

**2012 ENERGY STAR® Products Partner Meeting
Agenda Companion**

Monday October 22, 2012

1. Welcome & ENERGY STAR Lighting Update

(Plenary)

8:00 -- 8:45 AM

This plenary session will cover everything you need to know about the 2012 ENERGY STAR Products Partner Meeting and how to make the most of your time. As ENERGY STAR celebrates 20 years of success and growth, we will take a quick trip down memory lane to reflect on the program and the role that efficient lighting has played before delving into the latest updates on the ENERGY STAR lighting program, including current prices for bulbs, latest qualified products and exciting program activity.

2. Lighting Specification Development Updates

8:45 -- 9:45 AM

This session will provide an update on the development of the Lamps specification and upcoming effective date. It will also include any plans being made or considered for the Luminaires specification as well as information on any future specification considerations for other lighting categories.

3. WATTS a LUMEN???? ENERGY STAR & EISA: Update & Resources

10:00 -- 11:00 AM

This panel will provide insight into how to position ENERGY STAR products in light of federal standards and messaging suggestions to help drive consumers to select the right ENERGY STAR lighting for their application. Consumer reaction to the new standards will also be discussed.

4. Expanding ENERGY STAR Lighting Portfolios Lessons Learned

11:00 AM -- 12:00 PM

Lighting programs continue to shift incentives away from basic spirals to LED bulbs and specialty CFLs. Determining the appropriate incentive remains important to running cost-effective programs. Partners will share their experiences with various program models, research, and incentive levels and observations on the regulatory landscape that is driving these changes, including the impact it may have on lighting programs for 2013. What does this mean for manufacturers participating in incentive programs?

5. The Latest in Lighting Test Methods & Standards

1:00 -- 2:00 PM

New lighting technologies continue to require the development of new test methods and standards to ensure quality performance. This session will provide updates and answer questions.

6. Marketing Lighting: The Broad Value ENERGY STAR Delivers

(Concurrent Session)

2:00 -- 3:00 PM

ENERGY STAR lighting products meet high standards for efficiency and performance. This session will provide an overview of what aspects of quality performance the ENERGY STAR lighting specification addresses. Learn more about how this feature of the ENERGY STAR program can enhance consumer appeal.

7. Dimming Compatibility: Pathway Towards Solutions

(Concurrent Session)

2:00 -- 3:00 PM

This session will present the latest research on dimming efficient light bulbs, discuss the challenges with designing products for compatibility from the manufacturing perspective. An overview of how the Environmental Protection Agency (EPA) is looking to address dimming in the upcoming lamps specification will be provided.

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8. Bringing an ENERGY STAR Certified Lighting Product to Market

3:30 -- 4:30 PM

This manufacturer-led session will walk partners through the process of bringing a product to market beginning with R&D, through testing, production, shipping and marketing. It will provide insights for energy efficiency program sponsors in terms of manufacturing limitations and lead times for running successful programs.

9. All About ENERGY STAR: What Every Partner Should Know

(Introductory for Newer Partners)

4:30 -- 5:30 PM

This session is designed for partners who are in their first or second year of partnership with ENERGY STAR and will provide an overview of the ENERGY STAR landscape and how manufacturers, energy efficiency program sponsors and retailers all work together to bring ENERGY STAR to consumers. It will provide information on how to use resources on the website, including qualified product lists, the Change the World, Start with ENERGY STAR Campaign, and other ENERGY STAR programs. It will also include an overview of the qualification process.

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Tuesday October 23, 2012

1. Welcome to Saint Paul and ENERGY STAR Update

(Plenary)

8:00 -- 9:00 AM

This plenary session is dedicated to all attendees regardless of product focus or organization type. The session offers remarks from the Honorable Christopher B. Coleman, Mayor of Saint Paul. Following this, Peter Banwell of the U.S. EPA will provide EPA's update on the ENERGY STAR program accomplishments and plans for the near future. The session should provide attendees a glimpse into the importance and impact of their ENERGY STAR partnerships on communities across the country, as well as insights into additional opportunities for collaboration with EPA and other ENERGY STAR partners on energy efficiency promotions for the year to come.

2. National Retailer Panel: Strategies for Energy Efficiency Program Partnerships

(Cross Track Interest)

9:00 -- 10:00 AM

This panel discussion builds off a similar session at the 2011 ENERGY STAR Products Partner Meeting, where retailers shared insights into effective approaches to retailer-efficiency program collaborations. Since then, retailers and energy efficiency program sponsors have continued to collaborate on promotions and exchange and implement ideas on best practice collaboration on incentive programs for ENERGY STAR products. The retailers will again take the stage, introducing a concept inspired by these discussions, and together with their audience, examine its potential to facilitate even more effective partnerships. A significant portion of session—25 minutes—is dedicated to audience discussion.

3. ENERGY STAR Appliance & Water Heater Program Highlights

10:15 -- 11:15 AM

Just when we thought we might have reached the limit for cost-effective energy savings in this long-standing category, the appliance market has once again surprised us! This opening session for the appliances and water heaters track starts with a look at the success the appliances program has had over the past 20 years and program plans for the upcoming year. The discussion will then cover some of the additional savings opportunities offered by ENERGY STAR's Most Efficient designation, including examples of what a couple of utility partners are doing with the pilot, as well as ideas and strategies for incorporating Most Efficient in the coming year.

4. How to Navigate Lighting Certification

(Concurrent Session, lighting manufacturers only)

10:15 -- 11:15 AM

This session will familiarize lighting manufacturers with the new third party certification system for ENERGY STAR. The session will provide a brief history of the program changes as well as tips and resources for testing and certification to make the testing and certification process as smooth as possible. Expert panelists from testing labs and certification bodies will be on hand to answer questions.

5. ENERGY STAR Consumer Electronics Program Highlights

11:15 AM -- 12:15 PM

Consumers are increasingly looking for electronics products that are more energy efficient and supporting companies with a demonstrated commitment to the environment. This session will present the case for how ENERGY STAR consumer electronics fit the bill, starting with a high level overview of the direction EPA is taking ENERGY STAR consumer electronics. The overview will include an update on specification status and schedules, priority products and promotions, and plans for ENERGY STAR's Most Efficient designation for the electronics category. In addition, participants will be offered tips on how to work with ENERGY STAR and with each other to communicate their commitment to greener and more energy-efficient consumer electronics. Upcoming sessions in the consumer electronics track will also be introduced.

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6. Environmental Activism: The Role of Young People in Changing Energy Use Behavior

(Plenary)

1:15 -- 2:15 PM

This session provides a quick update of EPA ENERGY STAR's consumer outreach plans for 2013, particularly related to the role of young people in changing home energy use behavior featuring Nancy Lublin, the founder of Dress for Success and CEO / Chief Old Person at DoSomething.org, who will present success strategies for engaging youth in social cause campaigns and how that can support our collective energy efficiency and climate protection goals.

7. Retailer “Meet & Greet”

(Cross Track Interest)

2:15 -- 4:30 PM

The Retailer “Meet & Greet” offer an opportunity for ENERGY STAR retail partners to engage with as many other ENERGY STAR partners as possible during a short period of time. During this 2 hour and 15 minute time block, participating retailers will be stationed in separate rooms that are centrally located near the main meeting space. Each retailer will act as host to visiting partners to make brief introductions and arrange for more in-depth planning sessions later in the meeting or afterwards. No other programming will be scheduled during this time block, but an afternoon refreshment break will be available in the same area.

8. Connecting Consumers with ENERGY STAR Certified Products:

Advances in EPA Product Lists *(Cross Track Interest)*

4:30 -- 5:30 PM

This session will inform partners of improvements EPA has made in collecting and sharing data on certified products. The session will walk through the features of the new system for finding ENERGY STAR models, highlighting how partners can use the system to enhance the consumer, retailer, and utility search experience.

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Wednesday October 24, 2012

1. Appliance Specification Updates and Emerging Technology: What's Next **8:00 -- 9:00 AM**

This session will review recent, current and forthcoming revisions to ENERGY STAR appliance specifications. It will provide an overview of the ENERGY STAR specification development cycle, discuss key criteria EPA evaluates when setting and revising specifications, present a time line for appliance specification revision and implementation, and highlight new products the ENERGY STAR program is scoping. An update on the ENERGY STAR Emerging Technology Award program will also be provided.

2. Water Heaters (Part 1 of 2): Where are We Now? **9:00 -- 10:00 AM**

The water heater category has been a tough market to expand growth in and there are numerous barriers that need to be overcome in order to realize substantial gains. This panel will review where the market is currently, the federal standard increases that take effect in April 2015 and key barriers that still need to be addressed. Partners will get a firm understanding of what these key challenges and opportunities are now and in the future, a strong review of recent research into market and program industry trends and barriers, and a 15-minute discussion session where partners can share their own findings and research.

**3. Big Savings Opportunities in Small Market Appliances:
Ductless Heating & Cooling, Freezers and Air Purifiers** **10:15 -- 11:15 AM**

Although the market for ductless heating and cooling, air purifiers, and freezers might be smaller than other appliances, the savings for these products represent significant savings opportunity. This session will provide information about the market for these under-penetrated products, how these customers are different from the "traditional" appliance buyer, and how partners are reaching them.

4. Water Heaters (Part 2 of 2): Case Studies on Innovative Marketing Programs
(Concurrent Session) **11:15 AM -- 12:15 PM**

While barriers to greater efficiency in the water heater market can seem very daunting, many energy efficiency program sponsor partners have found success in marketing ENERGY STAR water heaters even in a tough economy. This panel discussion will outline 4 case studies of successful marketing and outreach programs across the nation, highlighting lessons learned. Partners will gain a better understanding of how they can create innovative marketing programs that will drive sales of efficient water heaters. Participants will be asked to share their own stories for what hopes to be a rich discussion on how best to approach this challenging opportunity.

5. How to Collaborate to Develop Successful CE Promotions
(Concurrent Session) **11:15 AM -- 12:15 PM**

Collaboration among energy efficiency program sponsors, retailers and manufacturers is essential to maximizing the effectiveness of a consumer electronics promotion. This session will highlight successful ENERGY STAR-focused consumer electronics promotions and tactics, as well as best practices used to foster more collaboration between program administrators, retailers, and manufacturers.

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6. Independent Retailer Panel: Working Together “Efficiently” for “Efficiency”

(Cross Track Interest)

1:15 -- 2:15 PM

A panel of local retailers and dealer marketing/buying groups will share insights and ideas for successful ENERGY STAR-focused partnerships with energy efficiency program sponsors. Panelists will discuss various aspects of their different business models to identify opportunities for collaboration with energy efficiency program sponsors.

7. Sleek, Streaming & Smart: the Future of the CE Industry

(Concurrent Session)

2:15 -- 3:15 PM

With the trends towards sleeker design, Internet-connectedness, and inter-connectivity, consumer electronics continue to evolve outside of their basic functionality. This session will explore the energy-efficient TVs of tomorrow, how the Internet and streaming devices are changing the way consumers receive their content, and how home control through consumer electronics is becoming a reality. These trends will have an impact on the way consumers use their electronics in the future as well as how they'll consume energy.

8. RAD Program Update

(Concurrent Session)

2:15 -- 3:15 PM

This roundtable discussion on EPA's Responsible Appliance Disposal (RAD) program will provide a forum for partners to connect and share successes, challenges, and best practices around ENERGY STAR and RAD opportunities.

9. Digital Strategies for the Digital Age

3:30 -- 4:30 PM

Digital marketing is an essential strategy in the promotion of any consumer product especially consumer electronics. Developing and implementing a successful digital marketing strategy will ensure that your customers are being exposed to energy-efficient consumer electronics in a way that will maximize your return. This session will look at the latest digital marketing strategies and discuss how partners can leverage them.

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NETWORKING OPPORTUNITIES & OTHER INFORMATION

Retailer “Meet & Greets”

The Retailer “Meet & Greets” are an opportunity for ENERGY STAR retail partners to engage with as many other partners as possible. They are structured to allow partners to briefly visit retailers to make or renew contacts, and set meetings to learn more about the retailers’ ENERGY STAR program goals, objectives, and opportunities for co-promotions for the coming year. These sessions are offered in response to partner feedback and replace Retailer Summits and Quick Connects from past meetings.

Partner Networking Track – One-On-One Meeting Rooms

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Instructions will be provided on scheduling meetings, specific room options, and hospitality suite options for interested partners.

ENERGY STAR Product Expo

As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in the Capitol Ballroom, and lining the perimeter of the Minnesota Ballroom, where sessions will be taking place. The display space will be open throughout the meeting, with the exception of breakfast, lunch, and plenary sessions. Exhibitor booth locations will be emailed to meeting attendees before the meeting.

Green Meeting Efforts

EPA is working with the Crowne Plaza Riverfront Hotel Saint Paul to make the 2012 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings will include recycling, sustainable food service practices, a guest room conservation program, information on transportation options, reduced printing and shipping of meeting materials, and a mobile meeting App for providing meeting information from phones using Android and Apple platforms.