

# Yorba Linda company one of 'America's most promising'

Company recognized by Forbes is working to create 'the iPod' of energy management devices.

**By JESSICA TERRELL**

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YORBA LINDA - Genea Energy, a local software company that tracks and manages energy use for building management companies, was recently ranked 13th in the nation on Forbes' 2009 list of America's Most Promising Companies.

"I was shocked," Genea founder Keith Voysey said. "To me it's kind of like, even a nut that falls off a tree hits a squirrel once in a while."

The 46-year-old Yorba Linda resident said he felt honored that his company, which employs 60 to 70 people, was chosen by Forbes.

Voysey has a simple way of explaining the complex services that his company provides.

"Have you ever walked into a downtown and seen lights on at 2 a.m.? Basically, that's what our system prevents," Voysey said.

According to Forbes, Genea's software, "saved 20 cents per square foot in energy costs on a 25 million-square-foot office real-estate portfolio."

Genea's current products, which are utilized by buildings in 26 states and three countries, are just the beginning of what Voysey has planned.

He said he wants to revolutionize large building energy use the way that iPods revolutionized music.

Voysey is patenting a device that would allow individual offices within a large building to control individual energy use via the Internet.

"We think it will change the way we use energy," Voysey said. "There are certain things you can do over the Internet that you can't do on an office level."

For example, in areas like Southern California where extreme heat can tax local energy supply and cause rolling blackouts, Genea can work with companies to determine what types of energy are non-essential and turn off power remotely during certain conditions.

"The worst possible outcome for a building owner is for the utility company to turn off power," Voysey said.

By being able to turn off selective power, buildings can continue operating, just in an ultra conservative mode.

Read Jan Norman's blog post about Genea and other Orange County companies on the list by [clicking here](#).

Check out more about Genea at the Forbes' site by [clicking here](#).