H Center, "and I can honestly say this was one of the most organized and stress-free projects I've ever worked on. The fact that it didn't cost the Center anything is simply amazing."

Why It Matters

This transformative project demonstrates how energy efficiency programs can help organizations overcome operational challenges, enhance sustainability, and save money.

With dedicated support from Appalachian Power and trusted trade allies like Earth Right Mid-Atlantic, businesses can unlock opportunities to modernize their facilities at little to no cost.

Join the Movement

Inspired by the 4-H Center's success? Visit TakeChargeVA.com to explore incentive programs and connect with a network of qualified Trade Allies. ***Together, we can create brighter, more energy-efficient communities!***

The Impact Was Immediate and Multifaceted



BRIGHTER SPACES

Guests and staff noticed significantly improved lighting quality throughout the campus, enhancing the experience for everyone.



OPERATIONAL EFFICIENCY

Eliminating ballast-related failures has reduced maintenance needs and freed up resources for other priorities.



ENERGY SAVINGS

With annual savings of 278,128 kWh, the center anticipates a substantial reduction in electricity costs, strengthening its financial stability.



NO-COST IMPLEMENTATION

Most impressively, program incentives covered 100% of the project costs. This enabled the 4-H Center to achieve these upgrades without impacting its budget.

