



2010 ENERGY STAR[®] Products Partner Meeting

ENERGY STAR

October 4-7, 2010 Denver, Colorado





AGENDA



Sunday, October 3

5:00–7:00 p.m. Early Registration for Lighting Partners *Grand Ballroom Foyer*

Monday, October 4 (Day 1—Lighting Partners)

7:00 a.m.–6:30 p.m. Registration Open for Lighting Partners *Grand Ballroom Foyer*

7:30–8:30 a.m. Breakfast, Co-Hosted by Cree, Inc. and Greenlite Lighting Corporation *Grand Ballroom*

	Main Hall Sessions (Lighting Only) <i>Grand Ballroom</i>	Lighting Track <i>Windows Room</i>	Exhibit Hall & Networking Rooms
9:00–9:20 a.m.	Welcome and ENERGY STAR Plenary: Status of the Program and Look to the Future		Closed
9:20–10:30 a.m.	ENERGY STAR Lighting Specification Updates		
10:30–11:00 a.m.	BREAK, Hosted by Globe Electric Company Inc.		
11:00–12:30 p.m.	Regional Efficiency Program Market Status Updates		Open
12:30–1:30 p.m.	LUNCH <i>Grand Ballroom</i>		
1:30–2:15 p.m.	The Latest CFL Market Study and Lighting Portfolio Planning for Efficiency Programs (Introductory Session)		Open
2:30–3:30 p.m.	Lighting Manufacturer Marketing Summits*	Outdoor Area Lighting	
	2:30 GE		
	2:50 OSRAM SYLVANIA		
	3:10 Philips		
3:30–4:30 p.m.	3:30 MaxLite	Lighting Portfolio Planning for Efficiency Programs (Advanced Session, follows 1:30 p.m. Introductory Session)	
	3:50 TCP		
	4:10 Globe Electric		
	4:25 BREAK, Hosted by MaxLite		
6:30 p.m. (end)	4:45 Satco/NUVO		
	5:05 Cree, Inc.		
	5:25 Good Earth Lighting		
	5:45 Feit Electric		
	6:05 Cooper Lighting		
	6:20 (end)		

*Note: Lighting Manufacturer Marketing Summits are formal, facilitated sessions for individual lighting manufacturers to discuss plans and strategies for lighting products with potential partners (invite-only)

4:30–6:30 p.m. Early Registration for Appliance and Electronics Partners *Grand Ballroom Foyer*

7:30 p.m. Evening Reception at Denver Art Museum, Hosted by Technical Consumer Products

Cover Photo by Ron Ruhoff

Tuesday, October 5 (Day 2)

7:00 a.m.–5:00 p.m. Registration Open for Lighting, Appliance, and Electronics Partners *Grand Ballroom Foyer*
(optional registration also available for water heater partners)

7:00–8:00 a.m. Breakfast, Hosted by Feit Electric Company *Grand Ballroom*

	Main Hall Sessions (All Partners) <i>Grand Ballroom</i>	Lighting Track <i>Windows Room</i>	Campaigns/ Communications Track <i>Director's Row I</i>	Exhibit Hall & Networking Rooms
8:00–9:25 a.m.	Welcome to Denver & Guest Presentation: <i>What Are They Thinking? Effectively Marketing Energy Efficiency by Understanding the Consumer Mindset</i>			Closed
9:25–9:30 a.m.	BREAK, Hosted by GE			
9:30–10:30 a.m.	Retailer Promotions & Partnerships Sessions*	Lighting Technology Updates: Next Generation CFLs, Metal Halide, and Advanced (2X) Incandescents	Co-Branding with ENERGY STAR	Open
	9:30–10:15 a.m. Lowe's Companies, Inc.			
10:30–11:30 a.m.	10:30–11:15 a.m. Nationwide Marketing Group	Solid State Lighting Technology Updates	Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: How to Get Involved to Educate Your Consumers	
12:15 p.m. (end)	11:30–12:15 p.m. Sears Holdings Corporation			
12:15–1:15 p.m.	LUNCH <i>Grand Ballroom</i>			
1:15 - 2:15 p.m.	1:15–2:00 p.m. Best Buy	ENERGY STAR SSL 101 for Manufacturers	Changing the World, Together: Effective Ways to Partner on Achieving Behavioral Change	Open
2:15–3:15 p.m.	2:15–3:00 p.m. Walmart	ENERGY STAR Lighting in Multi-Family Facilities	IT Energy Saving Opportunities for Your Organization	
3:15–4:15 p.m.	3:15–4:00 p.m. The Home Depot	Lighting Portfolio Planning for Efficiency Programs (Advanced Session, repeat)		
5:00 p.m. (end)				
		**On Wednesday morning, lighting partners are encouraged to take advantage of the Exhibit Hall & Networking Rooms.		

*Note: Retailer Promotions & Partnerships sessions are formal, facilitated sessions for individual retailers to present and discuss plans for promotions of ENERGY STAR qualified lighting, major appliance, electronics, and water heater products with potential partners (invite-only)

5:00 p.m. On-Site Cocktails and Hors D'oeuvres Reception, Hosted by Electrolux *Grand Ballroom*



Thanking you for making us the
**2010 ENERGY STAR®
Partner of the Year**

Join us at our booth to take
the ENERGY STAR® pledge
and enter for a chance to win
a suite of ENERGY STAR®
qualified appliances*

Platinum sponsor of
the 2010 ENERGY STAR®
Partner Meeting



*No purchase necessary. Sweepstakes ends 12/31/10. Sweepstakes open to legal residents of the (50) United States and District of Columbia who are 13 years of age or older. Void in AK and where prohibited. See official rules at www.bigswitchsweepstakes.com for details.



STOP BY THE TCP BOOTH
TO SEE THE NEWEST TECHNOLOGY! WE HAVE...

A SOLUTION FOR EVERY SOCKET



DON'T FORGET TO FILL OUT THE SURVEY
ON THE BACK OF OUR FLYER & TURN IT IN AT THE TCP BOOTH
FOR A CHANCE TO WIN A \$300 VISA GIFT CARD.

To be eligible for the \$300 Visa Gift Card the survey must be complete and turned in to TCP by October 6th.

FOR THE SECOND YEAR IN A ROW, TCP IS THE PROUD RECIPIENT OF THE





Wednesday, October 6 (Day 3)

7:00 a.m.–5:30 p.m. Registration Open for Water Heater Partners *(and all other partners)* *Grand Ballroom Foyer*

7:30–8:30 a.m. Breakfast, Co-Hosted by Best Buy and Samsung Electronics *Grand Ballroom*

	Main Hall Sessions <i>Grand Ballroom</i>	Campaigns/ Communications Track <i>Director's Row I</i>	Appliances and Water Heaters Track <i>Director's Row H**</i>	Electronics Track <i>Silver Room**</i>	Exhibit Hall & Networking Rooms
8:30–9:45 a.m.	ENERGY STAR Plenary: Status of the Program and Look to the Future— Testing & Verification, Top Tier, Campaigns, New Homes, and More				Closed
9:45–10:00 a.m.	BREAK, Hosted by GE				
10:00–10:30 a.m.		Co-Branding with ENERGY STAR	Track Plenary: ENERGY STAR Update on Appliances & Water Heaters <i>Location: Grand Ballroom</i>		Open
10:30–11:00 a.m.			Track Plenary: ENERGY STAR Electronics Update—Specifications, Testing & Verification <i>Location: Grand Ballroom</i>		
11:00–11:30 a.m.	Appliance Manufacturer Marketing Summit* Bosch	Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: How to Get Involved to Educate Your Consumers	<i>Appliances:</i> Recycling with RAD—the EPA's Responsible Appliance Disposal program		
11:30 a.m.–Noon	Appliance Manufacturer Marketing Summit* Fisher & Paykel				
Noon–1:00 p.m.	LUNCH, Hosted by Whirlpool Corporation <i>Grand Ballroom</i>				
1:00–1:30 p.m.	Appliance Manufacturer Marketing Summit* Whirlpool Corporation	Changing the World, Together: Effective Ways to Partner on Achieving Behavioral Change	<i>Appliances:</i> Marketing and Rebate Opportunities		Open
1:30–2:00 p.m.	Appliance Manufacturer Marketing Summit* GE		<i>Appliances:</i> Applying for Partner of the Year (For Manufacturers)		
2:00–2:30 p.m.	Appliance Manufacturer Marketing Summit* Samsung Electronics	IT Energy Saving Opportunities for Your Organization	<i>Appliances:</i> 2:00–2:30 p.m. Recycling with RAD—the EPA's Responsible Appliance Disposal program (repeat)	Energy Efficiency Programs—A Bird's Eye View on Planning (Panel 1 of 4)	
2:30–3:00 p.m.	Appliance Manufacturer Marketing Summit* Electrolux		<i>Water Heaters:</i> 2:00–3:00 p.m. Connecting the Dots: Supply Chain Integration		
3:00–3:30 p.m.	BREAK, Hosted by Bosch Home Appliances				

*Note: Appliance Manufacturer Marketing Summits are formal, facilitated sessions for manufacturers of major appliances to discuss plans and strategies for major appliance products with potential partners (invite-only)

**Track Plenaries will be held in the Grand Ballroom.

Wednesday agenda continued on page 7.

Wednesday, October 6 (Day 3 continued)

	Main Hall Sessions <i>Grand Ballroom</i>	Campaigns/ Communications Track <i>Director's Row I</i>	Appliances and Water Heaters Track <i>Director's Row H</i>	Electronics Track <i>Silver Room</i>	Exhibit Hall & Networking Rooms
3:30–4:00 p.m.	Appliance Manufacturer Marketing Summit* TBD	Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: How to Get Involved to Educate Your Consumers	Appliances: 3:30–4:15 p.m. Recap of 2010 Rebate Success: New Opportunities and Lessons Learned	Energy Efficiency Programs—From Inspiration to Implementation (Panel 2 of 4)	Open
4:00–4:30 p.m.			Water Heaters: 3:30–4:30 p.m. Consumer is Key: Increasing Awareness		
4:30–5:00 p.m.		Co-Branding with ENERGY STAR	Appliances: Testing and Verification		
5:00–5:30 p.m.					

*Note: Appliance Manufacturer Marketing Summits are formal, facilitated sessions for manufacturers of major appliances to discuss plans and strategies for major appliance products with potential partners (invite-only)

6:45 p.m. Evening Reception at the Denver Center for the Performing Arts, Hosted by Sears Holdings Corporation

Thursday, October 7 (Day 4)

7:00 a.m.–3:30 p.m. Registration Open for All Partners *Grand Ballroom Foyer*

7:30–8:30 a.m. Breakfast, Hosted by Nationwide Marketing Group *Grand Ballroom*

	Main Hall Sessions <i>Grand Ballroom</i>	Campaigns/ Communications Track <i>Director's Row I</i>	Appliances and Water Heaters Track <i>Director's Row H</i>	Electronics Track <i>Silver Room</i>	Exhibit Hall & Networking Rooms
8:30–9:30 a.m.	Water Heater Manufacturer Marketing Summits*	Co-Branding with ENERGY STAR	Appliances: Day 2 Welcome and ENERGY STAR Specification Updates	Perspectives from Industry on Efficiency Program Design (Panel 3 of 4)	Open
9:30–10:00 a.m.		Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: How to Get Involved to Educate Your Consumers		Moderator Panel—Coming to a Close (Panel 4 of 4)	
10:00–10:30 a.m.		Changing the World, Together: Effective Ways to Partner on Achieving Behavioral Change	Appliances: Focus on Laundry: Residential Clothes Dryers	On the Horizon—New Approaches for Managing Miscellaneous and Electronics Energy Use	
10:30–11:00 a.m.				Set-top Box Utility Program Design Barriers and Opportunities	
11:00–11:30 a.m.		IT Energy Saving Opportunities for Your Organization	Appliances: On the Horizon: New Opportunities for Appliance Energy Savings (Panel Discussion)		
11:30–12:00 p.m.					
12:00–12:30 p.m.					
12:30–1:30 p.m.	LUNCH, Hosted by LG Electronics USA, Inc. <i>Grand Ballroom</i>				
1:30–2:30 p.m.			Appliances: Super Efficient Dryer Initiative		Closed**

*Note: Water Heater Manufacturer Marketing Summits are formal, facilitated sessions for individual water heater manufacturers to discuss plans and strategies for water heater products with potential partners (invite-only)

**Note: Networking rooms are available until 4:00 p.m.

2:30 p.m. Adjourn

We would like to thank the following partners for their generous support of the 2010 ENERGY STAR Products Partner Meeting:

