



# 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 >



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](mailto:Brian.Shedd@bestbuy.com)  
We look forward to your feedback!



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

# Best Buy & Utility Partnerships

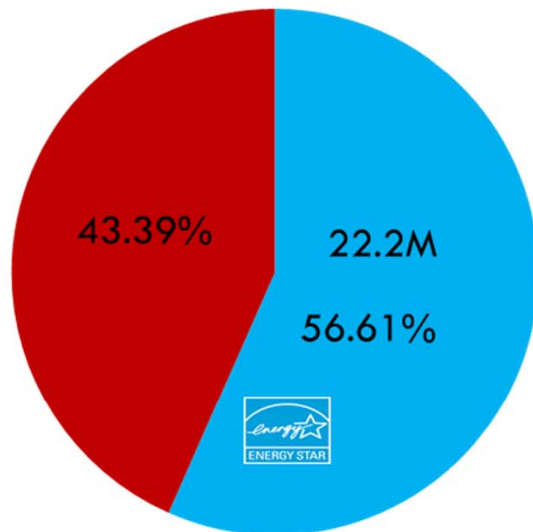
3

## Best Buy ENERGY STAR® Unit Sales

### Calendar Year 2010

■ ENERGY STAR Certified Products

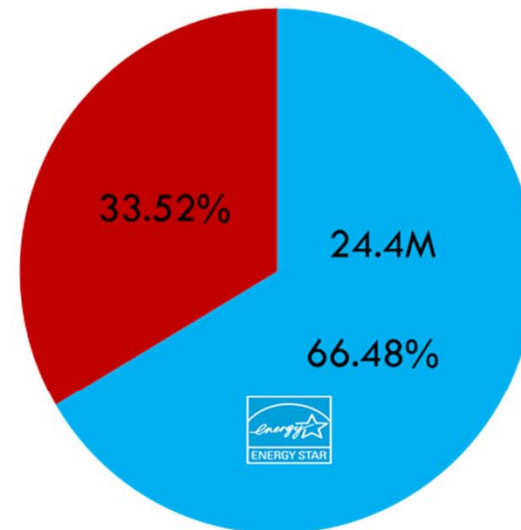
■ Non-ENERGY STAR Certified Products



### Calendar Year 2011

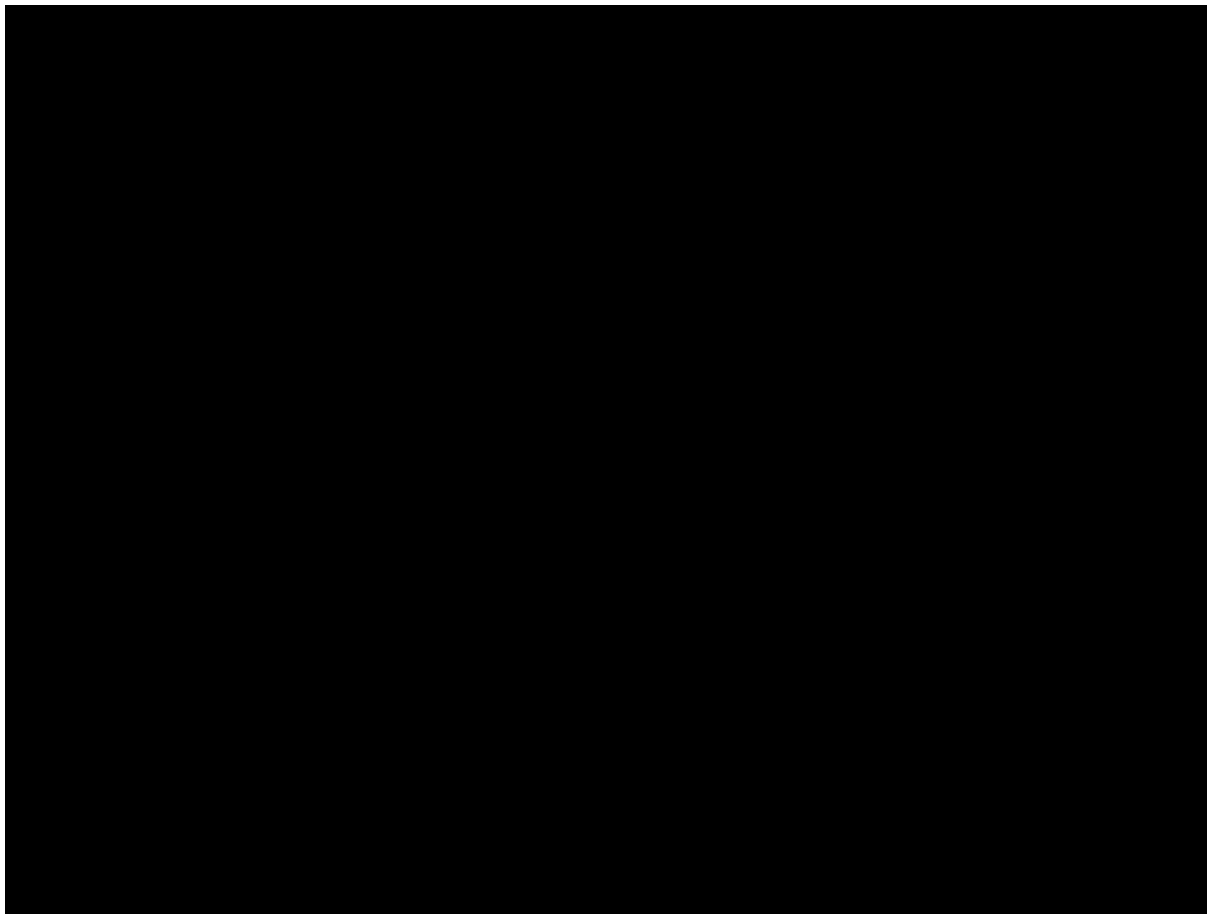
■ ENERGY STAR Certified Products

■ 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<sup>®</sup> FY13**

## Second Stop: The Washing Machine

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

**\$500**

**\$800**

Clothes Washer Energy Savings

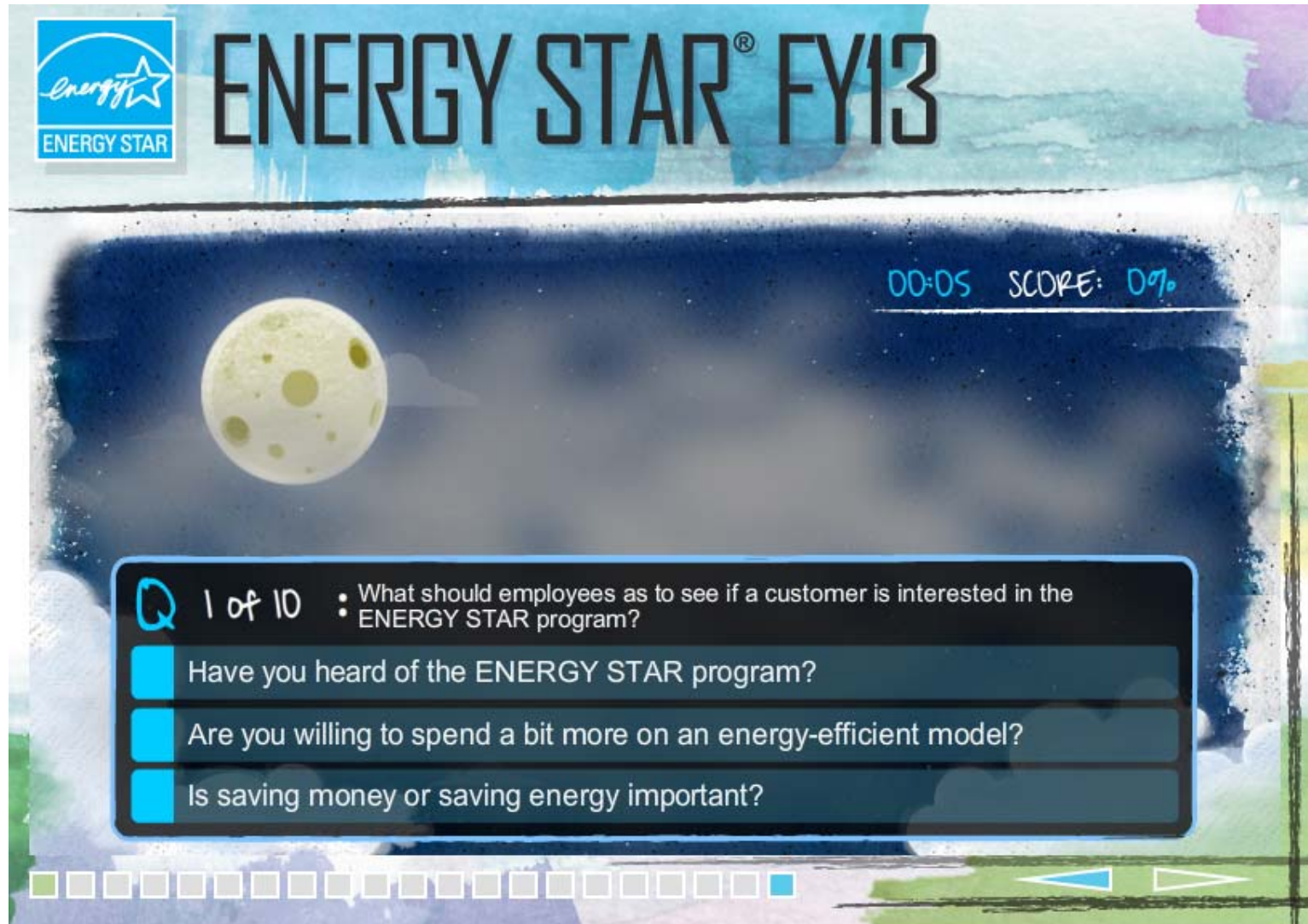
Clothes Washer Water Savings

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

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

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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



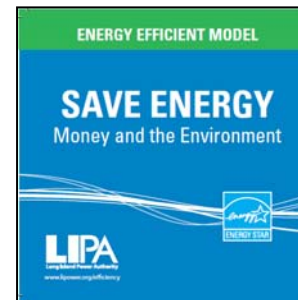
NEEA



NV ENERGY



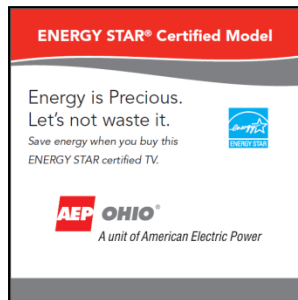
SMUD



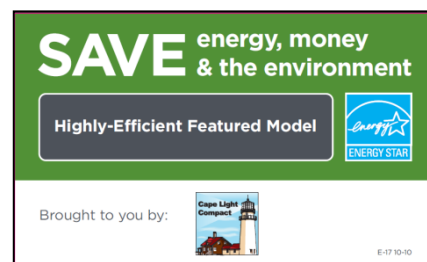
LIPA



DTE



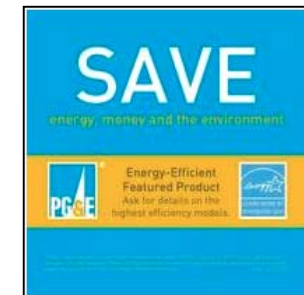
AEP-OH



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 2/12 484

  **SMUD**  
smud.org

## □ 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

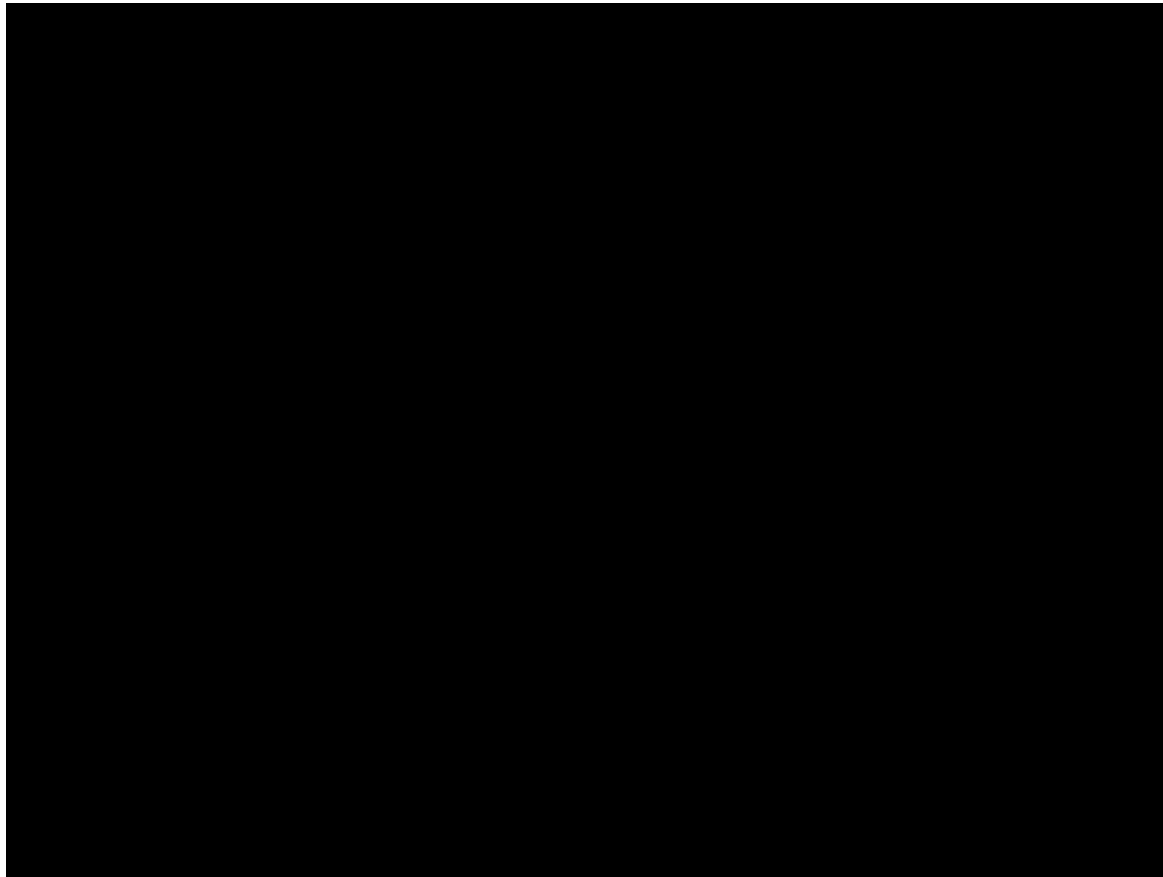
 **Efficiency Vermont**  
www.efficiencyvermont.com • 888-921-5990



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- NEEA Television Efficiency Video



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## □ Utility Program Focused Electronic Learning Module

The slide features a green background with a black power cord and a three-prong electrical plug. In the top left corner, the Northwest Energy Efficiency Alliance logo is displayed, consisting of a stylized sun and a globe icon next to the text "NORTHWEST ENERGY EFFICIENCY ALLIANCE". The main title, "and Best Buy Energy Efficiency Program", is written in a large, white, sans-serif font. Below the title, the section heading "Choosing the Right Unit" is shown in a bold, dark green font. A paragraph of text follows, explaining the importance of sales associate training and the partnership between NEEA and Best Buy. To the right of this text is a white box containing the "Most efficient." logo, which includes a large orange arrow pointing right and the text "Engineered to be the best of ENERGY STAR®". Below this box is a small blue Energy Star logo. At the bottom of the slide, there is a navigation bar with a series of small circles (the fourth one is filled) and two green buttons with left and right arrow symbols.

**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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## □ 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




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.



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



**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](mailto: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](mailto:Thad.Carlson@BestBuy.com)
- ▣ Rebecca Kulas: Manager, Best Buy Appliance Recycling – [Rebecca.Kulas@BestBuy.com](mailto:Rebecca.Kulas@BestBuy.com)
- ▣ Megan Stevens: Manager, Best Buy In-Store Media Network – [Megan.Stevens@BestBuy.com](mailto:Megan.Stevens@BestBuy.com)