



CELEBRATING
20 YEARS OF
ENERGY STAR

2012 ENERGY STAR[®] Products Partner Meeting

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



APPLIANCES

ELECTRONICS

LIGHTING

WATER HEATERS



Celebrating ENERGY STAR's 20th Anniversary

A Message from the Administrator

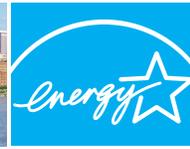


Twenty years ago, the U.S. Environmental Protection Agency (EPA) created a unique partnership to overcome market barriers to energy efficiency and create a healthier climate for all Americans. Today, we celebrate two decades of partnership, promise, and progress with the ENERGY STAR program.

Together with the Department of Energy, we have seen the ENERGY STAR program grow to include nearly 20,000 organizations from every sector of the economy. More than 80 percent of Americans now recognize the ENERGY STAR label. American families and businesses have saved a total of nearly \$230 billion on utility bills and prevented more than 1.7 billion metric tons of greenhouse gas emissions with help from ENERGY STAR.

As we celebrate our past, we also look to the future. We remain committed to helping America embrace energy efficiency as one of the fastest and easiest ways to save money, prevent pollution, and create jobs. We look forward to continued partnership and enduring progress toward a healthy environment and a prosperous economy for our families and our future.

Lisa P. Jackson
Administrator
United States Environmental Protection Agency



Sunday, October 21

4:00–7:00 p.m. Registration & Expo Set-up

Monday, October 22 (Day 1)

6:30 a.m.–4:30 p.m. Registration

7:00–8:00 a.m. Breakfast

	Lighting <i>Great River Ballroom</i>	Partner Networking*	EXPO <i>Capitol Ballroom</i>
8:00–8:45 a.m.	Welcome & ENERGY STAR Lighting Update (<i>Plenary, Great River Ballroom</i>)		
8:45–9:45 a.m.	Lighting Specification Development Updates		
9:45–10:00 a.m.	Break		
10:00–11:00 a.m.	WATTS a LUMEN???? ENERGY STAR & EISA: Update & Resources		
11:00 a.m.–Noon	Expanding ENERGY STAR Lighting Portfolios Lessons Learned		
Noon–1:00 p.m.	Lunch		
1:00–2:00 p.m.	The Latest in Lighting Test Methods & Standards		
2:00–3:00 p.m.	Marketing Lighting: The Broad Value ENERGY STAR Delivers	Dimming Performance: Pathway Towards Solutions	
3:00–3:30 p.m.	Break		
3:30–4:30 p.m.	Bringing an ENERGY STAR Certified Lighting Product to Market		
4:30–5:30 p.m.	All About ENERGY STAR: What Every Partner Should Know <i>(Introductory for Newer Partners)</i>		
5:30–6:30 p.m.			

*Partner Networking: Pre-scheduled Meetings, Various Locations

6:30 p.m. Reception, Hosted by Lowe’s Companies, Inc., *Saint Paul Union Depot*



Tuesday, October 23 (Day 2)

6:30 a.m.–4:30 p.m. Registration

7:00–8:00 a.m. Breakfast

	Plenary & Cross Product Interest <i>Great River Ballroom</i>	Appliances & Water Heaters <i>Minnesota East</i>	Electronics <i>Minnesota East</i>	Lighting <i>Great River Ballroom</i>	Partner Networking*	EXPO**
8:00–9:00 a.m.	Welcome to Saint Paul & ENERGY STAR Update (<i>Plenary, Great River Ballroom</i>)					
9:00–10:00 a.m.	National Retailer Panel: Strategies for Energy Efficiency Program Partnerships <i>(Cross Track, Great River Ballroom)</i>					
10:00–10:15 a.m.	Break					
10:15–11:15 a.m.		ENERGY STAR Appliance & Water Heater Program Highlights		How to Navigate Lighting Certification (<i>Lighting Manufacturers Only</i>)		
11:15 a.m.–12:15 p.m.			ENERGY STAR Consumer Electronics Program Highlights			
12:15–1:15 p.m.	Lunch & Guest Speaker Environmental Activism: The Role of Young People in Social & Environmental Change (<i>Plenary, Great River Ballroom</i>)					
1:15–2:15 p.m.	Youth Change Agents: Real Stories of Young People Making a Difference in Protecting Our Climate (<i>Plenary, Great River Ballroom</i>)					
2:15–4:30 p.m.	Retailer Meet & Greets (<i>Cross Track, Great River Ballroom</i>) <i>Refreshment Break Will Be Available During This Time</i>					
4:30–5:30 p.m.	Connecting Consumers with ENERGY STAR Certified Products: Advances in EPA Product Lists (<i>Cross Track, Great River Ballroom</i>)					
5:30–6:30 p.m.				The Residential Lighting Market: Past, Present, & Future		

*Partner Networking: Pre-scheduled Meetings, Various Locations

**ENERGY STAR Product Expo: Capitol Ballroom (for Lighting); Minnesota East (for Appliances, Water Heaters, Electronics)

6:30 p.m. Reception, Hosted by Best Buy Co., Inc., *The Science Museum*



Wednesday, October 24 (Day 3)

6:30 a.m.–Noon Registration Open

7:00–8:00 a.m. Breakfast

	Plenary & Cross Product Interest <i>Great River Ballroom</i>	Appliances & Water Heaters <i>Great River Ballroom</i>	Electronics <i>Minnesota East</i>	Partner Networking*	EXPO <i>Minnesota East</i>
8:00–9:00 a.m.		Appliance Specification Updates & Emerging Technology: What's Next			
9:00–10:00 a.m.		Water Heaters (Part 1 of 2): Where Are We Now?			
10:00–10:15 a.m.	Break				
10:15–11:15 a.m.		Big Savings Opportunities in Small Market Appliances: Ductless Heating & Cooling, Freezers & Air Purifiers			
11:15 a.m.–12:15 p.m.		Water Heaters (Part 2 of 2): Case Studies on Innovative Marketing Programs	How to Collaborate to Develop Successful CE Promotions		
12:15–1:15 p.m.	Lunch				
1:15–2:15 p.m.	Independent Retailer Panel: Working Together "Efficiently" for "Efficiency" <i>(Cross Track, Great River Ballroom)</i>				
2:15–3:15 p.m.		EPA Responsible Appliance Disposal (RAD) Program Update <i>(Capitol Ballroom)</i>	Sleek, Streaming & Smart: The Future of the CE Industry		
3:15–3:30 p.m.	Break				
3:30–4:30 p.m.			Digital Strategies for the Digital Age		
4:30–5:30 p.m.					

*Partner Networking: Pre-scheduled Meetings, Various Locations

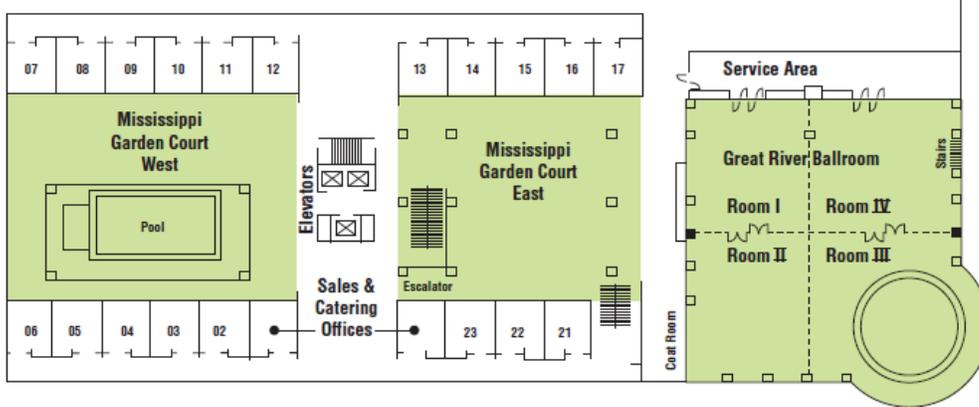
5:30 p.m. Adjourn



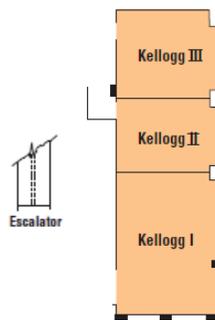
ENERGY STAR Meeting Floor Plan

The Crowne Plaza St. Paul Riverfront St. Paul, Minnesota

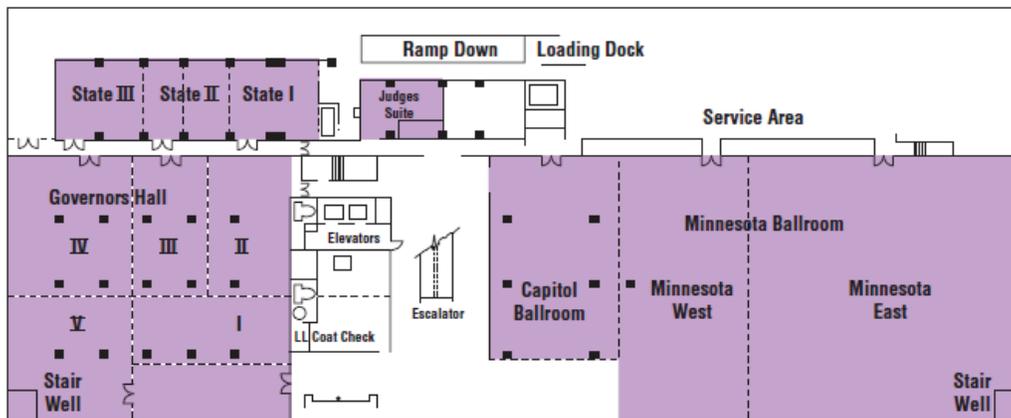
First Floor



Lobby Level



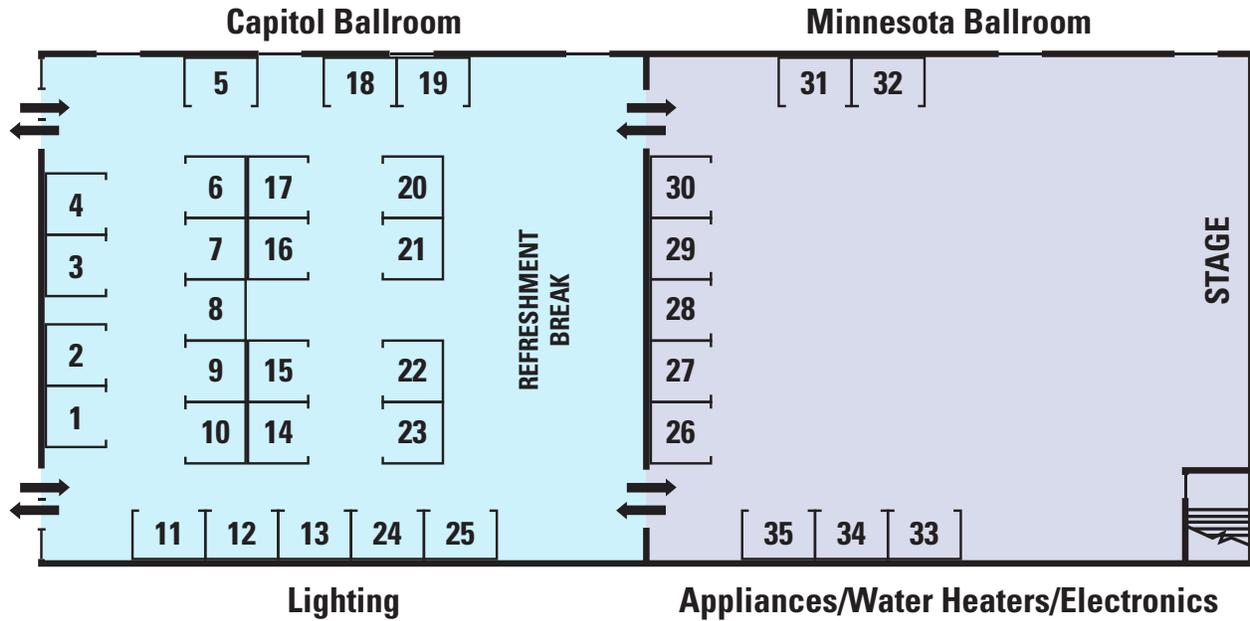
Lower Level





ENERGY STAR Product Expo Floor Plan

Lower Level



EXHIBITOR	BOOTH
Aero-Tech Light Bulb Co.	13
AFX Lighting, Inc.	21
AM Conservation Group, Inc.	12
Cooper Lighting	17
Cordelia Lighting	18
Cree, Inc.	24
DIRECTV	33
Earthtronics, Inc.	20
Electrolux	29, 30
Energetic Lighting	5
Feit Electric Company, Inc.	10
GE Appliances	26, 27
GE Lighting	14, 15
Globe Electric	6
Greenlite Lighting Corporation	1, 2

EXHIBITOR	BOOTH
Insignia	25
Kaz USA, Inc.	32
LG Electronics USA	35
Lighting Science Group	9
Lights of America, Inc.	22
Litetrionics International, Inc.	4
LittleFootprint Lighting	16
MaxLite	19
Mitsubishi Electric Cooling & Heating	28
Philips	7, 8
Samsung Electronics	31
SATCO Products, Inc.	23
Sunpark Electronics	11
Technical Consumer Products	3
Whirlpool	34

*Retailer displays will be located in the Mississippi Garden Court East

We would like to thank the following partners for their generous support of the 2012 ENERGY STAR Products Partner Meeting:



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SOUTHERN MINNESOTA
MUNICIPAL POWER AGENCY
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