



Monday, November 7

1. Welcome & Opening Remarks

8:30 AM – 9:00 AM

This plenary session formally opens the 2011 ENERGY STAR Products Partner Meeting, which focuses for the first day and a half on lighting. The U.S. Environmental Protection Agency (EPA) will provide an update on ENERGY STAR lighting over the past year, and share plans and priorities for the coming year.

Speaker: Alex Baker, EPA

2. Lighting Specification Development Update: Luminaires and Lamps

9:00 AM – 10:00 AM

In 2009 EPA and the U.S. Department of Energy proposed to integrate the existing ENERGY STAR lighting specifications—four total for light fixtures and lamps—into two new technology-neutral specifications: Luminaires and Lamps. In February 2011, EPA finalized the ENERGY STAR Luminaires V1.0 specification. Over the course of 2011, the Agency has been working with partners and stakeholders to develop the Lamps V1.0 specification. This session will provide an overview of these activities, followed by a question and answer session.

Speaker: Alex Baker, EPA

3. Energy Efficiency Program Portfolio Updates

10:00 AM – 11:00 AM

This session offers a bird's eye view of lighting programs being offered throughout the United States. Participants will find out where the rebates are, where new programs have emerged, who is doing what and when.

Speaker: Marylou Einfalt, ICF International, on behalf of EPA

4. Quick Connects for Lighting Partners

11:00 AM – 12:00 PM

This is the first of two Quick Connects sessions offered to all meeting attendees. This session is dedicated to helping energy efficiency program sponsors, lighting retailers and lighting manufacturers make quick introductions and connections through the exchange of business cards. The objective is to help partners connect onsite if they were not able to do so in advance; introduce new attendees to a large number of their peers early in the meeting; and generally help partners optimize their networking time.

Program sponsors will be seated at tables according to the groupings chosen for their Regional Breakouts, with manufacturers, retailers, and other stakeholders circulating.

Appliances

Electronics

Lighting

Water Heaters



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Monday, November 7

5. Lighting Portfolio Planning

1:00 PM – 2:00 PM

This panel discussion will address different approaches to efficiency programs in response to the Energy Independence and Security Act of 2007, and changing technologies. The opening presentation will introduce the concept of the "portfolio approach" to steps that programs can take in a shift from standard CFL bare spirals. Next, we will hear from a regional program planner on how the Northeast is planning to transition between technologies. Following that, a brief examination of newer, much more efficient incandescent bulbs will take place. Finally, we will discuss a utility program manager's experience with LED pilot programs, lessons learned and best practice approaches. Attendees will learn about the idea of a portfolio approach, see the latest market data, and also gain knowledge on what types of programs have been implemented for specialty CFLs and LEDs.

Moderator: Peter Banwell, EPA

Speakers: Peter Banwell, EPA

Glenn Reed, representing Northeast Energy Efficiency Partnerships

Dave Bend, Pacific Gas and Electric Company

Noah Horowitz, Natural Resources Defense Council

6. Co-Branding with ENERGY STAR (repeats twice)

2:00 PM – 3:00 PM

More than 80 percent of American households now recognize the ENERGY STAR label. This session will help partners understand the opportunities to fully leverage one of the best known brands in the marketplace to advance energy efficiency programs, promotions, and other corporate initiatives. Topics will include the fundamentals of logo use that ensure the integrity of the brand for consumers and partners. The session will also cover the latest information, tools, resources, and guidance for co-branding, as well as examples of how some partners have made exemplary use of the ENERGY STAR. Come learn how to make the ENERGY STAR work for you.

Speakers: Melissa Klein, EPA

Stan Mertz, Applied Proactive Technologies

7. Using Social Media to Promote Energy Efficiency (repeats twice)

3:30 PM – 4:30 PM

Does your company/organization use social media in its outreach to consumers? Whether you are a novice or an expert in this realm, join ENERGY STAR as we discuss best practices for driving energy efficiency through the social media universe. Our panel discussion will engage the audience with proven tips for success in social media. Participants will also share information about their own efforts. In a world where 57% of individuals interact with people online more often than face-to-face, this is a discussion that could help shape the future of your communication strategy.

Moderator: Julie Colehour, Colehour+Cohen, on behalf of EPA

Speakers: Mike Brown, Sears Holdings Corporation

Jennifer Dolin, OSRAM SYLVANIA

Paul Parmley, Pacific Gas and Electric Company



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Tuesday, November 8

- 1. Marketing for Lighting – What Works & What Doesn't** **8:00 AM – 9:00 AM**

Promotion of ENERGY STAR qualified lighting—hit or miss? Learn what energy-efficient lighting messaging and marketing tactics work well and what to avoid. Hear and share creative success stories and lessons learned. This session will be a dynamic discussion and mix of show and tell and story swapping to better arm one another with effective tools for reaching our common goal of educating consumers about energy-efficient lighting.

Speakers: Taylor Jantz-Sell, EPA
Cindy Jolicoeur, Marketing Drive
Diane Lindsley, Walmart
- 2. Shaping the Future of the Change the World, Start with ENERGY STAR Campaign (repeats once)** **8:30 AM – 10:00 AM**

Last year EPA held a facilitated discussion on how the ENERGY STAR campaign could evolve effectively to align with stakeholder objectives. In this session, EPA will present the actions taken in response to this feedback. This report-out will be followed by a roundtable discussion of how partners have participated in the campaign in 2011, and share lessons learned about what worked well and what could be improved. The last portion of the session will be dedicated to discussion of 2012, and what communications support offerings from EPA would be of most value to partners.

Facilitator: Julie Colehour, Colehour+Cohen, on behalf of EPA
- 3. Resources for Educating Consumers on Energy Efficient Lighting** **9:00 AM – 10:00 AM**

This session will tackle challenging consumer education issues for lighting products and point partners to helpful ENERGY STAR resources including: how to choose and where to use ENERGY STAR qualified lighting; promoting specialty CFLs that address consumer dissatisfiers; federal light bulb standards; and mercury.

Speakers: Taylor Jantz-Sell, EPA
Monique O'Grady, LUMEN Coalition
Jamie Lalos, The Cadmus Group
- 4. Using Social Media to Promote Energy Efficiency (repeat 1)** **10:30 AM – 11:30 AM**

Does your company/organization use social media in its outreach to consumers? Whether you are a novice or an expert in this realm, join ENERGY STAR as we discuss best practices for driving energy efficiency through the social media universe. Our panel discussion will engage the audience with proven tips for success in social media. Participants will also share information about their own efforts. In a world where 57% of individuals interact with people online more often than face-to-face, this is a discussion that could help shape the future of your communication strategy.

Moderator: Julie Colehour, Colehour+Cohen, on behalf of EPA

Speakers: Mike Brown, Sears Holdings Corporation
Jennifer Dolin, OSRAM SYLVANIA
Paul Parmley, Pacific Gas and Electric Company



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Tuesday, November 8

5. **Claiming Savings Using a Market Share Approach – Lessons Learned** **10:30 AM – 11:30 AM**

Energy efficiency programs around the country are having their claimed savings "dinged" by free-riders, free-drivers, and net-to-gross ratios. Utilities' practice of incentivizing every purchase assures that these "mark-downs" will continue as consumer demand for energy saving products continues. Focus on Energy is experimenting with a new program model, Market Lift, which recognizes the existing sales of efficient products and incentivizes the retailers to move their sales beyond this floor. Come hear how the Lift Model is being deployed and how it can help "lift" your lighting, appliances or other product programs to the next level!

Moderator: Taylor Jantz-Sell, EPA

Speakers: Tobias Swope, D&R International

Sharon Montgomery, Wisconsin Energy Conservation Corporation

Cindy Schweitzer-Rott, Wisconsin Energy Conservation Corporation

Rebecca H. Smith, Lowe's Companies, Inc.

6. **Consumer Mindset** **11:30 AM – 12:30 PM**

In this session, panelists provide the latest research and real-life learnings on how consumers think about energy efficiency and how to best leverage this information towards effective marketing. The session will delve into data and experience about attitudes, behaviors, and customer segmentation related to energy efficiency. Panelists will share how to best translate those consumer insights into targets, tactics, messaging and other elements to create a well-positioned and cost-effective marketing plan that best achieves organizational goals.

Moderator: Julie Colehour, Colehour+Cohen, on behalf of EPA

Panelists: Mary Henderson, Lowe's Companies, Inc.

Seth Kiner, Southern California Edison

Wesley Schultz, Ph.D., Professor, California State University

7. **Welcome to Charlotte & ENERGY STAR Update** **1:30 PM – 2:20 PM**

This plenary session is dedicated to all partners regardless of product focus. The session will open with a welcome from Charlotte's Mayor, the Honorable Anthony Foxx. Following this, Mr. Robert Niblock, CEO of locally-based partner Lowe's Companies, Inc., will extend this welcome to his fellow partners. Peter Banwell of EPA will then provide an update on the ENERGY STAR program and touch on priorities for ENERGY STAR in the coming year. The session should provide meeting attendees with a sense of the city that is hosting them, and the importance of the work they are doing, together and separately, to advance energy efficiency through ENERGY STAR.

Speakers: The Honorable Anthony Foxx, Mayor of Charlotte, NC (via videotape)

Mr. Robert Niblock, Lowe's Companies, Inc.

Peter Banwell, EPA

8. **Retailer Summits (see agenda for detailed schedule)** **2:30 PM – 6:00 PM**



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Tuesday, November 8

9. Co-Branding with ENERGY STAR (repeat 1)

2:30 PM – 3:30 PM

More than 80 percent of American households now recognize the ENERGY STAR label. This session will help partners understand the opportunities to fully leverage one of the best known brands in the marketplace to advance energy efficiency programs, promotions, and other corporate initiatives. Topics will include the fundamentals of logo use that ensure the integrity of the brand for consumers and partners. The session will also cover the latest information, tools, resources, and guidance for co-branding, as well as examples of how some partners have made exemplary use of the ENERGY STAR. Come learn about how to make the ENERGY STAR work for you.

Speakers: Melissa Klein, EPA
Stan Mertz, Applied Proactive Technologies

10. ENERGY STAR Mobile & the ENERGY STAR App (repeats once)

4:00 PM – 5:00 PM

In the age of smartphones and wireless connectivity, computer internet browsing is no longer the primary virtual tool for learning about ENERGY STAR qualified products and practices. EPA sees the necessity of integrating mobile technology and mobile communications. To address this new opportunity, EPA is considering an ENERGY STAR Mobile Digital Watermarking pilot to address the demands of today's mobile consumer. The effort would include scannable digital watermarking for the ENERGY STAR logo by means of an ENERGY STAR App for smart devices, and web pages designed specifically to serve the mobile user and to act as a portal to explore ENERGY STAR qualified product specifications and benefits on the go. This session will provide an overview of the proposed initiative, including its key objectives, scope, and structure, as well as metrics for controlling and monitoring, and evaluating the success of the initiative. Join us in an interactive dialogue about ENERGY STAR's move into this exciting new technology and how it can benefit your business objectives.

Speaker: Paul Karaffa, EPA

11. Applying for POY: Submitting a Competitive Application (repeats once)

5:00 PM – 6:00 PM

This session is designed for manufacturers, retailers, and energy efficiency program sponsor partners interested in applying for EPA recognition through the ENERGY STAR Partner of the Year Awards. The presentation will include tips for developing a competitive application, including common elements observed in applications and common pitfalls to avoid regardless of application category; a walk-through of the online submission system; frequently asked questions that EPA fields from year to year; and questions and answers. Attendees should find the awards submission process easier to navigate and understand how to submit awards applications that do justice to their corporate commitment to ENERGY STAR, as displayed by annual programs, promotions, and activities.

Speaker: Hewan Tomlinson, EPA



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Wednesday, November 9

1. Just Do ENERGY STAR – How to Prompt Consumer Action

8:00 AM – 9:00 AM

This session opens with a top-level overview of how far we have come with ENERGY STAR and where we are to date in terms of consumer engagement with the brand. It will focus on the challenge of prompting consumer action around energy efficiency and why this is a critical element of ENERGY STAR's outreach strategy going forward. This is followed by remarks by behavioral scientist Wesley Schultz, Ph.D., Professor, California State University. Dr. Schultz will provide an overview of the science behind effecting energy efficiency behavioral change and how partners can better prompt consumer action through their programs. He will also address impact measurement. This session is designed to offer new insights into how partners can uncover effective collaborations to accomplish home energy savings, and how they can leverage ENERGY STAR and their partnership as a delivery mechanism for behavior change.

Speakers: Jill Vohr, EPA
Wesley Schultz, Ph.D., California State University

2. Quick Connects for Appliance, Water Heater, & Electronics Partners

9:00 AM – 10:00 AM

This is the second of two Quick Connects sessions offered to all meeting attendees. This session is dedicated to helping energy efficiency program sponsors, and appliance, water heater, and electronics retailers and manufacturers make quick introductions and connections through the exchange of business cards. The objective is to help partners connect onsite if they were not able to do so in advance; introduce new attendees to a large number of their peers early in the meeting; and generally help partners optimize their networking time.

Program sponsors will be seated at tables according to the groupings chosen for their Regional Breakouts, with manufacturers, retailers, and other stakeholders circulating.

3. Overview of the Development of Lighting Test Methods and Standards

9:00 AM – 10:00 AM

Lighting testing methods and standards are in a constant state of development and revision to keep pace with technological trends. Nowhere is this more evident than with solid state lighting. This session will provide an overview of the latest developments, including IES and ANSI standards related to lighting products labeled by the ENERGY STAR program. A question and answer session will follow. Participants should gain a greater understanding of the latest developments with lighting test methods and standards, and how they relate to ENERGY STAR.

Speakers: Jianzhong Jiao, Ph.D., OSRAM Opto Semiconductors Inc.
Alex Baker, EPA

4. For Lighting Manufacturers: Navigating the Product Qualification Process

10:30 AM – 11:30 AM

The ENERGY STAR requirements for lighting products are complex. This presentation will discuss common misperceptions about the new third-party certification process and present some tips for navigating it. The Certified Subcomponent Database will be discussed, as well as definitions of Product Families and allowable product variations. Attendees should gain insight into how to effectively and efficiently demonstrate their products' eligibility for the ENERGY STAR label so as to maximize participation in the program.

Speaker: Alex Baker, EPA



5. Specification Updates: Appliances (repeats once)

10:30 AM – 11:30 AM

This product-focused session will review recent, current and forthcoming revisions to the ENERGY STAR appliance specifications. The discussion 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 the appliance specification revisions and implementations, and highlight new opportunities the ENERGY STAR program is scoping. Products covered will include refrigerators, dishwashers, room air conditioners, and clothes washers.

Speakers: Amanda Stevens, EPA
Ryan Fogle, D&R International, on behalf of EPA

6. ENERGY STAR Electronics and IT Specification Updates (repeats once)

10:30 AM – 11:30 AM

This product-focused session will review recent, current and forthcoming revisions to the ENERGY STAR consumer electronics and IT specifications. The discussion 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 the consumer electronics and IT product specification revisions and implementations, and highlight new opportunities the ENERGY STAR program is scoping. Products covered will include audio/visual, TVs, game consoles, battery chargers, computers, imaging, displays, set-top boxes, telephony, and small networking equipment.

Speakers: Una Song, EPA

7. Shaping the Future of the Change the World, Start with ENERGY STAR Campaign (repeat)

10:30 AM – 12:00 PM

Last year EPA held a facilitated discussion on how the ENERGY STAR campaign could evolve effectively to align with stakeholder objectives. In this session, EPA will present the actions taken in response to this feedback. This report-out will be followed by a roundtable discussion of how partners have participated in the campaign in 2011, and share lessons learned about what worked well and what could be improved. The last portion of the session will be dedicated to discussion of 2012, and what communications support offerings from EPA would be of most value to partners.

Facilitator: Julie Colehour, Colehour+Cohen, on behalf of EPA

8. Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances

11:30 AM – 12:30 PM

A panel of retailer partners will share current insights into best practices and lessons learned in promoting ENERGY STAR lighting and appliances in partnership with energy efficiency program sponsors. Participants should come away with information and insights that will be valuable for enhancing their own partnerships promoting ENERGY STAR qualified products.

Moderator: Jason Warner, ICF International, on behalf of EPA
Panelists: Mary Henderson, Lowe's Companies, Inc.
Rick Weinberg, Nationwide Marketing Group
Paul Campbell, Sears Holdings Corporation
Lindsay Chason, The Home Depot



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Wednesday, November 9

9. Responsible Appliance Disposal (RAD) Program Update

1:30 PM – 2:30 PM

EPA offers a variety of resources that you can leverage to promote your appliance recycling efforts, and the Agency's RAD Program offers utilities, appliance retailers and manufacturers the opportunity to earn recognition while demonstrating their commitment to the environment by responsibly recycling old appliances. Come and learn how your organization can participate and hear about the latest recycling technology from RAD partner General Electric.

Speakers: Melissa Fiffer, EPA
Christi Wantuck/Kelley Kline, GE

10. Successful Energy Efficiency Models for Consumer Electronics

1:30 PM – 2:30 PM

This session will discuss the foundational elements of various utility program models and outline key actions needed for successful implementation to help partners and their implementation contractors create or improve upon ENERGY STAR-focused co-promotions of electronics, TVs in particular, and how the approach used with TVs might be extended to other product categories.

Moderator: Steven Bassill, QDI Strategies, Inc.
Speakers: Adam Grant, NV Energy
Jeffrey Roesch, Sears Holdings Corporation

11. Using Social Media to Promote Energy Efficiency (repeat 2)

1:30 PM – 2:30 PM

Does your company/organization use social media in its outreach to consumers? Whether you are a novice or an expert in this realm, join ENERGY STAR as we discuss best practices for driving energy efficiency through the social media universe. Our panel discussion will engage the audience with proven tips for success in social media. Participants will also share information about their own efforts. In a world where 57% of individuals interact with people online more often than face-to-face, this is a discussion that could help shape the future of your communication strategy.

Moderator: Julie Colehour, Colehour+Cohen, on behalf of EPA
Speakers: Mike Brown, Sears Holdings Corporation
Jennifer Dolin, OSRAM SYLVANIA
Paul Parmley, Pacific Gas and Electric Company

12. Retailer Summits (see agenda for detailed schedule)

2:30 PM – 6:00 PM

13. New Initiatives: ENERGY STAR Most Efficient, Approaching Smart Grid, and Emerging Technology

2:30 PM – 3:30 PM

This session explores the status and future opportunities and plans for several initiatives. The discussion will include an update on the ENERGY STAR Most Efficient pilot's first six months and plans for the coming year, and how EPA is approaching smart grid in the context of ENERGY STAR. The discussion will also cover the ENERGY STAR Emerging Technology Award, which raises the profile of innovative technologies that may not yet meet key principles associated with the ENERGY STAR program, but have the potential to significantly reduce greenhouse gas emissions once they are more widely adopted, as well as the potential to become candidates for ENERGY STAR specification development. Participants will learn EPA's plans for the 2012 ENERGY STAR Emerging Technology Award and how manufacturers and efficiency programs can work with EPA to advance heat pump dryers.

Moderator: Peter Banwell, EPA
Speakers: Peter Banwell, EPA
Amanda Stevens, EPA
Becky Duff, ICF International, on behalf of EPA

Appliances

Electronics

Lighting

Water Heaters



**14. Marketing Consumer Electronics with ENERGY STAR —
What Success Looks Like**

2:30 PM – 3:30 PM

This session offers a discussion with manufacturers, retailers and utilities on how to best sell energy-efficient consumer electronics products to consumers. The discussion will touch on effective consumer electronics marketing and promotional strategies and messaging; obstacles and barriers specific to the marketing of energy-efficient/green electronics; and the impact other factors have had on marketing energy-efficient consumer electronics. Participants should gain an understanding of lessons learned in marketing/promoting energy-efficient consumer electronics, to inform their own efforts.

Moderator: Una Song, EPA

Speakers: Martina Dimova-Martinez, Sears Holdings Corporation
Becca Yates, Northwest Energy Efficiency Alliance
John I. Taylor, LG Electronics USA, Inc.

15. Co-Branding with ENERGY STAR (repeat 2)

2:30 PM – 3:30 PM

More than 80 percent of American households now recognize the ENERGY STAR label. This session will help partners understand the opportunities to fully leverage one of the best known brands in the marketplace to advance energy efficiency programs, promotions, and other corporate initiatives. Topics will include the fundamentals of logo use that ensure the integrity of the brand for consumers and partners. The session will also cover the latest information, tools, resources, and guidance for co-branding, as well as examples of how some partners have made exemplary use of the ENERGY STAR. Come learn about how to make the ENERGY STAR work for you.

Speakers: Melissa Klein, EPA
Stan Mertz, Applied Proactive Technologies

16. ENERGY STAR Mobile & the ENERGY STAR App (repeat)

4:00 PM – 5:00 PM

In the age of smartphones and wireless connectivity, computer internet browsing is no longer the primary virtual tool for learning about ENERGY STAR qualified products and practices. EPA sees the necessity of integrating mobile technology and mobile communications. To address this new opportunity, EPA is considering the ENERGY STAR Mobile Digital Watermarking pilot to address the demands of today's mobile consumer. The effort would include scannable digital watermarking for the ENERGY STAR logo by means of an ENERGY STAR App for smart devices, and web pages designed specifically to serve the mobile user and to act as a portal to explore ENERGY STAR qualified product specifications and benefits on the go. This session will provide an overview of the proposed initiative, including its key objectives, scope, and structure, as well as metrics for controlling and monitoring, and evaluating the success of the initiative. Join us in an interactive dialogue about ENERGY STAR's move into this exciting new technology and how it can benefit our partners' business objectives.

Speaker: Paul Karaffa, EPA

17. Applying for POY: Submitting a Competitive Application (repeat)

5:00 PM – 6:00 PM

This session is designed for manufacturers, retailers, and energy efficiency program sponsor partners interested in applying for EPA recognition through the ENERGY STAR Partner of the Year Awards. The presentation will include tips for developing a competitive application, including common elements observed in applications and common pitfalls to avoid regardless of application category; a walk-through of the online submission system; frequently asked questions that EPA fields from year to year; and questions and answers. Attendees should find the awards submission process easier to navigate and understand how to submit awards applications that do justice to their corporate commitment to ENERGY STAR, as displayed by annual programs, promotions, and activities.

Speaker: Hewan Tomlinson, EPA



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Thursday, November 10

1. Focus on Laundry: Residential Clothes Dryer Opportunities

8:00 AM – 10:00 AM

Advances in test procedure and technologies are presenting new opportunities for savings from clothes dryers. In recognition of this untapped opportunity for energy savings and CO2 emission reductions, EPA has selected heat pump clothes dryers as one of the 2012 ENERGY STAR Emerging Technology Award categories. This panel, featuring representatives from ENERGY STAR, the Collaborative Labeling and Appliance Standards Program (CLASP), and the Super Efficient Dryer Initiative (SEDI), will provide an update on when we can expect to see super efficient dryers on the market and the advances in research and testing that are helping to bring these efficiency opportunities into better focus.

Moderator: Amanda Stevens, EPA

Speakers: Peter Banwell, EPA

Becky Duff & Sean Southard, ICF International, on behalf of EPA

Chris Wold, CLASP

Chris Granda, SEDI

Chris Badger, SEDI

2. Market Trends for Electronics

8:00 AM – 9:00 AM

This session will explore where the US consumer electronics market is heading with regards to energy efficiency. This session will look at some of today's major consumer electronics product trends and highlight their energy implications. The panelists will also discuss specific technologies, product features, and market trends that are making products more energy efficient, along with countervailing trends that are increasing the energy consumed by consumer electronics in the US. The session will conclude by considering the implications for ENERGY STAR and its energy efficiency program sponsor partners.

Moderator: Essie Snell, E Source

Speakers: Rich Brown, Lawrence Berkeley National Laboratory

Noah Horowitz, Natural Resources Defense Council

3. Specification Updates: Appliances (repeat)

10:30 AM – 11:30 AM

This product-focused session will review recent, current and forthcoming revisions to the ENERGY STAR appliance specifications. The discussion 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 the appliance specification revisions and implementations, and highlight new opportunities the ENERGY STAR program is scoping. Products covered will include refrigerators, dishwashers, room air conditioners, and clothes washers.

Speakers: Amanda Stevens, EPA

Ryan Fogle, D&R International, on behalf of EPA

4. How to Partner with ENERGY STAR to Promote Set-Top Boxes

10:30 AM – 11:30 AM

This session will provide a broad summary of national and international efforts to improve set-top box energy efficiency and key market and technology trends. The session will highlight the value of the ENERGY STAR set-top box program and will identify pathways to increased program participation. Participants should come away with an understanding of the benefits and potential roles various actors can play in transforming the market for energy-efficient set-top boxes.

Moderator: Gregg Hardy, Ecos

Speakers: Steve Dulac, DirecTV

Elizabeth Crenshaw, EPB

Noah Horowitz, Natural Resources Defense Council

Robert Turner, Pace plc

Appliances

Electronics

Lighting

Water Heaters



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Thursday, November 10

5. Taking Advantage of New ENERGY STAR Savings Opportunities and Marketing Tools

11:30 AM – 12:30 PM

Come and learn about appliance marketing and rebate opportunities in 2011 and beyond. EPA will be introducing new and improved ENERGY STAR appliance resources offered on the ENERGY STAR website as well as speaking about utility rebates and how manufacturers and retailers can best use these offers. We will also talk about the savings potential for lesser known ENERGY STAR qualified appliances, and how they can be incorporated into energy efficiency program portfolios.

Speaker: Rosemarie Stephens-Booker, EPA

6. The Role of Online Research in Marketing Consumer Electronics

11:30 AM – 12:30 PM

We all understand the importance of labeling ENERGY STAR products at the point of purchase, whether that's online or in store. However, there is growing evidence that most consumers are making purchasing decisions before they arrive at an electronics retailer's store. This session will look at the role that online reviews, research and shopping sites, and social media play in consumer electronics purchasing decisions.

Moderator: Margie Lynch, Consortium for Energy Efficiency

Speakers: Phil Canavan, CBS Interactive
Aaron Heffron, The NPD Group

7. Residential Water Heater Specification Stakeholder Meeting

1:30 PM – 3:30 PM

This session is a stakeholder meeting addressing the in-process revision of the Residential Water Heater specification. There will be a presentation of proposals in Draft 2 Version 2.0 Residential Water Heater requirements, followed by a discussion focused on key issues that need resolution. These include the status of Solar Water Heaters and the warranty requirements for several categories, most notably add on heat pumps. An update on the status of potential ENERGY STAR labeling of commercial water heaters will also be provided.

Facilitator: Abigail Daken, EPA

8. ENERGY STAR Electronics and IT Specification Updates (repeat)

1:30 PM – 2:30 PM

This product-focused session will review recent, current and forthcoming revisions to the ENERGY STAR consumer electronics and IT specifications. The discussion 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 the consumer electronics and IT product specification revisions and implementations, and highlight new opportunities the ENERGY STAR program is scoping. Products covered will include audio/visual, TVs, game consoles, battery chargers, computers, imaging, displays, set-top boxes, telephony, and small networking equipment.

Speaker: Una Song, EPA



2011 ENERGY STAR® PRODUCTS PARTNER MEETING

Summary of Networking Opportunities

1. QUICK CONNECTS

Two plenary Quick Connects sessions will be offered—one for lighting, and one for appliances, water heaters, and electronics. These sessions create a venue for quick introductions and connections among energy efficiency program sponsors, manufacturers, and retailers through the exchange of business cards. The objective is to help partners connect onsite if they were not able to do so in advance; introduce new attendees to a large number of their peers early in the meeting; and generally help partners optimize their networking time. Program sponsors will be seated at tables according to the groupings chosen for their Regional Breakouts, with manufacturers, retailers, and other stakeholders circulating.

Offered: Lighting: Monday, November 7, 11:00 AM–12:00 PM
 Appliances, Water Heaters, Electronics: Wednesday, November 9, 9:00 AM–10:00 AM

2. REGIONAL BREAKOUTS

The Regional Breakout sessions are working meetings for energy efficiency program sponsors to meet with individual retailers and manufacturers and discuss their program plans to advance specific ENERGY STAR programs and promotions for 2012. Program sponsors will gather in assigned meeting rooms, grouped by region. Manufacturers and retailers rotate between these regional rooms.

Offered: Monday, November 7, 2:00 PM – 5:30 PM
 Tuesday, November 8, 8:00 AM – 12:30 PM
 Thursday, November 10, 8:00 AM – 5:30 PM

3. ONE-ON-ONE MEETING ROOMS

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one networking meetings.

Offered: Monday, November 7, 1:00 PM – 5:30 PM
 Tuesday, November 8, 8:00 AM – 12:30 PM; 2:30 PM – 6:00 PM
 Wednesday, November 9, 2:30 PM – 6:00 PM
 Thursday, November 10, 8:00 AM – 5:30 PM

4. ENERGY STAR PARTNER EXPO

As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will line interior perimeter of the Grand Ballroom, where plenary sessions, meals, and retailer summits will take place.

Offered: Monday, November 7: OPEN from 8:30 AM – 5:30 PM
 Tuesday, November 8: OPEN from 8:00 AM – 5:30 PM
 Wednesday, November 9: OPEN from 8:00 AM – 5:30 PM
 Thursday, November 10: OPEN from 8:00 AM – 12:30 PM

5. RETAILER SUMMITS

During the retailer summits, individual host retailers will present their ENERGY STAR plans for 2012 to all energy efficiency program sponsors and invited manufacturers at one time. These sessions are designed to allow each retailer to speak to their current and future ENERGY STAR program goals and objectives, and to articulate ways in which they would like to partner with program sponsors and manufacturers to advance these goals and objectives. Presentations may include information about existing programs, proposed initiatives, processes for engagement, corporate overviews, past successes, and specific marketing or promotional ideas, as relevant.

Offered: Tuesday, November 8, 2:30 PM – 6:00 PM (see agenda for detailed schedule)
 Wednesday, November 9, 2:30 PM – 6:00 PM (see agenda for detailed schedule)

Appliances

Electronics

Lighting

Water Heaters