

October 23-25, 2017  
**Chicago, Illinois**



# ENERGY STAR® PRODUCTS PARTNER MEETING

## Appliances | Electronics | HVAC | Lighting | Water Heaters

**SUNDAY, OCTOBER 22, 2017**

### **Early Registration**

**4:00 – 6:00 p.m.**

Early registration will be available for all attendees on Sunday, October 22, in the Sheraton Grand Chicago lobby, Level Three. (Please note that from Monday October 23 – Wednesday October 25, meeting registration will be located at the Ballroom Promenade, on Level Four of the Sheraton Grand Chicago).

### **Informal Welcome Gathering**

**6:00 – 7:00 p.m.**

Join a short, informal welcome gathering at *ChiBar*, located in the center of the Sheraton Grand Chicago lobby, Level Three. Pick up your meeting materials during early registration hours and then stop by to greet your peers before the start of the meeting! *Please note that the gathering will be cash bar only.*

Appliances | Electronics | HVAC | Lighting | Water Heaters



MONDAY, OCTOBER 23, 2017

**Product Expo & Breakfast****9:00 – 10:00 a.m.**

This year, EPA is kicking off the ENERGY STAR Products Partner Meeting with breakfast and the ENERGY STAR Product Expo. Come enjoy a continental breakfast, connect with other attendees, and browse the latest in efficient appliance, electronics, HVAC, lighting and water heating technologies.

**Lighting Plenary: Our Work is Not Done****10:00 – 11:30 a.m.**

This session opens the Lighting Track with highlights of EPA's ENERGY STAR lighting efforts in 2017 and its plans for 2018. Then we will examine the current market conditions for efficient lighting adoption, the market dynamics at play for the next few years, and the future of lighting programs.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency  
 Speakers: Dan Cronin, U.S. Environmental Protection Agency  
 Scott Dimetrosky, Apex Analytics LLC  
 Claire Miziolek, Northeast Energy Efficiency Partnerships  
 Alexis Allan, Northwest Energy Efficiency Alliance

**Reaching the Consumer in a Changing Lighting Landscape****11:30 a.m. – 12:30 p.m.**

As the lighting technology landscape is rapidly changing, consumers are more confused than ever. This session will dive into how partners can differentiate the value of ENERGY STAR and help consumers navigate their options to choose the right ENERGY STAR bulb for their needs.

Moderator: Noah Horowitz, Natural Resources Defense Council  
 Speakers: Arthur Christianson, The Home Depot  
 Lisa McLeer, GE Lighting  
 Melissa Tobin, National Grid

**Dimming LED Lights: Insights and Solutions****1:30 – 2:30 p.m.**

This session will cover the latest industry information on dimming LED bulbs, including ENERGY STAR criteria, testing, and NEMA's new flicker and dimmer standards and bulb-dimmer compatibility mark.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency  
 Speakers: Jennifer Dolin, LEDVANCE Corp (formerly OSRAM SYLVANIA)  
 Robert Nachtrieb, Lutron Electronics

**Getting Technical with Taylor and the Dans****2:30 – 3:30 p.m.**

This session will provide an open opportunity for stakeholders to ask technical questions about the lighting specification and certification process. Hypothetical/anonymous questions welcome.

Moderator: Austin Gelder, UL  
 Speakers: Taylor Jantz-Sell, U.S. Environmental Protection Agency  
 Dan Rogers, ICF



MONDAY, OCTOBER 23, 2017 (Continued)

**ENERGY STAR Partner of the Year Awards: Tips for Applying  
(General, Repeats by Application Type on Day 2)**

3:45 – 4:15 p.m.

During this session, partners will get the opportunity to go through the application process, and get tips and insights into best practices for a strong application.

Speaker: Jessica Lorenz, The Cadmus Group LLC

**ENERGY STAR Tools (Repeats on Days 2 & 3)**

4:15 – 4:45 p.m.

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

Speaker: Jessica Lorenz, The Cadmus Group LLC

**ENERGY STAR Retail Products Platform Networking and Q&A**

4:45 – 5:45 p.m.

This informal networking session is designed for energy efficiency program sponsors, implementers, evaluators and stakeholders who are interested in getting involved with the ENERGY STAR Retail Products Platform (ESRPP) in 2018 and beyond. Current participants in the ESRPP pilot—including program sponsors, evaluators, and implementers—will be available to share their experience. Participating retailers will provide insights on how ESRPP benefits their business and their working relationships with individual energy efficiency programs, as well as their vision for ESRPP in the future. EPA staff will be on hand to facilitate introductions and help interested program sponsors engage with the ESRPP in a way that fits their business and regulatory needs. Current participants and retailers will be available at five stations throughout the room and attendees will have the ability to visit and ask questions at each station. Station topics to be discussed include: (1) Current Program Sponsor Experience; (2) EM&V Resources & Strategy; (3) Data Offerings and Services; (4) Participating Retailers' Roles & Vision for future, and (5) Getting Involved (EPA).

Speakers:

- Brynn Albrecht, Best Buy Co., Inc.
- Peter Banwell, U.S. Environmental Protection Agency
- Paul Campbell, Sears Holdings Corporation
- Hugh Cherne, Best Buy Co., Inc.
- Arthur Christianson, The Home Depot
- Sara Conzemius, Illume Advising LLC
- Chad Gilhoi, Xcel Energy
- Daniel Lawlor, The Cadmus Group LLC
- Michael Lukasiewicz, Navitas Partners
- Hewan Tomlinson, U.S. Environmental Protection Agency
- Katelyn Tsukada, ConEdison
- Rick Weinberg, Nationwide Marketing Group





TUESDAY, OCTOBER 24, 2017

**Welcome & ENERGY STAR Program Update****8:30 – 9:00 a.m.**

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2017 efforts and 2018 plans. The session seeks to offer information and insights from the national stage to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

Speakers: Peter Banwell, U.S. Environmental Protection Agency  
Carolyn Snyder, U.S. Environmental Protection Agency

**ENERGY STAR National Promotions Update and ENERGY STAR Day!****9:00 – 9:45 a.m.**

This session will showcase EPA's National Promotions, covering achievements in 2017, and plans for 2018. The session will give participants a clear vision for how they can benefit from joining EPA in promoting energy efficiency and protecting the environment for the communities they serve in 2018 and beyond. Since October 24th is also ENERGY STAR Day, we will celebrate by highlighting shared moments lit by ENERGY STAR certified lighting to date as well as other ways partners and consumers have demonstrated their commitment to energy efficiency with ENERGY STAR.

Speaker: Jill Vohr, U.S. Environmental Protection Agency

**ENERGY STAR Residential Product Specification Update****10:00 – 11:00 a.m.**

This session will provide partners an update on ENERGY STAR specifications, including planned and pending changes, across a range of product categories.

Speakers: Abigail Daken, U.S. Environmental Protection Agency  
Melissa Fiffer, U.S. Environmental Protection Agency  
Taylor Jantz-Sell, U.S. Environmental Protection Agency

**Helping Consumers Get Connected and Save Energy:  
A Multi-Product Connected Products Workshop****11:00 a.m. – 12:30 p.m.**

During this session, attendees will hear about incentive programs around connected devices. It will facilitate connections among those who are running programs or interested in running programs, and between manufacturers and utilities. This interactive, multi-part session aims to get stakeholders to share lessons learned, best practices and brainstorm ideas for a common goal of delivering more energy savings with connected products.

Facilitators: Melissa Fiffer, U.S. Environmental Protection Agency  
Taylor Jantz-Sell, U.S. Environmental Protection Agency  
Claire Miziolek, Northeast Energy Efficiency Partnerships

Speakers: Edward Brann, Kenmore  
Rick Counihan, Nest Labs  
Thac Nyugen, DTE Energy Co.

**Gain Steam, Go Midstream! Distributor-Focused Residential HVAC and Water Heater Incentives****1:30 – 2:45 p.m.**

By partnering with distributors to provide midstream incentives on HVAC and water heaters, efficiency programs have realized up to a 10 fold increase in program participation. During this session, partners will learn about: 1) how to implement and sustain a successful midstream program; 2) how to determine if the midstream model is a good fit for your budget, goals, and resources; 3) what it takes to get a new program started; and 4) EPA's support of midstream programs, working group resources, and plans for next steps.



TUESDAY, OCTOBER 24, 2017 *(Continued)*

Facilitator: Allison Robinson, The Cadmus Group LLC  
Speakers: Stacy Glatting, U.S. Environmental Protection Agency  
Francois Lebrasseur, A.O. Smith Water Products Company  
Jake Marin, Efficiency Vermont  
Howard Merson, Vermont Energy Investment Corporation  
Jesus Pernia, Eversource Energy on behalf of Energize CT  
Jennifer Ryan, Winsupply of Shelton

## **ENERGY STAR Retail Products Platform Retailer Marketing Updates (Invitation Only, Current ESRPP Sponsors)**

**3:00 – 5:00 p.m.**

Marking the end of the second quarter of the 2017 ESRPP pilot year, this invitation-only session is offered to current ESRPP sponsors. Participating retailers will present their marketing activities, plans, and results in individual 30-minute sessions. The first half of each session is a formal marketing update, followed by discussion and Q&A to inform future collaborations within the ESRPP.

Facilitator: Patrick Kilroy, Navitas Partners  
Speakers: Brynn Albrecht, Best Buy Co., Inc. (3:00 – 3:30 p.m.)  
Hugh Cherne, Best Buy Co., Inc. (3:00 – 3:30 p.m.)  
Arthur Christianson, The Home Depot (3:30 – 4:00 p.m.)  
Rick Weinberg, Nationwide Marketing Group (4:00 – 4:30 p.m.)  
Paul Campbell, Sears Holdings Corporation (4:30 – 5:00 p.m.)

## **ENERGY STAR Partner of the Year Awards: Tips for Applying for Product Brand Owners**

**3:00 – 3:30 p.m.**

During this half hour session, product brand owner partners will get the opportunity to go in depth through the application process, and get tips and insights into best practices for a strong award application.

Speaker: Jessica Lorenz, The Cadmus Group LLC

## **ENERGY STAR Tools (Repeats on Day 3)**

**4:00 – 4:30 p.m.**

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

Speaker: Sarah Duffy, The Cadmus Group LLC

## **ENERGY STAR Partner of the Year Awards: Tips for Applying for Energy Efficiency Program Sponsors**

**4:30 – 5:00 p.m.**

During this half hour session, energy efficiency program sponsor partners will get the opportunity to go in depth through the application process, and get tips and insights into best practices for a strong award application.

Speaker: Sarah Duffy, The Cadmus Group LLC

WEDNESDAY, OCTOBER 25, 2017

**ENERGY STAR Appliances, Consumer Electronics, and Water Heaters Update****8:30 – 9:00 a.m.**

Join us as we take a look back at partner engagement and lessons learned from the past year's product promotions in home appliances, consumer electronics, and water heaters. We will also provide a preview of plans for the next year.

Speaker: Sarah Duffy, The Cadmus Group LLC  
Stacy Glatting, U.S. Environmental Protection Agency

**Keeping Up with Emerging Technology: Next Level Advances in Appliances and Electronics****9:00 – 10:00 a.m.**

During this forward-looking session, partners will hear about EPA's recognition of efficiency advances through the ENERGY STAR Most Efficient and Emerging Technology Award criteria in the appliance and consumer electronics product categories. The second part of the session will be dedicated to emerging technology and include a panel of industry partners talking about the latest innovations as well as promising trends for the future.

Facilitator: Allison Robinson, The Cadmus Group LLC  
Speakers: Stephanie Baker, Northwest Energy Efficiency Alliance  
Salih Zeki Bugay, Beko US Inc.  
Dochul Choi, Samsung Electronics Co., Ltd.  
Melissa Fiffer, U.S. Environmental Protection Agency  
John Taylor, LG Electronics USA Inc.

**New Promotional Opportunities with Converging ENERGY STAR Retail Products Platform and Marketing****10:15 – 11:15 a.m.**

A myriad of different energy efficient product programs and promotions are converging in the market. This has the potential to cause consumer confusion and choice paralysis. How can we streamline our collaborative efforts? How can ENERGY STAR help partners deliver consistent and actionable messaging about the value of energy efficiency? During this session retailers and utilities will discuss how they leverage and integrate ENERGY STAR programs and marketing messaging, with a focus on the intersection with the ENERGY STAR Retail Products Platform.

Facilitator: Laura Wilson, Navitas Partners  
Speakers: Hugh Cherne, Best Buy Co., Inc.  
Jessica Wagner, Focus on Energy  
Rick Weinberg, Nationwide Marketing Group

**Smart Thermostats: The Next Chapter in ENERGY STAR's Legacy of Disruption****11:15 – 11:30 a.m.**

This session will provide highlights from the specification development process for this unique ENERGY STAR product category. It will lay out the case for ENERGY STAR smart thermostats versus non-certified smart thermostats, and provide an overview of the compelling features that some certified smart thermostats use to bring more energy savings, control, and utility to their product. Partners will learn how they can make the most of ENERGY STAR resources to best promote certified products.

Speaker: Daniel Cronin, U.S. Environmental Protection Agency

**ENERGY STAR Certified Smart Thermostats: The Right Choice for Your Incentive Program****11:30 a.m. – 12:15 p.m.**

During this session, partners will learn how specifying ENERGY STAR certified smart thermostats helps incentive programs eliminate uncertainty in a crowded thermostat market. This session will be an open conversation between the moderator and the panelists to spur thoughts/questions from the audience. A major utility, smart thermostat manufacturer, and retailer will share their past experiences and future expectations for ENERGY STAR smart thermostats and utility incentives.



WEDNESDAY, OCTOBER 25, 2017 *(Continued)*

Facilitator: Daniel Cronin, U.S. Environmental Protection Agency  
Speakers: Kristin Bickett, Nest Labs  
Ian Bouman, Best Buy Co., Inc.  
Sarah Colvin, ecobee, Inc.  
Andrew Metz, Columbia Gas of Ohio Inc.

## A Detailed Look at Sound Bar Sales

1:15 – 1:45 p.m.

ENERGY STAR certified sound bars are 70 percent more efficient than conventional models and represent a sizeable programmatic savings opportunity relative to other consumer electronics products. This session will take a deep dive into current data on sound bars and offer insight into ENERGY STAR market share, price differences between ENERGY STAR and non-ENERGY STAR sound bar models, and the life cycle of sound bar models, as well as explore possibilities for increasing market share. Join this session to learn how to position your program to capitalize on the sound bar savings opportunity through the ENERGY STAR Retail Products Platform!

Speakers: Robert Huang, The Cadmus Group LLC  
Daniel Lawlor, The Cadmus Group LLC

## ENERGY STAR Tools

1:45 – 2:15 p.m.

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

Speaker: Sarah Duffy, The Cadmus Group LLC

## Partner Working Meetings

2:15 – 2:45, 3:00 – 5:00 p.m.

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the date of the meeting.

## RAD Working Session (Invite Only)

3:00 – 4:30 p.m.

If interested in participating or learning more, please contact Sally Hamlin, EPA, at [hamlin.sally@epa.gov](mailto:hamlin.sally@epa.gov).



## NETWORKING OPPORTUNITIES AND OTHER INFORMATION

### Partner Networking:

#### One-On-One Meeting Rooms

Available Monday, October 23 – Wednesday, October 25

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. Guidance on signing up for rooms can be found [here](#).

#### ENERGY STAR Product Expo

Available Monday, October 23 – Wednesday, October 25

As in past years, EPA has arranged for display space to offer ENERGY STAR brand owner partners the opportunity to showcase their ENERGY STAR products at the meeting. To maximize flow and exposure, expo booths will be located in the same ballroom where meals will be served, and open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. The expo floor plan and exhibitor list with corresponding booth numbers are available in the final meeting agenda.

### Green Meeting Efforts

EPA is working with The Sheraton Grand Chicago hotel to make the 2017 ENERGY STAR Products Partner Meeting as resource efficient as possible by looking for ways to reduce the level of resources associated with meetings. In 2017, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information on the Sheraton Grand Chicago's environmental program can be found [here](#).

In order to reduce printing and shipping costs associated with meeting materials, EPA invites meeting participants to join the effort to go paperless for the 2017 ENERGY STAR Products Partner Meeting. As in past years, EPA will email all attendees who register online final meeting materials the week before the meeting. Each individual can choose to print only those materials they deem most critical. The agenda and agenda companion document will also be available online prior to the meeting, at [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting). A hard copy of the meeting agenda will still be provided to all attendees on-site.