CONNECTIONS

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NOVEMBER • 2026



People Behind Your Power: Local Energy Advisor Helps Small Businesses Keep On

Before many Magic Valley businesses open their doors for the day, Idaho Power Energy Advisor Jan Murphy is already at work.

An early riser since growing up on a farm near Hazelton, Jan starts her morning with coffee from a local shop before reviewing her busy schedule. Her days are booked with visits to farms, shops, and other businesses across the region.

Each appointment is different, but Jan approaches them all the same way: putting herself in the customer's shoes.

"I try to think through what they need most and how urgent that need is," Jan said. "The sooner we get involved, the sooner we can help."

That commitment has shaped Jan's 25-year career with Idaho Power. She joined the customer service team in 2000, spending 17 years in Boise before returning to the Twin Falls area. For the past 7 1/2 years, she has worked with businesses across the Magic Valley to identify energy-saving opportunities, explore incentives, and coordinate with Idaho Power crews when projects involve service changes, equipment upgrades, or potential outages.



The work is especially meaningful when Jan can help a small business save money.

"They're local. They're my neighbors," she said. "Small businesses don't have regional or national backing, so every dollar counts."

Jan understands that time is one of a small business owner's most limited resources. Owners may be simultaneously serving customers, managing employees, and caring for their families.

"When I prepare to meet with a customer, I want to bring something of value," she said. "I want to respect their time."

Sometimes, those meetings lead to relationships that last for years. After reaching out to a family-owned dairy, Jan helped the owners reorganize their Idaho Power accounts as they prepared to sell parts of the business and retire. They eventually became friends, and Jan continued helping them explore energy efficiency improvements for their home.

She also helped a new business owner upgrade lighting in their retail and storage spaces. The owner expected the process to be difficult but later told Jan, "I had no idea this process would be so easy, and it was easy because you made it easy."

Those moments keep Jan motivated.

Across Idaho Power's service area, small business owners open their doors, serve their customers, and find new ways to keep moving forward. And Idaho Power employees like Jan work alongside them to help them keep on.

Jan encourages businesses to contact an Idaho Power energy advisor early when planning a project. Advisors identify energy-saving opportunities and determine whether incentives may be available before equipment is purchased or work begins.

Her most important message for small business owners is even simpler: "We're here, we want to support your business, and we're excited to meet you.

Want more energy-saving ideas? Turn to the back page for favorite tips from Idaho Power's residential and commercial energy advisors.

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31180-I-0393



Energy-Saving Advice from the People Who Know

Running a small business means keeping an eye on a lot of things, including energy costs. The good news? You don't have to figure it all out on your own.

Idaho Power's residential and commercial energy advisors work in communities across our service area, helping businesses understand their energy use, find ways to save, and connect with programs and incentives. We asked a few of them to share their go-to advice.



Amber Royal-Perkes
Wood River Valley

In the Wood River Valley, Amber often sees heat tape using more energy than necessary. Her advice? Don't leave it running all winter. Thermostatically controlled heat tape, or using it only when freezing conditions require it, can help protect pipes while reducing energy use.



Jan Murphy
Twin Falls Area

Jan recommends looking at what's still running when your business isn't. Lighting, HVAC systems, water heaters, and other equipment left on overnight can quietly add to energy costs. Scheduling equipment, adjusting temperature settings, and keeping up with maintenance are simple places to start.



AJ Freeman
Treasure Valley

AJ's advice? If you receive a letter from Idaho Power saying your business qualifies for a specific program or offering, take a look! These programs are usually very beneficial to your business and could help you save energy, money, or both. A few minutes of reading could lead to a worthwhile opportunity.

Ready for more ideas? Idaho Power offers energy assessments, incentives, training and industry-specific tips to help businesses make smart energy decisions. Visit idahopower.com/business to learn more and find your local energy advisor.

From the Electric Kitchen

November 2026

Soup

Chicken Potato Soup

- Non-stick cooking spray
- 2 cloves garlic, minced
- 2 cups cubed Idaho Russet potatoes
- ½ cup chopped onion
- 2 cups diced red bell pepper
- 2 cups chopped cooked chicken breasts
- 1 cup mild salsa
- ½ tsp ground cumin
- 2 (14.5 oz) cans chicken broth
- 2 (15 oz) cans chicken and wild rice soup, undiluted
- 1 (15 oz) can black beans, drained and rinsed

Place garlic in a large cooking pot coated with non-stick cooking spray over medium-high heat until hot. Add potatoes, onion, and bell pepper; sauté 5 minutes. Stir in chicken, salsa, cumin, chicken broth, chicken soup, and beans. Bring to a boil. Reduce heat, cover, and simmer for 20 minutes or until potatoes are tender. Makes 8 servings, about 1 ½ cups each.



Recipe selected from Idaho Power's Centennial Celebration Cookbook.

Supporting Small Businesses, Strengthening Communities



When local businesses succeed, communities benefit. That's why Idaho Power hires small, local companies to do business with us whenever possible and encourages small businesses to consider becoming an Idaho Power supplier.

These partnerships help strengthen local economies, support jobs, and keep your dollars circulating in our communities. At the same time, a competitive bidding process helps Idaho Power secure quality goods and services at a fair price, which helps us be good stewards of our customers' dollars.

From construction and technology to professional services and equipment, Idaho Power partners with suppliers across many industries to help deliver safe, reliable, and affordable energy.

Interested in doing business with Idaho Power? Learn more and register at idahopower.com/supplierInfo.

Did You Know?

Last year, Idaho Power purchased over $161 million in goods and services from Idaho and Oregon companies that self-reported as small businesses.

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