



# Improving Business Performance with ENERGY STAR

Dr. Randy Hoff, PE  
Chief Executive Officer  
Energy Education, Inc.  
[www.energyeducation.com](http://www.energyeducation.com)



Learn more at [energystar.gov](http://energystar.gov)

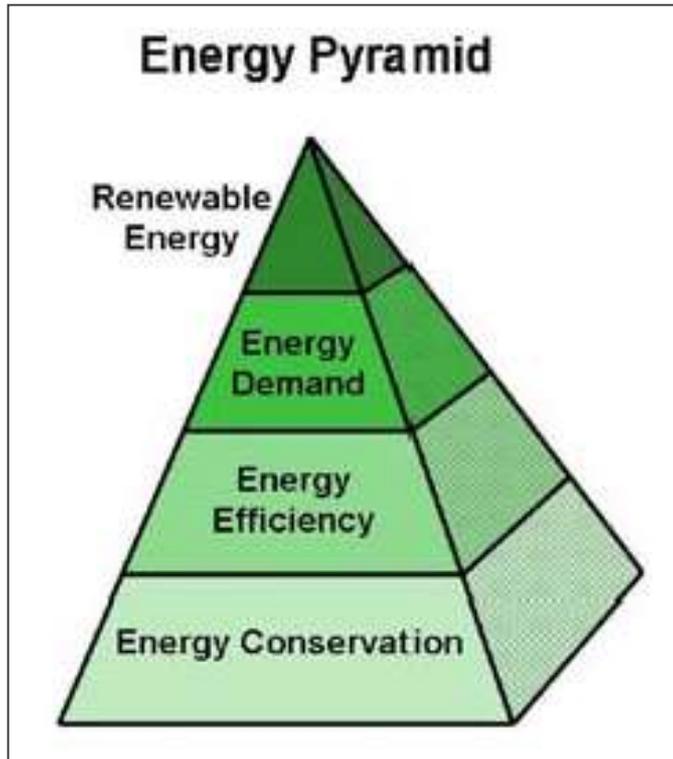


# Energy Education Overview

- 26+ years experience helping more than 1,200 client organizations in 48 states reduce energy consumption
- Specializes in creating energy conservation culture through proven organizational behavior changes and technical expertise
- Help clients manage more than \$1 billion in annual utility expenses
- Most clients save 20 to 30% off their utility bills, in some cases even 60%
- Markets: K-12 School Districts, Universities/ Community Colleges, Health Care and Mega Churches



# Prioritize Conservation First



***“Energy Conservation is largely based on behavioral practices to use in a more efficient manner...it is essential to have the cooperation of all people involved with the organization or enterprise for energy conservation to be successful.”***

Dr. Dennis Buffington, P.E.  
Pennsylvania State University

# ENERGY STAR Partnership



Energy Education clients have collectively received more than 3,300 ENERGY STAR® recognitions within school districts, higher education, church and health care.

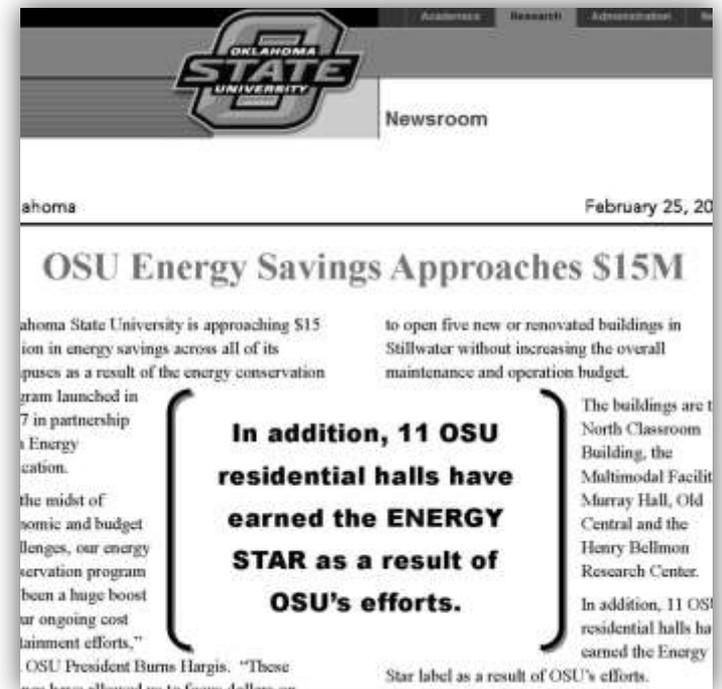
- **80% of active Energy Education clients** are ENERGY STAR Partners.
- Of the 439 total K-12 Leader recognitions, **56% are for Energy Education clients.**
- Of the Top Performer Leaders, **65% are Energy Education clients.**
- Only three organizations in the nation have earned **50% Leader** recognition and **all are Energy Education clients.**
- The only **60% Leader** nationally is an Energy Education client.

# Integration of ENERGY STAR



Energy Education has integrated ENERGY STAR messages and guidelines into our business and service offerings in four main areas:

1. Our Transformational Energy Management® process
2. Energy Education Marketers receive training in presenting ENERGY STAR benefits to prospective clients
3. ENERGY STAR information is highlighted in all proposal packages, and the ENERGY STAR logo has been incorporated on at least 85% of our proposal pages
4. Energy Education has a website page highlighting client ENERGY STAR accomplishments with links to media coverage and the ENERGY STAR website



# Recognitions & Achievements



Our dedicated professionals help client partners gain local and national recognition for enhanced energy performance:

- We provide media and communications tool kits for becoming an ENERGY STAR Partner as well as Certifications and Leader recognition.
- We provide templates for clients to use when sharing their conservation achievements with local, state and federal officials. This material includes information on ENERGY STAR milestones and achievements.
- We work closely with client recipients to plan significant presentation events for ENERGY STAR Certifications and Leader recognition.

