2009 ENERGY STAR® Electronics Partner Meeting
AGENDA

September 24, 2009
7:30 AM – 5:00 PM

Hotel Sax
Americas Ballroom
333 N. Dearborn Street
Chicago, Illinois, 60610

7:30 – 8:30 AM **Registration**

8:30 – 8:50 **Welcome and Opening Remarks**

- Welcome and meeting objective – Steve Ryan, Environmental Protection Agency (EPA)
- Host city remarks – Val Jensen, ComEd
- Agenda review and ground rules – Bill Prindle, EPA ENERGY STAR Consultant, ICF International

8:50 – 9:05 **Manufacturing Industry Update**

At this session, the Consumer Electronics Association's Doug Johnson will share information on the state of the electronics manufacturing industry. Hey will also discuss market trends and the manufacturer perspective on furthering ENERGY STAR electronics.

9:05 – 9:45 **National Electronics Update and Resources**

- EPA's Steve Ryan will share updates from the national ENERGY STAR program, including what is new and upcoming for product specifications, national campaigns and other initiatives.
- Consortium for Energy Efficiency's (CEE) Margie Lynch will share updates on the CEE Consumer Electronics Initiative, which is a collaborative effort of energy efficiency program administrators in the U.S. and Canada to increase the sale and market share of energy-efficient consumer electronics.
- There will be an opportunity for questions and answers.

9:45 – 11:00 **Set-Top Boxes Initiative**

This session will provide a forum to continue the dialogue among industry and energy efficiency program administrators about the best strategy for promoting ENERGY STAR qualified STBs. Participants will get brief updates from ENERGY STAR and from BC Hydro about developments since the meeting in Toronto in June 2009. Comcast will present the industry perspective on how energy efficiency programs can help accelerate the market for ENERGY STAR qualified STBs, and after a discussion, the group should come away with some ideas on how to move STB program efforts forward in the coming year.

- **EPA Introduction & Program Updates** – Hewan Tomlinson, EPA

2009 ENERGY STAR® Electronics Partner Meeting
AGENDA

- **Canadian Program Update –** Kari Reid, BC Hydro
  BC Hydro will summarize the key outcomes of the Toronto ENERGY STAR STB workshop; including an overview of Canada's plans for a national STB program promoting ENERGY STAR qualified STBs in 2009-2010 and ideas for how the US efficiency community can build on the Canadian effort in 2010.

- **Service Provider Perspective -** Richard Kirsche, Comcast
  As a major industry player and new ENERGY STAR partner, Comcast will present their perspective on the kind of STB promotions they would like to see offered by utilities; and characterize the role that energy efficiency programs can play in accelerating market adoption of ENERGY STAR STBs.

- **Discussion and Next Steps** – Bill Prindle, Moderator, ICF International
  A facilitated discussion to come up with a list of tangible steps that partners interested in promoting ENERGY STAR STBs can take together to field programs for these products in 2009 and beyond.

11:00 – 12:00 **Program Updates, Insights and Lessons Learned**

A moderated panel discussion with utilities and program implementers that were some of the first to offer electronics programs in their areas. Panelists will share lessons learned from their experiences in implementing electronics programs and to spur discussion around best practices to carry forward in the coming year.

- Northwest Energy Efficiency Alliance (NEEA), Sacramento Municipal District (SMUD) and Pacific Gas and Electric Company (PG&E) will share different perspective on implementing their Business and Consumer Electronics program. Speakers will include Alexis Allen, Janis Erickson and Tim Michel.

- There will be an opportunity for questions and answers.

12:00 – 1:00 **Lunch**

Mike Manos, Senior Vice President of Technical Services at Digital Realty Trust will talk about data centers, opportunities for energy savings, and how data centers provide the backbone for the growing billions of electronic devices that sit on the network.

1:00 – 2:00 **Up and Coming Programs**

Panelists from utilities that have just launched or will be launching electronics programs will share their program approaches, basic program designs and what their challenges and approaches to those challenges have been.

- Richard Genece of Southern California Edison will share information on their expanded retailer program.

- Lisa Fox of Wisconsin Energy Conservation Corporation will share updates on Focus on Energy's electronics education pilot program in Milwaukee.

2009 ENERGY STAR® Electronics Partner Meeting
AGENDA

- A representative for New York State Energy Research and Development Authority (NYSERDA) will share information on their energy management program.

2:00 – 3:00 **Best Practices for Retail Marketing**

An overview session to discuss retailer progress towards maximizing marketing efforts in electronics, including trends in messaging, in-store promotion and consumer-oriented communications.

The presentation will illustrate that despite the downturn in the economy, green messaging and the strong focus on energy and money savings have increased over the past year. In addition, by leveraging their ENERGY STAR partnerships, retailers have been able to develop messaging and platforms to promote electronics in a cost-effective manner – which presents new opportunities for partnership at the regional level for program sponsors.

- Presentation from ENEGY STAR by Anna Siefken of ICF International
  An overview of how numerous retailers have most recently promoted electronics effectively, including in-store, online, and in catalogs, and highlighting the Lowe's Utility Portal.

- There will be an opportunity for questions and answers.

3:00 – 3:30 **Afternoon Break**

3:30– 4:30 **Summary/core strategies for successful programs**

A discussion with the moderator Bill Prindle summarizing the meeting discussion to include:

- What is working well?
- What is challenging – any solutions?
- How to approach evaluation, measurement & verification?
- Program sponsor considerations in planning, designing and partnering.

4:30 – 4:45 **Closing the meeting and getting feedback** – Bill Prindle, ICF International

4:45 – 5:00 **Closing Remarks** – EPA

5:00 PM **Adjourn**

EPA is grateful to **Best Buy, ComEd** and **Sears** for providing lunch and refreshments.