

# Fort★Worth BusinessPre

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Serving Tarrant County and Surrounding Areas



Wes McDaniel, left, of Ideal Impact and Gregg Simmons, pastor at the Church of the Cross in Grapevine.

## Guiding light

*Energy solutions company  
generates cash for ministries*

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It was like a light bulb coming on in Wes McDaniel's head.

A little over a year ago, the 53-year-old entrepreneur saw a better way to give back from his successful career in the energy savings industry.

McDaniel launched his fourth energy savings startup, Ideal Impact Inc., a niche business that works with congregations and faith-based schools, nonprofits and companies to reduce their energy consumption and create a new revenue source. By implementing a proactive, customized energy efficiency plan, along with energy education training and coaching, Ideal Impact is able to generate surplus funds that can be allocated for other purposes and provide needed facility improvements – all while creating a positive impact on the environment, he said.

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