



Best Buy® & Utility Partnerships

**Connecting our mutual customers to Energy Efficient
Products and Solutions**

Thad Carlson
Sr. Manager
Best Buy Environmental Sustainability

11/7/2012

Best Buy store #360

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Best Buy - Williston



26 Cypress St
Williston, VT 05495
Phone: 802-872-0992
GEO: 44.443977, -73.108429

- [Map & Directions](#)
- [See full store details](#)
- [Weekly Ad](#)

STORE HOURS

SUN	MON	TUE	WED	THU	FRI	SAT
11:00a 7:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p

- HOME >
- STORE INFO & SERVICES >
- OPEN BOX ITEMS >
- CLEARANCE ITEMS >
- NEWS & ANNOUNCEMENTS >

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Hello, my name is Brian Shedd, and I am the General Manager of the Williston Best Buy.

My team and I are here to help you! Please contact me directly with any comments via email: Brian.Shedd@bestbuy.com
We look forward to your feedback!



<http://stores.bestbuy.com/360/details/>

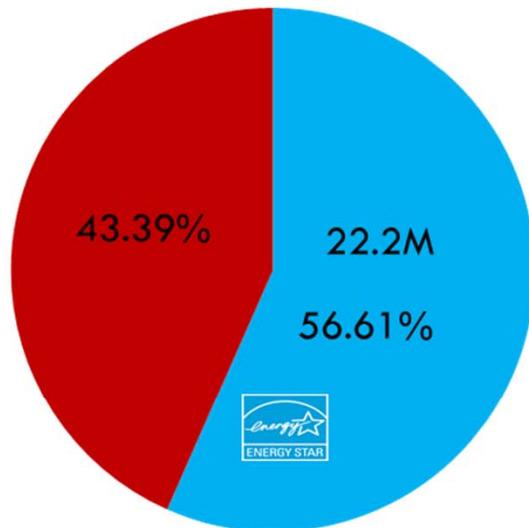
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Best Buy ENERGY STAR® Unit Sales

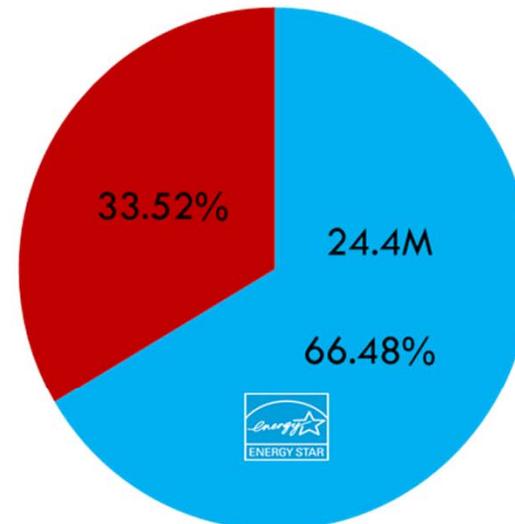
Calendar Year 2010

- ENERGY STAR Certified Products
- Non-ENERGY STAR Certified Products



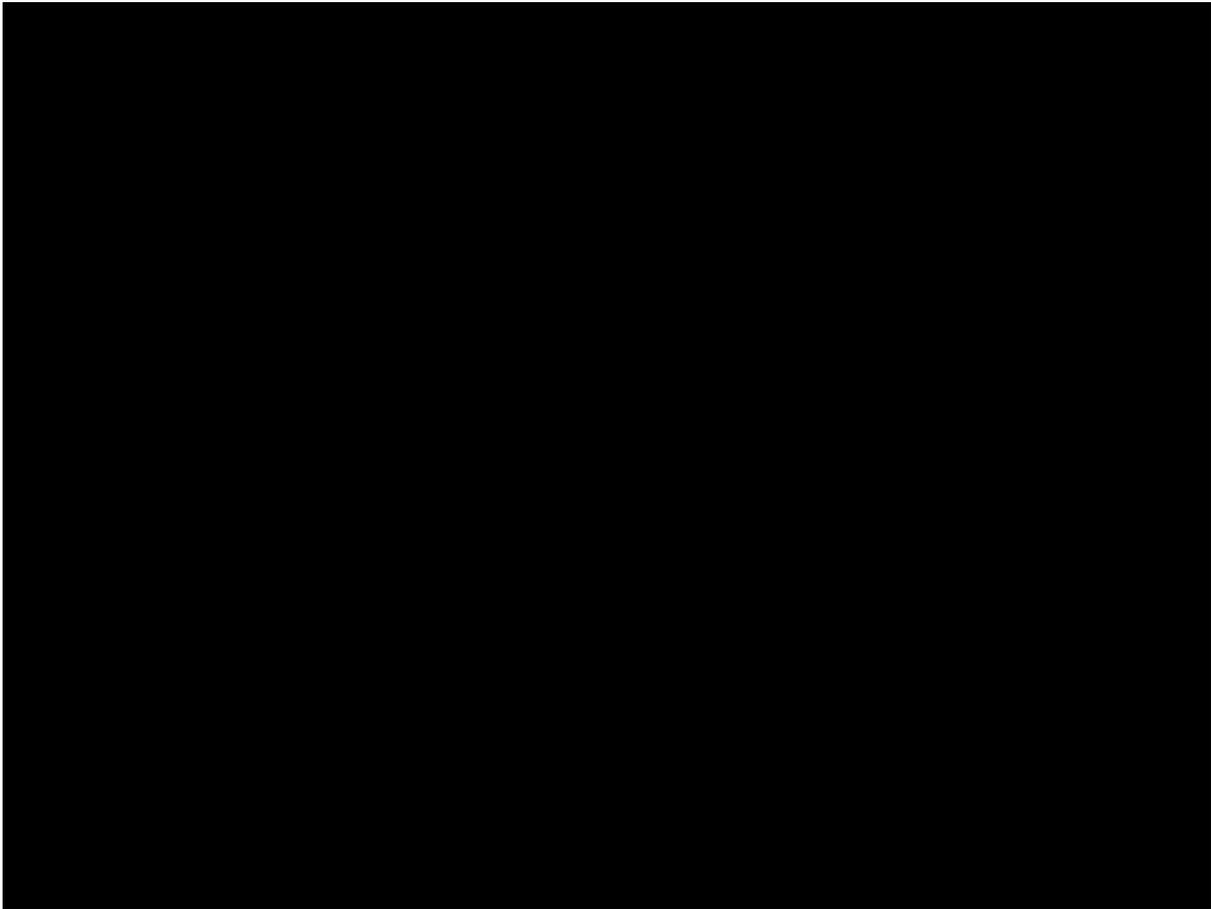
Calendar Year 2011

- ENERGY STAR Certified Products
- Non-ENERGY STAR Certified Products



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- ENERGY STAR Electronic Learning Module



<http://tinyurl.com/bbyestraining>

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ENERGY STAR® FY13

Welcome to Best Buy!

It's your turn to view ENERGY STAR through the eyes of a customer. What will be a selling point for you? We hope you'll see the benefit of ENERGY STAR qualified products and help educate our customers.

Let's Begin!

You've come into a pile of cash (virtual cash...sorry) and with it, you plan to buy a refrigerator, clothes washer, laptop, computer monitor, and television.

Spend wisely...at Best Buy, of course!



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ENERGY STAR[®] FY13

Second Stop: The Washing Machine

Review all information available to you before making your purchase decision.

\$500

\$800

Clothes Washer Energy Savings

Clothes Washer Water Savings

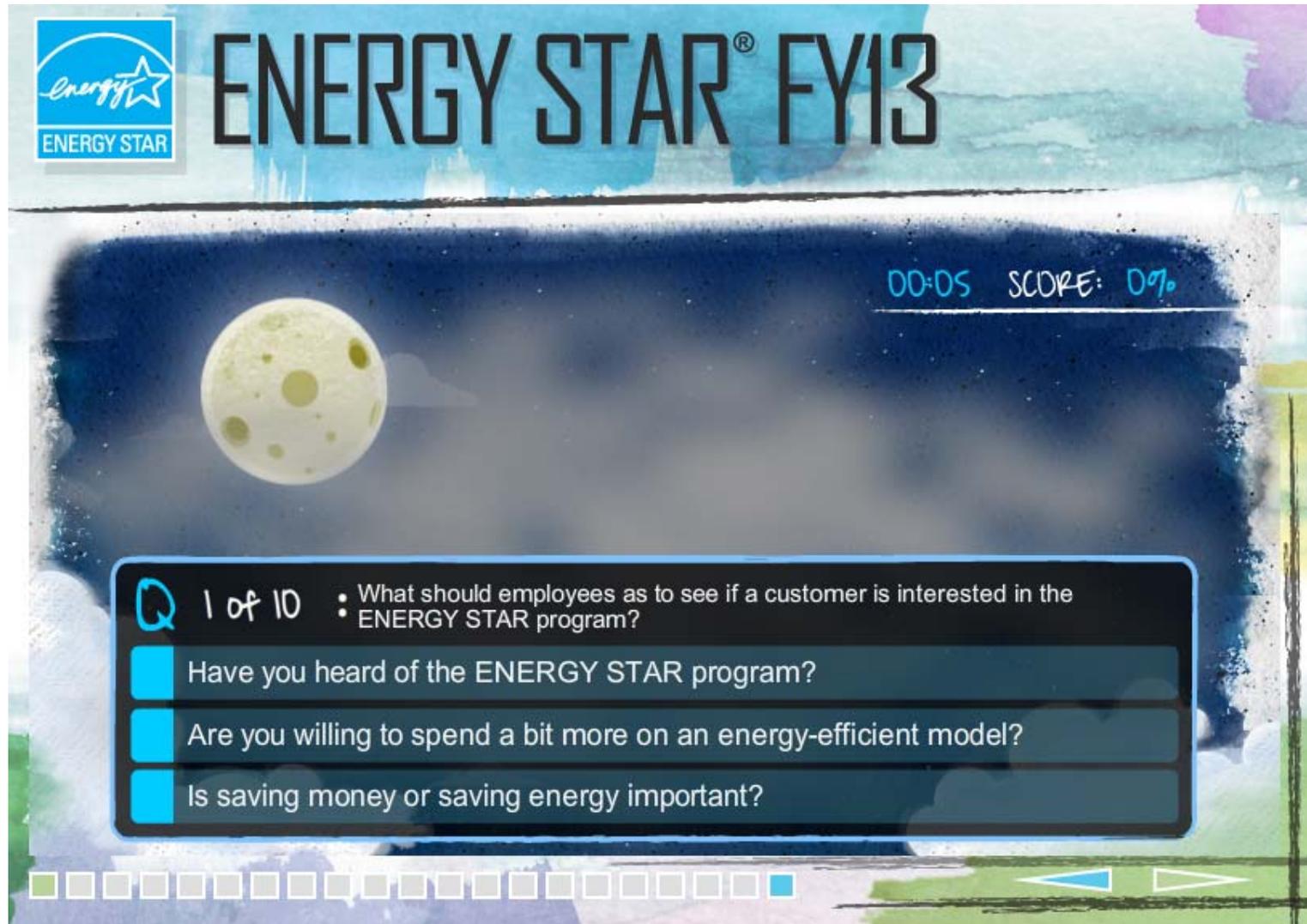
Ask: Will I really save money with **ENERGY STAR**?

Ask: Does my clothes washer purchase really make a difference for the environment?

ENERGY STAR

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The screenshot shows a quiz interface for the ENERGY STAR program. At the top left is the ENERGY STAR logo. The main title is "ENERGY STAR® FY13". In the top right corner, a timer shows "00:05" and the score is "0%". The background features a large, detailed image of the moon against a dark blue sky. A dark blue rounded rectangle contains the quiz question and three answer options, each with a blue selection box. At the bottom, there is a progress bar with 10 small squares, the first of which is filled, and navigation arrows.

ENERGY STAR

ENERGY STAR® FY13

00:05 SCORE: 0%

Q 1 of 10 : What should employees ask to see if a customer is interested in the ENERGY STAR program?

- Have you heard of the ENERGY STAR program?
- Are you willing to spend a bit more on an energy-efficient model?
- Is saving money or saving energy important?

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- How fast has efficiency moved in the TV space?
 - ENERGY STAR 3.0 Specification for TV's – September 2008
 - ENERGY STAR 4.1 Specification for TV's – May 2010
 - ENERGY STAR 5.3 Specification for TV's – Sept 2011
 - ENERGY STAR 6.0 May 2013

- How fast has efficiency moved in categories without retailer incentivized programs?
 - ENERGY STAR 4.0 Specification for Refrigerators – April 2008
 - ENERGY STAR 5.0 Specification for Refrigerators – March 2014 (Pending)

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Current TV Programs



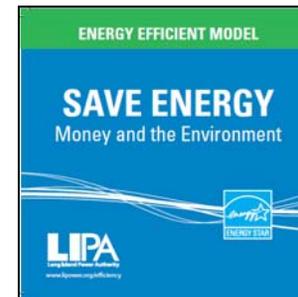
NEEA



NV ENERGY



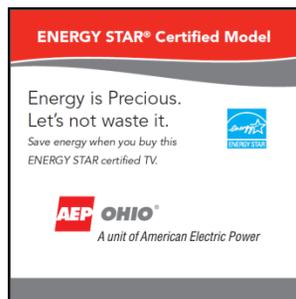
SMUD



LIPA



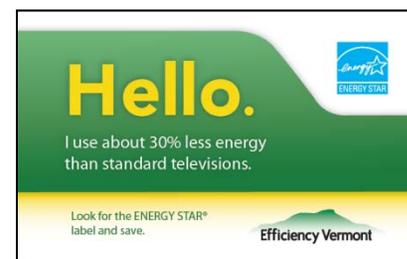
DTE



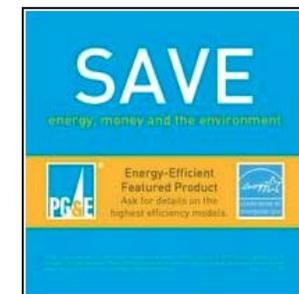
AEP-OH



MASS SAVE



Efficiency Vermont



PG&E

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SMUD - CEE Tier 3 Refrigerators

Save
energy, money, and the environment.

Energy-Efficient Featured Product
Ask for details on the highest-efficiency models.

SMUD GAF 1572-11A 2/12 4/04

Efficiency Vermont - Advanced Power Strips

A POWER STRIP — with — BRAINS

When your electronics are off, they may still use power. And you pay for it. An Advanced Power Strip (APS) shuts off the power for you.

When you turn off your TV, the APS shuts down anything else you want, like game consoles, DVD players, VCRs and home theater equipment.

Look for these Advanced Power Strips

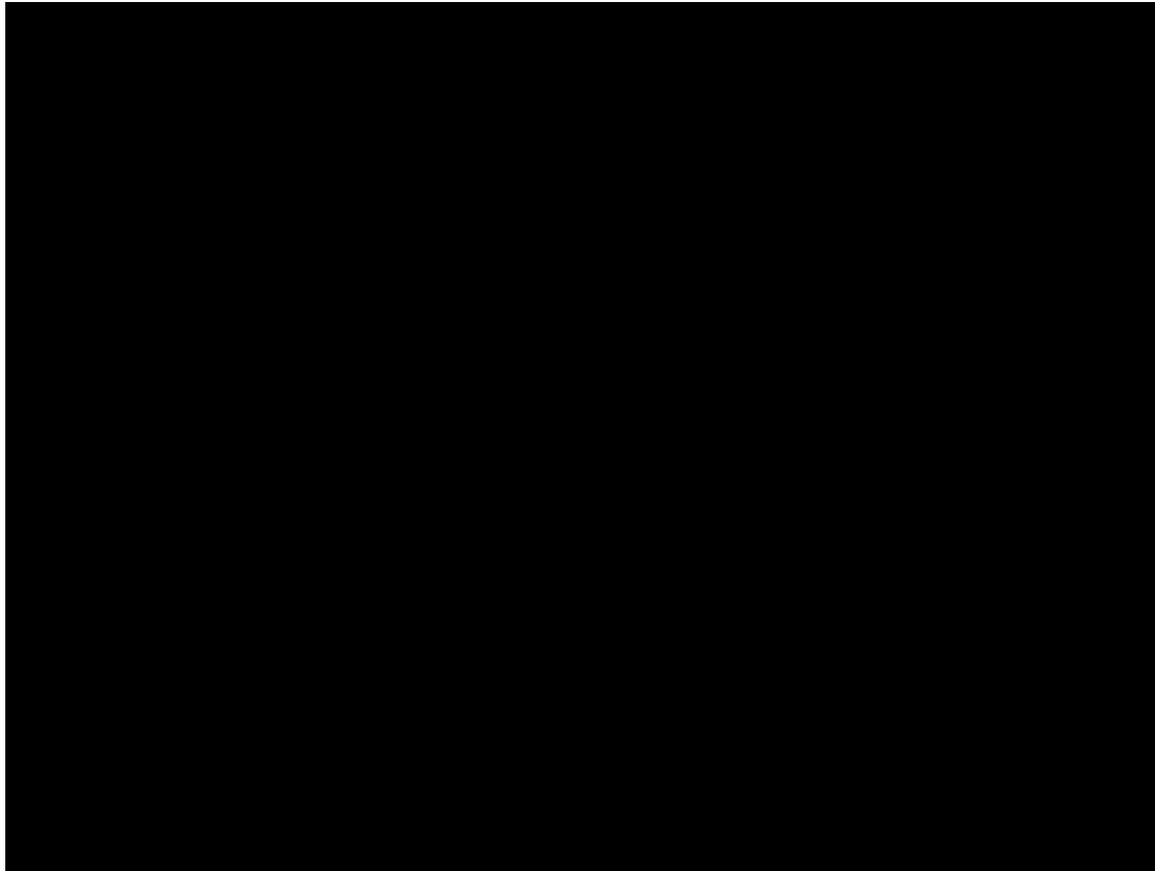
Model #: RF-HTS110 Model #: RF-HTS115 Model #: RF-HTS105

Efficiency Vermont
www.efficiencyvermont.com • 888-921-5990

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- NEEA Television Efficiency Video



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□ Utility Program Focused Electronic Learning Module

The screenshot shows a green-themed electronic learning module. At the top left is the logo for the Northwest Energy Efficiency Alliance, featuring a stylized sun and globe. To its right is the title 'and Best Buy Energy Efficiency Program' in large white text, with a power cord graphic. Below the title is the section heading 'Choosing the Right Unit'. The main text explains that sales associates have a significant impact on electronics, appliance, and lighting sales, and that proper training on ENERGY STAR® qualified products is critical. It mentions that NEEA's utility partners have aligned with selected Best Buy locations to educate customers. On the right side, there is a white box with an orange arrow icon and the text 'Most efficient. Engineered to be the best of ENERGY STAR.' with the Energy Efficient Electronics.org logo and a small ENERGY STAR logo. At the bottom, there is a navigation bar with a series of colored dots and two arrow buttons.

NORTHWEST ENERGY EFFICIENCY ALLIANCE

and Best Buy Energy Efficiency Program

Choosing the Right Unit

Sales associates have a significant impact on the outcome of electronics, appliance, and lighting sales, so it is critical that they are provided proper training on the benefits of ENERGY STAR® qualified products for the consumer. NEEA's utility partners have aligned with selected Best Buy locations within their service territories to educate and show customers which products can help them save money and energy.

Most efficient.
Engineered to be the best of ENERGY STAR.
EnergyEfficientElectronics.org

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**NORTHWEST
ENERGY EFFICIENCY
ALLIANCE**

and Best Buy Energy Efficiency Program

Connecting with Your Customer

- Ask your customers if they've considered energy-efficient ENERGY STAR[®] qualified products, when making their decision.
- Educate them about the value of energy-efficient products:
 - Save money on energy bills
 - Save on energy usage
 - Save the environment
- Reinforce the fact that energy-efficient products do not mean sacrificing quality or performance.

Start selling energy-efficient products today!



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and Best Buy Energy Efficiency Program

Benefits...

to Best Buy:

While customers benefit by receiving quality products that help you save time and money, Best Buy benefits by:

- Drawing new customers by selling and promoting products that support consumers' savings needs and demands
- The products highlighted in this incentive program typically have a higher Average Selling Price.

to the Customer:

- By using more energy efficient products, customers will reduce their energy bill by reducing their energy use.
- Customer receives a high efficiency product that uses less energy without sacrificing performance.

to the Environment:

- By decreasing energy use from fossil fuels, we reduce greenhouse gas emissions and help fight climate change.



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□ Home Energy Assessment Programs



Save Money. Save Energy. Go Green!

Sign up now for the *Home Energy Solutions Program** (HES) and receive in-home analysis and installation services including:

- "Blower door" and duct work testing/analysis, as well as insulation level review, to reduce your heating and cooling costs
- Installation of up to 25 FREE energy efficient light bulbs (CFLs) and water saving devices such as low flow showerheads to shrink your utility bills
- Heating and cooling system and appliance review in order to identify areas for further testing and additional rebates to save you even more money
- Typical participants get up to \$725 worth of energy-saving products and services for just a \$75 co-pay
- Typical savings for the consumer that participates in the HES Program are \$150 - \$250 per year or more



Discover some serious savings – talk to a Best Buy® Customer Specialist to learn more and schedule your assessment today.



Connecticut's Energy Efficiency Programs are funded by a Charge on Customer energy bills. The Programs are designed to help customers manage their energy usage and cost.

*Home Energy Solutions is sponsored by the Connecticut Energy Efficiency Fund and funded by a Charge on Customer energy bills. The programs are designed to help customers manage their energy.

Typical savings for the consumer who participates in the Home Energy Solutions Program (HES) are \$150 - \$250 per year or more. Energy and dollar savings estimates are based on an average home that has completed the HES Program. Actual savings for you home may vary depending upon the size and age of home, the type and quality of construction, pre- and post-installation energy usage behavior of the occupants, and a variety of other factors.

www.CRIPROGRAMS.COM/BestBuy

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- **Appliance Recycling Programs**
 - We partner with our appliance recyclers and utility companies to help our customers take their energy hog appliances out of their homes
 - We are currently piloting programs in CA, IL and PA with three different utility providers: SMUD, ComEd & PPL
 - Our recyclers are required to meet stringent environmental and regulatory standards
 - The old appliances are de-manufactured according to EPA's Responsible Appliance Disposal (RAD) program standards
 - We are looking to grow the program in 2013

For future partnering opportunities, please contact Rebecca Kulas, Appliance Recycling Program Manager at Rebecca.Kulas@bestbuy.com or 612.291.7580

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□ Contacts

- Thad Carlson – Sr. Manager, Best Buy Environmental Sustainability – Thad.Carlson@BestBuy.com
- Rebecca Kulas: Manager, Best Buy Appliance Recycling – Rebecca.Kulas@BestBuy.com
- Megan Stevens: Manager, Best Buy In-Store Media Network – Megan.Stevens@BestBuy.com