



PROFILES IN LEADERSHIP

2012 ENERGY STAR® Awards



Profiles in Leadership: 2012 ENERGY STAR Award Winners

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Letter from the Administrator

March 2012

Overview

On behalf of the U.S. Environmental Protection Agency (EPA), I'm happy to congratulate the 2012 ENERGY STAR Award winners. We are proud to honor organizations that are helping Americans find cost-effective ways to save energy, which is good for our climate, our health, our economy, and our future.

Twenty years ago, EPA created a unique partnership to put the forces of the market behind energy efficiency and a healthier environment for all Americans. Today, we're celebrating two decades of partnership and progress with the ENERGY STAR program.

Together with the U.S. Department of Energy, we have seen ENERGY STAR grow to include nearly 20,000 organizations from every sector of the economy. ENERGY STAR has become a household name, and more than 80 percent of Americans now recognize the ENERGY STAR label. It's no surprise why: With help from ENERGY STAR, American families and businesses have saved nearly \$230 billion on their utility bills, and prevented more than 1.7 billion metric tons of greenhouse gas emissions.

We remain committed to helping America embrace energy efficiency as one of the fastest and easiest ways to save money and prevent pollution. Congratulations to all the 2012 ENERGY STAR Award winners. We look forward to continued partnership and enduring progress toward a healthy environment and prosperous economy for our families and our future.



Lisa P. Jackson
Administrator
U.S. Environmental Protection Agency

Our homes, buildings, and industries cause more than two-thirds of the nation's carbon dioxide emissions. Money-saving investments in energy efficiency can reduce the energy used in many of our buildings across the residential, commercial, and industrial sectors by up to 30 percent. Each year, the U.S. Environmental Protection Agency (EPA) honors a select group of organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. These ENERGY STAR Award winners are chosen from a vast network of nearly 20,000 ENERGY STAR partners, and their achievements demonstrate that improving energy efficiency is one of the fastest and most effective ways to prevent pollution, save money, and create jobs.

The 2012 ENERGY STAR Award winners are an extremely talented and diverse group of organizations. Their work proves that tremendous opportunities exist to embrace energy efficiency and achieve real, sustainable savings. This year we recognize organizations that set the industry standard in the production and sale of energy-efficient products and services, as well as those who have adopted world-class strategies that are eliminating unnecessary energy waste in the buildings where we live, work, play, and learn. The diversity of the ENERGY STAR Award winners represents the breadth and depth of the ENERGY STAR program. With help from EPA's ENERGY STAR program, every company, every community, and every individual can do their part to protect the climate today and for future generations.

These diverse organizations share common best practices. The following pages document their compelling stories of corporate leadership, individual commitment, problem solving, innovation, cost-effective investments and teamwork that have made saving energy and money possible in each organization. Their models of success are a testament to the power of partnership with the ENERGY STAR program to overcome obstacles and take energy efficiency to a higher level.

The ENERGY STAR Awards are EPA's highest honors for outstanding contributions to protecting the environment through superior energy efficiency. Awards are given in several categories that reflect the depth, breadth, and longevity of each partner's achievements. Whether a first time Partner of the Year winner, or a Sustained Excellence winner for the eighth time, winners are both small and large organizations from across the country with distinguished track records of superior performance.

This document profiles the unique accomplishments of each ENERGY STAR Award winner. The stories offer a compelling

demonstration of the strategies and practices that can be followed by others to deliver even greater energy efficiency across the nation.

The ENERGY STAR Awards are extremely competitive and the criteria are rigorous (see Appendix, page X). As we celebrate the 20th anniversary of the ENERGY STAR program, this year's winners continue the long and honored tradition of excellence. The ENERGY STAR Award winners chronicled through these pages work tirelessly to raise the bar and increase awareness of the benefits of energy efficiency through the ENERGY STAR program.

The ENERGY STAR Awards celebrate energy efficiency and climate protection accomplishments across the following areas:

Energy Management: awarded to organizations for adopting a continuous energy management strategy across the organization's entire portfolio of buildings and plants.

New Home Construction: awarded to home builders, home energy raters, and affordable housing programs for building and promoting energy-efficient homes.

Energy Efficiency Program Delivery: awarded to states, utilities, and other organizations for sponsoring energy efficiency programs to improve the efficiency of products, homes, and buildings within their community or territory.

Product Manufacturer: awarded to companies that manufacture consumer and building products including appliances, windows, electronics, and lighting for designing and manufacturing high-efficiency models.

Product Retailer: awarded to companies in the retail sector for extensive commitment to selling ENERGY STAR certified products.

Service and Product Provider: awarded to companies that offer commercial building energy services and products for successfully assisting their clients in strategic energy management and building design.

ENERGY STAR Award winners are helping to transform the market for energy efficiency products and services across the residential, commercial, and industrial sectors. EPA applauds their leadership and looks forward to continued partnership and progress. Please refer to the sections that follow for more information about the 2012 ENERGY STAR Award winners.

Table 1. Award Winners by Category

Corporate Commitment		Page Number
	Sears Holdings Corporation <i>Hoffman Estates, IL</i>	7
Sustained Excellence		Page Number
	APS (Arizona Public Service) <i>Phoenix, AZ</i>	8
	Austin Energy <i>Austin, TX</i>	8
	Building Owners and Managers Association (BOMA) International <i>Washington, DC</i>	9
	CenterPoint Energy <i>Houston, TX</i>	9
	Energy Trust of Oregon <i>Portland, OR</i>	10
	Focus on Energy <i>Middleton, WI</i>	10
	Joint Management Committee <i>West Dennis, MA</i>	11
	New Jersey Board of Public Utilities <i>Trenton, NJ</i>	11
Energy Efficiency Program Delivery	New Mexico Gas Company <i>Albuquerque, NM</i>	12
	New York State Energy Research and Development Authority (NYSERDA) <i>Albany, NY</i>	12
	Oncor <i>Dallas, TX</i>	13
	PNM <i>Albuquerque, NM</i>	12
	Public Service Company of Oklahoma (PSO) <i>Tulsa, OK</i>	13
	Questar Gas Company <i>Salt Lake City, UT</i>	14
	Southern California Edison Company <i>Rosemead, CA</i>	14
	Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP) <i>Lexington, MA</i>	15
	Xcel Energy <i>Minneapolis, MN</i>	15
		3M <i>St. Paul, MN</i>
	ArcelorMittal USA <i>Chicago, IL</i>	16
	Bentall Kennedy (US) <i>Seattle, WA</i>	17
	CalPortland Company <i>Glendora, CA</i>	17
	CBRE <i>Los Angeles, CA</i>	18
Energy Management	Evergreen Public Schools <i>Vancouver, WA</i>	18
	Food Lion Family, Bloom, and Bottom Dollar Food <i>Salisbury, NC</i>	19
	Gresham-Barlow School District <i>Gresham, OR</i>	19
	Hanesbrands Inc. <i>Winston Salem, NC</i>	20
	HEI Hotels & Resorts <i>Norwalk, CT</i>	20
	Hines <i>Houston, TX</i>	21

Table 1

Energy Management (continued)	J. C. Penney Company, Inc. <i>Plano, TX</i>	21
	Jones Lang LaSalle <i>Chicago, IL</i>	22
	Kohl's Department Stores, Inc. <i>Menomonee Falls, WI</i>	22
	Loudoun County Public Schools <i>Broadlands, VA</i>	23
	Merck & Co., Inc. <i>Whitehouse Station, NJ</i>	23
	New York-Presbyterian Hospital <i>New York, NY</i>	24
	Nissan North America, Inc. <i>Smyrna, TN</i>	24
	PepsiCo, Inc. <i>Purchase, NY</i>	25
	Raytheon Company <i>Waltham, MA</i>	25
	Saint-Gobain <i>Valley Forge, PA</i>	26
	TIAA-CREF <i>New York, NY</i>	26
	Toyota Motor Engineering & Manufacturing North America, Inc. <i>Erlanger, KY</i>	27
	TRANSWESTERN <i>Houston, TX</i>	27
	USAA Real Estate Company <i>San Antonio, TX</i>	28
	New Home Construction	Energy Inspectors <i>Las Vegas, NV</i>
EnergyLogic <i>Berthoud, CO</i>		29
Habitat for Humanity of Greater Nashville <i>Nashville, TN</i>		29
KB Home <i>Los Angeles, CA</i>		30
Southern Energy Management <i>Morrisville, NC</i>		30
Product Manufacturer	Andersen Corporation <i>Bayport, MN</i>	31
	Bosch Home Appliances <i>Irvine, CA</i>	31
	GE Appliances & Lighting <i>Louisville, KY</i>	32
	ITW Food Equipment Group LLC <i>Troy, OH</i>	32
	Manitowoc Foodservice <i>New Port Richey, FL</i>	33
	Panasonic Home & Environment Company <i>Secaucus, NJ</i>	33
Whirlpool Corporation <i>Benton Harbor, MI</i>	34	
Product Retailer	Lowe's Companies, Inc. <i>Mooresville, NC</i>	34
Service and Product Provider	Ecova, Inc. <i>Spokane, WA</i>	35
	Energy Education, Inc. <i>Dallas, TX</i>	35
	SClenergy <i>Atlanta, GA</i>	36
Partner of the Year		Page Number
Energy Efficiency Program Delivery	AEP Ohio <i>Columbus, OH</i>	37
	Columbia Gas of Ohio <i>Columbus, OH</i>	37
	ComEd <i>Chicago, IL</i>	37
	Commonwealth of Kentucky <i>Frankfort, KY</i>	38
	Constellation Energy/Baltimore Gas and Electric Company (BGE) <i>Baltimore, MD</i>	38
	Consumers Energy <i>Jackson, MI</i>	39

	Efficiency Vermont <i>Burlington, VT</i>	39
	El Paso Electric <i>El Paso, TX</i>	40
	Entergy Texas <i>Beaumont, TX</i>	40
	Kentucky Housing Corporation <i>Frankfort, KY</i>	38
	KPPC – Kentucky Pollution Prevention Center <i>Louisville, KY</i>	38
	Long Island Power Authority (LIPA) <i>Uniondale, NY</i>	41
	LG&E and KU <i>Louisville, KY</i>	41
	Magic Valley Electric Cooperative, Inc <i>Mercedes, TX</i>	42
	PECO <i>Philadelphia, PA</i>	42
	Southern Maryland Electric Cooperative (SMECO) <i>Hughesville, MD</i>	43
	Utah Building Energy Efficiency Strategies <i>Salt Lake City, UT</i>	43
	Utah Home Performance <i>Salt Lake City, UT</i>	43
	Vermont Gas Systems <i>Burlington, VT</i>	39
Energy Management	Beacon Capital Partners, LLC <i>Boston, MA</i>	44
	Brown Printing Company <i>Waseca, MN</i>	44
	Cleveland Clinic <i>Cleveland, OH</i>	45
	Colgate-Palmolive Company <i>New York, NY</i>	45
	Des Moines Public Schools <i>Des Moines, IA</i>	46
	Eastman Chemical Company <i>Kingsport, TN</i>	46
	General Motors Company <i>Detroit, MI</i>	47
	Liberty Property Trust <i>Malvern, PA</i>	47
	Salt Lake City School District <i>Salt Lake City, UT</i>	48
	Staples, Inc. <i>Framingham, MA</i>	48
	The Boeing Company <i>Chicago, IL</i>	49
New Home Construction	AVR Homebuilders <i>Yonkers, NY</i>	49
	D.R. Wastchak, LLC <i>Tempe, AZ</i>	50
	DuctTesters, Inc. <i>Modesto, CA</i>	50
	NVR, Inc. <i>Reston, VA</i>	51
Product Manufacturer	Air-King, Ltd. <i>West Chester, PA</i>	51
	LG Electronics, Inc. <i>Englewood Cliffs, NJ</i>	52
	ProVia <i>Sugarcreek, OH</i>	52
	Samsung Electronics Co., Ltd. <i>Suwon, South Korea</i>	53
	Scotsman Ice Systems <i>Vernon Hills, IL</i>	53
Service and Product Provider	EnergyCAP, Inc. <i>State College, PA</i>	54
	Fanning/Howey Associates, Inc. <i>Celina, OH</i>	54
	The E Group, a Division of FirstEnergy Solutions Corp. <i>Akron, OH</i>	55

Excellence in ENERGY STAR Promotion		Page Number
	Central Florida Energy Efficiency Alliance <i>Orlando, FL</i>	56
	Design Tech Homes <i>Spring, TX</i>	56
	Good Earth Lighting, Inc. <i>Wheeling, IL</i>	57
	Hoshizaki America, Inc. <i>Peachtree City, GA</i>	57
	Meritage Homes <i>Scottsdale, AZ</i>	58
	National Grid <i>Waltham, MA</i>	58
	North Carolina Energy Efficiency Alliance <i>Boone, NC</i>	59
	Northwest Energy Efficiency Council <i>Seattle, WA</i>	59
	Sea Gull Lighting Products LLC <i>Riverside, NJ</i>	60

Excellence in ENERGY STAR Promotion		Page Number
Affordable Housing	Habitat for Humanity of Metro Denver <i>Denver, CO</i>	60
	Milford Housing Development Corporation <i>Milford, DE</i>	61
Energy-Efficient Product Design	DIRECTV <i>El Segundo, CA</i>	61
	Sharp Electronics Corporation <i>Mahwah, NJ</i>	62
Retailing	Nationwide Marketing Group <i>Winston-Salem, NC</i>	62

Special Recognition		Page Number
	NSTAR Electric & Gas <i>Westwood, MA</i>	63
	NV Energy <i>Las Vegas, NV</i>	63





Award Winner Profiles:

Corporate Commitment

SEARS HOLDINGS

Sears Holdings Corporation Hoffman Estates, Illinois

EPA's ENERGY STAR Corporate Commitment Award recognizes organizations whose superior achievements in energy efficiency span the breadth of the ENERGY STAR program. By fully embracing and integrating the entire ENERGY STAR platform, Sears Holdings Corporation demonstrates world class programs in energy management, energy-efficient product retailing, and consumer outreach that have helped EPA's ENERGY STAR program achieve meaningful reductions in greenhouse gas emissions. Sears Holdings Corporation has a longstanding tradition of excellence in environmental sustainability, tracing back to its early beginnings with ENERGY STAR in 1998. ENERGY STAR Corporate Commitment is a unique honor for Sears Holdings Corporation as only the fifth organization to ever be recognized with this award. Sears Holdings Corporation is the nation's fourth largest broadline retailer with over 4,000 full-line and specialty retail stores in the United States and Canada. Sears Holdings Corporation is the leading home appliance retailer, as well as a leader in tools, lawn and garden, consumer electronics, and automotive repair and maintenance. Key accomplishments include:

- Continuing to maintain and increase its selection of ENERGY STAR qualified products—including increasing its overall ENERGY STAR qualified appliance penetration rate for the second consecutive year, nearly doubling its ENERGY STAR qualified decorative light string SKUs, releasing new ENERGY STAR qualified Craftsman products, and being the first retailer to promote the ENERGY STAR Most Efficient recognition afforded to four of its Kenmore Elite clothes washers in 2011.
- Expanding its best-in-class training program by launching the Green Consultation Program in its Home Appliance Showrooms (HAS) that provides associates with an overarching knowledge of “green” and the ability to speak to multiple areas of the ENERGY STAR program—in 2011, 66 HAS and 26 full-line associates were trained.
- Broadly supporting EPA's Change the World, Start with ENERGY STAR campaign through a variety of educational and sales events at its stores and other venues nationwide—from the “Get Your Green On”

show at Kenmore Live studio to fellow ENERGY STAR partner National Grid's “Tap Into Savings” flash mob at its Sears store in Massachusetts.

- Garnering 64 billion print and broadcast impressions for ENERGY STAR in 2011, representing an increase of 28 percent over 2010.
- Facilitating ENERGY STAR retail and product manufacturing partnerships with both Kenmore and Kmart.
- Reducing company-wide energy consumption by 6.5 kBtu per square foot, representing a 4.3-percent improvement in energy efficiency in 2011. Since 2006, it has achieved 1,371,648,000 kWh in electricity savings.
- Earning recognition as an ENERGY STAR Leader in 2011 for improving energy efficiency by more than 10 percent across its entire portfolio of Kmart buildings.
- Earning ENERGY STAR certification for nearly 300 buildings across its portfolio and benchmarking an additional 230 buildings over 2010, including distribution centers, Home Services warehouses, Home Appliance Showroom stores, and Hardware stores.
- Retrofitting lighting in 77 stores, auto centers, and distribution centers and completing HVAC retrofits in 48 stores.
- Participating in the 2011 ENERGY STAR National Building Competition and achieving a 20 percent reduction in energy use intensity for the facility, and hosting its own 3-month building energy competition, the Kmart Kilowatt Challenge.
- Establishing a recognition program to celebrate staff achievements toward saving energy.
- Offering a comprehensive sustainability website (www.sears.green and www.kmart.green) that offers consumers insights into Sears Holdings Corporation's comprehensive commitment to energy efficiency throughout its entire organization—from its facilities to its products.

Award Winner Profiles:

Sustained Excellence

Fifty-eight organizations are recipients of this most prestigious ENERGY STAR award for their long-term commitment to protecting our environment through superior energy efficiency. These winners exhibit outstanding leadership and achievements year after year.

ENERGY EFFICIENCY PROGRAM DELIVERY



APS (Arizona Public Service)

Phoenix, Arizona

APS (Arizona Public Service) is Arizona's largest and longest-serving electric utility, with more than 1.1 million customers across the state. Since becoming an ENERGY STAR New Homes and ENERGY STAR qualified products partner in 2005, APS has expanded its ENERGY STAR portfolio to include ENERGY STAR certified buildings and Home Performance with ENERGY STAR (HPwES). APS is receiving the ENERGY STAR Award for Sustained Excellence—Energy Efficiency Program Sponsor for its role as a regional leader in energy efficiency and its ongoing commitment to ENERGY STAR for New Homes and HPwES. Key accomplishments in 2011 include:

- Providing incentives for more than 1,170 ENERGY STAR certified homes, bringing the total number of certified homes since 2006 to 9,350.
 - Exceeding program goals for HPwES by conducting nearly 4,500 audits and over 1,600 retrofits, while maintaining a strong conversion rate of 38 percent. This represents savings of more than 111,000 MWh over the expected life of the measures.
- Reaching a milestone goal of having all of the top 20 Arizona home builders by volume participate in the APS ENERGY STAR New Homes program.
 - Introducing a low-interest financing product to help customers finance their HPwES energy efficiency projects, in partnership with the National Bank of Arizona.
 - Promoting ENERGY STAR through its Solutions for Business Program by conducting half-day training sessions on benchmarking with the Portfolio Manager measurement and tracking tool and reviewing ENERGY STAR tools and resources in all customer and trade ally training sessions.
 - Promoting the sale and use of more than 2.5 million ENERGY STAR qualified CFLs in 2011 through incentives and creative educational promotions.



Austin Energy

Austin, Texas

With more than 330,000 residential customers, Austin Energy is the City of Austin's municipal electric utility, delivering power to a service territory of more than 420 square miles. The company is receiving ENERGY STAR Sustained Excellence recognition for continuing to enhance and expand its Home Performance with ENERGY STAR (HPwES) program. Key 2011 accomplishments include:

- Surpassing its 2011 HPwES retrofit goals by completing more than 3,100 retrofits.
 - Achieving an average savings per participating household of more than 5,300 kWh, or \$180, for a total savings of approximately 5.9 million kWh through its loan and rebate programs in 2011.
- Encouraging HPwES participants to implement all recommended efficiency measures through consumer education and incentives. In 2011, more than half of all participants, or over 1,600 households, completed three or more of the recommended measures; more than 40 percent, or over 1,300 households, completed all of the recommended measures.
 - Introducing software for use by contractors to automate the HPwES application process, which is anticipated to streamline the program, minimize errors, and speed up the data reporting and application processes.
 - Integrating a longstanding HPwES program with the new rigors of being a grantee of the U.S. Department of Energy's Better Buildings.



Building Owners and Managers Association (BOMA) International

Washington, District of Columbia

The Building Owners and Managers Association (BOMA) International is a multinational federation of more than 100 local associations and affiliated organizations. Together, its 16,500-plus members own or manage more than 80 percent of commercial properties across North America, or more than 9 billion square feet. BOMA is receiving ENERGY STAR Sustained Excellence recognition for its leadership in promoting the adoption of energy efficiency best practices to the commercial real estate market. Key 2011 accomplishments include:

- Expanding its 7-Point Challenge to spur service and product providers to improve the energy efficiency of both their own facilities and those of their commercial real estate clients. The Challenge is a call to action to improve energy efficiency by 30 percent by 2012 that has been answered by more than 130 member companies and associations representing 3 billion square feet of office space since launching in 2007.
- Continuing to build on the success of the Kilowatt Crackdown voluntary competition model by launching new Kilowatt Crackdowns led by BOMA Carolinas-West

Virginia and BOMA Cincinnati, in addition to nine other annual competitions across the nation.

- Launching the BOMA STARS initiative to promote the importance of benchmarking energy consumption in commercial buildings through Portfolio Manager and sharing it with BOMA's master account to help demonstrate the effectiveness of the voluntary marketplace. Since January 2011, more than 1,970 buildings have been benchmarked and shared.
- Making benchmarking with Portfolio Manager a prerequisite of its prestigious award program, The Outstanding Building of the Year (TOBY).
- Continuing to increase participation in the BOMA 360 Performance Program, with close to 175 buildings earning the BOMA 360 designation, nearly double the number of facilities designated since the program's inception.
- Forming the Data Access and Transparency Alliance with key partners to work with utilities, regulators, and public policymakers to compel utilities to provide whole-building aggregate data for benchmarking.

Sustained
Excellence



CenterPoint Energy

Houston, Texas

CenterPoint Energy is an electric transmission and distribution utility serving the greater Houston area with the goal of creating a sustainable market for the construction and sale of ENERGY STAR certified homes. A partner since 2001, CenterPoint Energy is receiving ENERGY STAR Sustained Excellence recognition for its longstanding and comprehensive support of ENERGY STAR for New Homes. Key accomplishments in 2011 include:

- Supporting the construction of more than 8,000 ENERGY STAR certified homes, contributing to a total of 113,000 certified homes built since 2001.
- Facilitating the transition to Version 3 by distributing informational newsletters and emails and holding 40 one-on-one meetings and hundreds of phone calls to keep builders and raters informed about ENERGY STAR Version 3 requirements, and conducting outreach events to recognize partners' achievements.

- Holding various training sessions—both technical, such as HVAC Quality Installation and System Design class for local HVAC companies, and sales-oriented, such as home builder sales training for sales staff—to maintain momentum and garner more support for the program.
- Delivering two ENERGY STAR Version 3 Better Homes Cost Less presentations and exhibiting at the Greater Houston Builders Association New Home and Remodeling Show to educate consumers about the value and benefits of ENERGY STAR certified homes.
- Encouraging builder partners to leverage the ENERGY STAR brand by providing free marketing collateral such as yard signs, door mats, and brochures. Builders were also encouraged to utilize the resources on energystar.gov.



Energy Trust of Oregon Portland, Oregon

Energy Trust of Oregon is an organization dedicated to helping utility customers benefit from saving energy and generating renewable energy. Energy Trust of Oregon is receiving ENERGY STAR Sustained Excellence recognition for its use of Home Performance with ENERGY STAR (HPwES) in overcoming market barriers to the adoption of energy efficiency. Key 2011 accomplishments include:

- Using HPwES as a core program element in the Clean Energy Works Oregon program, through which the City of Portland distributed a \$20 million Better Buildings grant. The grant was funded through the American Recovery and Reinvestment Act and offered energy efficiency improvements to homes without upfront costs.
- Assessing 1,650 homes for energy efficiency opportunities and completing approximately 700 HPwES projects.
- Increasing the number of participating contractors to 37—a 133 percent increase over 2010—and supporting a vibrant Home Performance Contractors Guild that builds the overall professionalism of this emerging trade.
- Motivating customers to install, on average, 4.3 energy-saving measures per project through its Savings Within Reach program, which offers increased incentives to moderate-income households, and helping them save more than 344,000 kWh overall.
- Implementing a targeted marketing campaign that incorporated behavior-based messaging, leading to a rise in the number of homeowner inquiries about HPwES.



Focus on Energy Middleton, Wisconsin

Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy, serving more than 110,000 commercial establishments and nearly 5,000 residents across the state of Wisconsin. Focus on Energy is receiving ENERGY STAR Sustained Excellence recognition for its comprehensive approach to the delivery of commercial sector energy efficiency programs and Home Performance with ENERGY STAR (HPwES). Key 2011 accomplishments include:

- Piloting Building Performance with ENERGY STAR through a Retail Energy Management Challenge that included the benchmarking of over 100 stores and 100 million square feet of space with the four large retail customers.
- Increasing its benchmarking efforts and incorporating metrics into its market segment outreach targets, leading to significant increases in the number of buildings benchmarked. Focus on Energy's gross energy savings for the commercial sector totaled more than 102 million kWh of electricity and 1.7 million therms of gas.
- Enrolling three new buildings in 2011 into its multifamily high-rise pilot program, one of which earned the ENERGY STAR and the other two are on target to be certified in 2012.
- Maintaining an ally network of over 500 HPwES contractors, auditors, and installers, and continuing to promote the program to Wisconsin residents through print, broadcast, and online placements. The program has saved its customers nearly 1 million kWh in 2011.
- Creating the Rental Housing Energy Evaluation Program (RHEEP) to offer specialized incentives and discounted audits to 2-3-unit housing occupants, a market with historically low participation.



Joint Management Committee West Dennis, Massachusetts

The Joint Management Committee is a multi-utility and energy efficiency service provider effort that sponsors the Massachusetts New Homes with ENERGY STAR program. Members include Berkshire Gas, Cape Light Compact, Columbia Gas of Massachusetts, New England Gas, National Grid Gas & Electric, NSTAR Gas & Electric, and Western Massachusetts Electric Company. This joint effort is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to increasing the production and market share of ENERGY STAR certified homes. Key 2011 accomplishments include:

- Delivering more than 2,675 ENERGY STAR certified new homes to the Massachusetts residential market and increasing the market share of ENERGY STAR certified homes to 31 percent, a 3 percent increase over 2010.

- Achieving an estimated 5.6 million kWh of annual energy savings, 383 kW of summer peak demand, and 85 kW of winter peak demand for Massachusetts homeowners in 2011.
- Focusing its outreach efforts through geo-targeted marketing by comparing new construction to historical permit data and analyzing these data using GIS mapping software.
- Increasing the use of social media to show cities, towns, and market actors where energy-efficient building is occurring and to drive participation in low-performing areas, as well as to identify for homebuyers the towns that are building ENERGY STAR certified homes.
- Continuing three pilot programs to address barriers to energy efficiency that exist in multifamily new construction, major renovations, and lighting design, as well as educating municipalities and builders on code compliance and the difference between ENERGY STAR Versions 2 and 3.

Sustained
Excellence



New Jersey Board of Public Utilities Trenton, New Jersey

New Jersey Board of Public Utilities (NJBP) promotes energy efficiency and clean energy by providing financial incentives and informational services to New Jersey residents, business owners, and local governments through its statewide New Jersey's Clean Energy Program. NJBP is receiving ENERGY STAR Sustained Excellence recognition for its innovative and high-quality delivery of energy efficiency programming across the commercial and residential sectors. Key 2011 accomplishments include:

- Supporting more than 2,500 Home Performance with ENERGY STAR completions and offering homeowners incentives of up to \$5,000 in addition to zero-percent interest loans.
- Providing marketing support for participating contractors through direct mail, radio, and cooperative advertising strategically targeting specific areas across the state. NJBP also promotes the program at local events to engage directly with homeowners.
- Completing 3,905 ENERGY STAR certified new homes—increasing its market share to 44.5 percent of the new housing market in New Jersey.
- Making Energy Efficiency and Conservation Block Grants available to 512 eligible counties and municipalities. These grants resulted in 1,545 individual projects that installed energy efficiency measures, including more than 96,000 ENERGY STAR qualified lighting fixtures.
- Offering a broad portfolio of energy efficiency initiatives for commercial, industrial, and local government customers addressing new construction, benchmarking, and retrofit and equipment replacement. These initiatives achieved an annual energy savings of more than 103,000 MWh and 50,000 DTh in 2011.
- Piloting Building Performance with ENERGY STAR by extending its Pay for Performance program to include strategic energy management guidance and working with portfolios of customers' buildings.



New Mexico Gas Company and PNM Albuquerque, New Mexico

New Mexico Gas Company (NMGC), which provides natural gas services to more than 500,000 New Mexico customers, and the Public Service Company of New Mexico (PNM), the state's largest electricity provider, work in partnership with the El Paso Electric company to sponsor a statewide ENERGY STAR New Homes program. NMGC and PNM are receiving ENERGY STAR Sustained Excellence recognition for their continued commitment and participation in the ENERGY STAR New Homes program. Key 2011 accomplishments include:

- Recruiting 20 home builders and one new HERS Rater to partner with ENERGY STAR, for a cumulative total of 66 builders and 30 raters since 2009.
- Sponsoring the construction of approximately 400 homes that have earned the ENERGY STAR for a total of approximately 3,000 ENERGY STAR certified homes since 2009.
- Offering a special incentive tier for ENERGY STAR certified homes that achieve a HERS Index of 50 or lower to encourage builders to construct higher-performing homes in light of more stringent building codes.
- Training home builders, trade contractors, and market allies on the transition to ENERGY STAR Versions 2.5 and 3.
- Presenting and conducting outreach on ENERGY STAR certified homes at Home Builder Association meetings, state local code change meetings, and REALTOR Association meetings, reaching approximately 1,200 individuals.



New York State Energy Research and Development Authority (NYSERDA) Albany, New York

As a public benefit corporation, the New York State Energy Research and Development Authority (NYSERDA) administers programs that are designed to help New York meet its energy goals: reducing energy consumption, promoting the use of renewable energy sources, and protecting the environment. NYSEDA is receiving ENERGY STAR recognition for Sustained Excellence in delivering its Home Performance with ENERGY STAR (HPwES) program. NYSEDA also undertakes activities to promote ENERGY STAR qualified products and the ENERGY STAR New Homes program. Key 2011 accomplishments include:

- Completing almost 6,000 energy efficiency improvement projects under the HPwES program, for a total of more than 42,000 projects to date, with cumulative savings of 28 million kWh and 1.4 MMBtu.
- Achieving a HPwES assessment-to-job conversion rate of 30 percent.
- Conducting approximately 1,000 Quality Assurance Field Inspections—a 16 percent inspection rate of HPwES homes in NYSEDA's market.
- Strengthening the HPwES trade by offering energy efficiency career training to more than 800 students.
- Sponsoring the construction of more than 1,600 ENERGY STAR certified homes through its New York ENERGY STAR Homes program, for a total of more than 19,000 ENERGY STAR certified homes since 2001.
- Increasing market share for specific ENERGY STAR qualified products by 8 percent and saving New Yorkers more than 101 million kWh in electricity and \$12 million in energy costs through its Energy Smart Products program in 2011.



Oncor
Dallas, Texas

As a regulated electric utility, Oncor operates the largest distribution and transmission system in Texas, delivering power to approximately 3 million homes and businesses in urban, rural, and suburban areas of the state. Oncor is receiving ENERGY STAR Sustained Excellence recognition for its continuous commitment to the ENERGY STAR New Homes program and the Home Performance with ENERGY STAR (HPwES) program. Key 2011 accomplishments include:

- Sponsoring the construction of approximately 1,500 ENERGY STAR certified single-family homes, which will yield an estimated 3.6 MW and more than 4 million kWh of annual energy savings.
- Launching an aggressive ENERGY STAR Version 2.5 pilot program to prepare the market for transitioning to ENERGY STAR Version 3 in 2012, and revising all training courses and online resource kits to include

updated Version 3 information, cost savings, and benefits messaging.

- Training more than 160 realtors on the benefits of ENERGY STAR certified homes, for a total of more than 1,000 real estate agents and realtors educated to become champions for ENERGY STAR.
- Sponsoring the improvement of approximately 1,000 homes through HPwES, thereby realizing more than 1,000 kW and 1.02 MW in energy savings.
- Recruiting and training nearly 20 new HPwES contractors in 2011.
- Achieving a high satisfaction rate with customers; upon surveying customers that participated in Oncor's HPwES program, 98 percent of respondents would recommend the program to a friend and would recommend their contractor to a friend.

Sustained
Excellence



**PUBLIC SERVICE
COMPANY OF
OKLAHOMA**

A unit of American Electric Power

Public Service Company of Oklahoma (PSO)
Tulsa, Oklahoma

Public Service Company of Oklahoma (PSO) has served Oklahoma's electric energy needs since 1913, and today serves approximately 527,000 customers in 230 cities and towns. PSO is receiving ENERGY STAR recognition for expanding the adoption of ENERGY STAR certified new homes in Oklahoma. PSO has also been a dedicated supporter of Home Performance with ENERGY STAR (HPwES). Key accomplishments in 2011 include:

- Supporting 32 home builders in constructing approximately 200 ENERGY STAR certified homes, bringing the total number built since 2008 to approximately 1,500.
- Helping builders transition to ENERGY STAR Version 3 by delivering three technical training sessions on the specification at the Home Builders Association of Greater

Tulsa, as well as a seminar on the comfort, quality, and cost savings of an ENERGY STAR certified home.

- Holding a Builders Roundtable Discussion to provide participants with an opportunity to provide feedback about the utility's energy efficiency program. This dialogue provided participants with program ownership for future program development.
- Offering a production incentive to HERS Raters to help encourage productivity, and meeting with raters throughout the year to facilitate understanding of Version 3 changes.
- Recruiting 15 contractors to provide audit and upgrade services to approximately 250 homeowners throughout PSO's territory in the first year of its HPwES program.



Questar Gas Company

Salt Lake City, Utah

Founded in 1929, Questar Gas Company provides natural gas service to almost 900,000 customers in Utah, southwestern Wyoming, and a portion of southeastern Idaho. Questar is receiving ENERGY STAR Sustained Excellence recognition for maintaining a significant market share through its continued dedication to sponsoring and delivering ENERGY STAR certified new homes. Key 2011 accomplishments include:

- Sponsoring the construction of more than 1,900 ENERGY STAR certified homes and 1,200 ENERGY STAR certified multifamily units in 2011 alone—contributing to a total of more than 10,600 homes and 3,600 units since the program's inception in 2007.
- Maintaining more than 35 percent builder market share, despite challenging market conditions.

- Facilitating the successful transition to ENERGY STAR Version 3 by providing information to builders and key staff about the new guidelines through specialized training sessions.
- Sponsoring five Parade of Homes events that featured call-out cards to educate visitors about energy-efficient features and providing additional incentives to builders who included energy efficiency measures in their homes.
- Collaborating with Rocky Mountain Power to move code builders toward the ENERGY STAR New Homes program and to overcome barriers facing trade allies that participate in both programs.



An EDISON INTERNATIONAL® Company

Southern California Edison Company

Rosemead, California

Southern California Edison Company (SCE) delivers electrical energy solutions to nearly 14 million residents in southern and central California, using ENERGY STAR to present a consistent message on the benefits of energy efficiency to all California residents. SCE's long-standing commitment to ENERGY STAR, its leadership in program design and delivery for long-term market transformation, and its successes in overcoming market barriers to energy efficiency for its residential, business, and government/institutional customers all set the company apart. Key accomplishments in 2011 include:

- Devising multifaceted upstream, midstream, and downstream approaches to market transformation and energy efficiency program delivery—including seeding California's changing lighting market with ENERGY STAR qualified products representing a broad spectrum of existing and advanced lighting technologies.
- Ensuring that ENERGY STAR qualified products are promoted across all programs, including its low-income assistance programs, which offer products that have earned the label when serving eligible customers.

- Empowering its customers to adopt energy-efficient lifestyles by participating in EPA's Change the World, Start with ENERGY STAR campaign—including driving the ENERGY STAR pledge, participating in the ENERGY STARs Across America consumer event series, and spreading the word through a range of social media platforms.
- Networking strategically with 10 building industry associations and with other key professionals in the residential building industry; SCE used these partnerships to collaborate in designing new ways to increase public awareness of the benefits of ENERGY STAR certified homes.
- Expanding a free automated benchmarking service, in cooperation with EPA, and increasing enrollment to over 1,000 SCE customers.
- Partnering with customers to exceed its electricity savings goals by delivering 1,694 GWh in energy savings and 324 MW of permanent demand reduction.



Northeast Energy Efficiency Partnerships

Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP) Lexington, Massachusetts

The sponsoring organizations of the Northeast Retail Products Initiative (the Initiative), facilitated by Northeast Energy Efficiency Partnerships (NEEP), include: Cape Light Compact, National Grid (Massachusetts, Rhode Island), NSTAR Electric, Western Massachusetts Electric Company (WMECO), NHSaves (National Grid, Unitil, Public Service of New Hampshire, New Hampshire Electric Co-op), Efficiency Vermont, Connecticut Light & Power, The United Illuminating Company, Long Island Power Authority (LIPA), and New York State Energy Research and Development Authority (NYSERDA). The Initiative continues to shine for its ongoing commitment to regional collaboration as the key driver of market transformation for ENERGY STAR qualified products, and its dedication to continual innovation in programs that respond to changing market pressures and deliver the best possible long-term energy savings and environmental benefits. Key 2011 accomplishments include:

- Implementing a residential customer-focused lighting and appliance program that includes consumer incentives, innovative multimedia marketing plans, and field service outreach.
- Broadening existing regional marketing programs and partnerships in the Northeast to extend the benefits of energy efficiency and ENERGY STAR to new or under-represented retail markets, and focusing efforts toward historically underserved segments such as senior, lower income, and non-English speaking residents.
- Working with more than 4,000 retailers to help train sales staff on the benefits of ENERGY STAR qualified appliances and lighting products, making more than 24,000 site visits and providing a total of 10,000 hours of retail training.
- Achieving over 5 million MWh in lifetime energy savings through promotions and activities conducted by the Initiative participants in 2011 alone.

Sustained
Excellence



Xcel Energy Minneapolis, Minnesota

As a leading energy provider operating in eight western and midwestern states, Xcel Energy provides energy-related products and services to 3.4 million electricity customers and 1.9 million natural gas customers. Xcel Energy is receiving ENERGY STAR recognition for the continued exceptional delivery of its ENERGY STAR certified new homes program. Key accomplishments in 2011 include:

- Achieving a market penetration of 60 percent in Minnesota and 47 percent in Colorado.
- Recruiting an additional 12 builders and two rating companies in Minnesota for a total of more than 125 builders and 16 rating companies actively participating in its ENERGY STAR New Homes program. The top 10 builders in the state all participate in the program.
- Partnering with the Builders Association of the Twin Cities (BATC) to help bring the ENERGY STAR New Homes program to more builders and to showcase energy-efficient homes during the 2011 Energy-Efficient Home on Tour event.
- Holding free seminars and training sessions for builders and realtors to explain ENERGY STAR Version 3 and to help transition the program's builders to the next specification.
- Recruiting over 100 home builders to attend Colorado's annual ENERGY STAR summit for which Xcel was the primary sponsor. Builders and other stakeholders learned about the benefits of participating in the ENERGY STAR program.

ENERGY MANAGEMENT

3M

3M

St. Paul, Minnesota

3M is a multinational technology company with operations in more than 65 countries that continues to strategically manage energy use throughout its operations. 3M recognizes energy efficiency as a key element in corporate responsibility while maintaining a competitive advantage. 3M is receiving ENERGY STAR Sustained Excellence recognition for its ongoing improvements in energy performance and sustainability efforts. Key 2011 accomplishments include:

- Improving global energy efficiency by 8.9 percent, thereby saving more than \$43 million in energy costs. The company has reduced its energy intensity by 30 percent since 2005.
- Completing 177 energy efficiency projects to save more than \$7 million and dedicating resources in 2011 for enhancing its reporting system to benchmark an additional 154 facilities.
- Encouraging smaller energy projects by committing \$1 million in funds and relaxing the payback period from 2 years to 4 years for smaller projects.
- Issuing the Sourcing Sustainability Standard that encourages suppliers to be proactive in sustainable supply, including increasing energy and resource efficiency and mentoring 15 suppliers in the development and completion of eco-efficiency projects.
- Achieving the ENERGY STAR Challenge for Industry 10 percent reduction goal at two of its plants.
- Hosting the Global 3M Energy Conference that brought together the company's energy leaders from around the globe to share and learn from each other on energy-related topics.



ArcelorMittal

ArcelorMittal USA

Chicago, Illinois

ArcelorMittal, the world's leading steel and mining company, provides steel solutions for the automobile, construction, household appliance, and energy markets. ArcelorMittal USA is receiving ENERGY STAR Sustained Excellence recognition for continuing to build upon its energy management foundation to advance new energy strategies. Key 2011 accomplishments include:

- Achieving a 1.3 percent reduction in energy intensity for U.S. operations; energy savings equate to nearly \$20 million in the first three quarters of 2011, enough to power more than 66,400 U.S. households.
- Reducing use of coal and coke by 5 percent by using natural gas to power blast furnace operations.
- Reducing the electricity intensity per liquid steel ton by 4.3 percent from 2010.
- Supporting long-term strategic energy management by developing 10-year energy roadmaps for its integrated mills and 5-year roadmaps for its smaller U.S. facilities to enable more decisive goal setting and action planning.
- Expanding the U.S. energy management organization's responsibilities across ArcelorMittal Americas to include sites in Brazil, Mexico, and Canada.
- Instituting strategic projects, including a steam trap inspection and repair program resulting in monthly savings of \$150,000 at two of its largest plants, as well as increasing power generation by reducing flaring to save more than \$255,000 per month in purchased electricity.
- Building its 2011 communication campaign to reach 1.1 million people through six national advertisements and 900,000 readers through local newspaper, while educating new media markets about the value of energy efficiency and ENERGY STAR.



Bentall Kennedy (US) Seattle, Washington

As one of North America's largest independent real estate investment advisors, Bentall Kennedy (US) serves more than 500 clients across 142 million square feet of commercial space valued at \$26 billion, including assets in the United States valued at more than \$8.6 billion. Bentall Kennedy (formerly Kennedy Associates) is receiving ENERGY STAR Sustained Excellence recognition for continuing to set and achieve new energy efficiency goals for its portfolio using ENERGY STAR tools and resources. Key 2011 accomplishments include:

- Benchmarking 119 eligible office and industrial buildings monthly, representing approximately 20 million square feet.
- Reducing energy use by 2.5 percent in 2011 over the previous year, resulting in a cumulative reduction of 18.4 percent since 2008 and nearly \$5 million in energy cost savings.
- Maintaining an average ENERGY STAR score of 77 across its entire portfolio, even with 1.4 million square feet of new leasing.
- Earning the ENERGY STAR for 69 buildings, representing 14.4 million square feet, \$2.8 billion in market value, and more than 70 percent of its benchmarked portfolio.
- Expanding benchmarking to its multifamily portfolio by conducting a pilot program for five assets representing 2 million square feet, which included training property managers on the use of Portfolio Manager, conducting site visits, and creating comprehensive reports with actionable recommendations for saving energy and water.
- Communicating the value of ENERGY STAR by highlighting ENERGY STAR successes in client updates, asset case studies, newsletters, energy conservation best practice guides, speaking engagements, and its annual Corporate Social Responsibility report.

Sustained
Excellence



CalPortland Company Glendora, California

CalPortland Company is a major producer of cement, concrete, aggregates, and asphalt in the western United States. Energy management is a key component of the company's sustainability strategy. CalPortland is receiving ENERGY STAR Sustained Excellence recognition for its extensive outreach and assistance to new industries and ENERGY STAR partners in energy management. Key 2011 accomplishments include:

- Reducing energy intensity by nearly 1 percent while cutting total energy use by 3.2 percent despite challenging market conditions in the construction industry that negatively affect energy efficiency.
- Developing an extensive internal communication and information infrastructure to support energy management activities across the company and to facilitate extension of best practices and management strategies in all facilities.
- Revamping the company's purchasing policy to require purchasing only energy-efficient products through national accounts and according to specifications defined by the company.
- Supporting research into fuel use and driving patterns for its ready-mixed concrete trucks; this research resulted in changes to truck gearing, idle time policies, and truck routing for reductions in the use of diesel fuel, a significant energy source for the company.
- Building upon the success of the energy management organization by establishing a Green Team to support energy management as part of the company's sustainability efforts and to reach a greater number of employees.
- Supporting ENERGY STAR in the development of a new Industrial Focus on energy efficiency in concrete manufacturing.

CBRE

CB RICHARD ELLIS

CBRE Los Angeles, California

CBRE is one of the world's largest commercial real estate services firms, managing nearly 3 billion square feet of commercial properties and corporate facilities worldwide. CBRE is receiving ENERGY STAR Sustained Excellence recognition for using its leadership position to raise the bar for energy efficiency across the industry, while leveraging ENERGY STAR as the foundation of its approach. Key 2011 accomplishments include:

- Increasing the total number of CBRE-managed buildings benchmarked in Portfolio Manager by 10 percent compared to 2010, for a total of more than 1,500 buildings, representing over 255 million square feet.
- Earning the ENERGY STAR for 247 buildings, bringing CBRE's number of buildings certified since 2002 to a total of 478.
- Achieving an average ENERGY STAR score of 79 across its 150-million-square-foot portfolio of buildings with more than 24 months of data, a one-point improvement over 2010.
- Bringing to scale a Web-based dashboard that reports sustainability metrics, including ENERGY STAR scores and eligibility, at the executive level, in order to encourage property management teams to continue improving the quality of data and quantity of buildings benchmarking energy use.
- Continuing its successful partnership with Building Owners and Managers Association (BOMA) International to train all CBRE real estate managers and building engineering staff and achieving an industry milestone of more than 10,000 attendees since 2007.
- Continuing to educate employees and the community about energy efficiency by participating in EPA's 2011 ENERGY STAR National Building Competition and earning top rankings for two CBRE-managed buildings, as well as launching a blog with twice-weekly articles on sustainability and energy-related topics, including ENERGY STAR.



Evergreen Public Schools

Evergreen Public Schools Vancouver, Washington

Evergreen Public Schools (EPS) is the fourth largest district in Washington and serves almost 27,000 students in 35 schools. EPS is receiving ENERGY STAR Sustained Excellence recognition for its ongoing commitment to finding new ways to save energy and promote its successes with ENERGY STAR. Key 2011 accomplishments include:

- Raising its ENERGY STAR score by two points for an average portfolio-wide score of 79, a 42-point increase since 2008 that reflects a 38 percent reduction in energy use overall.
- Saving \$1.7 million through a multifaceted energy management approach, for a total of more than \$4 million since 2008—equivalent to the resources necessary to employ 72 teachers.
- Earning the ENERGY STAR for an additional elementary school, bringing the total to 22 certified buildings since 2008.
- Continuing to identify, fund, and complete energy efficiency projects despite a significant downturn in the local economy. In 2011, EPS identified four major projects to improve HVAC and lighting, replace boilers, and upgrade thermostats at several large district sites and allocated almost \$6 million to complete all of these projects.
- Encouraging district staff and the community to save energy by including energy efficiency updates in the district newsletter, which is circulated to more than 66,000 households; distributing almost \$26,000 in incentives to its schools for participating in energy-saving activities; presenting about ENERGY STAR successes at meetings and events; and challenging local businesses to “treat their business like a school district” when looking for energy-saving opportunities.



Food Lion Family, Bloom, and Bottom Dollar Food Salisbury, North Carolina

Food Lion Family, Bloom, and Bottom Dollar Food is the largest operating entity of Belgium-based Delhaize Group, operating more than 1,300 grocery stores in 11 southeast and mid-Atlantic states and employing more than 74,000 associates. Food Lion Family, Bloom, and Bottom Dollar Food is receiving Sustained Excellence recognition for its continued dedication to identifying, developing, and investing in new technologies and operational best practices to save energy and money. Key 2011 accomplishments include:

- Reducing company-wide energy consumption by 1.3 percent, thereby eliminating the consumption of 87.7 billion Btu and saving more than \$2.04 million. Since 2000, the grocers have improved efficiency by more than 28 percent, or 2 trillion Btu, and saved more than \$61 million.
- Earning the ENERGY STAR for an additional 37 stores, for a total of 1,052 stores, or 77 percent of its entire chain.
- Mentoring independently operated sister company Sweetbay Supermarket, by helping it launch multiple energy management initiatives and earn the ENERGY STAR for 53 of its 105 stores.
- Expanding a successful pilot program to put glass doors on medium-temperature cases—a measure found to cut a store’s overall energy bills by 10 percent without impacting sales—by tripling capital investment in 2011 to more than \$5 million and enclosing cases at another 106 stores.
- Inspiring others to take action by sharing successes with employees, customers, and competitors; company representatives served as speakers and panel experts at energy-related conferences and events, contributed to white papers, and created 30-second announcements about energy conservation that are played over in-store PA systems.

Sustained
Excellence



Gresham-Barlow School District Gresham, Oregon

Gresham-Barlow School District (Gresham-Barlow) is the tenth largest district in Oregon and educates approximately 12,000 K-12 students across its 19 schools. The district is receiving ENERGY STAR Sustained Excellence recognition for its leadership among school districts in maintaining deep energy savings and continuing to enhance its comprehensive energy management program. Key 2011 accomplishments include:

- Saving \$1.5 million annually in avoided energy costs, equivalent to the combined salaries of 27 teachers.
- Sustaining its goal of 50 percent cost avoidance for the second consecutive year, as measured against the baseline year of 1997 to 1998, despite a significant reduction in buildings and grounds staff.
- Assisting school districts in Oregon, Washington, California, Colorado, Kentucky, and Tennessee with setting up energy management programs based on its own successful model.
- Finding new ways to foster a culture of energy awareness among students and staff by exploring the student energy program at Kenton County School District in Fort Wright, Kentucky, and integrating its energy management best practices into students’ environmental clubs.
- Distributing more than \$30,000 to schools as a financial incentive for performance, participation, and effort in managing energy use.
- Continuing to publically post monthly ENERGY STAR scores for each school on its Energy Center website to encourage competition among schools and demonstrate its energy management successes to the community.

HANES *Brands Inc*

Hanesbrands Inc.

Winston-Salem, North Carolina

Hanesbrands Inc. is a leading manufacturer of apparel essentials found in nearly all households in America. The company seeks to be an environmental leader in the international apparel industry and has made strong energy management practices a cornerstone of this vision. Since becoming an ENERGY STAR partner, Hanesbrands has significantly expanded and improved its energy program with impressive speed. Hanesbrands is receiving ENERGY STAR Sustained Excellence recognition for its commitment to energy efficiency and the ENERGY STAR partnership. Key 2011 accomplishments include:

- Improving energy efficiency by 3.7 percent and water intensity by 5.9 percent. Since 2007, Hanesbrands has reduced energy intensity by over 21 percent, cut carbon emissions by over 27 percent, increased its use of renewable energy to 35 percent of its total energy use, and avoided more than \$20 million in energy and water costs.
- Increasing the visibility of energy management within the corporate structure and enhancing the level of executive support.
- Achieving the ENERGY STAR Challenge for Industry 10 percent reduction goal for six of its 30 sites taking the Challenge.
- Promoting ENERGY STAR tools and resources to Hanesbrands' facilities around the world and at conferences in the United States and abroad.
- Highlighting its partnership with ENERGY STAR in strategic communication campaigns to wholesale customers, consumers, key suppliers, investors, and shareholders through over 86 million impressions.



HEI Hotels & Resorts

Norwalk, Connecticut

With 41 hotels across 16 states and more than 5,500 employees, HEI Hotels & Resorts (HEI) is a leading hospitality investment company that acquires, develops, owns, and operates upscale hotels and resorts, totaling more than 9.5 million square feet. HEI is receiving Sustained Excellence recognition for its innovative and holistic approach to energy management—an approach that continues to increase energy savings, year after year. Key 2011 accomplishments include:

- Reducing company-wide energy use by 2.2 percent, for a total reduction of more than 32.8 percent since 2006.
- Training more than 500 new employees on HEI's energy conservation program, the benefits of saving energy, and how to participate as part of new mandatory orientation requirements.
- Refreshing its Energy Looking Glass dashboard to make it easier for chief engineers to benchmark energy use, and deploying two new tools to qualify and track standard energy efficiency upgrade projects throughout its portfolio.
- Incentivizing chief engineers to proactively manage energy use at their properties by awarding flat screen TVs for outstanding conservation efforts.
- Distributing and promoting ENERGY STAR materials internally and externally; promotion efforts included hanging Bring Your Green to Work with ENERGY STAR posters throughout hotels, co-branding marketing materials with the ENERGY STAR Partner of the Year logo, and prominently displaying Partner of the Year crystal trophies.

Hines

Hines

Houston, Texas

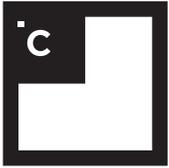
Hines is a privately owned real estate firm that manages more than 122 million square feet of property around the world. Hines is receiving ENERGY STAR Sustained Excellence recognition for embracing ENERGY STAR energy management best practices and actively promoting ENERGY STAR as the platform for tracking and evaluating energy performance. Key 2011 accomplishments include:

- Earning the ENERGY STAR for 26 properties for the first time in 2011, contributing to a total of 839 ENERGY STAR certifications since 1999.
- Maintaining a high-performing portfolio with an average ENERGY STAR score of 83, with more than 84 percent of buildings earning certification. Compared to the national average, these buildings typically save \$1.57 per square foot annually, or more than \$124 million portfolio-wide.
- Applying a policy stating that all Hines-managed properties must measure and track energy use in

Portfolio Manager, resulting in more than 220 buildings, or 78 million square feet, being actively benchmarked.

- Engaging almost 870 tenants to save energy through its Hines GREEN OFFICE® (HinesGO®) program, which draws on the ENERGY STAR Bring Your Green to Work initiative, and designating more than 71 million square feet as HinesGO space.
- Promoting the ENERGY STAR energy performance scale to industry, associations, and energy rating organizations as the most useful and successful publicly available platform for tracking and quantifying energy performance.
- Taking a multipronged approach to raising energy efficiency awareness by displaying the ENERGY STAR logo on lobby windows and doors; maintaining up-to-date building profiles in the ENERGY STAR certified building registry; distributing newsletter articles about energy efficiency in its employee magazine, HINESIGHT; and recognizing building employees who contribute to achieving the ENERGY STAR with a Certificate of Accomplishment.

Sustained
Excellence



J. C. Penney Company, Inc.

Plano, Texas

J. C. Penney Company, Inc. is a \$17.8 billion retailer that employs more than 150,000 associates across over 1,100 department stores in the United States and Puerto Rico. J. C. Penney is receiving Sustained Excellence recognition for its continued progress in pursuing aggressive energy efficiency goals through innovative technology upgrades and a culture of energy efficiency throughout the organization. Key 2011 accomplishments include:

- Taking strides toward achieving its energy savings goal of 20 percent by 2015 by improving its portfolio-wide average ENERGY STAR score by 2 points over 2010, for an average score of 71.
- Contributing to the success of EPA's 2011 ENERGY STAR National Building Competition by sponsoring the competition spokesperson and mentoring competitor Coal Ridge High School, ultimately helping the school achieve 23 percent energy savings in one year.
- Certifying an additional 67 stores as ENERGY STAR for a total of 280 certified stores, putting the company on track to achieve its goal of 400 stores certified by 2014.

- Increasing active participation in EMPowered, the company's year-long energy awareness program, by 81 percent over 2010, as measured by the number of logins to its Energy Center per month.
- Identifying and implementing new technologies to improve efficiency, such as installing more than 275,000 LED spotlights, piloting and installing new variable frequency drives in 131 stores, and using interval data meters to track energy consumption in 15-minute intervals as part of its Advanced Energy Management (AEM) program, which has been rolled out to 114 stores.
- Promoting ENERGY STAR by prominently displaying the logo on stores' main entrances and customer receipts, educating customers about its ENERGY STAR certified stores with announcements over the sound system, writing about energy topics in its monthly newsletter, posting energy updates on its intranet, and presenting on ENERGY STAR at events, workshops, and conferences.



Real value in a changing world

Jones Lang LaSalle Chicago, Illinois

As a multinational provider of commercial real estate services, Jones Lang LaSalle (JLL) is an industry leader in property and corporate facility management services, managing a portfolio of approximately 1.8 billion square feet worldwide. JLL is receiving Sustained Excellence recognition for its dedication to driving deeper energy savings across its portfolio and communicating its successes with ENERGY STAR to its employees, tenants, and the community. Key 2011 accomplishments include:

- Benchmarking 100 percent of its U.S. property management portfolio in Portfolio Manager, which includes more than 900 buildings representing over 150 million square feet of space.
- Continuing to realize additional energy savings, despite already maintaining a high-performing portfolio with an average ENERGY STAR score of 74. The company cut its source energy intensity by an additional 2.4 percent in 2011 across its 150 million square feet of managed properties.

- Certifying nearly 180 managed buildings as ENERGY STAR, an increase of more than 50 percent over 2010 certification activity.
- Generating an estimated 22,000 impressions with its integrated communication campaign that helped promote the efforts of its 11 buildings in EPA's 2011 ENERGY STAR National Building Competition through blog postings, tweets, onsite videos, reposts to LinkedIn, and a microsite on the company's website.
- Educating its 12,000 employees on how to save energy with help from ENERGY STAR by hosting a video contest during Energy Awareness Month in which employees submitted videos showing how they cut energy use.
- Promoting the value of ENERGY STAR through high-level media placements, social media, public forums, discussions with high-ranking government officials, reports and webinars to clients, and consistent outreach to its employees, prospects, and tenants.



Kohl's Department Stores, Inc. Menomonee Falls, Wisconsin

As a family-focused, value-oriented specialty department store, Kohl's Department Stores, Inc. operates more than 1,100 stores in 49 states and employs more than 81,000 people. Kohl's is receiving Sustained Excellence recognition for its continued commitment to seeking innovative solutions to reducing greenhouse gas emissions and energy costs, while demonstrating the value of environmental stewardship to customers and the general public. Key 2011 accomplishments include:

- Continuing to maintain up-to-date energy use data in Portfolio Manager for all Kohl's stores, distribution centers, and corporate buildings.
- Earning the ENERGY STAR for 81 stores, bringing the total number of certified buildings to 676.
- Reducing energy use by 2.3 percent on a Btu-per-square-foot basis compared to 2010 and surpassing its goal of achieving a 2-percent energy reduction by the end of 2011.

- Making cost-effective investments in technology upgrades to retrofit lighting at 96 stores, upgrade the energy management systems at 510 stores, and install variable frequency drives at 30 stores. Together, these projects will save more than 24.5 million kWh per year.
- Engaging 15 utilities that provide energy for 325 stores in a 12-month Energy Challenge to find additional energy- and money-saving opportunities for stores through energy audits and rebates.
- Championing the importance of saving energy and preventing greenhouse gas emissions to employees, customers, and the general public through presentations, environmental articles, news releases, overhead announcements in ENERGY STAR certified stores, and decals on store entrance windows.





Loudoun County Public Schools

Broadlands, Virginia

As the fourth largest school system in the Commonwealth of Virginia, Loudoun County Public Schools (LCPS) is a rapidly growing district that instructs more than 66,000 students at 12 high schools, 14 middle schools, 52 elementary schools, a technology center, and an alternative education school that together cover more than 9.6 million square feet. LCPS is receiving Sustained Excellence recognition for its continued commitment to increasing energy efficiency through the creation of an energy savings culture among students, staff, and parents. Key accomplishments include:

- Benchmarking 89 district facilities in Portfolio Manager and increasing the portfolio-wide average ENERGY STAR score from a 54 in 2004 to a current score of 74.
- Employing low- and no-cost measures to save more than \$30,000 in electricity and natural gas costs in 2011. Over the past 18 years, LCPS has saved more than \$42.9 million in energy costs.
- Earning the ENERGY STAR for two more schools compared with 2010, for a total of 38 certified schools.
- Achieving Designed to Earn the ENERGY STAR recognition for three designs and continuing to use EPA's Target Finder tool to ensure all new school buildings are designed to be top energy performers.
- Promoting the benefits of statewide use of Portfolio Manager's master account sharing capability to the Virginia Energy Purchasing Governmental Association (VEPGA) in order to enable data sharing among the more than 180 municipal entity members.
- Reaching out at the local, state, and national level to promote the fiscal and environmental benefits of saving energy with ENERGY STAR through presentations, events, reports, press releases, and industry conference participation.

Sustained
Excellence



Merck & Co., Inc.

Whitehouse Station, New Jersey

Merck & Co., Inc. (Merck) is a global, research-based pharmaceutical and healthcare company with a vision to be "the most energy-efficient company in the pharmaceutical industry and a leader among FORTUNE 500 companies." An ENERGY STAR partner since 1995, Merck has a successful energy program that continues to develop innovative approaches and strategies to promote energy efficiency. Merck is receiving ENERGY STAR Sustained Excellence recognition for its continued improvement of energy performance and leadership in energy management in both the pharmaceutical and industrial sectors. Key 2011 accomplishments include:

- Reducing energy intensity by 5.2 percent globally and by 6.8 percent in the United States over the previous year. These efficiency improvements reduce Merck's carbon footprint by 60,000 metric tons annually and generate cost savings sufficient to fund 50 full-time jobs.
- Earning ENERGY STAR certification for three manufacturing sites and three large office buildings, including one with a major data center.
- Responding to the ENERGY STAR Challenge for Industry by registering 10 sites—the most in the pharmaceutical sector.
- Expanding its energy tracking and reporting system to cover all sites globally.
- Supporting the ENERGY STAR program through public forums, conference presentations, communications, and employee outreach and engagement.
- Establishing an international energy management forum that spans all Merck operations, including its North America, Latin America, Europe-Middle East-Africa, and Asia-Pacific locations.

NewYork-Presbyterian

The University Hospital of Columbia and Cornell

New York-Presbyterian Hospital

New York, New York

Based in New York City, New York-Presbyterian Hospital (NYP) is the nation's largest nonprofit, non-sectarian hospital with 2,333 beds. Its four major campuses encompass 33 buildings and 8.2 million square feet, making it among the top 2 percent of energy users in the New York City metropolitan area. NYP is receiving ENERGY STAR Sustained Excellence recognition for its ongoing commitment to comprehensive energy management. Key accomplishments include:

- Increasing its portfolio-wide average ENERGY STAR score 8 points over its 2010 score.
- Reducing its average annual source energy intensity by 26.6 kBtu per square foot, while increasing the size of its portfolio by nearly 41,800 square feet.
- Earning the ENERGY STAR for the NYP/Weill Cornell Medical Center's flagship building, which has realized utility cost

savings of more than \$4.7 million since 2009 through the use of an energy-efficient 7.5-megawatt cogeneration system.

- Achieving \$2.8 million in energy cost savings without substantial capital investment by sub-metering and monitoring the energy use of its chiller plant and district cooling systems, and optimizing their operation based on energy trends.
- Recruiting more than 200 "Green Champions" to encourage environmentally friendly practices throughout the organization, including best practices from EPA's Bring Your Green to Work initiative.
- Educating employees, patients, and the general public about energy efficiency and its ENERGY STAR partnership through its website, onsite Earth Day events, energy fairs, speaking opportunities, and interviews.

NISSAN

Nissan North America, Inc.

Smyrna, Tennessee

Nissan North America, Inc. is the manufacturing and operations headquarters for Nissan in the United States and Mexico. Energy management has become a key piece of Nissan's sustainability strategy, which seeks a "Symbiosis of People, Vehicles, and Nature." To build and strengthen its energy management practices, Nissan actively leverages ENERGY STAR tools and resources. Nissan is receiving ENERGY STAR Sustained Excellence recognition for the continued improvement of its energy management practices and performance. Key 2011 accomplishments include:

- Improving enterprise energy intensity by 5 percent while keeping energy use flat as production increased.
- Maintaining the ENERGY STAR for both of its U.S. assembly plants, despite the introduction of new product lines, and for its corporate headquarters building. Earning ENERGY STAR certification for eligible facilities is an annual goal for Nissan.

- Establishing an international energy management forum that spans all of Nissan's North, Central, and South American operations.
- Mentoring and sharing best practices with other ENERGY STAR partners and demonstrating how to build a corporate culture based on energy efficiency.
- Leveraging ENERGY STAR resources effectively to increase energy awareness among employees and the communities in which Nissan operates.



PepsiCo, Inc.

Purchase, New York

PepsiCo, Inc. is a leading global food and beverage company that operates a range of manufacturing facilities across multiple food and beverage processing sectors. The company's commitment to energy management starts with the CEO and spans both internal and supplier operations. PepsiCo is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to promoting the value of strong energy management practices and the ENERGY STAR program throughout the business community. Key 2011 accomplishments include:

- Improving the energy performance of its legacy operations by 3.2 percent while integrating new businesses from recent acquisitions.
- Avoiding over \$80 million in energy costs and 600,000 metric tons of greenhouse gas emissions through effective energy management practices.
- Mentoring supplier companies through the PepsiCo Supplier Sustainability Outreach program on energy management and ENERGY STAR resources. More than 150 PepsiCo suppliers are now ENERGY STAR partners.
- Supporting ENERGY STAR initiatives in the food processing sectors by encouraging suppliers and other companies to participate in the Industrial Focus process.
- Earning ENERGY STAR certification for a Frito-Lay cookie and cracker manufacturing facility.
- Achieving the ENERGY STAR Challenge for Industry 10 percent reduction goal at four manufacturing sites for an average energy intensity reduction of 12.5 percent.

Sustained
Excellence

Raytheon

Raytheon Company

Waltham, Massachusetts

Raytheon Company is a technology and innovation leader specializing in defense, homeland security, and other government markets. With over 72,000 employees and 57 major locations in the United States, employee engagement and the development of energy champion networks have been key strategies of Raytheon's energy management program. Raytheon is receiving ENERGY STAR Sustained Excellence recognition for its continued expansion of energy management tools and practices that support employee networks and sustain energy performance. Key 2011 accomplishments include:

- Reducing energy intensity by 4 percent and cutting absolute energy use by roughly 180 million Btu.
- Implementing over 200 energy projects that will collectively avoid an estimated \$5 million in energy costs.
- Enabling more extensive management of energy by empowering employees with an energy checklist they can use to perform additional facility energy assessments along with their safety audits.
- Benchmarking efforts at 57 major domestic locations, sparking healthy competition within Raytheon.
- Engaging employees in activities such as Holiday Hibernation Challenges that have yielded reductions of more than 4 percent of total energy use at some sites.
- Enlisting 15 facilities in the ENERGY STAR Challenge for Industry.
- Promoting ENERGY STAR tools, resources, and program offerings, both internally and publically at meetings, forums, and conferences.



Saint-Gobain

Valley Forge, Pennsylvania

Saint-Gobain manufactures a range of building products, high-performance materials, and glass containers at more than 130 plants throughout North America. The company also distributes building materials through 120 outlets in the United States. Saint-Gobain is receiving ENERGY STAR Sustained Excellence recognition for the sustained growth and continuous improvement of energy management across its operations. Key 2011 accomplishments include:

- Reducing energy intensity by 3.6 percent, an amount equivalent to the energy required to produce approximately 836 million typical glass containers. Since 2008, the company has improved energy intensity by 11.9 percent.

- Enabling enhanced energy tracking and benchmarking through expanded sub-metering and by incorporating energy efficiency into new plant design.
- Building the company's in-house expertise for plant energy assessment through energy Kaizens and by completing over 40 technical plant assessments with external vendors.
- Developing improved methods for controlling energy use in operating glass furnaces, a major use of energy for the company and one of the most energy intensive manufacturing processes in U.S. industry.
- Earning the first three ENERGY STAR certifications for container glass plants in the United States and demonstrating best-in-class energy performance in these facilities.



FINANCIAL SERVICES

TIAA-CREF

New York, New York

As one of the nation's largest institutional real estate investors, TIAA-CREF's investments include more than 42 million square feet of Class A office space, 12,000 multifamily units, and 34 million square feet of retail properties. TIAA-CREF is receiving ENERGY STAR Sustained Excellence recognition for its dedication to superior energy management across its portfolio. Key 2011 accomplishments include:

- Benchmarking the energy and water use of 100 percent of its office, multifamily, and wholly owned retail portfolios in Portfolio Manager and working with these management teams to provide recommended energy and water efficiency measures and technical guidance and support for implementation.
- Reducing source energy intensity by more than 3 percent across its office, multifamily, and retail portfolios, including a 3.7 percent reduction in its office portfolio, a 3.3 percent reduction in its multifamily portfolio, and a 5.6 percent reduction in its retail portfolio.
- Raising the portfolio-wide average ENERGY STAR score of its office portfolio by 3 points in 2011, for a current score of 81. Since 2007, the firm has reduced the energy consumption of

its office portfolio by 14.4 percent and saved \$37 million in energy expenses.

- Earning 2011 ENERGY STAR certification for more than 60 percent of its office portfolio, for a total of 114 buildings that have earned certification one or more times since 1999.
- Raising awareness of the benefits of energy efficiency and ENERGY STAR among tenants, occupants, and building visitors by participating in the Change the World, Start with ENERGY STAR campaign and distributing 12,960 ENERGY STAR qualified CFLs. In total, the firm has distributed 296,960 CFL bulbs since 2008, which will save nearly 140 million kWh over the bulbs' lifetimes.
- Promoting ENERGY STAR throughout the organization and community through quarterly reports, communications with third-party property managers and building engineers, giveaways to tenants, participation in real estate industry groups, and partnerships with associations and nongovernmental organizations working to promote environmentally and socially responsible real estate investments.

TOYOTA

Toyota Motor Engineering & Manufacturing North America, Inc. Erlanger, Kentucky

Toyota Motor Engineering & Manufacturing North America, Inc. is the manufacturing headquarters for 15 vehicle, engine, and parts plants across the United States, Canada, and Mexico. Sustainability is an important focus for Toyota at both internal and supplier operations. Toyota is receiving ENERGY STAR Sustained Excellence recognition for the promotion of energy management among its suppliers and continued support of the ENERGY STAR program. Key 2011 accomplishments include:

- Decreasing absolute energy use by 9 percent and absolute water use by 8 percent.
- Influencing the company's supply chain by continuing to train Tier 1 suppliers to conduct internal plant energy assessments known as Treasure Hunts. Thirty-three companies benefitted from the training in 2011.
- Supporting the ENERGY STAR Motor Vehicle Focus actively for over 10 years and conducting new research for expanded benchmarking of assembly and power-train plants.
- Completing the analysis on the reduction of air to ovens in paint shops—a pilot installation is planned for 2012. A preliminary analysis across North America indicates a savings potential of 95,300 MMBtu when implemented in all paint shops.
- Motivating energy savings through monthly energy contests, rewarding the production shops with greatest reductions, and through the annual Toyota Summer and Winter Shutdown Energy Reduction Challenge.

Sustained
Excellence

TRANSWESTERN[®]

TRANSWESTERN Houston, Texas

Transwestern is a national, privately held operating company specializing in commercial real estate services, investment, and development with more than 255 million square feet of commercial real estate nationwide under lease or management. Transwestern is receiving ENERGY STAR Sustained Excellence recognition for demonstrating a commitment to continuous improvement through the enhancement and expansion of its energy management programs, including the use of ENERGY STAR tools and resources. Key 2011 accomplishments include:

- Sustaining year-to-year savings by maintaining an average ENERGY STAR score of 82 across its portfolio of more than 250 eligible buildings and earning the ENERGY STAR for 105 buildings.
- Expanding benchmarking in Portfolio Manager to include water use data and the company's portfolio of 280 industrial properties.
- Creating and issuing a systematic portfolio-wide sustainability report to assess the performance of its benchmarked portfolio, categorize properties according to results, and implement a corresponding Good-Better-Best program to provide guideposts and toolkits for improvement.
- Analyzing and reevaluating its commissioning process to identify areas for operational improvement and commissioning 28 buildings using the revised process.
- Continuing to encourage Earth Day programs at its managed properties, including the distribution of ENERGY STAR materials and event ideas through a collaborative ordering website where building managers can order supplies from ENERGY STAR and Transwestern, resulting in nearly 90 Transwestern-managed properties participating in Earth Day celebrations and activities.
- Spreading the word about energy efficiency and ENERGY STAR by maintaining up-to-date building profiles on the ENERGY STAR certified building registry, sending energy efficiency e-newsletters to more than 11,000 contacts and clients, posting case studies to the company's website, using social media to promote its involvement with ENERGY STAR, and speaking at conferences and panels nationwide.



USAA Real Estate Company

USAA Real Estate Company San Antonio, Texas

With more than \$7 billion in assets, USAA Real Estate Company owns, manages, and develops commercial real estate assets across the United States. USAA Real Estate Company is receiving ENERGY STAR Sustained Excellence recognition for continuing to find new and creative opportunities to improve energy efficiency in its diverse portfolio of high-performing properties. Key 2011 accomplishments include:

- Increasing its portfolio-wide average ENERGY STAR score by 28 points, from a score of 60 in 2002 to a current score of 88. Since 2002, the company has reduced energy consumption by 39 percent and saved more than \$17 million.
- Earning ENERGY STAR Leaders recognition for 10-percent improvement and top performance.
- Using Portfolio Manager to benchmark the energy and water use of its entire office, hotel, and multifamily properties, with more than 90 percent of its office portfolio ENERGY STAR certified or eligible for certification.
- Focusing on operational excellence by making low- and no-cost changes, such as calibrating thermostats and adjusting janitorial cleaning hours. The company also invested more than \$2.6 million in cost-effective energy efficiency retrofits, such as energy management system upgrades, lighting retrofits, and chiller replacements.
- Promoting its involvement in EPA's 2011 ENERGY STAR National Building Competition by hosting kick-off events, giving raffle tickets to occupants who took an Energy Knowledge Quiz, posting updates on Facebook and Twitter, distributing press releases to local media, and displaying fliers, banners, and posters.
- Communicating the financial, tenant comfort, and environmental benefits of ENERGY STAR in marketing materials, proposals, corporate communications and newsletters, and presentations to industry leaders.

NEW HOME CONSTRUCTION



Energy Inspectors Las Vegas, Nevada

As a residential energy efficiency consulting, home energy rating, and residential construction quality assurance company, Energy Inspectors evaluates the energy efficiency of thousands of homes annually. Energy Inspectors is receiving ENERGY STAR Sustained Excellence recognition for its accomplishments in finding innovative ways to ease the transition to ENERGY STAR Version 3 and delivering home energy rating services in Arizona, California, and Nevada. Key 2011 accomplishments include:

- Verifying more than 7,000 homes in 2011 as ENERGY STAR certified for a total of almost 100,000 ENERGY STAR certified homes since 1998.
- Facilitating the roll-out of ENERGY STAR Version 2.5 and Version 3 by investing in the development of a Web-based application that streamlines documentation and vendor collaboration.
- Hosting ENERGY STAR Version 3 training sessions for builders' sales and marketing employees and for realtors throughout their service areas.
- Helping to transition 100 percent of its ENERGY STAR builder partners in the greater Phoenix metropolitan area to ENERGY STAR Version 3.



energyLogic
analysis. insight. answers.

EnergyLogic

Berthoud, Colorado

As a full-service home energy rating provider organization, EnergyLogic offers services to more than 80 ENERGY STAR builder partners across Colorado. EnergyLogic is receiving ENERGY STAR Sustained Excellence recognition for its accomplishments as an ENERGY STAR rater partner. Key 2011 accomplishments include:

- Verifying 1,600 ENERGY STAR certified new homes directly in 2011 for a total of more than 6,000 homes since 2006. The organization's efforts represent more than a third of ENERGY STAR certified homes verified in Colorado and over 16 percent of all homes built in Colorado in 2011.
- Recruiting an additional 30 builders who participated in the ENERGY STAR program.
- Conducting extensive ENERGY STAR builder marketing and sales support through activities such as offering sales training to local Home Builder Association chapters, sponsoring the ENERGY STAR Colorado Road Show, and supporting the Colorado ENERGY STAR Summit.
- Training over 100 raters on the ENERGY STAR Version 3 specification for new homes.
- Overseeing 27 ENERGY STAR rater partners under its providership; these partners verified more than 1,020 ENERGY STAR certified homes nationwide in 2011.



Habitat
for Humanity®
of Greater Nashville

Habitat for Humanity of Greater Nashville

Nashville, Tennessee

Habitat for Humanity of Greater Nashville provides a life-changing opportunity for people to purchase quality, affordable homes and has promoted the use of ENERGY STAR qualified products and the construction of ENERGY STAR certified homes in its home building program since 2006. By partnering selectively with vendors offering ENERGY STAR qualified products and equipment, Habitat of Greater Nashville helps support ENERGY STAR while helping homeowners save on monthly utility bills. Habitat of Greater Nashville is receiving ENERGY STAR Sustained Excellence recognition for its continued leadership in protecting the environment through energy efficiency. Key 2011 accomplishments include:

- Building 34 new, affordable, ENERGY STAR certified single-family homes—bringing the total to 235.
- Reducing energy consumption by 42 percent compared to non-ENERGY STAR certified homes of equal size and type.
- Enabling each family owning an ENERGY STAR certified home to save approximately \$840 in utility expenses annually.
- Educating homeowners about ENERGY STAR, saving energy at home, and the importance of ongoing maintenance through its HomeWORKS program.
- Pursuing every opportunity to incorporate the ENERGY STAR logo and information about ENERGY STAR certified homes into its outreach and promotional materials, including all newsletters, brochures, dedication programs, grant proposals, and the organization website.

Sustained
Excellence



KB Home

Los Angeles, California

With operations in 30 markets across the United States, KB Home is one of the nation's largest production home builders and constructs all of its homes to be ENERGY STAR certified. KB Home is receiving ENERGY STAR Sustained Excellence recognition for continuing to lead the industry toward market transformation through its commitment to the ENERGY STAR program. Key 2011 accomplishments include:

- Building more than 6,000 ENERGY STAR certified homes, for a total of more than 67,500 certified homes since partnering with ENERGY STAR in 2001.
- Launching the KB Home Energy Performance Guide®, which provides an estimate of monthly energy costs and estimated savings compared to a typical resale house, in order to educate consumers on the benefits of owning an ENERGY STAR certified home.
- Installing more than 10,000 ENERGY STAR qualified appliances in homes built in 2011.
- Preparing divisions to successfully transition to ENERGY STAR Version 3 by requiring mandatory training for the company's purchasing and construction staff, as well as working closely with its home energy raters to re-analyze plans.
- Garnering more than 535 million earned impressions with an estimated advertising equivalency value of over \$19 million through 490 print, online, and broadcast placements that referenced ENERGY STAR certified homes and qualified products.



Southern Energy Management

Morrisville, North Carolina

As a sustainable energy company, Southern Energy Management provides energy efficiency, green building, and solar power services for homeowners, residential and commercial builders, nonprofits, and government clients nationwide. Southern Energy Management is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to finding and pursuing new market inroads to increase participation in its ENERGY STAR for New Homes program. Key 2011 accomplishments include:

- Certifying more than 2,700 homes as ENERGY STAR, which is a 27 percent increase over 2010 and the largest number of homes in the company's 10-year history, despite an overall decline in new home construction. The company has verified a total of 10,000 homes since 2001.
- Recruiting almost 20 new builder partners in 2011.
- Supporting Henderson County Public Schools in earning the ENERGY STAR for 13 buildings in North Carolina.
- Raising awareness of ENERGY STAR and building consumer demand for energy-efficient homes by showcasing its booth at 89 tradeshows, including ENERGY STAR activities and news in its newsletter—opened and viewed by an average of 514 builders per edition—and posting entries about ENERGY STAR and energy efficiency to its corporate blog.

PRODUCT MANUFACTURER



Andersen Corporation Bayport, Minnesota

Andersen Corporation, a privately owned window and door manufacturer employing over 9,000 people at more than 20 locations, is known for its 109-year history of leadership in energy-efficient product designs. Andersen Corporation is receiving ENERGY STAR Sustained Excellence recognition for its commitment to promoting the ENERGY STAR program and its goals nationwide. Key 2011 accomplishments include:

- Qualifying 15 additional door and window models for a total of 216 models, a 7-percent increase over the previous year.
- Achieving remarkable sales of products that have earned the ENERGY STAR, making up 91 percent of its total 2011 sales.
- Helping customers choose qualified products by distributing more than 85,000 ENERGY STAR display labels to dealers and retailers.
- Adding a feature to its product ordering software that provides information on the ENERGY STAR qualification status of each Andersen product in the order.
- Training 100 percent of new and existing Andersen employees and 80 percent of retailer and distributor employees on the importance of ENERGY STAR.
- Continuing to expand ENERGY STAR joint sales and marketing efforts, tradeshow, presentations, and exhibits for retailers and dealers, netting 927 million impressions—a remarkable 40 percent increase compared to 2010.

Sustained
Excellence



BOSCH

Invented for life

Bosch Home Appliances Irvine, California

Bosch Home Appliances is part of BSH Home Appliances Corporation, a global manufacturer of household appliances that are sold under the Bosch, Thermador, and Gaggenau brands in the United States. Bosch stands out for continued leadership in the design and promotion of ENERGY STAR qualified appliances. Key 2011 accomplishments include:

- Achieving ENERGY STAR qualification for 100 percent of its Bosch brand major appliances, including clothes washers, dishwashers, and refrigerators.
- Offering the most energy- and water-efficient dishwashers in the United States and Canada; these appliances use ActiveWater™ technology to consume only 2 gallons of water per load.
- Promoting ENERGY STAR through training efforts, tradeshow and presentations, co-marketing and cooperative promotions, community outreach activities, print advertising, and point-of-purchase efforts—garnering more than 1.3 billion impressions in 2011.
- Educating consumers on ways to go green at home through a new “Green pledge” website that leverages the ENERGY STAR Change the World Pledge.
- Partnering with a major retailer and EPA to develop the PSA campaign “Wasting Water is Weird,” which encourages consumers to conserve water and has reached more than 42 million consumers through social media outlets.



GE Appliances & Lighting

Louisville, Kentucky

GE Appliances & Lighting is an \$8 billion global business and industry leader in major appliances and lighting. Demonstrating a high level of commitment, GE was a leader in ENERGY STAR education, labeling, and promotion. Key accomplishments include:

- Offering a total of 500 lighting models that have earned the ENERGY STAR—a 29 percent increase since 2010.
- Adding 93 new LED products to its selection following the 2010 introduction of the first omni-directional lamp in an A19 standard shape.
- Educating more than 9,000 distributors, utilities, business managers, and citizens across 45 cities about ENERGY STAR qualified light bulbs through its tradeshow on wheels, “The GE Lighting Revolution.”
- Introducing 140 new ENERGY STAR qualified appliances in 2011, while increasing the number of base models 17 percent over the last year.
- Integrating ENERGY STAR into its employee, retailer, and distributor training efforts, including online training websites, webinars, training videos, and e-newsletters.
- Promoting ENERGY STAR through a broad cross section of sales and marketing efforts, including over 1,000 cooperative promotions that collectively reached more than 100 million consumers.
- Being the first major appliance manufacturer to partner with EPA on the Responsible Appliance Disposal (RAD) Program to help reduce ozone depleting substances.

ITW Food Equipment Group

ITW Food Equipment Group LLC

Troy, Ohio

ITW Food Equipment Group LLC—the parent organization of independent companies including Hobart, Traulsen, Stero, Vulcan, Baxter, and Wittco—designs and manufactures commercial equipment for foodservice and food retail customers. In 2011, ITW Food Equipment Group LLC stood out for its continued innovation in developing a full suite of energy-efficient commercial food equipment, its support of the ENERGY STAR specification development process, and its education of the market on the benefits of ENERGY STAR qualified equipment. Key 2011 accomplishments include:

- Offering 53 percent of its entire product line-up as ENERGY STAR qualified—a total of 364 products.
- Developing innovative and energy-efficient products that deliver value and cost savings to consumers, including the award-winning conveyor-type warewasher that significantly reduces energy and water consumption.
- Promoting the benefits of ENERGY STAR to thousands of industry professionals through high-profile channels, from prominently displaying the ENERGY STAR on its qualified product packaging, websites, catalogs, and promotional brochures to one-on-one consultations.
- Integrating energy management education and ENERGY STAR messaging into sales force and employee training, and encouraging the promotion of ENERGY STAR qualified products to end-users, dealers, and consultants during national sales meetings, presentations, and other sales opportunities.
- Educating consumers and end-users about the advantages of using ENERGY STAR qualified equipment and the benefits of energy efficiency, water savings, and waste management, and sharing customer best practices for achieving such benefits.



Manitowoc Foodservice

New Port Richey, Florida

Manitowoc Foodservice, a division of The Manitowoc Company, Inc., is a world leader in innovative foodservice kitchen and restaurant equipment solutions. Manitowoc Foodservice designs, manufactures, and supplies food and beverage equipment for the global foodservice market. The company has a portfolio of brands including Delfield®, Frymaster®, Garland®, Manitowoc® Ice, and others. In 2011, the company built on its practice of leadership in bringing qualified commercial foodservice products to market and educating end-users on the benefits of ENERGY STAR. Key 2011 accomplishments include:

- Increasing its ENERGY STAR qualified portfolio by approximately 954 models, through new product innovation, product line extensions, and upgrade of existing models. Product highlights included: Delfield significantly increased the number of ENERGY STAR

qualified models; Manitowoc Ice added additional efficient products to its portfolio; Jackson introduced an efficient and cost-effective warewasher; and Garland's convection gas oven and double-sided gas griddle increased product sales by 50 percent over 2010.

- Promoting ENERGY STAR through print media, online placements, and e-newsletters in a prominent way, and starting social media commentary with all market segments and customers.
- Continuing its hands-on training about ENERGY STAR qualified equipment at the Manitowoc University.
- Developing and marketing a corporate sustainability report detailing information on its environmental and social performance across the company.

Sustained
Excellence

Panasonic ideas for life

Panasonic Home & Environment Company

Secaucus, New Jersey

Panasonic Home & Environment Company (PHEC), a unit company of Panasonic North America, offers a comprehensive line of high-performance ventilation fans. All of Panasonic's fans avoid the use of toxic substances and those in eligible categories are ENERGY STAR qualified. Many models incorporate energy-saving control features such as occupancy and humidity sensors. In 2011, PHEC again showed its leadership by building on its long-standing and continued commitment to advancing energy efficiency for residential ventilation through product innovation and outreach to consumers and contractors. Key 2011 accomplishments include:

- Offering 10 new models that have earned the ENERGY STAR to its portfolio, for a total of 45 qualified models—a 29-percent increase over the previous year.
- Introducing four ENERGY STAR qualified WhisperSense models, the only vent fans on the market that incorporate dual motion and humidity sensors.

- Launching two qualified WhisperWelcome fans, completing Panasonic's offering of ENERGY STAR qualified products suited for the demands of the lodging industry.
- Reaching an online and print audience of more than 32 million through 317 consumer and trade placements—an 86-percent increase in the number of placements and a 152-percent increase in audience reach compared to 2010.
- Sponsoring numerous whole-home based education efforts for industry and homeowners, including at trade shows, with DOE programs, and with television personalities, emphasizing the potential of ventilation that delivers a healthier, more energy-efficient home.



Whirlpool Corporation Benton Harbor, Michigan

Whirlpool Corporation is a leading manufacturer and marketer of major home appliances, with 71,000 employees and 66 manufacturing and technology research centers around the world, and annual sales last year of more than \$18 billion. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Gladiator, Brastemp, Consul, Bauknecht, and other major brand names to consumers in nearly every country around the world. In 2011, Whirlpool stepped up its longstanding commitment to design, produce, and market ENERGY STAR qualified appliances. Key accomplishments include:

- Adding 18 new models to its suite of ENERGY STAR qualified products in 2011—an increase of 4 percent over the previous year—for a total of 473 models.
- Introducing some of the industry's most energy-efficient refrigerators available in 2011, using advanced 6th Sense® technology for temperature management.
- Providing one of the industry's most resource-efficient top-load clothes washers that uses over 70 percent less energy and water per load.
- Offering training and continued education on ENERGY STAR and energy efficiency for trade customers, designers, key influencers, and sales associates at its innovative World of Whirlpool experience center.
- Promoting ENERGY STAR through public relations outreach efforts—including press release distribution, targeted media outreach, experiential events, and point-of-purchase education and advertising—achieving more than 1.3 billion impressions in 2011.

PRODUCT RETAILER



Lowe's Companies, Inc. Mooresville, North Carolina

Lowe's Companies, Inc. is a Fortune 50 company that serves approximately 15 million customers per week at more than 1,725 home improvement stores in the United States, Canada, and Mexico. Lowe's stands out for its unsurpassed commitment to ENERGY STAR—since 2001, the company has continuously expanded its energy-efficient products, services, and education to increase consumer and employee awareness and savings. Key 2011 accomplishments include:

- Carrying thousands of ENERGY STAR qualified products across the store, as well as renewable energy products and electric vehicle chargers. In addition to its top selection of in-stock ENERGY STAR qualified appliances and lighting products, Lowe's also launched Kobalt, a new line of power tools with ENERGY STAR qualified, rechargeable battery systems.
- Educating customers across the nation about the benefits of products that have earned the ENERGY STAR through signage, collateral, displays, and in-store events, reaching more than 15 million customers every week. Since becoming a partner in 2001, Lowe's TV spots have yielded over 8.4 billion ENERGY STAR impressions; in 2011, online views of ENERGY STAR qualified products on the Lowe's website have increased 122 percent over 2010.
- Leveraging its nationwide training program and comprehensive set of training vehicles to build knowledge of ENERGY STAR among its more than 234,000 employees, including distribution center and corporate employees, as well as store associates.
- Engaging and supporting utility efforts nationwide through comprehensive outreach and customized programs. In 2011 alone, Lowe's increased the number of rebates offered on ENERGY STAR qualified lighting products by 184 percent over the previous year.
- Leveraging its signature "Energy-efficient Home" marketing initiative to engage customers in ENERGY STAR qualified products and practices for their homes, including the promotion of the Change the World, Start with ENERGY STAR campaign online and events across the country. Since 2006, Lowe's has driven enough ENERGY STAR pledges of individual actions to save an estimated 5.2 million kWh of energy, equivalent to nearly \$750,000 in utility bill savings and the prevention of more than 9.2 million pounds of greenhouse gas emissions.

SERVICE AND PRODUCT PROVIDER

ecovā™

Ecova, Inc.
Spokane, Washington

As a comprehensive energy and sustainability management company, Ecova, Inc. (formerly Advantage IQ, Inc.) provides fully managed, technology-optimized solutions to its more than 550 commercial clients. Ecova is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to integrating EPA's automated benchmarking services into its offerings and encouraging clients to embed ENERGY STAR into their energy management programs. Key 2011 accomplishments include:

- Delivering ENERGY STAR scores for more than 13,000 buildings, for a cumulative total of 51,000 facilities.
- Supporting the certification of 492 buildings as ENERGY STAR.
- Accelerating the volume of national building stock evaluated by ENERGY STAR through a seamless integration of its comprehensive reporting system with Portfolio Manager, which facilitates participation by multisite clients.
- Supporting eight client buildings in EPA's 2011 ENERGY STAR National Building Competition with monthly ENERGY STAR scores, including Office Depot, Staples, and Sears, all of whom realized significant energy savings.
- Raising awareness of ENERGY STAR and the importance of energy performance benchmarking by presenting monthly webinars on energy efficiency topics, speaking at industry trade shows and conferences, and embedding the ENERGY STAR Guidelines for Energy Management in external sales collateral.

Sustained
Excellence



Energy Education®
Empowering Your Vision.

Energy Education, Inc.
Dallas, Texas

Energy Education, Inc. helps K-12 school districts, higher education, healthcare, and ministerial organizations reduce energy and water consumption by building sustainable, people-driven energy conservation programs. Energy Education is receiving ENERGY STAR Sustained Excellence recognition for its success capturing substantial long-term energy savings for thousands of client buildings. Key 2011 accomplishments include:

- Helping clients save more than \$223 million in energy costs in 2011 alone, for a cumulative total of more than \$2.6 billion in the past 25 years.
- Benchmarking the energy use of 85 percent of client buildings in Portfolio Manager, helping more than 2,250 client buildings improve their energy performance scores by 10 points or more, and assisting over 550 client buildings in earning the ENERGY STAR.
- Supporting 37 K-12 school districts that achieved ENERGY STAR Leaders recognition in 2011, including Decatur County Community Schools in Greensburg, Indiana; the district was the first organization to achieve ENERGY STAR Leaders recognition for a 60 percent reduction in energy use from its 2008 baseline.
- Facilitating client engagement with ENERGY STAR by helping clients prepare and submit Partnership Letters, set up Portfolio Manager accounts, and apply for ENERGY STAR recognition.
- Actively promoting ENERGY STAR to 3.1 million children in client locations through ENERGY STAR-branded communications materials and by placing more than 100 news stories that featured Energy Education and ENERGY STAR.



SCLenergy

MINING THE FIFTH FUEL™

SCLenergy

Atlanta, Georgia

SCLenergy (a merger of Servidyne and Scientific Conservation Inc.) is an international energy management company that is dedicated to helping building owners and operators optimize the performance of their buildings. SCLenergy is receiving ENERGY STAR Sustained Excellence recognition for continuing to champion ENERGY STAR and the central role of benchmarking whole-building energy use in effectively managing energy performance. Key 2011 accomplishments include:

- Benchmarking 480 client buildings in Portfolio Manager and assisting 107 client buildings in earning the ENERGY STAR for 2011.
- Helping 26 customer buildings increase their ENERGY STAR scores by 10 points or more.
- Supporting three clients in achieving and maintaining ENERGY STAR Leaders recognition for a portfolio-wide average ENERGY STAR score of 75 or higher.
- Actively promoting the participation of 18 customer buildings in EPA's 2011 ENERGY STAR National Building Competition by distributing competition updates and energy-saving ideas through various media formats; client building USAA Phoenix finished first in the Bank/Financial Institution category.
- Implementing an integrated marketing campaign promoting the NYC Greener, Greater Buildings Plan, as well as heightening its social media presence through regular blog entries on "My Energy Coach," postings on LinkedIn and Facebook company pages, and the creation of YouTube videos.



Award Winner Profiles:

Partner of the Year

Forty-two organizations are recognized as Partner of the Year. This award honors partners for strategically and comprehensively managing their energy use and promoting ENERGY STAR products and practices in their own operations, and/or providing efficient products and services to consumers and within their communities.

ENERGY EFFICIENCY PROGRAM DELIVERY



AEP Ohio and Columbia Gas of Ohio Columbus, Ohio

AEP Ohio and Columbia Gas of Ohio, two major utility companies serving the City of Columbus and the central Ohio region, first partnered with ENERGY STAR in September of 2010. From the beginning, they established and administered a joint ENERGY STAR New Homes program in their market to be a consistent market presence for homebuyers. AEP Ohio and Columbia Gas of Ohio are receiving ENERGY STAR recognition for their shared commitment to sponsoring ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Enrolling 45 builders and 19 raters and completing more than 540 new ENERGY STAR certified homes in Columbus and the central Ohio region in the program's first year.
- Establishing a robust quality assurance/quality control process that includes reviewing rating files and field

inspections to establish consistency and confidence in the energy savings and overall performance of participating homes.

- Providing ENERGY STAR training to small groups of builders with their trade contractors to help facilitate their transition to Version 3 specifications.
- Collaborating with key affordable housing agencies to help affordable housing developers comply with and exceed their energy efficiency and quality assurance goals.
- Joining with the Columbus-based Huntington Bank to offer an ENERGY STAR New Homes mortgage to homebuyers looking to purchase homes in their market. This preferred mortgage product offers buyers of ENERGY STAR certified homes significant savings in recognition of their reduced operating costs and increased home energy performance.

Partner of the Year



powering lives

ComEd Chicago, Illinois

ComEd, a unit of Chicago-based Exelon Corporation, which is one of the nation's largest electric and gas utilities, provides service to approximately 3.8 million northern Illinois customers, of which 98 percent are residential. In 2011, ComEd stood out for its success in leveraging ENERGY STAR and using a market-friendly approach to promote energy-efficient products and energy-saving practices to residential and business customers. Key accomplishments include:

- Helping customers save more than 625 million kWh (net) of electricity in 2011, exceeding its statutory goals by nearly 35 percent—at least 50 percent of these savings come from initiatives tied directly to ENERGY STAR.
- Promoting ENERGY STAR qualified residential lighting at more than 870 retail locations, educating more than 18,000 retail staff about the benefits of ENERGY STAR qualified lighting—an increase of over 35 percent compared to 2010—and performing 300 customer education demonstrations.

- Selling more than 11 million ENERGY STAR qualified light bulbs and more than 100,000 qualified fixtures, an increase over the previous year of 15 and 23 percent, respectively.
- Launching its "On Bill Financing" program which provides eligible home, duplex, condo, and select residential building owners with special financing for ENERGY STAR qualified refrigerators through participating retailers in northern Illinois.
- Partnering with EPA's Responsible Appliance Disposal program, to ensure best practices are used to recover ozone-depleting chemicals when recycling old refrigerators, freezers, and room air conditioners.
- Continuing its partnership with three major home improvement chains to accept and properly dispose of CFLs at no charge, resulting in the recycling of more 70,000 CFLs.
- Developing and offering the free Energy Usage Data System that enables building managers to retrieve whole building energy usage data on multitenant commercial buildings and upload that data directly into ENERGY STAR Portfolio Manager.



Commonwealth of Kentucky
Frankfort, Kentucky



Kentucky Housing Corporation
Frankfort, Kentucky



KPPC—Kentucky Pollution Prevention Center
Louisville, Kentucky

Commonwealth of Kentucky, Kentucky Housing Corporation, and KPPC—Kentucky Pollution Prevention Center are receiving ENERGY STAR recognition for their delivery of exceptional efficiency-related programming that is helping Kentucky residents, schools, businesses, agriculture, industries, and other sectors save energy. Kentucky Housing Corporation launched a statewide Home Performance with ENERGY STAR (HPwES) program. KPPC is a non-regulatory environmental technical assistance resource center helping businesses and organizations stay environmentally sustainable. ENERGY STAR is a key element of Governor Steve Beshear’s comprehensive energy plan by creating efficient, sustainable energy solutions and strategies. Kentucky sets an example with ENERGY STAR through active public-private partnerships that help create jobs, improve the environment, and lessen our energy dependence. Key accomplishments include:

- Making strategic energy management a priority at Kentucky schools with the Kentucky Energy Efficiency Program for Schools (KEEPS). KEEPS provides assistance and partners with the School Energy Managers Project (SEMP), which results in reductions in operational costs and improved energy performance.
- Partnering with the Kentucky League of Cities and the Kentucky Association of Counties to reach out to local governments with

a toolkit that highlights ways to reduce costs through energy efficiency and other green practices.

- Expanding access to building science training for Kentucky Home Performance evaluators, which helped increase the number of Building Performance Institute Building Analyst certified professionals from 10 in 2010 to more than 200 in 2011.
- Completing over 500 Home Performance installations, which represents a 66-percent conversion rate and a total homeowner investment of over \$6.8 million.
- Partnering with 25 Kentucky utilities to augment HPwES marketing and consumer outreach.
- Conducting 169 onsite energy efficiency assessments through KPPC’s Environmental Sustainability program, which identified more than 424,000 MMBtu in potential energy savings, with a projected annual cost savings of more than \$6 million.
- Developing more than 200 online resources to guide the schools participating in KPPC’s KEEPS through the seven-step ENERGY STAR Guidelines for Energy Management. Of Kentucky’s 174 school districts, 123 (70 percent) are ENERGY STAR partners, the highest percentage of ENERGY STAR partner school districts of any state in the nation.



Constellation Energy/Baltimore Gas and Electric Company (BGE)
Baltimore, Maryland

Baltimore Gas and Electric Company (BGE) is the largest utility in Maryland, serving more than 1.2 million electric customers and more than 630,000 gas customers. BGE offers residential energy efficiency solutions under its Smart Energy Savers Program®, which includes the ENERGY STAR qualified products, ENERGY STAR certified new homes, and Home Performance with ENERGY STAR (HPwES) programs. In 2011, BGE successfully increased market demand for ENERGY STAR qualified products and certified new homes. Key accomplishments include:

- Negotiating product incentives with retailers and manufacturers to provide ENERGY STAR qualified products at lower prices for consumers. In 2011, more than 2.3 million qualified bulbs and over 32,000 qualified appliances were sold.
- Maintaining a highly trained Field Implementation Team to connect with retailers in its Lighting and Appliance program.

The field staff conducts ongoing training for retailer sales associates, verifies product placement, and keeps retailers up to date on program guidelines.

- Completing more than 1,300 ENERGY STAR certified homes for a total of approximately 2,800 new homes since 2009. The program currently supports 46 builder participants and 16 raters.
- Providing in-depth training to New Homes program participants. Training sessions focused on Version 3 guidelines, but also included sales and marketing topics and onsite demonstrations.
- Conducting extensive consumer outreach across all its efficiency programs to highlight the benefits of ENERGY STAR. Yielding more than 394 million impressions, BGE leveraged TV, radio, direct mail, in-store signage, Facebook, and online ad buys.
- Recruiting 10 new contractors to participate in HPwES and completing 386 retrofits in 2011.





Consumers Energy Jackson, Michigan

Consumers Energy provides natural gas and electricity to 6.8 million residents in Michigan's Lower Peninsula counties. After piloting the program in 2010, the utility launched a Home Performance with ENERGY STAR (HPwES) program in 2011 to promote whole-house energy efficiency to an untapped market. Consumers Energy is receiving ENERGY STAR recognition for its successful implementation of the HPwES program in a new market. Key accomplishments in 2011 include:

- Recruiting, enrolling, and training more than 100 contractors in the first eight months of the program.
- Conducting an estimated 1,750 Comprehensive Home Assessments and retrofitting 1,050 homes to HPwES.
- Building the contractor infrastructure by holding ongoing training sessions on HPwES and by conducting quarterly program updates and weekly check-ins.
- Prefacing its marketing initiative with one-on-one contractor and customer sessions to gauge the effectiveness of messaging and materials, garnering information that informed the refinement and improvement of its marketing plan.
- Facilitating customer understanding and participation by providing an affordable \$50 Home Performance Survey, which established a low-priced entry point for customers. To date, contractors have performed more than 5,500 surveys.

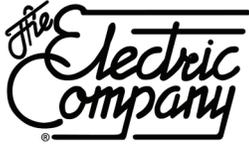


Efficiency Vermont and Vermont Gas Systems Burlington, Vermont

Efficiency Vermont and Vermont Gas Systems are utilities that provide financial and technical assistance to help Vermont residents reduce energy costs through energy-efficient equipment, lighting, pre-construction consultation, and renovation incentives. Efficiency Vermont and Vermont Gas Systems are receiving ENERGY STAR recognition for their demonstrated long-term commitment and participation in the ENERGY STAR New Homes program. Key achievements in 2011 include:

- Enrolling 500 homes and completing 229 ENERGY STAR certified homes, which averaged a HERS Index of 56, a 3.4-percent increase in efficiency from 2010.
- Hosting and presenting seven ENERGY STAR Version 3 training sessions throughout Vermont. Sessions were attended by builders, town officials, architects, and HVAC contractors.
- Launching an updated website with content highlighting information for new construction customers and plans for ENERGY STAR Version 3.
- Conducting numerous consumer outreach through various media, and developing a process to create case studies to highlight in advertisements and articles in local trade publications.
- Performing a comprehensive study of the Vermont market to evaluate how it compares to other states in terms of energy efficiency, and using conclusions from this study to inform future marketing efforts.

Partner of
the Year



El Paso Electric

El Paso Electric

El Paso, Texas

El Paso Electric is a regional electric utility, generating and transmitting power to approximately 380,000 retail and wholesale customers in a 10,000-square-mile area of the Rio Grande valley in west Texas and southern New Mexico. El Paso Electric jointly sponsors the ENERGY STAR New Homes program for this market with the New Mexico Gas Company. El Paso Electric is receiving ENERGY STAR recognition for its successful delivery and promotion of ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Recruiting 24 new home builders, bringing the total to 30, and supporting the construction of approximately 140 ENERGY STAR certified homes.

- Highlighting ENERGY STAR certified homes as part of the Parade of Homes and Home and Garden Shows to thousands of attendees.
- Incorporating the ENERGY STAR mark into all promotional materials, including recruitment documents and advertisements, and encouraging builder partners to leverage the ENERGY STAR brand.
- Facilitating the transition to Version 3 through multiple technical training sessions and classes for HVAC contractors, raters, and realtor groups.
- Participating in and functioning as advisors in local Home Builder Association New Mexico Governmental Affairs and Building Issues committees.



THE POWER OF PEOPLE®

Entergy Texas

Beaumont, Texas

Entergy Texas is an electric transmission and distribution utility serving customers in southeast Texas. Since 2001, Entergy Texas has sponsored an ENERGY STAR New Homes program, and in 2011 the utility introduced a Home Performance with ENERGY STAR program. Entergy Texas is receiving ENERGY STAR recognition for its continuing commitment to the ENERGY STAR New Homes program. Key accomplishments include:

- Supporting 61 participating home builders in constructing 850 ENERGY STAR certified homes, representing a 48 percent market share in its service territory.
- Holding more than 100 one-on-one meetings with home builders to facilitate their transition to ENERGY STAR Version 3.
- Keeping local raters and contractors informed of Version

3 specification requirements through training courses, an HVAC checklist seminar, and duct sealing and insulation demonstrations.

- Partnering with Jehovah Jireh Village (JJV) to fund verification of ENERGY STAR certified homes. JJV promotes collaboration between churches, local government entities, civic associations, and other nonprofit agencies to support healthcare, education, employment, and housing initiatives.
- Partnering with the Lamar Institute of Technology to sponsor HERS Rater training courses, and helping to develop an Associate's degree in energy efficiency to encourage expansion of the market's HERS infrastructure.





Long Island Power Authority (LIPA)

Uniondale, New York

The Long Island Power Authority (LIPA), the second largest municipal electric utility in the nation, offers a broad range of energy efficiency programs focused on all market sectors through the Efficiency Long Island (ELI) initiative. LIPA is receiving ENERGY STAR recognition for its exceptional delivery of Home Performance with ENERGY STAR (HPwES). LIPA also promotes ENERGY STAR qualified products and ENERGY STAR New Homes. Key accomplishments in 2011 include:

- Continuing to increase customer participation in HPwES, with 47 percent of Home Performance Direct customers deciding to pursue energy efficiency measures.
- Launching a multimedia campaign, highlighting the benefits of a comprehensive audit and the money consumers can save, through radio spots, newspaper ads, and bill inserts.
- Working with the Towns of Babylon and Southampton to design a new component for HPwES—Remodel

with ENERGY STAR—to engage Home Performance contractors and local remodelers to expand the utilization of energy efficiency measures during remodeling projects.

- Expanding its program to include any home with central air conditioning, and working closely with trade ally groups, local utilities, and state agencies to ensure uniform delivery of services.
- Completing approximately 550 homes, a 23-percent increase from 2010.
- Providing its customers with educational information and incentives to support the increased adoption of ENERGY STAR qualified lighting and appliances. In 2011, LIPA's Energy Efficient Products Program influenced the purchase of an estimated 1.6 million ENERGY STAR qualified products.

Partner of
the Year



LG&E and KU

Louisville, Kentucky

Louisville Gas & Electric (LG&E) and Kentucky Utilities (KU) are owned and operated by LG&E and KU Energy, a diversified energy services company. Together, these utilities provide gas and electric service to Louisville, Lexington, and surrounding counties in Kentucky and five counties in Virginia. LG&E and KU are receiving ENERGY STAR recognition for their continued technical, marketing, and educational support to promote the ENERGY STAR New Homes program. Key accomplishments in 2011 include:

- Completing 780 ENERGY STAR certified new homes—a 7 percent increase in market penetration from 2010—for a total of 2,116 certified homes since the program was launched in 2009.
- Modifying the program's "Technical Training Series" to provide support for builders, rating companies, and

allied industry groups during the transition to ENERGY STAR Version 3.

- Achieving an estimated 3,000 MWh in annual electric savings and 1,160 kW in annual demand reductions.
- Spearheading a state-level task force consisting of delegates from the real estate and mortgage industries, Home Builder Associations, and state agencies to implement legislation encouraging the incorporation of energy efficiency into real estate appraisals.
- Participating in and sponsoring more than 40 key community-wide, regional, and statewide events associated with energy efficiency to inform potential homeowners and home builders about the benefits of ENERGY STAR.



Magic Valley Electric Cooperative, Inc **Mercedes, Texas**

Magic Valley Electric Cooperative, Inc (MVEC) is part of a national alliance of consumer-owned cooperative utilities and provides electric service to customers in the Rio Grande Valley in south Texas. MVEC's program provides financial and marketing incentives to builders and HERS Raters in support of ENERGY STAR certified homes. MVEC is receiving ENERGY STAR recognition for efforts supporting the delivery of ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Supporting the construction of more than 60 new ENERGY STAR certified homes and increasing the number of builder partners to 37, a 10-percent increase over 2010.
- Cosponsoring the 2011 Home Buyer's Fair and ENERGY STAR Workshop, including ENERGY STAR presentations and a

separate class directed specifically to builders on incentives provided by MVEC's ENERGY STAR Program for New Homes.

- Presenting information about saving energy through its ENERGY STAR program at industry and consumer events, such as the Rio Grande Valley Home Show and the How Green is Our Valley Conference.
- Participating as a sponsor of the Tour of Energy Efficient Homes, a unique event featuring 10 leading local ENERGY STAR builders, who held open houses for the public to learn more about the benefits of ENERGY STAR certified homes.
- Developing a shared-fee marketing package for HERS Raters in trade publications to help them expand their business.



An Exelon Company

PECO **Philadelphia, Pennsylvania**

PECO is Pennsylvania's largest utility, serving 1.6 million electric and 491,000 gas customers in southeastern Pennsylvania. PECO distinguished itself in 2011 with thorough program planning, and exemplary dedication to communicating the benefits of energy efficiency to its consumers, using ENERGY STAR as the common theme in messaging across its program portfolio. Key accomplishments include:

- Redesigning Smart Ideas, its portfolio of energy efficiency and demand response programs, to focus on ENERGY STAR qualified products—particularly specialty bulbs and new lighting technologies, along with HVAC systems, major appliances and water heaters, and consumer electronics—and promoting a select group of appliances recognized as ENERGY STAR Most Efficient.

- Employing a full-time field staff tasked with informing retailers, contractors, and customers about its energy efficiency and demand response programs, leveraging ENERGY STAR. Field staff conducted more than 7,500 store visits, over 540 visits to HVAC contractors, and over 150 education events during 2011.
- Maintaining a dedicated 800-number hotline to assist customers with questions about the Smart Ideas programs and how to obtain discounted ENERGY STAR qualified lighting products.
- Working with retail chains and independent retailers to offer CFL recycling programs. By the end of 2011, over 50 retail locations were participating, making it easier for residents in rural and downtown urban areas to recycle CFLs.
- Helping its customers achieve electric and gas savings of more than 142,000 MWh and almost 80,000 Mcf through its 2011 programs.



Southern Maryland Electric Cooperative (SMECO) Hughesville, Maryland

Southern Maryland Electric Cooperative (SMECO) is among the 10 largest electric cooperatives in the nation, providing electricity to over 150,000 services in Maryland. As part of its effort to respond to the EmPOWER Maryland initiative, which aims to reduce the state's energy consumption by 15 percent by 2015, SMECO supports the ENERGY STAR New Homes and ENERGY STAR qualified products programs. SMECO is receiving ENERGY STAR recognition for its successful delivery of the ENERGY STAR New Homes program. Key accomplishments in 2011 include:

- Completing 321 ENERGY STAR certified new homes, saving homeowners a collective 1.3 million kWh for a total of 566 certified homes since the program's inception in 2010.
- Holding meetings with each of the 12 participating home builders to facilitate their transition to Version 3 guidelines and offering program participants a variety of technical and sales training opportunities.
- Capturing the majority of the single-family residential new construction market in its territory, including several large national builders, and facilitating their transition to Version 3 guidelines through one-on-one meetings and a variety of technical and sales training events.
- Generating more than 62 million impressions among customers through a variety of outreach tactics, including ads in local print publications, radio promotions, bill inserts, and Google AdWorks and Facebook promotions—all of which direct consumers to SMECO's website showcasing its list of associated ENERGY STAR home builders.
- Offering a comprehensive program promoting ENERGY STAR qualified lighting and appliances through negotiated partnerships with retailers and manufacturers. In addition to offering consumer education, promotions and incentives for energy-efficient products, SMECO conducted a robust retail sales training effort in 2011, making 930 site visits and training over 480 retail sales associates.

Partner of
the Year



Utah Home Performance and Utah Building Energy Efficiency Strategies Salt Lake City, Utah

Utah Home Performance (UHP) with ENERGY STAR assists Utah homeowners in making energy-efficient home improvements, while also generating new work opportunities for energy analysts and contractors. Utah Building Energy Efficiency Strategies (UBEES) is a coalition of government agencies, utilities, building industry, and key industry stakeholder partnerships who support Utah's energy efficiency and renewable energy goals. These organizations are receiving ENERGY STAR recognition for their superior efforts to educate homeowners and businesses about the benefits of energy efficiency. Key 2011 accomplishments include:

- Supporting the completion of 2,154 Home Performance assessments with a 58-percent conversion rate to completed jobs, which has saved homeowners more than 660,000 kWh.
- Offering homeowners up to \$2,000 in incentives to offset the costs of efficiency upgrades and processing more than \$2 million in program rebates claimed by participants.
- Engaging UHP's more than 85 program partners by creating a Partner Council to solicit feedback and share best practices, and providing partners with custom-designed sales tools.
- Promoting benchmarking to public and private sector buildings across Utah using Portfolio Manager. UBEES hosted roundtable discussions, completed the Benchmarking & Best Practices Guidelines, and worked with the Governor's Energy Advisor to recognize businesses that participate.
- Launching the Community Energy Challenge pilot in a Salt Lake City neighborhood that includes homeowners and renters and a diverse range of incomes. The pilot explores how community engagement, based largely on community-based social marketing, can impact energy efficiency program implementation.
- Raising awareness about the benefits of ENERGY STAR by engaging one-on-one with consumers at multiple events such as the Spring Home and Garden Festival. UBEES sponsored and organized the ENERGY STAR Center that featured information about Utah State efficiency programs, giveaways, and the Change the World, Start with ENERGY STAR campaign pledge.

ENERGY MANAGEMENT

BEACON CAPITAL PARTNERS

Beacon Capital Partners, LLC Boston, Massachusetts

Beacon Capital Partners, LLC is a private real estate investment firm that develops, owns, and operates Class A office properties totaling 30 million square feet across the United States and Europe. Beacon Capital Partners is receiving ENERGY STAR recognition for incorporating ENERGY STAR guidelines into its standard business practices. Key 2011 accomplishments include:

- Increasing its portfolio-wide average ENERGY STAR score by three points, from an 81 in 2010 to an 84 in 2011, and saving an average of 7.5 cents per square foot of building floor space in energy costs.
- Qualifying for the ENERGY STAR at 34 of its 40 properties, moving the company closer to fulfilling its pledge to earn the ENERGY STAR at 100 percent of its managed properties.
- Achieving ENERGY STAR Leaders recognition as a Top Performer and for a 20-percent reduction in energy use across its portfolio.
- Developing the “No Cost Energy Savings Program,” which tracks and optimizes start-up and shut-down procedures at every property. This measure has saved more than 1 million kWh per property annually since its launch in 2010.
- Investing in cost-effective energy conservation measures and upgrades, including the installation of equipment to track real-time energy usage at every property; the retro-commissioning of 90 percent of its portfolio; the completion of lighting audits at every property; and optimization of chiller plant operations.
- Using ENERGY STAR as a platform to communicate the importance of energy efficiency to a wide audience of building management teams, tenants, leasing brokers, potential buyers, and investors.



Brown Printing Company Waseca, Minnesota

Brown Printing Company is the third largest magazine printer and fifth largest catalog printer in the United States, operating three state-of-the-art printing facilities. The company has a strong energy management philosophy to continuously improve and to seek out new opportunities to reduce its carbon footprint for sustainable growth. Brown Printing is receiving ENERGY STAR recognition for its energy management program and strategic support of energy efficiency in the printing industry. Key accomplishments include:

- Improving company-wide energy intensity by 4.3 percent. This equates to a reduction in greenhouse gas emissions of 31 million pounds or the elimination of the emissions from 3,310 cars.
- Building a corporate-wide energy program and integrating all facilities into the ENERGY STAR Challenge for Industry.
- Elevating career development and team incentives through the use of specific key performance indicators for energy and tying them to pay for performance, bonuses, and employee rewards.
- Engaging major printers in the United States to participate in the ENERGY STAR Printing Focus, to support the development of energy management tools, and to share best energy management practices across the entire sector.
- Instituting a set of best energy management practices, such as requiring that all capital investments consider energy efficiency, educating employees on energy efficiency through a wide variety of methods, and implementing an array of technical improvements to the company's three printing facilities.
- Communicating the value of energy efficiency by offering customers tools to educate their readers on ENERGY STAR as a method for saving energy and preventing greenhouse gas emissions.



Cleveland Clinic

Cleveland, Ohio

As a nonprofit academic medical center, Cleveland Clinic operates more than 200 institutes, community hospitals, and family centers comprising 24 million square feet in Ohio, Florida, and Nevada, as well as several locations abroad. Cleveland Clinic is receiving ENERGY STAR recognition for culturally integrating energy management into its patient care mission. Key 2011 accomplishments include:

- Improving efficiency by 1.5 percent despite a higher employee density and the addition of more than 150,000 square feet of space, for a total improvement of more than 20 percent since 2008.
- Reducing costs by \$1.2 million by actively managing energy use and pursuing available energy efficiency credits and rebates.
- Earning the ENERGY STAR for 11 facilities and tracking the energy use of all its facilities in Portfolio Manager.
- Dedicating more than \$27 million in 2011 alone to fund cost-effective energy efficiency projects, and motivating employees to take ownership of the energy action plan by sharing savings from the utility budget, which building occupants can use to improve their work space.
- Supporting two hospitals and one medical office building in EPA's 2011 ENERGY STAR National Building Competition and producing videos and other promotional materials to motivate the competitors.
- Encouraging its staff of 40,000 and surrounding community to save energy with ENERGY STAR by launching a month-long energy awareness campaign called "Focusing our Energy on Patient Care"; holding a poster contest at the Children's Hospital with the theme, "Saving energy starts with me!"; and flying a banner over its busiest public street.



Colgate-Palmolive Company

New York, New York

Colgate-Palmolive Company is a consumer products company serving people in more than 200 countries and territories. The company recognizes the importance of energy conservation and the potential consequences of climate change, and is committed to acting responsibly through its global environmental sustainability efforts. Colgate-Palmolive is receiving ENERGY STAR recognition for its strong partnership with the program and efforts to continuously improve its energy strategy. Key accomplishments include:

- Improving energy efficiency by 3.5 percent compared to a 2008 baseline.
- Adopting the ENERGY STAR Challenge for Industry as its own internal energy award program globally to recognize facilities for their energy reduction achievements.
- Implementing more than 110 capital projects estimated to deliver \$4.2 million in annual savings.
- Surveying the company's 61 manufacturing facilities and technology centers to more deeply understand the most important aspects of energy; one outcome of the survey was a list of the "Top 10 Energy Actions" all facilities must meet.
- Expanding the company's energy initiative by asking all facilities to designate 5 percent of their capital expenditure budget for environmental projects and include a 2 percent minimum for energy.
- Reaching out to multiple suppliers and contract manufacturers to inform them of the benefits of partnering with ENERGY STAR and encouraging them to join the partnership.
- Developing the Site Energy Coordinator Network to share best practices, participate in training, and promote site energy achievements.

Partner of
the Year



Des Moines Public Schools

Des Moines, Iowa

Des Moines Public Schools (DMPS) is the largest public school district in Iowa, and its nearly 5,000 teachers educate a diverse student body of over 30,000 across more than 65 schools. DMPS is receiving ENERGY STAR recognition for its commitment to demonstrating environmental and financial stewardship through comprehensive energy management based on ENERGY STAR best practices. Key 2011 accomplishments include:

- Raising its average ENERGY STAR score to 79, representing a 2-point improvement over 2010. Since the 2007 – 2008 school year, the district has cut its energy use by more than 20 percent and saved over \$1.7 million in energy costs, an amount equal to the combined salaries of 47 first-year teachers.
- Certifying 20 schools as ENERGY STAR in 2011 for a total of 42 certified schools, representing 3.5 million square feet, and earning recognition as an ENERGY STAR Top Performer.
- Implementing a 10-year facility improvement plan called “Students First” that focuses on energy efficiency and green technology, with the goal of earning the ENERGY STAR for

the renovated school through operational changes and cost-effective upgrades such as retro-commissioning, retrofitting lighting, and installing pool covers, occupancy sensors, building controls, and geothermal systems when possible.

- Continuing to improve student comfort by adding air conditioning, while reducing energy costs by 25 percent.
- Publishing a monthly Energy Report Card that uses a color-coded grading system of green, yellow, or red to communicate building and organizational performance to all district employees, community members, and outside organizations.
- Promoting a culture of energy awareness through ENERGY STAR by displaying ENERGY STAR plaques at main entrances, incorporating energy lessons into student curricula, emailing energy tips and checklists to all staff, providing hands-on training opportunities to facilities staff, and presenting at conferences and community events.

EASTMAN

Eastman Chemical Company

Kingsport, Tennessee

Eastman Chemical Company is a global company that manufactures and markets a broad portfolio of chemicals, fibers, and plastics. The company has historically focused on energy efficiency, but its commitment to continuous improvement has advanced to a new level with a restructured, corporate-wide energy program. Eastman Chemical is receiving ENERGY STAR recognition for its enhanced energy management program and commitment to continuous improvements in energy efficiency. Key accomplishments include:

- Improving energy intensity by 3 percent in 2011, which resulted in energy savings of more than \$11.6 million. This equates to a reduction in greenhouse gas emissions of 357 million pounds or the elimination of the emissions from 31,000 cars. Since 2008, the company improved its energy intensity by 8 percent.
- Installing more than \$1 million worth of meters as part of Eastman’s dedicated metering program.

- Establishing a capital energy budget of \$4.2 million based on the realization that energy projects are of low risk and high value to the company. Energy funding was also included in base projections for capital budgets going forward.
- Increasing the energy maintenance budget to \$4.4 million under the energy team’s authority to repair steam leaks, add insulation, and improve lighting.
- Institutionalizing an internal energy assessment process that was developed and piloted in 2010. The process identified more than \$650,000 in energy savings.
- Raising awareness of energy efficiency and ENERGY STAR in the community and among employees through an energy fair attended by local media and the mayor; becoming a Change the World, Start with ENERGY STAR campaign pledge driver; and sharing ENERGY STAR educational resources with 140 schools through Eastman’s Putting Children First partnership.



General Motors Company Detroit, Michigan

General Motors Company (GM) is a leading automobile manufacturer located in more than 120 countries with sales reaching more than 8 million vehicles annually. As part of its new strategy, GM is committed to “making a positive difference,” which is reflected in the achievements of its energy program. GM is receiving ENERGY STAR recognition for adopting the ENERGY STAR approach to energy management and integrating it into the company’s standard business model. Key accomplishments include:

- Reducing energy intensity in its U.S. operations by 4 percent compared to 2010, saving \$14 million in energy costs.
- Reducing energy use in global facilities by 30 percent between 2005 and 2010. These savings reduced greenhouse gas emissions by 3.15 million metric tons.
- Requiring all personnel worldwide to adopt the principles outlined in the company’s Code of Conduct,

including environmental sustainability and energy efficiency practices.

- Allocating \$12 million for the implementation of cost-effective energy, water, and greenhouse gas emissions reduction projects in GM’s U.S. plants.
- Earning GM’s first ENERGY STAR certification for an assembly plant and achieving the ENERGY STAR Challenge for Industry energy use reduction goal at 30 sites.
- Committing to invest up to \$40 million over the next few years in projects that will help reduce up to 8 million metric tons of carbon dioxide from the atmosphere, equivalent to the annual impact of a forest the size of Yellowstone.
- Using landfill gas as a source of energy in four of GM’s U.S. manufacturing facilities.

Partner of
the Year

LIBERTY

PROPERTY TRUST

Liberty Property Trust Malvern, Pennsylvania

As a \$6.4 billion real estate investment trust, Liberty Property Trust owns nearly 700 properties representing 79 million square feet of office and industrial space throughout the United States and United Kingdom. Liberty Property Trust is receiving ENERGY STAR recognition for its comprehensive energy management approach that uses ENERGY STAR tools and resources to set goals and measure success. Key 2011 accomplishments include:

- Reducing its average weather normalized source energy intensity by 6 percent, which equates to an estimated energy savings of \$1.3 million for their tenants, and achieving a portfolio-wide average ENERGY STAR score of 68, an increase of 4 points over 2010.
- Earning ENERGY STAR certification for 26 buildings, for a cumulative total of 78 certified buildings representing 10.8 million square feet of space.
- Investing more than \$4.2 million to complete more than 160 cost-effective energy efficiency projects.

- Establishing policies that require tracking the energy use of 100 percent of its managed buildings in Portfolio Manager and mandating that all new construction office building designs must achieve a minimum score of 80 in Target Finder.
- Distributing monthly progress reports to all property managers and upper management; reports show current ENERGY STAR scores and changes in energy use percentages for each city and region and for the portfolio as a whole.
- Communicating the value of ENERGY STAR by placing a marketing board in the lobby of each of its ENERGY STAR certified buildings; each marketing board tells the story of the building’s efficiency. Liberty Property Trust also published press releases on its buildings that have earned the ENERGY STAR for the first time.



**SALT LAKE CITY
SCHOOL DISTRICT**
Your Best Choice

Salt Lake City School District Salt Lake City, Utah

Salt Lake City School District serves approximately 24,000 students in 27 elementary schools, 5 middle schools, 3 high schools, and 1 alternative high school, which together represent more than 3.9 million square feet of space. The district is receiving ENERGY STAR recognition for its adoption of ENERGY STAR tools and resources, which has resulted in rapid energy savings. Key 2011 accomplishments include:

- Raising its average portfolio-wide ENERGY STAR score from 66 in 2009 to 81 in 2011 and saving more than \$530,000 in annual energy costs, equivalent to the combined salaries of 21 first-year teachers.
- Earning 2011 recognition as an ENERGY STAR Leader for improving energy efficiency by more than 10 percent across its portfolio of buildings, as well as Top Performer recognition.
- Benchmarking the energy use of every school in Portfolio Manager and earning the ENERGY STAR for 19 schools.
- Pursuing local utility rebates and American Recovery and Reinvestment Act (ARRA) funds to finance half of a \$252,000 lighting retrofit undertaken across three high schools, which is expected to save more than 470,000 kWh and \$50,000 annually.
- Spreading the word about ENERGY STAR at the local and state levels by issuing press releases about its ENERGY STAR achievements, which were picked up by local newspapers and a public radio station, hosting a state congressman at an ENERGY STAR certification award ceremony, partnering with the city mayor to develop a Green Schools Initiative, and presenting on Portfolio Manager and the benefits of benchmarking at a round table meeting held at the State Capital building.

STAPLES

that was easy.™

Staples, Inc. Framingham, Massachusetts

As the world's largest office products retailer, Staples, Inc. has annual sales of \$25 billion and employs 90,000 associates across locations in 27 countries throughout North and South America, Europe, Asia, and Australia. Staples is receiving ENERGY STAR recognition for setting ambitious energy management goals and using ENERGY STAR tools and resources to achieve them. Key 2011 accomplishments include:

- Earning the ENERGY STAR for more than 250 facilities in 2011; this represents more than half of its corporate goal of 500 ENERGY STAR certified facilities by December 2012. Staples also achieved Designed to Earn the ENERGY STAR recognition for six new construction building designs in 2011.
- Becoming the first retailer to earn recognition as an ENERGY STAR Leader in 2011 for improving its energy efficiency by more than 10 percent across its portfolio of buildings.
- Increasing its average ENERGY STAR score from 61 in 2010 to 63 in 2011, which represents \$3.8 million per year in energy cost savings.
- Participating in EPA's 2011 ENERGY STAR National Building Competition and reducing energy use by more than 30 percent at its Roswell, GA, store during the course of the competition.
- Educating employees, customers, and children on the importance of saving energy with ENERGY STAR by featuring Wattson, a six-foot-tall CFL character, at events and in communication materials, as well as highlighting ENERGY STAR in webinars, videos, presentations, posters, and on the company's website.
- Offering more than 700 ENERGY STAR qualified products online and in-store throughout the United States.



The Boeing Company Chicago, Illinois

The Boeing Company, the world's largest aerospace company, has well-integrated energy management strategies that are driving the corporation toward a more energy-efficient, sustainable future. The company continues to strengthen its energy program each year by building upon past successes. Boeing is receiving ENERGY STAR recognition for the continued growth of its energy management program and promotion of energy efficiency initiatives in its supply chain and local communities. Key accomplishments include:

- Improving energy intensity by 5.2 percent over 2010—enough to power 17,800 average U.S. homes.
- Sharing information and best practices with suppliers to assist them in setting targets for reducing their respective energy and carbon footprints. Boeing employees led more than 400 supplier workshops on ways to reduce emissions. Additionally, Boeing modified its supply chain procurement contracts to include

standard language that supports further advancements for environmental improvements.

- Integrating the use of the ENERGY STAR Facility Energy Management Assessment Matrix as part of the company's energy management system for each site.
- Making significant investments in both energy projects at existing buildings in the amount of \$4.6 million, as well as energy-efficient new construction and building refurbishment of more than 2.2 million square feet.
- Achieving the ENERGY STAR Challenge for Industry reduction goal for the second consecutive year at Boeing's Long Beach, CA facility—the first site in the United States to do so—and earning ENERGY STAR certification for a cumulative total of eight Boeing buildings.
- Leveraging the company's giving program to provide for energy efficiency and sustainability in local communities.

Partner of
the Year

NEW HOME CONSTRUCTION



AVR Homebuilders Yonkers, New York

AVR Homebuilders is the regional residential building division of AVR Realty. The company made a commitment in 2006 to build only ENERGY STAR certified homes. AVR Homebuilders is receiving ENERGY STAR recognition for its dedication to building and promoting ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Building 80 new ENERGY STAR certified homes, bringing the total to 374 homes since 2006.
- Developing a multimedia, Web-based news release highlighting the benefits of ENERGY STAR certified homes, reaching an audience of more than 30 million through such portals as YouTube, Google Video, Yahoo Video, and AOL Video.
- Incorporating ENERGY STAR messaging into print advertising, brochures, and other displays. The company

also worked with NYSERDA to implement a coordinated advertising campaign to highlight the benefits of ENERGY STAR certified homes.

- Ensuring that sales staff is well-trained and fully-versed on ENERGY STAR certified homes. Sales personnel are trained to conduct hard hat tours of home models and to be able to point out the benefits of ENERGY STAR certified homes throughout the building process.
- Working with its Home Energy Rater to provide technical training for construction staff and subcontractors to ensure that staff understand ENERGY STAR construction methods and quality controls.



D.R. Wastchak, LLC
Tempe, Arizona

D.R. Wastchak, LLC (DRW) is an energy-efficient homes consulting firm and provides home energy rating services to new home builders. DRW is receiving ENERGY STAR recognition for its longstanding commitment to verifying ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Verifying 1,400 ENERGY STAR certified homes, representing an increase of approximately 10 percent from 2010 and bringing the total number certified by DRW since 1999 to 53,000.
- Helping builders and their subcontractors to understand and embrace ENERGY STAR Version 3. One hundred percent of the company's builder clients have committed to building ENERGY STAR certified homes to the new specifications.
- Providing continuous expertise and leadership in representing Phoenix-area new homes stakeholders while presenting feedback and discussions with the ENERGY STAR New Homes program on Version 3 specifications.
- Developing an ENERGY STAR Version 3 Sales Book for use by builders' sales agents to educate consumers about the features and benefits of ENERGY STAR certified homes.
- Customizing ENERGY STAR resources and tools for builders and subcontractors to streamline the verification process.
- Easing the transition to ENERGY STAR Version 3 by supporting a new RESNET accredited rater training course on Version 3 and an improved software infrastructure for the Version 3 checklists.



DuctTesters, Inc.
Modesto, California

DuctTesters, Inc. is an energy consulting firm and leverages the ENERGY STAR New Homes program to drive clients toward higher efficiency construction. DuctTesters, Inc. is receiving ENERGY STAR recognition for providing exceptional verification services for ENERGY STAR certified homes. Key accomplishments in 2011 include:

- Verifying 680 ENERGY STAR certified homes for builder clients, several of whom have committed to building 100 percent ENERGY STAR certified homes.
- Recruiting and encouraging new production builders to construct more ENERGY STAR certified homes and to adopt more energy-efficient building practices.
- Providing technical support and expertise by meeting with builders individually to discuss Version 3 changes, hosting pre-construction meetings for all new projects, and training subcontractors on elements of ENERGY STAR verification inspections.
- Educating builder sales staff about ENERGY STAR and energy efficient features and construction techniques to strengthen their ability to market energy features as a selling point.
- Secret-shopping model home sites to evaluate sales staff's presentations on energy features.



NVR, Inc.
Reston, Virginia

As one of the largest production builders in the United States, NVR, Inc. sells homes under the brands of Ryan Homes, NVHomes, Fox Ridge Homes, and Rymarc Homes in 15 states and 26 markets. NVR is receiving ENERGY STAR recognition for its corporate commitment to building 100 percent of its homes to be ENERGY STAR certified and for demonstrating leadership in the homebuilding industry. Key accomplishments in 2011 include:

- Building 9,000 ENERGY STAR certified homes, for more than 23,000 certified homes since 1997.
- Working closely with its Home Energy Rater to train architects, HVAC specialists, and other construction staff on ENERGY STAR specification changes.

- Providing training to construction staff across all divisions through online webinars, internal resources available through its intranet, and onsite training.
- Incorporating ENERGY STAR messaging and logos into websites, community signage, advertising, and model home displays to convey the economic and comfort benefits of certified homes to potential homebuyers—garnering more than 100,000,000 impressions from print advertising alone.
- Creating innovative tools to train sales and marketing staff on the company's building practices through classroom, field, and self-guided courses. New tools were rolled out to 500 employees attending the 2011 National Sales Meeting.

PRODUCT MANUFACTURER



Air-King, Ltd.
West Chester, Pennsylvania

Air-King, Ltd. has been producing ventilation products for more than 40 years and is an industry leader with offices in the United States, Canada, and China. Air King's innovative and successful efforts in manufacturing and promoting ENERGY STAR qualified products distinguished it as a leader in 2011. Key accomplishments include:

- Producing 92 ENERGY STAR qualified models in 2011, a 56-percent increase over 2010.
- Hosting educational events for contractors and industry professionals on the benefits of ENERGY STAR and Air King's ENERGY STAR qualified ventilation products.

- Participating in EPA's ENERGY STARs Across America by hosting events in California, Texas, and Pennsylvania.
- Producing a high-end exhaust fan at close-to-entry-level pricing in order to make its ENERGY STAR qualified products more accessible to the general population.
- Running multiple promotions during its training days and trade shows, highlighting the Change the World, Start with ENERGY STAR campaign. Air King also ran an online and social media campaign, awarding one fan each month to participating visitors who took the ENERGY STAR pledge.

Partner of
the Year



LG Electronics, Inc.

Englewood Cliffs, New Jersey

LG Electronics USA (LG) is the North American subsidiary of LG Electronics, Inc., a global leader in consumer electronics, home appliances, and mobile communications, and is committed to improving the environment through energy-efficient innovations. LG's commitment to qualified products, employee education programs, and ENERGY STAR set it apart from others in 2011. Key accomplishments include:

- Increasing total sales of ENERGY STAR qualified products by nearly 30 percent over 2010.
- Implementing a nationwide, multifaceted public education campaign about ENERGY STAR that reached tens of millions of consumers, including a 50-second spot on its Times Square billboard featuring ENERGY STAR messaging.
- Producing 406 ENERGY STAR qualified appliances and electronics models in 2011, 21 more than the number qualified in 2010.
- Training more than 110,000 sales associates on the benefits of ENERGY STAR qualified TVs and other products.
- Leading the industry as one of the first manufacturers to participate in the ENERGY STAR Most Efficient pilot with a wide variety of products that demonstrate high efficiency performance.



ProVia

Sugarcreek, Ohio

ProVia is an industry leader in offering a professional-class door for residential applications that provides durability, security, beauty, and energy efficiency. ProVia is receiving ENERGY STAR recognition for its commitment to consumer education, employee training, and high-performance products. Key accomplishments include:

- Providing ENERGY STAR training to 70 percent more sales staff than in 2010.
- Developing a children's educational coloring book featuring "Sammy the Star" to illustrate the importance of ENERGY STAR and energy efficiency in the home.
- Increasing the number of ENERGY STAR qualified models by 20 percent compared to 2010.
- Using a clear and concise door label to help consumers understand door performance and ENERGY STAR qualification.
- Working closely with EPA to ensure the company's overhaul of its catalog and marketing materials adhered to ENERGY STAR logo guidelines.



Samsung Electronics Co., Ltd.

Suwon, South Korea

Samsung Electronics Co., Ltd. is a digital leader and committed to developing innovative technologies and efficient processes that support its mission of making life better for consumers around the world. In 2011, Samsung stood out for its dedication to designing, manufacturing, and marketing ENERGY STAR qualified products and to engaging in community outreach to promote efficiency. Key accomplishments include:

- Offering 960 ENERGY STAR qualified products, representing an increase of 42 percent over 2010. One hundred percent of its computers, clothes washers, refrigerators, dishwashers, and multifunction devices earned the ENERGY STAR in 2011.
- Coordinating with utilities and other energy efficiency program sponsors to identify ENERGY STAR qualified products that are eligible for rebates and other related

promotions.

- Engaging with the Change the World, Start with ENERGY STAR campaign and supporting campaign youth partner, Boys & Girls Clubs of America, to help inspire families to make energy-efficient changes at home, collecting over 6,000 pledges.
- Educating consumers about the benefits of ENERGY STAR qualified products through its website, community events, point-of-purchase materials, and advertising efforts—a Times Square advertisement of Samsung's qualified products generated 700,000 impressions.
- Informing 100 percent of Samsung's employees about its commitments to ENERGY STAR and holding more than 230 distributor and retailer training events in more than 70 cities.

Scotsman® Ice Systems

Scotsman Ice Systems

Vernon Hills, Illinois

Scotsman Ice Systems is one of the world's largest manufacturers of ice systems and is dedicated to developing energy-efficient, reliable ice solutions. In 2011, Scotsman made exceptional efforts to incorporate efficient design into its product line and to highlight ENERGY STAR in marketing efforts. Key accomplishments include:

- Expanding its energy-efficient product line to include a total of 65 ENERGY STAR qualified ice machines.
- Launching the Prodigy® Advanced Sustainability line of ice machines featuring advanced network system controls that optimize energy and water savings.

- Refining its C0530 cube ice machine, the most popular Scotsman ice machine, to be ENERGY STAR qualified.
- Displaying the ENERGY STAR on all qualified models and training and marketing collateral. Scotsman also educates dealers, sales representatives, distributors, and the media about energy efficiency and ENERGY STAR.
- Earning a product feature spot in the North American Food Association of Food Equipment Manufacturers 2011 What's Hot! What's Cool! new product gallery for the ENERGY STAR qualified Scotsman C2648 Prodigy Cuber.

Partner of
the Year

SERVICE AND PRODUCT PROVIDER



EnergyCAP, Inc.

State College, Pennsylvania

EnergyCAP, Inc. (ECI) is an industry-leading publisher of online and installed software that tracks, reports, analyzes, audits, and benchmarks energy use and greenhouse gas emissions. ECI is receiving ENERGY STAR recognition for making ENERGY STAR an integral component of its software product offerings for a wide network of customers and business partners. Key accomplishments include:

- Providing automated benchmarking services to more than 4,000 customer buildings in 2011, doubling the number of buildings that ECI was previously benchmarking in Portfolio Manager.
- Integrating ENERGY STAR benchmarking into all versions of its software offerings.
- Licensing these software products to more than 1,200 organizations or buildings—providing clients with the ability to earn an energy performance score in Portfolio Manager and introducing them to the broader suite of ENERGY STAR tools, resources, and strategies.
- Leveraging its expanded software offerings to enable more than 1,000 new K-12 school customers to obtain scores in Portfolio Manager.
- Communicating the value of ENERGY STAR benchmarking and recognition by including ENERGY STAR messaging in all marketing materials, websites, sales proposals, and value statements, and speaking about ENERGY STAR at industry seminars and conferences.

FANNING HOWEY

Fanning/Howey Associates, Inc.

Celina, Ohio

With regional offices across the country, Fanning Howey is a full-service architecture, engineering, and design firm focused on planning and designing educational facilities. Fanning Howey is receiving ENERGY STAR recognition for using ENERGY STAR tools and resources to design energy-efficient buildings that deliver long-term operational and environmental benefits to clients and their communities. Key accomplishments include:

- Estimating the energy efficiency of all major new construction and renovation projects using EPA's Target Finder, including almost 30 design projects since 2010.
- Achieving Designed to Earn the ENERGY STAR recognition for eight building designs in 2011 and submitting an additional two projects for this recognition at year-end. These designs had an average projected energy savings of 40 percent compared to code requirements.
- Completing the energy efficiency lifecycle by earning the ENERGY STAR for three school buildings in 2011, for a total of 16 certified buildings since 2010.
- Integrating ENERGY STAR into its new energy services program by using Portfolio Manager and Target Finder to help benchmark energy use and conduct energy audit studies.
- Leading the Big Easy Central region in the 2011 ENERGY STAR Challenge for Architects by submitting the most projects from the state of Ohio, and winning second place in the 2011 ENERGY STAR Challenge Facebook Favorite contest.
- Spreading the word about ENERGY STAR tools and resources through industry articles and presentations at regional and national conferences.



The E Group, a Division of FirstEnergy Solutions Corp. Akron, Ohio

The E Group, a division of FirstEnergy Solutions Corp., is an energy consulting company that provides energy management services to governmental and multisite commercial and industrial clients across the United States and Canada. The E Group is receiving ENERGY STAR recognition for helping clients to benchmark their buildings as a fundamental step in comprehensive energy management. Key accomplishments include:

- Integrating automated benchmarking functionality into the eTrends reporting tool in order to provide nearly 8,000 client buildings with regularly-updated ENERGY STAR scores. More than 3,500 of these buildings were benchmarked for the first time in 2011.
- Helping 37 client buildings earn the ENERGY STAR and over 90 buildings improve their ENERGY STAR score by at least 10 points in 2011.
- Benchmarking 100 percent of the bank branches for a Fortune 500 banking company and conducting site certification visits to help the company earn the ENERGY STAR for 50 of these facilities.
- Giving clients a “one-stop shop” advantage by featuring the ENERGY STAR program as a main attribute of their demand side management, along with carbon footprint analysis, energy efficiency audits, rebate services, and renewable energy projects.
- Raising awareness of ENERGY STAR by featuring the ENERGY STAR logo prominently on its recently updated website, supporting clients’ Earth Day events by distributing ENERGY STAR materials, and speaking about ENERGY STAR and the importance of benchmarking at industry conferences and events.

Partner of
the Year

Award Winner Profiles:

Excellence

Fourteen organizations are recognized for a specific activity to promote energy-efficient products, homes, or buildings and thereby helping to expand the reach of the ENERGY STAR Program.

ENERGY STAR PROMOTION



Central Florida Energy Efficiency Alliance

Orlando, Florida

The Central Florida Energy Efficiency Alliance (CFEEA) is made up of a diverse group of stakeholders, including professional and trade organizations, local governments, academia, and utilities, that are committed to conserving energy and natural resources through environmentally and socially responsible energy and building management practices. CFEEA is receiving ENERGY STAR recognition for its dedication to removing market barriers to efficiency by educating and engaging its community to manage energy use. Key accomplishments include:

- Motivating the commercial sector to improve energy efficiency by hosting the Kilowatt Crackdown Challenge annually since 2009, which requires participants to benchmark and track energy use in Portfolio Manager and commit to reducing energy use by 30 percent over 3 years. More than 2,000 buildings have signed up for the Challenge since its launch, with over 350 buildings participating in 2011 alone.
- Helping Kilowatt Crackdown Challenge participants prevent a cumulative total of more than 26,000 metric tons of greenhouse

gas emissions, equivalent to the emissions from the energy used by more than 2,200 homes for one year.

- Offering free workshops on energy management and performance improvement topics, such as benchmarking in Portfolio Manager, upgrading lighting, enhancing HVAC efficiency, and implementing building automation control strategies.
- Addressing market barriers to benchmarking through the Energy Specialist Training Program, a 12-week course that teaches students how to collect, enter, and report energy use data. An additional 11 students from the University of Central Florida were trained in 2011.
- Conducting extensive outreach to businesses in central Florida about the Challenge and ENERGY STAR through presentations to local business groups, the Crackdown website, e-mails to participants, and featured articles and paid advertisements in local media publications.

DESIGN TECH HOMES

CUSTOM  BUILDER

Design Tech Homes

Spring, Texas

Design Tech Homes is among the largest privately owned, custom home builders in Texas with a reputation for quality and energy-efficient construction. Design Tech Homes is receiving ENERGY STAR recognition for its successful promotion of ENERGY STAR in the housing market. Key accomplishments include:

- Building 100 percent of its homes to ENERGY STAR specifications.
- Promoting ENERGY STAR through a variety of media, including Facebook, company website, brochures and pamphlets, YouTube videos, television ads.

- Discussing changes to the ENERGY STAR program in weekly staff meetings for construction managers and new home consultants to ensure staff is up-to-date on the ENERGY STAR program.
- Hosting 30 to 60 potential homebuyers each month in its free, two-hour informational seminar about the process of building an energy-efficient custom home, including a large component dedicated to ENERGY STAR.
- Participating in the two-hour Better Home Show radio program each Saturday morning hosted by Design Tech Homes owner and CEO hosts to discuss the benefits of the ENERGY STAR New Homes program.



Good Earth Lighting, Inc.

Wheeling, Illinois

Good Earth Lighting, Inc. designs, manufactures, and sells a high-quality line of ENERGY STAR qualified lighting fixtures at affordable prices. In 2011, Good Earth successfully promoted ENERGY STAR qualified lighting by partnering with retailers to educate consumers about energy-efficient models. Key accomplishments include:

- Offering 404 ENERGY STAR qualified models in 2011, a 7-percent increase over the number offered in 2010. One hundred percent of its decorative fixture product line is ENERGY STAR qualified.
- Educating end-users about the benefits of qualified lighting through in-store events and by working with retailers to develop and display product signage.
- Partnering with Lowe's and ACE Hardware to promote ENERGY STAR qualified fixtures through local utility programs, resulting in a 7-percent increase in sales.
- Featuring the ENERGY STAR logo prominently on its company website and including a section entitled "Brighter Ideas," which informs consumers about the benefits of ENERGY STAR qualified lighting.



Hoshizaki America, Inc.

Peachtree City, Georgia

Hoshizaki America, Inc. is an international leader in the design, manufacture, and marketing of products for the foodservice industry. Hoshizaki America exemplified its leadership by successfully promoting ENERGY STAR qualified ice machines, dishwashers, and other foodservice equipment. Key 2011 accomplishments include:

- Earning the ENERGY STAR for 98 percent of its new models introduced in 2011, offering a total of 75 qualified models.
- Incorporating the ENERGY STAR logo and messaging into promotional efforts including industry tradeshow exhibits; ENERGY STAR-themed community outreach activities; and print, direct mail, and point-of-purchase marketing campaigns.
- Redesigning its website to better engage consumers and to feature links to ENERGY STAR and to utility companies offering energy efficiency rebates.
- Educating 90 percent of its employees and staff and 85 percent of the distributor and retailer staff on ENERGY STAR and other efficiency-related guidelines.
- Training nearly 5,000 of its contracted service network on the consumer benefits of ENERGY STAR.

Excellence



Meritage Homes
Scottsdale, Arizona

Meritage Homes is one of the largest home builders in the country and has built more than 70,000 homes across the southern and western United States during the past 26 years. Meritage is receiving ENERGY STAR recognition for its commitment to educating its employees, industry stakeholders, and the general public about the value and benefits of energy efficiency. Key accomplishments in 2011 include:

- Constructing 100 percent of its homes to be ENERGY STAR certified and completing more than 3,800 certified homes.
- Implementing a comprehensive, multi-tiered public awareness campaign that encompassed online educational content and extensive community outreach. The efforts received media coverage from ABC, USA Today, CNN, MSNBC, Forbes, Reuters, and Avid Ratings.
- Opening 85 new learning centers across the country, tasked with educating employees, key stakeholders, students, and average citizens on national design center standards.
- Taking an active role in assisting local high school sustainability curriculum development, teaching sustainability at state universities, and participating in industry forums promoting ENERGY STAR and energy-efficient practices.
- Using ENERGY STAR certification as a foundation of its Net-Zero initiative and raising awareness about the initiative at an event where people could tour model homes.

nationalgrid

National Grid
Waltham, Massachusetts

National Grid is an international energy delivery company that provides electricity to more than three million customers in Massachusetts, New Hampshire, New York, and Rhode Island, and manages the electricity network on Long Island under an agreement with the Long Island Power Authority (LIPA). It is also the largest distributor of natural gas in the northeastern United States. In 2011, National Grid continued to set itself apart as a leading sponsor of targeted and innovative energy efficiency promotions, building on a tradition of driving long-term market adoption of energy-efficient products and practices through education with ENERGY STAR. Key accomplishments include:

- Launching two new campaigns featuring ENERGY STAR, “Tap into Savings” and “Fine Art of Recycling,” drawing participation from other ENERGY STAR partners such as Sears Holdings Corporation, and garnering more than 7.3 million earned media impressions and 9 million online impressions.
- Expanding its Spanish-language ENERGY STAR marketing efforts in Massachusetts and Rhode Island through a multichannel campaign that included a new website, television and radio advertising and interviews, bilingual point-of-purchase materials, and community events.
- Conducting 10 focus groups in partnership with other utility sponsors to assess consumer knowledge and preferences about lighting products. This information will be used to inform National Grid’s future efforts to promote energy-efficient lighting.
- Expanding point-of-purchase materials at retail locations across Massachusetts to include mobile phone-focused QR codes and updating consumer information about ENERGY STAR on banners, danglers, fact cards, brochures, stickers, and more—over 130,000 materials were printed.
- Encouraging customers to use ENERGY STAR qualified products, with significant impacts—as a result of the company’s campaigns, more than two million ENERGY STAR qualified products were sold to its customers in 2011.





North Carolina Energy Efficiency Alliance

North Carolina Energy Efficiency Alliance

Boone, North Carolina

The North Carolina Energy Efficiency Alliance (NCEEA) is a state-funded, nonprofit organization that aims to overcome market barriers to the widespread implementation of energy-efficient new homes by working with housing industry professionals. The NCEEA is receiving ENERGY STAR recognition for its demonstrated commitment to raising awareness of the value and benefits of ENERGY STAR features in the home, and increasing the demand for ENERGY STAR Homes in North Carolina. Key accomplishments in 2011 include:

- Employing an aggressive direct-to-consumer marketing campaign promoting ENERGY STAR certified homes that focused on eight strategic market areas in North Carolina, resulting in more than 35 million billboard impressions, 5 million print impressions, and 10 million online ad impressions.
- Sponsoring 2,200 ENERGY STAR certified homes during its first year of participation in the program.
- Continuing its HERS Rater Incentive Program in which raters must promote ENERGY STAR certified homes to builders, and submit ENERGY STAR Certificates that meet NCEEA's incentive criteria.
- Hosting an inaugural summit event to identify market barriers, discuss strategies, and create initiatives and solutions to stimulate energy-efficient construction and the ENERGY STAR New Homes program in North Carolina.
- Engaging in builder outreach activities via ENERGY STAR training sessions at Home Builders Associations (HBAs). The sessions were offered to approximately 157 builders in nine North Carolina cities, including a number of under-served communities throughout the state.



Northwest Energy Efficiency Council

Seattle, Washington

The Northwest Energy Efficiency Council (NEEC) is a nonprofit trade association with member companies that provide energy efficiency products and services, and assist in the development and implementation of efficiency programs. NEEC is receiving ENERGY STAR recognition for its commitment to improving the energy performance of the national commercial building stock through its workforce training and certification program, the Building Operator Certification (BOC). Key accomplishments include:

- Training and certifying more than 8,000 building technicians with the skill sets necessary to improve whole-building energy performance.
- Incorporating ENERGY STAR into the national BOC program curriculum and training materials, certification maintenance requirements, and capstone project and exam questions.
- Teaching more than 860 building operators to use Portfolio Manager as part of their certification in 2011. Since 2005, more than 4,100 BOC-trained operators have benchmarked the energy use of their buildings in Portfolio Manager.
- Conducting train-the-trainer sessions to teach an additional 15 instructors to use Portfolio Manager, a 20-percent increase from 2010.
- Reaching thousands of facilities professionals through BOC brochures and other marketing collateral, the website, quarterly Webcasts, and case studies published in the BOC *Bulletin* and online.

Excellence



Sea Gull Lighting Products LLC

Riverside, New Jersey

Sea Gull Lighting Products, LLC manufactures both ENERGY STAR qualified lighting and ceiling fan products. Since 1992, the company has seen its customer interest in energy-efficient products continue to grow. Sea Gull Lighting is recognized for its dedication to the production, marketing, and sale of ENERGY STAR qualified products. Key accomplishments in 2011 include:

- Selling more than 300,000 ENERGY STAR qualified fixtures and fans, an 11-percent increase over 2010.
- Partnering with builders, architects, and developers to install ENERGY STAR qualified lighting fixtures and ceiling fans in a variety of projects, including the 2011 Hanley Wood Concept Home with KB Home and Marta Stewart, Fort Bragg, and Fort Dix military base renovations, and numerous retirement community developments.
- Offering innovative products such as the ENERGY STAR qualified Traverse LED downlight, an improved alternative to traditional recessed downlighting.
- Holding training sessions and webinars for more than 200 of its sales representatives on the benefits of ENERGY STAR products and new product developments. Sea Gull Lighting also kept industry contacts informed through product demonstrations at seminars and the International Builders Show.
- Distinguishing its ENERGY STAR qualified products and the associated savings through retail hangtags, features on its website, brochures, and ENERGY STAR fixture giveaways.

AFFORDABLE HOUSING



Habitat for Humanity of Metro Denver

Denver, Colorado

Habitat for Humanity of Metro Denver (HFHMD) focuses on building high-quality, energy-efficient homes to save low-income homeowners hundreds of dollars each year on utility costs. HFHMD is receiving ENERGY STAR recognition for its outstanding commitment to providing energy-efficient affordable housing and incorporating ENERGY STAR products and building practices into their homes. Key accomplishments include:

- Completing 36 new energy-efficient, ENERGY STAR certified homes in 2011, providing permanent and affordable housing to more than 150 adults and children—100 percent of its homes are ENERGY STAR certified.
- Bringing the total number of ENERGY STAR certified new homes built to 310, saving homeowners more than \$1.1 million over the life of the homes.
- Partnering with EPA to construct homes that meet the new more stringent ENERGY STAR Version 3 requirements as well as the requirements of EPA's Indoor airPLUS and WaterSense programs. More than 60 spectators and local media attended a kickoff event to announce the partnership, and articles about the event were published in local newspapers.
- Equipping all new ENERGY STAR certified homes with ENERGY STAR qualified products, including refrigerators, front-loading clothes washers, and CFL bulbs in all light fixtures.
- Encouraging other Habitat for Humanity affiliates to support the ENERGY STAR New Homes program by participating in a webinar with EPA and promoting its partnership in outreach materials, volunteer trainings, and on its website.



Milford Housing Development Corporation Milford, Delaware

Milford Affordable Housing Development (MAHD) is a nonprofit developer of affordable housing in Delaware with a mission to provide decent, safe, and affordable housing solutions to people of modest means. MAHD is receiving ENERGY STAR recognition for its dedication to making homeownership more affordable through ENERGY STAR and its Self-Help Housing program. Key accomplishments include:

- Developing 14 Self-Help homeownership units and two contractor-built homeownership units for very-low-income households in 2011, all of which are ENERGY STAR certified.
- Lowering monthly utility costs of homeowners by approximately \$50 to \$70 compared to the estimated costs in comparable noncertified homes.
- Committing to build 100 percent of all new housing units to ENERGY STAR specifications, including both rental and homeownership units.
- Receiving recognition from EPA and the U.S. Department of Housing and Urban Development (HUD) for outstanding efforts in energy efficiency through HUD's Self-Help Housing Program (SHOP).
- Promoting its ENERGY STAR partnership on its website and placing ENERGY STAR plaques on each home so homeowners can proudly acknowledge their certified homes.

ENERGY-EFFICIENT PRODUCT DESIGN



DIRECTV El Segundo, California

DIRECTV is among the world's leading digital television providers and is a Fortune 150 company with annual revenue of \$24.1 billion. DIRECTV is receiving ENERGY STAR recognition for its commitment to advancing cutting edge efficiency in products. Key accomplishments include:

- Deploying nearly 11 million ENERGY STAR qualified set-top box receivers for a total of 33 million since 2009.
- Helping customers collectively save more than 900 million kWh and \$110 million annually with the energy efficient set-top boxes deployed in 2011 alone, with a cumulative savings of 2.75 billion kWh and \$320 million since the beginning of its ENERGY STAR partnership in 2009.
- Deploying Whole Home Digital Video Recorders (DVRs) in the homes of nearly 2.2 million homes, saving customers with four televisions 30 percent more energy and driving for deeper savings with new receiverless whole home video solutions with just one central DVR hub—eliminating the need for millions of receivers nationwide.
- Enhancing its company-wide sustainability program by deploying alternative fuel vans, using SmartWay-certified carriers for more than 90 percent of its domestic truckload, benchmarking facility energy use with ENERGY STAR Portfolio Manager, consolidating electronic waste with a certified recycler, and ensuring that 98 percent of its purchased desktops, laptops, and monitors are ENERGY STAR qualified.
- Highlighting the benefits of its ENERGY STAR qualified receivers through its website, an advertising insert in Time magazine, its user guides, attendance at industry events, and a partnership with the New Jersey Clean Energy Program.

SHARP®

Sharp Electronics Corporation Mahwah, New Jersey

Sharp Electronics is a subsidiary of Japan's Sharp Corporation, a worldwide developer of one-of-a-kind home entertainment products, appliances, multifunctional office solutions, and mobile communication and information tools. Sharp has distinguished itself in 2011 for building on an exceptional track record in offering ENERGY STAR qualified products across multiple product categories. Key accomplishments include:

- Offering 30 ENERGY STAR qualified TV models featuring its unique Quattron Quad Pixel technology that enables very low power consumption.
- Receiving EPA's ENERGY STAR Most Efficient recognition for nine TV models—more than any other manufacturer.
- Expanding training efforts to include 20 courses for retailers and dealers, and incorporating ENERGY STAR information into educational materials and Roadshow presentations.
- Conducting the fourth year of Sharp's Solar Academy program, educating 2,900 students on such topics as climate change, energy efficiency, and renewable energy.
- Delivering a variety of efficient product lines to consumers including ENERGY STAR qualified air conditioners, air purifiers, copiers/printers/multifunctional devices, monitors/displays, DVD players, and TVs—100 percent of Sharp's air conditioners, Blu-ray disc players, and monitors.

RETAILING



Nationwide Marketing Group Winston-Salem, North Carolina

Nationwide Marketing Group (NMG) is America's largest buying and marketing organization with over 3,000 members operating approximately 10,000 storefronts and \$12 billion in combined annual sales. In 2011, NMG stood out for its remarkable efforts to increase the market share of ENERGY STAR qualified products in most major appliance and electronics categories. Key accomplishments include:

- Achieving a 26-percent increase in appliance and electronics print promotions that included ENERGY STAR messaging.
- Increasing the percentage of ENERGY STAR qualified product sales in multiple categories, including clothes washers, room air conditioners, and refrigerators and freezers, a category which saw a big jump from 56 to 78 percent.
- Supplying creative print tools and innovative consumer mail-in rebate offers and incentives featuring ENERGY STAR qualified products to 2,100 member companies managing approximately 8,000 storefronts; approximately 70 percent of member retailers took advantage of these incentives.
- Partnering with ENERGY STAR manufacturer partners to launch and promote their most innovative and efficient ENERGY STAR qualified products in order to support the ENERGY STAR Most Efficient initiative.
- Hosting North America's largest bi-annual member conference and buying show, "Primetime!," for major appliances, electronics, and furniture. In 2011, more than 6,000 member retailers and manufacturer partners attended one or both of the 3-day events. At the event, NMG presented information about the benefits of ENERGY STAR and available resources to member retailers, included opportunities to take the Change the World, Start with ENERGY STAR pledge at internet stations, and offered member retailers and manufacturer partners ENERGY STAR marketing tools and resources to highlight their own products.



Award Winner Profiles: _____

Special Recognition

These certificates recognize organizations that have made significant contributions toward advancing energy efficiency in specific areas of the marketplace



NSTAR Electric & Gas Westwood, Massachusetts

NSTAR, in partnership with National Grid and Berkshire Gas, has worked collaboratively to deliver Home Performance with ENERGY STAR® (HPwES) to customers as part of the statewide Mass Save® Home Energy Services Program in the Commonwealth of Massachusetts since late 2002. Working collectively, NSTAR, National Grid, and Berkshire Gas have accelerated the Home Performance marketplace with smart consumer energy education, a dedication to building a professional

contracting infrastructure and attractive incentives and financing. The Mass Save program now has over 80 independent contractors that in 2011 alone performed over 14,000 HPwES installations (with 5000 securing program loans). NSTAR, National Grid, and Berkshire Gas are being recognized for being the top producer of all HPwES programs and since 2008 have been responsible for making over 34,000 Massachusetts' homes more energy efficient and comfortable.



NV Energy Las Vegas, Nevada

NV Energy serves more than 2.4 million electric customers in a 45,900-square-mile area in Nevada. The utility must also meet the high energy demand of a tourist population that exceeds 40 million annually. Since 2002, NV Energy has been promoting efficient ENERGY STAR qualified

lighting to its customers as a way to reduce electric demand. NV Energy is being recognized for a unique research effort in 2011 to inform how to best promote efficient lighting in response to new federal and state standards for lighting efficiency.

Special
Recognition

Appendix:

ENERGY STAR Award Criteria

Sustained Excellence

Partners who have received ENERGY STAR recognition for multiple years and have gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence. This year partners received awards for Sustained Excellence in the categories of Energy Efficiency Program Delivery, Energy Management, New Home Construction, Product Manufacturer, Product Retailer, and Service and Product Providers.

Partner of the Year—Energy Efficiency Program Delivery

This award recognizes utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor sustained energy efficiency and environmental programs. These winning organizations have demonstrated excellence in implementing comprehensive, high performing energy efficiency programs. These programs have directly leveraged ENERGY STAR as a strategy to effectively reduce market barriers and to achieve significant impact in the marketplace for advancing energy efficiency and related greenhouse gas emission reduction goals.

This award recognizes organizations in four program categories:

1. Residential New Construction—programs that promote the construction of energy-efficient new homes through activities such as: implementing consumer education and awareness campaigns; providing training for new home industry professionals on energy efficiency and building science principles; and offering incentives to builders or consumers for the construction of ENERGY STAR qualified homes. To be eligible, the program delivery partner must be sponsoring an ENERGY STAR Version 3 program in 2012.
2. Home Performance with ENERGY STAR:
 - a. Emerging Markets—programs that recently signed a Partnership Agreement and reported at least 50 Home Performance with ENERGY STAR jobs in 2011.
 - b. Established Markets—programs that have reported at least 100 Home Performance with ENERGY STAR jobs, and have demonstrated market and program sustainability.
3. Qualifying Products—programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR qualifying commercial and residential products and/or related best practices, such as power management of office equipment or consumer education on proper thermostat use.
4. Commercial and Industrial—programs that deliver improved whole-building energy performance in existing buildings, target and track performance in new construction, and/or achieve facility-wide improvement in industrial plants by using ENERGY STAR tools and resources to overcome market barriers.

Organizations receiving this award have demonstrated:

1. A strong program design with clear goals, a strategy for overcoming market barriers to achieve sustained market change, and an approach that is a best practice for the market.
2. Incorporation of the ENERGY STAR platform—messaging, tools, and strategies—into the initiative.
3. Qualitative and quantitative data supporting market change, or likely upcoming market change, as a result of the initiative. Examples of market effects include:
 - An increase in sales or market share of ENERGY STAR qualifying products.
 - Energy savings, peak demand reductions, and air pollution reductions achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR.
 - An increase in the use of EPA's ENERGY STAR energy performance scale, increase in buildings earning the ENERGY STAR, and achievement of ENERGY STAR Leaders recognition for commercial buildings by program participants.
 - An increase in percentage of new homes built to ENERGY STAR guidelines and/or growth in percentage of housing starts that later earn the ENERGY STAR.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Energy Efficiency Program Delivery.

Partner of the Year—Energy Management

This award recognizes ENERGY STAR partners from commercial, industrial, institutional, and other organizations that demonstrate improved energy performance of buildings and plants through a corporate-wide energy program—as proven by work completed and energy savings—during the 2011 calendar year. Applications are evaluated in three categories:

1. Management Practices—use of best practices in managing energy, as demonstrated through:
 - Implementation of each fundamental element of superior energy management described in the ENERGY STAR Guidelines for Energy Management.
 - Current energy efficiency projects, energy management strategies, and integration of ENERGY STAR tools and resources into the energy program.
2. Organization-wide Improvements—actual energy performance improvements achieved during 2011, taking into account both the magnitude of improvements (measured via change in energy intensity across the portfolio) and current

energy performance relative to organizational peers. Energy savings must also be expressed in business, financial, and environmental metrics.

3. Promoting and Communicating Success—demonstrated ability to promote partnership with ENERGY STAR and communicate energy efficiency to customers, employees, guests, tenants, students, and community through:
 - Use of ENERGY STAR messaging and resources in their communications strategies.
 - Participation in EPA recognition opportunities, such as earning the ENERGY STAR or obtaining ENERGY STAR Leaders recognition.
 - Direct communications with organization and external stakeholders, and publicizing efforts to media through various activities such as press releases, internal and external website updates, energy-related events, producing/distributing collateral about ENERGY STAR, reaching out to state and local government officials, etc.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence in Energy Management.

Partner of the Year—Home Energy Rater

This award recognizes ENERGY STAR Provider and Home Energy Rater partners who have demonstrated excellence and innovation in participating in the ENERGY STAR New Homes program. Home Energy Raters and Providers receiving this award are evaluated on the following categories:

1. Builder Recruitment—direct contribution to the growth of ENERGY STAR builders and developers in an organization's market, as measured through the number of builders recruited and ENERGY STAR certified homes built in the past year.
2. Builder Marketing and Sales Support—demonstration of robust effort to help builders increase consumer awareness and participation in ENERGY STAR outreach efforts, and presentation of training to real estate professionals.
3. Builder Technical Support—demonstration of the organization's efforts to provide technical training to builders.
4. Innovation—description of the unique approaches that the organization took in implementing and promoting ENERGY STAR in its market.
5. Letter of Recommendation—this letter of recommendation must be from a builder client who is also an ENERGY STAR partner.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Home Energy Raters.

Partner of the Year—New Home Builder

This award recognizes ENERGY STAR home builder partners who have demonstrated excellence and innovation in building and promoting ENERGY STAR certified homes. Organizations receiving this award are evaluated across the following criteria:

1. Promotional and Marketing Collateral—materials developed to promote and market ENERGY STAR new homes in the organization's market.
2. New Homes Technical Training—construction staff and subcontractors are prepared to build ENERGY STAR certified homes.
3. New Homes Sales and Marketing Training—sales employees and real estate professionals are prepared to communicate the benefits of ENERGY STAR certified homes and promote them to potential homebuyers.
4. Program Innovation—unique approaches to implementing and promoting ENERGY STAR in the organization's market.
5. Letter of Recommendation—this letter of recommendation must be from the organization's Home Energy Rater to describe his/her experience in working with the builder partner.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for New Home Builders.

Partner of the Year—Product Manufacturer

This award recognizes ENERGY STAR partners who manufacture qualified products and have furthered the goals of ENERGY STAR through their active participation in the program.

Applications are evaluated in the following categories:

1. Product Qualification Efforts:
 - Number of ENERGY STAR qualified models/units in 2011 and 2010, and percentage change over previous year.
 - Percentage of product lines that are ENERGY STAR qualified.
 - Percentage of total sales that were ENERGY STAR qualified in 2011 and 2010, and percentage change over previous year.

- Availability of information concerning new ENERGY STAR products qualified or in development in 2011.
 - Innovation in product design for energy efficiency.
2. Labeling Efforts:
- Minimum labeling requirements are met on products, packaging, website, user manuals, etc.
 - Demonstration of activities that go above and beyond minimum labeling requirements.
 - Number of qualified models and displays (manufacturers of windows, doors, and skylights).
3. Training Efforts:
- Integration of ENERGY STAR into organization's sales force and employee training, including number of organization new and existing employees reached, as well as number of distributor and retailer locations trained.
 - Cooperation with distributors, retailers, or utility/ state/ regional partners to increase ENERGY STAR information in retail/distributor product knowledge training.
 - Collaboration with EPA/DOE in the development of training activities.
4. Sales and Marketing:
- Demonstration of ENERGY STAR integration in exhibits, presentations, and other gatherings.
 - Leadership or participation in promotions.
 - ENERGY STAR-themed community outreach activities, advertising, public relations efforts, special events, and press releases.
 - Print, radio, television, direct mail advertising, brochures, and Web media (YouTube, Facebook, Twitter) with ENERGY STAR messages.
 - Point-of-Purchase (POP) materials.
 - Inclusion of environmental messaging in any of the above activities.
5. Consumer/End User Education:
- Innovation in educational efforts that go above and beyond simple ENERGY STAR logo use and messaging.
 - Development of educational content to include in YouTube videos, blogs, social media sites, and other Web pages, brochures, pamphlets, etc.
6. Cross-cutting Efforts Incorporated Into Company Practices:
- Participation or leadership in revising and developing new ENERGY STAR specifications.
 - Offering recycling of products and/or packaging or developing in-house recycling programs.
 - Participation in the development of data tools such as Find-A-Product and provision of product and marketing data using these tools.
 - Commitment to organization-wide facility energy efficiency improvements.
 - Procurement of energy-efficient and/or ENERGY STAR qualified products.
 - Implementation of energy efficiency improvements in organization facility and pursuit of ENERGY STAR certification for buildings. Giving preference to ENERGY STAR certified buildings when leasing space.
 - Participation in other EPA partnership programs, such as Low Carbon IT, SmartWay, and Green Power Partnership.
 - Innovative product design.
 - Commitment to protecting the integrity of the ENERGY STAR brand.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Product Manufacturer.

Partner of the Year—Product Retailer

This award recognizes retailers that have made an extensive commitment to the growing success of ENERGY STAR. These partners have excelled in the following areas:

1. ENERGY STAR strategy:
 - Integrating ENERGY STAR into corporate strategy.
 - Clearly articulating ENERGY STAR marketing strategy.
 - Engaging and collaborating with EPA to optimize ENERGY STAR partnerships strategically and tactically.
 - Helping to advance ENERGY STAR program goals through specific ENERGY STAR partner activities.
 - Reporting progress and achieving outlined goals.
2. Product Specification and Stocking:
 - Working to increase stock of ENERGY STAR qualified products through active merchant engagement, development of goals, coordination with vendors, and regular reporting on progress.
3. Sales Associate Training:
 - Leveraging sales associates to help educate and promote ENERGY STAR to customers in store, including integrating ENERGY STAR into all existing training tactics across all relevant product categories.
 - Collaborating with EPA at the beginning of the planning cycle to develop a clearly articulated ENERGY STAR training plan with specific goals, tactics, schedules, and evaluation.
 - Working with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
 - Reporting progress and achieving outlined goals.

- Utilizing training efforts that include ENERGY STAR across different mediums such as publications, TV, Web-based, in-person, and more.
4. Marketing and Communications:
 - Effective leveraging of all relevant marketing and communications tactics to help educate and promote ENERGY STAR among customers.
 - Participating in EPA's Change the World, Start with ENERGY STAR campaign.
 - Utilizing in-store ENERGY STAR marketing efforts including displays, signage, in-store radio/Muzak/TV, clinics/events, collateral, and more.
 5. Evaluation:
 - Cooperation in supporting EPA's efforts to evaluate it's ENERGY STAR program's success.
 - Conducting evaluative studies relevant to ENERGY STAR, energy efficiency, and the environment from a retailer perspective.
 - Evaluation of ENERGY STAR partnership and the value of ENERGY STAR to marketing efforts and reporting of these results to ENERGY STAR.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Product Retailers.

Partner of the Year—Service and Product Provider

This award recognizes businesses and organizations that are the catalysts—the ones that provide the products, services, and/or effective outreach efforts to help companies or public sector organizations strategically manage their energy use or to design buildings with superior energy efficiency. Service and Product Providers assist their customers to improve energy performance in existing buildings/manufacturing plants and new building designs. These partners have excelled in the following areas:

1. Energy Performance Metrics—partners provide metrics demonstrating the use of the Portfolio Manager and Target Finder tools, linking them to superior energy performance achievements and new build design projects eligible for an ENERGY STAR energy performance score.
2. Energy Efficiency Design and Performance Improvement—partners provide examples of energy-efficient design projects and/or energy improvement measures that used ENERGY STAR tools, resources, and/or products; and integration of ENERGY STAR into business offerings for improved energy efficiency

in new building design and/or energy performance improvements in existing buildings.

3. Organizational Commitment—organizations demonstrate a proven track record of aligning their mission with ENERGY STAR goals by using the suite of EPA tools and resources to promote whole-building energy performance targets and/or to enhance energy performance in existing buildings.
4. Education and Outreach Activities—organizations leverage ENERGY STAR resources to help make informed decisions about energy design and the value of energy performance and energy management in existing buildings.
 - Outreach Activities—outreach to staff, professional associations, and commercial, industrial, or institutional markets to promote superior energy efficiency and performance. Organizations also influence customers and other affiliates to become ENERGY STAR partners and integrate ENERGY STAR into their target market strategies.
 - Recognition & Achievements—organizations identify participation in ENERGY STAR Leaders, improvement in building energy performance by 10 percent or better, earning the ENERGY STAR for buildings and/or designs, preparation of success stories, and efforts taken to help building/manufacturing plant owners and managers gain recognition for enhanced energy performance and/or energy efficiency building designs.
 - Marketing Collateral—marketing materials and website include ENERGY STAR logo and messaging.

Partners who have received ENERGY STAR recognition for multiple years and gone above and beyond the criteria needed to qualify for Partner of the Year are honored with the award for Sustained Excellence for Service and Product Providers.

Excellence—ENERGY STAR Promotion

This award recognizes organizations that have planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large. Organizations receiving this award must have executed a promotion, consumer awareness, or social marketing campaign in calendar year 2011 that:

1. Leverages EPA's Change the World, Start with ENERGY STAR national campaign messaging.
2. Uses the ENERGY STAR label properly to increase consumer recognition and understanding of its meaning.

3. Distinguishes ENERGY STAR as a government-backed label associated with energy efficiency and environmental protection.
4. Demonstrates visual consistency with the national ENERGY STAR identity.
5. Implements tactics that leverage ENERGY STAR to create repeat sales in a sustainable manner and, ultimately, influence market share.
6. Provides evidence of retail sales staff training on ENERGY STAR, where appropriate.
7. Engages in media activities that enhance relevant consumer understanding of ENERGY STAR.

Excellence—Affordable Housing

This award recognizes governments, nonprofits, nongovernmental organizations, public housing authorities, or utilities that have made exceptional or market-leading contributions during 2011 toward advancing energy efficiency in publicly funded, low-income housing by constructing ENERGY STAR certified homes or promoting construction of ENERGY STAR certified homes through affordable housing policies and programs.

Organizations receiving this award have leveraged funding sources to pay for energy efficiency features in affordable housing for low-income families, and have met the following criteria:

1. **Demonstrated Success**—demonstrating quantifiable success in the organization’s affordable housing programs, policies, and projects in 2011 as measured through:
 - The number of new ENERGY STAR certified homes built and a comparison to previous years, as well as the total number of homes built by the organization in 2011.
 - Cost-benefit data associated with building ENERGY STAR certified homes and a description of the organization’s residential energy efficiency milestones and goals that were met or will likely be met in 2011.
2. **Institutional Change**—creating significant and lasting change to the organization through efforts to build ENERGY STAR certified homes or encourage the construction of these homes via housing programs and policies as demonstrated through a description of why the organization made these changes, how it was able to implement these changes including institutional or fiscal challenges or barriers encountered, how these barriers were overcome, and lessons learned.
3. **Housing Affordability**—providing a description of the target market for the organization’s housing programs and the public funding sources leveraged to pay for energy efficiency activities and how those funds were sourced and utilized.

4. **Outreach and Education**—encouraging other individuals or organizations to pursue greater energy efficiency as part of their affordable housing efforts. Utilized the ENERGY STAR name and logo in outreach efforts, materials, and at events.

Organizations also had the option to provide additional information about energy-efficient retrofits supported in 2011 and other sustainability initiatives. This information was supplemental and not required as part of the award criteria.

Excellence—Lighting Retailer or Showroom

This award recognizes lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures, and qualified lamps, of all technologies. These organizations have demonstrated outstanding effort and achieved noteworthy success selling ENERGY STAR qualified lighting products through the following activities.

1. **Product Selection**—providing goals/targets for increasing stock of ENERGY STAR qualified lighting products, working with vendors to increase stock, and reporting progress in meeting goals.
2. **Sales Associate Training**—integrating ENERGY STAR into training strategy and in all existing training vehicles. As appropriate, working with vendors or other local partners to expand sales associate knowledge about ENERGY STAR.
3. **In-Store Marketing**—displaying the ENERGY STAR label and messaging on in-store displays, signage, and at consumer educational events.
4. **Ex-Store Marketing**—implementing a variety of marketing efforts (broadcast, print, direct mail, Web promotions) to reach audiences beyond the store.

Other Excellence Awards

1. **Excellence in Energy-Efficient Product Design**—this award recognizes important contributions to raising the visibility of ENERGY STAR by leading industry in the design and manufacture of ENERGY STAR qualified products across a broad range of categories.
2. **Excellence in Retailing**—this award recognizes retailers who display exceptional commitment to ENERGY STAR across their corporate strategy, product selection, sales associate training, marketing, public relations efforts, and evaluation.

Special Recognition

These certificates recognize organizations that have made significant contributions toward advancing energy efficiency in specific areas of the marketplace.

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