



OPERATION CHANGE OUT MILITARY CHALLENGE

Lighting Campaigns Show and Tell

**Janet Fox, D&R International, Campaign
Manager in support of DOE**

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March 19, 2009



A Hero's Light



- Hero's Light fundraising package includes 132 energy efficient, ENERGY STAR® qualified 14 watt CFL's
- Proceeds go to the Northern Ohio USO
- TCP's goal is to raise \$25,000 in the sale of the care packages for the USO. Currently, TCP is 40% to our goal.
- TCP also became official drop zone for care packages being sent overseas for our troops



A Hero's Light



A Hero's Light

**Kicked off
fundraiser with a
parade August of
2008**





A Hero's Light



Technical Consumer Products, Inc.

**Melissa Obradovic, ENERGY STAR Program
Manager**

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www.tcpi.com





ONECHANGE

Simple actions matter.™

onechange.org



Scalable

Transparent

Cost-Effective

Turn-key

OneChange Video

See:

<http://www.vimeo.com/3852450> (password is Porchlight)

One Change

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Idaho Power Change a light Twist Promotion

September 2008-February 2009

**Megan McCabe
Fluid Market Strategies**



Point of Purchase Materials



- The residential lighting twist promotion for 400,637 Idaho Power customers
 - 15 Retail Chains Participated
 - 3 Point of Purchase Pieces
 - Idaho Power look & feel

Web based store locator

• www.nwchangealight/idahopower

Reduced pricing

Find Reduced Priced ENERGY STAR® CFLs at a Retailer Near You

* Reduced pricing on select ENERGY STAR CFLs while supplies last. Not valid with any other utility offer.



  **IDAHO POWER**
An IDACORP Company

Enter your address to find a participating retailer near you.
Our store locator is updated regularly so please check back often to see if retailers in your area have stock.

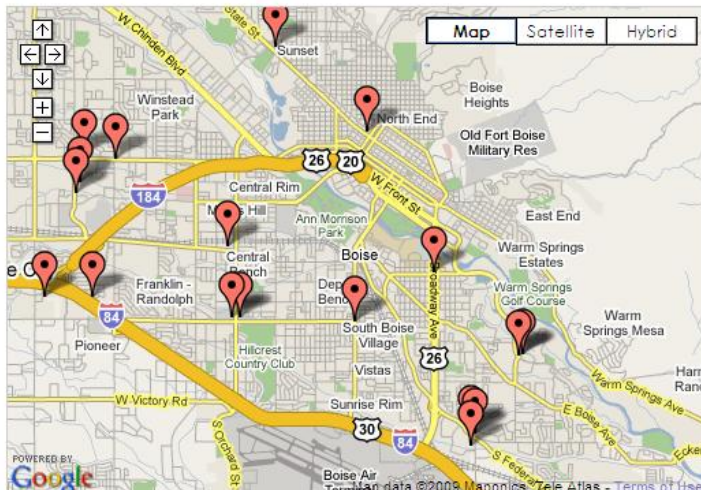
Address or Zip

▶ For more information about this promotion and other energy efficiency programs, visit www.idahopower.com

Customers can enter their zip code or address on the webpage and a Google map will populate with stores that currently have product closest to them.

Address or Zip

Found 24 Locations



Map Satellite Hybrid

POWERED BY Google

Boise Air Terminal data ©2009 Maponics, Tele Atlas - Terms of Use

Fluid
Market Strategies

Retailer Coordination & In-Store Events

The program coordinated with Manufacturers & Retailers for support and participation in the program



- 7 Educational in-store events
- Auto-up banner with promotional message
- Lighted meter display
- Highlight incentivized product
- Giveaway items

Fluid Market Strategies, Inc.

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ENERGY STAR® Lighting Partner Meeting Campaign Show & Tell

March 19, 2009





Texas Statewide Lighting Program

Program collateral materials

Special Pricing
Provided by
AEP Southwestern Electric Power Company

AEP SOUTHWESTERN ELECTRIC POWER COMPANY
A unit of American Electric Power

CHANGE YOUR BATTERY WITH ENERGY STAR

Make your mark
with **ENERGY STAR® CFLs**

Learn more at MakeYourMarkTX.com

Make your mark
with **ENERGY STAR® CFLs**

- ★ **Save Money:**
Switch to CFLs and you'll save up to \$25 in energy costs over the life of each bulb.
- ★ **Reduce Waste:**
CFLs last up to 10 times longer than incandescent bulbs so they reduce solid waste.
- ★ **Save Energy:**
CFLs use 75% less energy than standard incandescent bulbs.

(UTILITY) has partnered with lighting manufacturers to provide discounted pricing on CFLs.
Learn more at MakeYourMarkTX.com

Did you know?

- Take the first step in saving energy - replace your home's 5 highest-use light bulbs with CFLs: the kitchen ceiling light, the living room table and floor lamps, the bathroom vanity and the outdoor porch light, or lamp post.
- If every American home replaced 5 high-use bulbs with ENERGY STAR CFLs, the annual savings would equal the output of 21 power plants.
- In just 15 days, incandescent bulbs waste more money than you paid for the bulb in the first place.

Recycling your CFL bulb

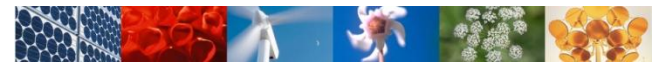
CFLs should be recycled through your local household hazardous waste facility, since they contain trace amounts of mercury. When handled safely, these bulbs pose no threat and are a great benefit since they can greatly impact our region's energy use.

Typical amount of mercury found in a white-watch battery versus a CFL bulb:

WATCH	CFL
31mg	5mg

UTILITY LOGO

CHANGE YOUR BATTERY WITH ENERGY STAR



NV Energy (formerly Sierra Pacific & Nevada Power) Lighting Program

Table-top display, recycling brochure and counter card

This house is **lit up** with **ENERGY STAR®** qualified CFLs provided by Sierra Pacific Power Company.

CFL Bulbs:

- Use up to 75% less energy
- Save up to \$30 on energy bills
- Last up to 10 times longer

Visit sierrapacific.com/conservation to find discounted bulbs near you.

Sierra Pacific
More power to you.

CHANGES FOR THE BETTER WITH ENERGY STAR

Did you know...

If every household in Nevada replaced just one incandescent bulb with a CFL, we would:

- Save over \$23 million in energy costs
- Prevent 250,000 tons of carbon dioxide emissions, which is like taking 46,000 cars off the road
- Save enough energy to power 29,000 homes for one year

Put your energy to better use.

Compared to incandescent bulbs, ENERGY STAR qualified compact fluorescent light (CFL) bulbs:

- last longer
- use less energy
- protect our future

Buy Bulbs Here!
Look for discounted prices on a variety of CFLs, courtesy of Sierra Pacific Power Company.

Small things make a difference.
Change out frequently-used bulbs with CFLs!

- Suitable for all areas
- Suitable for recessed can lights
- Good choice for bathroom vanities
- A more aesthetically pleasing bulb for all areas

Sierra Pacific
More power to you.

1. For more information on CFLs, visit www.nvenergy.com or call 1-800-333-3333.

CFL & Mercury: The Facts

Compact fluorescent light bulbs (CFLs) contain a small amount of mercury, which is about 100 times more efficient than incandescent bulbs. Mercury is found naturally in the air, soil and water. CFLs have the least amount of mercury in a household – an average of 4 mg, which is about the size of the period at the end of this sentence.

It's important to "close the loop," protect the environment and recycle your CFLs.

Recycling Your CFL

1. Locate a household waste facility near you by visiting www.nvenergy.com or www.kangaroo.org. We're not alone, such as The Home Depot, also accept used bulbs for recycling.
2. Designate a "collection box" in your home for CFLs and other products that contain mercury.
3. Keep the CFL intact for recycling.

If Your CFL Breaks

Be careful when you break your CFL. Mercury is not to be absorbed! The EPA does recommend simple steps to clean up broken CFLs:

1. Before you break it, turn off the light.
2. Do not use your vacuum cleaner to pick up broken CFLs.
3. Pick up the bulb with a piece of paper.
4. The bulb should be placed in a container.

How Much Mercury is in a CFL?

- Most CFLs contain 4 mg of mercury.
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Put Your Energy to Better Use

Compared to incandescent bulbs, ENERGY STAR qualified compact fluorescent light (CFL) bulbs:

- generate 80% less heat
- last up to 10 times longer
- use up to 75% less energy
- protect our environment

Look for discounted prices on a variety of CFLs, courtesy of Nevada Power. To find a retailer, go to www.nvenergy.com.

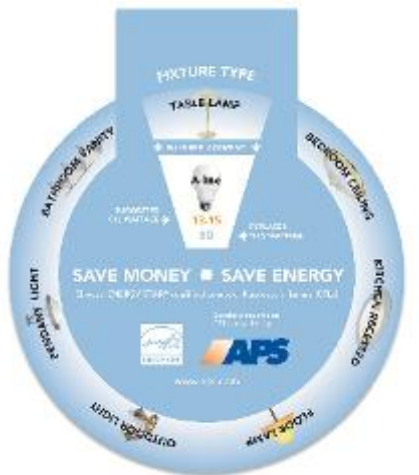
Closing the Loop
Information on Recycling Compact Fluorescent Light Bulbs (CFLs)

Nevada Power **Sierra Pacific**



Arizona Public Service (APS) Lighting Program

Steve Nash branded billboard & aisle wobblers



get in the game with CFLs

APS is helping you buy energy-efficient CFLs, which can **save up to \$40** in energy costs!

- Use up to 75% less energy
- Last 10 times longer
- Give off less heat

aps.com

Approved by the Arizona Corporation Commission and Funded by APS Customers



Arizona Public Service (APS) Lighting Program

Operation Change-Out sign & t-shirt



Congressman Harry Mitchell



ecos

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Thank you