



# 2012 ENERGY STAR® PRODUCTS PARTNER MEETING



October 22-24, 2012 | St. Paul, Minnesota

## MONDAY, OCTOBER 22, 2012

### **1. Welcome & ENERGY STAR Lighting Update (Plenary)**

**8:00 – 8:45 AM**

This plenary session will cover everything you need to know about the 2012 ENERGY STAR Products Partner Meeting and how to make the most of your time. As ENERGY STAR celebrates 20 years of success and growth, we will take a quick trip down memory lane to reflect on the program and the role that efficient lighting has played before delving into the latest updates on the ENERGY STAR lighting program, including current prices for bulbs, latest qualified products and exciting program activity.

Speaker: Taylor Jantz-Sell, U.S. Environmental Protection Agency

### **2. Lighting Specification Development Updates**

**8:45 – 9:45 AM**

This session will provide an update on the development of the ENERGY STAR Lamps specification and upcoming effective date. It will also include any plans being made or considered for the ENERGY STAR Luminaires specification as well as information on any future specification considerations for other lighting categories.

Speaker: Tanya Hernandez, ICF International on behalf of the U.S. Environmental Protection Agency

### **3. WATTS a LUMEN???? ENERGY STAR & EISA—Update & Resources**

**10:00 – 11:00 AM**

This panel will provide insight into how to position ENERGY STAR products in light of federal standards and messaging suggestions to help drive consumers to select the right ENERGY STAR lighting for their application. Consumer reaction to the new standards will also be discussed.

Moderator: Eileen Eaton, The Consortium for Energy Efficiency

Speakers: Monique O’Grady, LUMEN Coalition  
Jennifer Dolin, OSRAM SYLVANIA

Appliances

Electronics

Lighting

Water Heaters



**MONDAY, OCTOBER 22, 2012 (continued)**

**4. Expanding ENERGY STAR Lighting Portfolios Lessons Learned**

**11:00 AM – 12:00 PM**

Lighting programs continue to shift incentives away from basic spirals to LED bulbs and specialty CFLs. Determining the appropriate incentive remains important to running cost-effective programs. Partners will share their experiences with various program models, research, and incentive levels and observations on the regulatory landscape that is driving these changes, including the impact it may have on lighting programs for 2013. What does this mean for manufacturers participating in incentive programs?

Moderator: Eileen Eaton, The Consortium for Energy Efficiency

Speakers: Lara Bonn, Efficiency Vermont

Scott Kessler, New York State Energy Research and Development Authority (NYSERDA)

**5. The Latest in Lighting Test Methods & Standards**

**1:00 – 2:00 PM**

New lighting technologies continue to require the development of new test methods and standards to ensure quality performance. This session will provide updates and answer questions.

Speaker: Jianzhong Jiao, Ph.D., OSRAM Opto Semiconductors, Inc.

**6. Marketing Lighting: The Broad Value ENERGY STAR Delivers (Concurrent Session)**

**2:00 – 3:00 PM**

ENERGY STAR lighting products meet high standards for efficiency and performance. This session will provide an overview of what aspects of quality performance the ENERGY STAR lighting specification addresses. Learn more about how this feature of the ENERGY STAR program can enhance consumer appeal.

Speakers: Kirsten Murray, ICF International on behalf of the U.S. Environmental Protection Agency

Mark Michalski, The Cadmus Group, Inc.

**7. Dimming Performance: Pathway Towards Solutions (Concurrent Session)**

**2:00 – 3:00 PM**

This session will present the latest research on dimming efficient light bulbs, discuss the challenges with designing products for compatibility from the manufacturing perspective. An overview of how the U.S. Environmental Protection Agency is looking to address dimming in the upcoming lamps specification will be provided.

Moderator: Peter Banwell, U.S. Environmental Protection Agency

Speakers: Alex Boesenberg, National Electrical Manufacturers Association (NEMA)

Noah Horowitz, Natural Resources Defense Council

Michael Poplawski, Pacific Northwest National Laboratory

**8. Bringing an ENERGY STAR Certified Lighting Product to Market (Concurrent Session)**

**3:30 – 4:30 PM**

This session will walk partners through the process of bringing a product to market beginning with R&D, through testing, production, shipping and marketing. It will provide insights for energy efficiency program sponsors in terms of manufacturing limitations and lead times for running successful programs.

Moderator: Kirsten Murray, ICF International on behalf of the U.S. Environmental Protection Agency

Speakers: Jennifer Burns, Philips

Terry McGowan, American Lighting Association

Joseph Howley, GE Lighting

Zach Mooney, UL



MONDAY, OCTOBER 22, 2012 (continued)

**9. The Residential Lighting Market: Past, Present & Future**

*Highlights from the Residential Lighting Market Profile – 2012 (Concurrent Session)*

**3:30 – 4:30 PM**

Residential lighting is a major source of energy savings, but the market is in tremendous flux. Retailers, manufacturers, energy efficiency policy makers, program managers, and evaluators need accurate data on the present and future states of the lighting market and lighting efficiency programs. During this session, D&R International will present key findings from the BETTER DATA BETTER DESIGN® Residential Lighting Market Profile – 2012, an update and expansion of the widely acclaimed ENERGY STAR CFL Market Profile. This presentation will provide key insights from the profile about the residential lighting market to help program managers rethink how they design their programs. There will also be a brief preview of the coming Commercial Lighting and other product market profiles.

Speaker: Stephen Bickel, D&R International, Ltd.

**10. All About ENERGY STAR: What Every Partner Should Know (Introductory for Newer Partners)**

**4:30 – 5:30 PM**

This session is designed for partners who are in their first or second year of partnership with ENERGY STAR and will provide an overview of the ENERGY STAR landscape and how manufacturers, energy efficiency program sponsors and retailers all work together to bring ENERGY STAR to consumers. It will provide information on how to use resources on the website, including qualified product lists, the Change the World, Start with ENERGY STAR Campaign, and other ENERGY STAR programs. It will also include an overview of the qualification process.

Speaker: Kirsten Murray, ICF International, on behalf of the U.S. Environmental Protection Agency



**TUESDAY, OCTOBER 23, 2012**

## **1. Welcome to Saint Paul and ENERGY STAR Update (Plenary)**

**8:00 – 9:00 AM**

This plenary session is dedicated to all attendees regardless of product focus or organization type. The session offers remarks from the Honorable Christopher B. Coleman, Mayor of Saint Paul. Following this, Peter Banwell of the U.S. Environmental Protection Agency will provide EPA's update on the ENERGY STAR program accomplishments and plans for the near future. The session should provide attendees a glimpse into the importance and impact of their ENERGY STAR partnerships on communities across the country, as well as insights into additional opportunities for collaboration with EPA and other ENERGY STAR partners on energy efficiency promotions for the year to come.

Speakers: The Honorable Christopher B. Coleman, Mayor of Saint Paul, MN  
Peter Banwell, U.S. Environmental Protection Agency

## **2. National Retailer Panel: Strategies for Energy Efficiency Program Partnerships**

*(Cross Track Interest)*

**9:00 – 10:00 AM**

This panel discussion builds off a similar session at the 2011 ENERGY STAR Products Partner Meeting, where retailers shared insights into effective approaches to retailer-efficiency program collaborations. Since then, retailers and energy efficiency program sponsors have continued to collaborate on promotions and exchange and implement ideas on best practice collaboration on incentive programs for ENERGY STAR products. The retailers will again take the stage, introducing a concept inspired by these discussions, and together with their audience, examine its potential to facilitate even more effective partnerships. A significant portion of the session—25 minutes—is dedicated to audience discussion.

Moderator: Patrick Kilroy, Navitas Partners

Speakers: Kristen Bowring, Best Buy Co., Inc.  
Paul Campbell, Sears Holdings Corporation  
Mike Cook, The Home Depot  
Christa Osswald, Lowe's Companies, Inc.

## **3. ENERGY STAR Appliance & Water Heater Program Highlights**

**10:15 – 11:15 AM**

Just when we thought we might have reached the limit for cost-effective energy savings in this long-standing category, the appliance market has once again surprised us! This opening session for the appliances and water heaters track starts with a look at the success the appliances program has had over the past 20 years and program plans for the upcoming year. The discussion will then cover some of the additional savings opportunities offered by ENERGY STAR's Most Efficient designation, including examples of what a couple of partners are doing with the pilot, as well as ideas and strategies for incorporating Most Efficient in the coming year.

Speakers: Steve Ryan, U.S. Environmental Protection Agency  
Rosemarie Stephens-Booker, U.S. Environmental Protection Agency  
Linda Malek, Southern California Edison  
John Taylor, LG Electronics USA, Inc.



TUESDAY, OCTOBER 23, 2012 (continued)

**4. How to Navigate Lighting Certification (Concurrent Session, Lighting Manufacturers Only) 10:15 – 11:15 AM**

This session will familiarize lighting manufacturers with the new third party certification system for ENERGY STAR. The session will provide a brief history of the program changes as well as tips and resources for testing and certification to make the testing and certification process as smooth as possible. Expert panelists from testing labs and certification bodies will be on hand to answer questions.

Moderator: Tanya Hernandez, ICF International on behalf of the U.S. Environmental Protection Agency  
Speakers: Evan Gould, Curtis Strauss  
Carl Bloomfield, Intertek  
Todd Straka, UL

**5. ENERGY STAR Consumer Electronics Program Highlights 11:15 AM – 12:15 PM**

Consumers are increasingly looking for electronics products that are more energy efficient and supporting companies with a demonstrated commitment to the environment. This session will present the case for how ENERGY STAR consumer electronics fit the bill, starting with a high level overview of the direction EPA is taking ENERGY STAR consumer electronics. The overview will include an update on specification status and schedules, priority products and promotions, and plans for ENERGY STAR's Most Efficient designation for the electronics category. In addition, participants will be offered tips on how to work with ENERGY STAR and with each other to communicate their commitment to greener and more energy-efficient consumer electronics. Upcoming sessions in the consumer electronics track will also be introduced.

Speaker: Una Song, U. S. Environmental Protection Agency  
Katharine Kaplan, U. S. Environmental Protection Agency

**6. Lunch & Guest Speaker: Environmental Activism: The Role of Young People in Social & Environmental Change (Plenary) 12:15 – 1:15 PM**

Nancy Lublin, the founder of Dress for Success and CEO / "Chief Old Person" at DoSomething.org, talks about engaging youth in social cause campaigns and how that can support our collective energy efficiency and climate protection goals.

Speaker: Nancy Lublin, DoSomething.org

**7. Youth Change Agents: Real Stories of Young People Making a Difference in Protecting Our Climate (Plenary) 1:15 – 2:15 PM**

In celebration of ENERGY STAR Day, this session will explore real stories of young people who are changing the way that their families use energy. Young people and adult leaders from the Boys & Girls Clubs of America, the Girl Scouts of the USA, DoSomething.org, Team ENERGY STAR and others will join together for an interactive panel discussion broadcasted live on ENERGY STAR's Facebook page. Attend this session to hear directly from young people about how they can serve as a catalyst for change in protecting our climate.

Moderator: Brittney Gordon-Williams, U.S. Environmental Protection Agency  
Speakers: Gerald Fanion, III, Boys & Girls Clubs of America  
April Wright, DoSomething.org  
Diane MacEachern, Big Green Purse  
Young people from the Boys & Girls Clubs of America, the Girl Scouts of the USA, and Team ENERGY STAR



**TUESDAY, OCTOBER 23, 2012 (continued)**

**8. Retailer “Meet & Greets”** *(Cross Track Interest)*

**2:15 – 4:30 PM**

The Retailer “Meet & Greets” offer an opportunity for ENERGY STAR retail partners to engage with as many other ENERGY STAR partners as possible during a short period of time. During this 2 hour and 15 minute time block, participating retailers will be stationed in separate rooms that are centrally located near the main meeting space. Each retailer will act as host to visiting partners to make brief introductions and arrange for more in-depth planning sessions later in the meeting or afterwards. No other programming will be scheduled during this time block, but an afternoon refreshment break will be available in the same area.

**9. Connecting Consumers with ENERGY STAR Certified Products: Advances in EPA Product Lists**

*(Cross Track Interest)*

**4:30 – 5:30 PM**

This session will inform partners of improvements the U.S. Environmental Protection Agency has made in collecting and sharing data on certified products. The session will walk through the features of the new system for finding ENERGY STAR models, highlighting how partners can use the system to enhance the consumer, retailer, and utility search experience.

Speaker: Hewan Tomlinson, U.S. Environmental Protection Agency

**10. The Residential Lighting Market: Past, Present & Future**

*Highlights from the Residential Lighting Market Profile – 2012 (Repeat Session)*

**5:30 – 6:30 PM**

Residential lighting is a major source of energy savings, but the market is in tremendous flux. Retailers, manufacturers, energy efficiency policy makers, program managers, and evaluators need accurate data on the present and future states of the lighting market and lighting efficiency programs. During this session, D&R International will present key findings from the BETTER DATA BETTER DESIGN® Residential Lighting Market Profile – 2012, an update and expansion of the widely acclaimed ENERGY STAR CFL Market Profile. This presentation will provide key insights from the profile about the residential lighting market to help program managers rethink how they design their programs. There will also be a brief preview of the coming Commercial Lighting and other product market profiles.

Speaker: Stephen Bickel, D&R International, Ltd.



WEDNESDAY, OCTOBER 24, 2012

**1. Appliance Specification Updates and Emerging Technology: What's Next**

**8:00 – 9:00 AM**

This session will review recent, current and forthcoming revisions to ENERGY STAR appliance specifications. It 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 appliance specification revision and implementation, and highlight new products the ENERGY STAR program is scoping. An update on the ENERGY STAR Emerging Technology Award program will also be provided.

Speakers: Amanda Stevens, U.S. Environmental Protection Agency  
Peter Banwell, U.S. Environmental Protection Agency

**2. Water Heaters (Part 1 of 2): Where Are We Now?**

**9:00 – 10:00 AM**

The water heater category has been a tough market to expand growth in and there are numerous barriers that need to be overcome in order to realize substantial gains. This panel will review where the market is currently, the federal standard increases that take effect in April 2015 and key barriers that still need to be addressed. Partners will get a firm understanding of what these key challenges and opportunities are now and in the future, a strong review of recent research into market and program industry trends and barriers, and a 15-minute discussion session where partners can share their own findings and research.

Moderator: Steve Ryan, U.S. Environmental Protection Agency  
Speakers: Dave Lis, Northeast Energy Efficiency Partnerships, Inc.  
Alexis Allen, Northwest Energy Efficiency Alliance  
Tony Gross, The Consortium for Energy Efficiency

**3. Big Savings Opportunities in Small Market Appliances:**

**Ductless Heating & Cooling, Freezers and Air Purifiers**

**10:15 – 11:15 AM**

Although the market for ductless heating and cooling, air purifiers, and freezers might be smaller than other appliances, the savings for these products represent significant savings opportunity. This session will provide information about the market for these under-penetrated products, how these customers are different from the “traditional” appliance buyer, and how partners are reaching them.

Speakers: Jason Warner, ICF International on behalf of the U.S. Environmental Protection Agency  
Cheri Wright, Kaz  
Paul L. Doppel, Mitsubishi Electric Cooling & Heating  
Kevin Messner, AHAM



WEDNESDAY, OCTOBER 24, 2012 *(continued)*

**4. Water Heaters (Part 2 of 2): Case Studies on Innovative Marketing Programs**

*(Concurrent Session)*

**11:15 AM – 12:15 PM**

While barriers to greater efficiency in the water heater market can seem very daunting, many energy efficiency program sponsor partners have found success in marketing ENERGY STAR water heaters even in a tough economy. This panel discussion will outline 4 case studies of successful marketing and outreach programs across the nation, highlighting lessons learned. Partners will gain a better understanding of how they can create innovative marketing programs that will drive sales of efficient water heaters. Participants will be asked to share their own stories for what hopes to be a rich discussion on how best to approach this challenging opportunity.

Moderator: Audrea Deyesso, The Cadmus Group, Inc. on behalf of the U.S. Environmental Protection Agency

Speakers: Maureen Alto, Sears Holdings Corporation  
Kelly Chase, Centerpoint Energy  
G. Matthew Braman, Energy Trust of Oregon

**5. How to Collaborate to Develop Successful CE Promotions *(Concurrent Session)***

**11:15 AM – 12:15 PM**

Collaboration among energy efficiency program sponsors, retailers and manufacturers is essential to maximizing the effectiveness of a consumer electronics promotion. This session will highlight successful ENERGY STAR-focused consumer electronics promotions and tactics, as well as best practices used to foster more collaboration between program administrators, retailers, and manufacturers.

Moderator: Tim Doherty, The Consortium for Energy Efficiency

Speakers: Michael Russom, Vermont Energy Investment Corporation  
Thad Carlson, Best Buy Co., Inc.  
Mike Moss, Samsung Electronics America

**6. Independent Retailer Panel: Working Together “Efficiently” for “Efficiency” *(Cross Track Interest)***

**1:15 – 2:15 PM**

A panel of local retailers and dealer marketing/buying groups will share insights and ideas for successful ENERGY STAR-focused partnerships with energy efficiency program sponsors. Panelists will discuss various aspects of their different business models to identify opportunities for collaboration with energy efficiency program sponsors.

Moderator: Jason Warner, ICF International on behalf of the U.S. Environmental Protection Agency

Speakers: Rick Weinberg, Nationwide Marketing Group  
Bob Donaldson, BrandSource  
Bill Warner, Warner’s Stellan  
Jack Cameron, ApplianceSmart/Appliance Recycling Centers of America



**WEDNESDAY, OCTOBER 24, 2012 (continued)**

**7. Sleek, Streaming & Smart: The Future of the CE Industry (Concurrent Session)**

**2:15 – 3:15 PM**

With the trends towards sleeker design, Internet-connectedness, and inter-connectivity, consumer electronics continue to evolve outside of their basic functionality. This session will explore the energy-efficient TVs of tomorrow, how the Internet and streaming devices are changing the way consumers receive their content, and how home control through consumer electronics is becoming a reality. These trends will have an impact on the way consumers use their electronics in the future as well as how they'll consume energy.

Moderator: Patrick Kilroy, Navitas Partners

Speakers: Tony Favia, Sharp Electronics Marketing Company of America

Steve Dulac, DirecTV

John Taylor, LG Electronics USA, Inc.

**8. EPA Responsible Appliance Disposal (RAD) Program Update (Concurrent Session)**

**2:15 – 3:15 PM**

This roundtable discussion on EPA's Responsible Appliance Disposal (RAD) program will provide a forum for partners to connect and share successes, challenges, and best practices around ENERGY STAR and RAD opportunities.

Moderator: Melissa Fiffer, U.S. Environmental Protection Agency

**9. Digital Strategies for the Digital Age (Concurrent Session)**

**3:30 – 4:30 PM**

Digital marketing is an essential strategy in the promotion of any consumer product especially consumer electronics. Developing and implementing a successful digital marketing strategy will ensure that your customers are being exposed to energy-efficient consumer electronics in a way that will maximize your return. This session will look at the latest digital marketing strategies and discuss how partners can leverage them.

Moderator: Blakely Schmidt, The Cadmus Group, Inc. on behalf of the U.S. Environmental Protection Agency

Speakers: Fred Jorgensen, Crosby Marketing Communications

Becca Yates, Northwest Energy Efficiency Alliance



## NETWORKING OPPORTUNITIES & OTHER INFORMATION

### **Retailer “Meet & Greets”**

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The Retailer “Meet & Greets” are an opportunity for ENERGY STAR retail partners to engage with as many other partners as possible. They are structured to allow partners to briefly visit retailers to make or renew contacts, and set meetings to learn more about the retailers’ ENERGY STAR program goals, objectives, and opportunities for co-promotions for the coming year. These sessions are offered in response to partner feedback and replace Retailer Summits and Quick Connects from past meetings.

### **Partner Networking Track: One-On-One Meeting Rooms**

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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. Instructions on scheduling meetings, specific room options, and hospitality suite options for interested partners are available online at [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting).

### **ENERGY STAR Product Expo**

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As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in the Capitol Ballroom, and lining the perimeter of the Minnesota Ballroom, where sessions will be taking place. The display space will be open throughout the meeting, with the exception of breakfast, lunch, and plenary sessions.

### **Green Meeting Efforts**

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EPA is working with the Crowne Plaza Riverfront Hotel Saint Paul to make the 2012 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings will include recycling, sustainable food service practices, a guest room conservation program, information on transportation options, reduced printing and shipping of meeting materials, and a mobile meeting App for providing meeting information from phones using Android and Apple platforms.