

# the JEWISH VOICE

*of the Sacramento Region*

## Israel's 'Smart City' selects Sacramento company to provide electric meters

BY KATHLEEN KARL

The visit to Sacramento by the City of Ariel's mayor, Ron Nachman, served as one of the many highlights of the Chanukah season. Nachman was in the River City to finalize the partnership between Carmichael's USCL Corporation and the Israel Electric Company to replace 5,000 of Ariel's electric meters with USCL's new EnergyCite meters.

"Ariel prides itself on being Israel's 'Smart City' so I'm pleased that they recognized the technological advances represented in our EnergyCite meters," said USCL Founder and CEO Tom Tamarkin. "The meters offer enormous improvements as they allow consumers to control their power usage and their expenditure on electricity, thereby conserving resources and helping in the fight against global warming."

In speaking of his efforts to have Ariel recognized as Israel's Smart City, Nachman said, "What we, the people of Ariel, have done in the last 16 years is truly astonishing. Every visitor to our city is overwhelmed by our accomplishments. Despite the difficulties before us, we have a national responsibility to continue to strengthen Ariel, both physically and spiritually, through building and development, and through the fostering of Jewish values, Zionism and the love of the land and the Torah." The partnership with USCL is just one example of building the city's infrastructure and the Jewish community.

Nachman's visit included meetings with Governor Arnold Schwarzenegger, Rabbi Mendy Cohen of Chabad of Sacramento, Rabbi Reuven Taff of Mosaic Law Congregation, SMUD Director Bill Slaton, Shalom School President Lisa Breslau, and other members of the community.

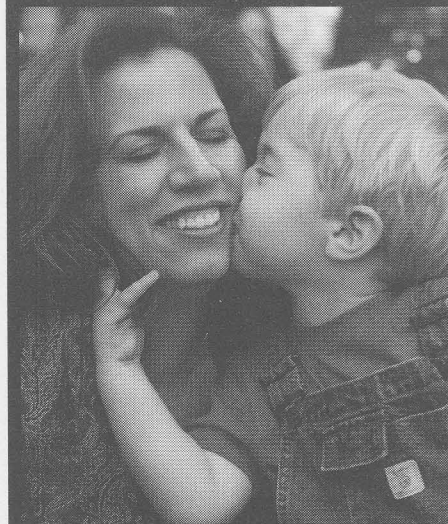


Mayor Ron Nachman of Ariel, Israel, (second from left), visited with USCL Corporation's Corporate Secretary Emily Tamarkin, CEO & founder Tom Tamarkin, and Vice President of Finance Sima Toledano, in the office of Governor Arnold Schwarzenegger. USCL is supplying 5,000 new, technologically advanced electric meters to Ariel.

The City of Ariel selected USCL's meters because they provide many advantages over existing meters by allowing time of use, peak demand, and class of service rate structures. They also provide dynamic, real time pricing. Ariel officials were particularly interested as the meters operate on Wide Area Network data communications and allow the consumer, utility company, and meter to electronically connect. The city operates a sophisticated networking system that makes municipal services and community information accessible to all residents through telecommunication systems, hence its reputation as Israel's Smart City. ★

For more information about USCL, visit [www.usclcorp.com](http://www.usclcorp.com).

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