

Why Sustainable Energy?

Save Money

Investing in a sustainable energy system for your home or business will allow you to lower your energy costs and save money over time. We all know the painful realities of rising energy costs. As the world population increases, so does the scramble for energy and the costs go ever up.

To a degree, learning to be more energy-conscious is important. Being wasteful is not the answer to meeting our future energy needs. That's why we're in this business! However, we want to be able to protect and enjoy the progress that humanity has made through our technological advances. We want the freedom to live comfortably in our own homes and at work. There is nothing worse than trying to relax in the evening when you are shivering because it's too expensive to warm your home.

Investing now in sustainable energy helps insure your energy comfort and security amid today's unstable and rapidly changing geo-political environment. The money you invest now will more than pay for itself over the long run. Eventually, you may even find yourself blessed with the free wealth that flows to us every day through the sun and the wind. That is a future we look forward to sharing with you!

Provide Energy Independence

One of the frightening trends we are seeing in today's world is frequent black-outs and brown-outs. Even major cities like Los Angeles, New York City, St. Louis, and New Orleans have experienced major black-outs due to the increasing regularity of unusual weather patterns. Unfortunately, the utility companies cannot plan for these occurrences because they range from the unexpected to the truly bizarre. All we need to do is think of the nightmarish events that have shocked us over the past five years and we can see the value in providing ourselves with energy independence.

These events are not just frightening, they can also be devastating and even deadly. It may be advantageous for you as a homeowner or business owner to consider the investment in energy independence. With a comprehensive package of options to choose from, it is possible to provide more security for yourself, your family, your business, your employees, and your customers.

Protect the Environment

As far back as 1959, scientists have been collecting data on the effects of burning carbon fuels and how that impacts our atmosphere and environment. Some examples of what we mean by burning carbon fuels are the use of fossil fuels, petroleum, gasoline, natural gas, coal, wood, burning trash, etc.

When we think about lighting our homes, we usually think about flipping the light switch. Most of us don't concern ourselves with the details of the process. We just want to know that when we flip the switch, the lights turn on. Unfortunately, without even realizing it, we are more than just lighting our homes; we are changing the climate of the entire planet. In the United States, electricity generated by burning coal produces far more airborne CO₂ than all of the exhaust from all of the vehicles on our roads.

When we make the shift away from fossil fuels toward clean, renewable energy generation, such as solar and wind, we help reduce the amount of CO₂ and particulate in the air. The more individuals are willing to take responsibility for making this shift and investing in the future, the better chance we all have of continuing to enjoy life on this beautiful planet and protect our children's future as well.

National Security

Regardless of our politics, it is a fact that some of the world's largest oil deposits exist in the Middle East and Northern Africa. The country of Iraq has the world's second largest known oil reserves. At the same time, these countries are also some of the most politically unstable. Over the past three decades, the U.S. has become embroiled in wars in Iraq, Afghanistan, Iran, Kuwait, Libya, and other Middle Eastern countries. All of these countries have significant oil and hydro-carbon reserves.

One's opinion of U.S. foreign policy doesn't change the fact that we are dependent upon energy resources that are located in a region where war and political instability have become common place. The loss of U.S. soldiers' lives in Iraq has now exceeded those lives lost on September 11, 2001. We at Enduring Energy want to find a solution to these problems as much as any concerned person, and we believe strongly that freeing ourselves from dependence upon foreign oil is an important part of the solution.

When we know that we can provide for ourselves, with the resources available to us within the sovereign grounds of our own home land, we can at least put some of our fears to rest. There may come a day when humanity has found the answer to free, clean, renewable, and endless sources of energy and we hope to be part of the vanguard to move our country in the direction of national energy independence.

Economic Stability

When we examine the foundation of our economy, we see that it is largely dependent upon petroleum and other fossil fuels. A small percentage of our energy comes from nuclear power and renewable sources, but our national economy is primarily driven by petroleum, coal, and other forms of fossil fuel.

What happens when the supply begins to diminish as the demand continues to rise? We end up with higher prices and inflation. We are already seeing this in our rising gas prices and rising utility bills.

The greatest population growth trend today is urbanization. Currently, 2 billion people live in cities; by 2050 there will be 6 billion, all wanting heat, light, plumbing, and transportation. This means 8 brand new cities the size of Manhattan must be built each year for the next 50 years. There is simply not enough fossil fuel to sustain this growth. If we remain dependant on fossil fuels, there will be a mad scramble for ever diminishing resources, leading to economic instability and war.

That global warming is occurring is no longer in dispute. If the North Pole continues to melt at its current rate, it will be completely gone by 2040. The year round ice fields of Mt. Kilimanjaro, Africa's tallest mountain, have endured for 12,000 years. They are nearly gone now and will only last another 10 years or so. The United Nations just released a painstakingly researched paper on global warming with over 2000 participating scientists. They concluded that there is a 90% probability that human activity is the cause of the current global warming trend. Over 60% of the carbon emissions in the United States come from power generation. Most of the rest comes from transportation. The costs of addressing this problem are substantial, but they are minuscule in comparison to the costs of doing nothing.

In response to this looming energy crisis, we often hear the glib retort: the market will take care of it. When oil gets too expensive, people will shift to renewable forms of energy, like solar and wind power. Well, folks, we believe that day has arrived.

Welcome to the Future...

Enduring Energy