

May 20, 2019

Chicago, Illinois



ENERGY STAR® Commercial Food Service Workshop Manufacturers | Utilities | Vendors | Suppliers | Consultants

Monday, May 20, 2019 // 1:30-3:30 pm (CDT) // McCormick Place, Lakeside Center, Room E258

The U.S. Environmental Protection Agency (EPA) is facilitating an ENERGY STAR® Commercial Food Service (CFS) workshop on Monday, May, 20, 2019, in Chicago, IL from 1:30-3:30 PM (CDT) during the National Restaurant Association (NRA) Show. Stakeholders including manufacturers, utilities, operators, dealers, distributors, manufacturer sales representatives, kitchen design consultants, and other industry stakeholders are invited to convene for the event to discuss strategies for leveraging midstream incentive programs for ENERGY STAR certified CFS equipment and to hear from different market stakeholders on their program best practices, benefits, and challenges.

Based on feedback to date, we know that:

- Several utilities throughout the country have had tremendous success with midstream incentive programs for ENERGY STAR certified products within and beyond the CFS market and have gained a better understanding of best practices and strategies to overcome common challenges associated with the midstream design
- Dealers and distributors are looking for ways to become engaged with midstream incentive programs for CFS
- ENERGY STAR wants to maintain an active role in keeping CFS stakeholders engaged with one another beyond the annual ENERGY STAR CFS Workshop

What will I walk away with?

- **Utilities:** A better understanding of successful midstream CFS models and ways to overcome common barriers
- **Dealers/Distributors:** An overview of the midstream program design and how to effectively leverage associated bonuses, increased sales of higher ticket items, and more

2019 ENERGY STAR® Commercial Food Service Stakeholder Workshop

- **Operators, Sales Reps and Design Consultants:** Comprehension of how to easily leverage available dollar savings, offsetting the investment costs of energy and water efficient CFS equipment
- **Manufacturers:** Understanding of how to leverage midstream programs to highlight energy and water efficient products and the benefits of building relationships with incentive programs

Logistics

- Please RSVP on the Eventbrite page, [here](#)
- Directions from NRA Floor (North & South Halls): Room E258 is located on the 2nd floor of the Lakeside Center (over the Sky Bridge, towards the lake). Exhibitor booths are located on the 3rd floor. Walk across the Sky Bridge to the Lakeside Center. Then go down one floor (to the 2nd floor). Look for Room E258. Lost? Call (626) 387-3772. Not attending NRA? Enter McCormick Place at the Lakeside Center gates

Agenda

Building the Midstream Recipe: Optimizing Roles in the Market

Midstream programs have had success across the country and offer opportunities to many different stakeholders. The point-of-sale rebate minimizes paperwork for customers and encourages the purchase of energy efficient equipment. Customers not only save money on the initial purchase but will continue to save money on utility bills. Utilities with successful midstream CFS programs have reported an increase in customer participation, resulting in higher energy savings. This program design also offers manufacturers, dealers, and distributors the opportunity to increase sales of higher ticket items.

This session will set the stage for the rest of the workshop by providing an overview of ENERGY STAR's program, role in the market, and interest in midstream CFS programs while highlighting how stakeholders such as manufacturers, dealers and distributors, utilities, and operators can benefit from participation.

Discussion Leads: Tanja Crk, U.S. EPA // Linnea Hofstrom, ICF // Zenia Montero, ICF// Adam Spitz, ICF// Nora Lovrien Buehler, ICF

Now We're Cooking!: Midstream Success Stories

In this session utilities with successful midstream incentive programs for ENERGY STAR certified CFS equipment will present on topics such as program design elements, metrics, relationships with manufacturers and distributors, and program best practices and challenges. Utilities will also share how dealers and distributors can engage with their midstream incentive programs. We will hear from Consumers Energy (presented by DNV GL), SoCalGas and nationwide programs (presented by Energy Solutions), National Grid in MA & RI's midstream program. Additional speakers may be added closer to the event date.

Discussion Moderator: David Zabrowski, Frontier Energy

Discussion Contributors: Jennifer Parsons, National Grid in MA & RI's midstream program // Kyle Coumas, Energy Solutions // Nick Rudofski, Consumer's Energy // Tianna Byrtus, Puget Sound Energy // Melisa Marks, SoCalGas

It All Boils Down To: Next Steps in the Midstream Market

We will wrap up the workshop introducing new ENERGY STAR tools, key working group topics, and a means to continue the conversations with midstream channel stakeholders throughout the year.

*Many thanks to the North American Association of Food Equipment Manufacturers (NAFEM)
for sharing its meeting room space!*