



MEETING NOTICE

Please RSVP by September 5, 2008

Workshop on ENERGY STAR® Electronics Program Design

Date: September 24, 2008, 12-6 p.m.

Location: Hyatt Regency Hotel, Long Beach, CA
Meeting Room Seaview AB
200 S. Pine Avenue
Long Beach, CA 90802
(www.hyattregencylongbeach.com)

Synopsis: EPA is pleased to offer a half-day working session for ENERGY STAR partners to hear what's happening with the country's newest ENERGY STAR electronics programs, take away tools and information to advance their own plans, and learn how best to leverage national EPA and industry efforts to advance energy efficiency in electronics products.

This meeting will begin at the conclusion of the 2½ day ENERGY STAR Appliance Partner Meeting and take place at the same location.

Who should attend: Energy efficiency **program sponsors** who are active in promoting ENERGY STAR electronics products or interested in developing electronics programs; ENERGY STAR electronics **retail partners**; ENERGY STAR electronics **manufacturer partners**; and other organizations active in the energy efficiency community. EPA will make meeting materials available online after the meeting for interested parties who cannot attend.

To register: There is no fee for this workshop, but participants must register as space is limited and accurate counts are needed for hotel meeting and food service purposes. Please respond to Amanda Byrne by email (abyrne@icfi.com) or by phone (703-934-3044) to confirm your attendance at this meeting. Hotel and travel information is listed following the agenda below.

RSVPs are required by September 5, 2008 to ensure that we have sufficient meeting materials and refreshments.

For more information: Contact Hewan Tomlinson (email: tomlinson.hewan@epa.gov, tel: 202-343-9082) or Steven Ryan (email: ryan.steven@epa.gov, tel: 202-343-9123) with any additional questions.

EPA is grateful to Best Buy for providing lunch and refreshments for workshop participants.



**Workshop on
ENERGY STAR[®] Electronics Program Design
September 24, 2008**

Preliminary Agenda

12:00 Welcome, introductions, objective

The objective of this workshop is to give energy efficiency program sponsors practical electronics products program design ideas, resources for moving forward, and the chance to learn from and network with other sponsors, major retailers, and product manufacturers.

12:45 Utility program design: the California model

The state's utilities are preparing a new electronics program model for launch later this year. Workshop participants will learn about their approach to program design and delivery, and how key issues such as cost-effectiveness and attribution are handled.

1:45 Retailer perspectives

Best Buy will address the retailer role in utility programs, the importance of branding and the ENERGY STAR brand platform, and offer key issues for program sponsor consideration when working with retailers.

2:45 Break

3:00 Manufacturer perspectives

Electronics products companies will speak to their roles in developing and marketing ENERGY STAR labeled products, and in working with program sponsors and retailers to effect market transformation using market forces.

4:00 Getting the message out: ENERGY STAR National Infrastructure

EPA will present ENERGY STAR's national tools, resources, and information useful for program sponsor planning, including an overview and updates on national electronics activities and promotional plans.

5:00 Discussion, summary, and next steps

6:00 Adjourn

Transportation and Hotel Information

Airports

Long Beach Airport

Airport code: LGB

(562) 570-2600

<http://www.longbeach.gov/airport/>

Los Angeles International Airport

Airport code: LAX

(310) 646-5252

<http://www.lawa.org/lax/>

Hotels

Hyatt Regency Long Beach

200 South Pine Avenue

Long Beach, CA 90802

Phone: (562) 491-1234

Fax: (562) 983-1491

Web: <http://www.hyatt.com>

Note: *if you are considering attending the ENERGY STAR Appliance Partner meeting that precedes the workshop, there is a room block reserved through **August 21** at a rate of \$149, subject to availability.*

The following hotel suggestions are within close proximity to the meeting site. Availability may be limited so please make travel arrangements at your earliest convenience.

Best Western Hotel at the Convention

Center

517 E 1st Street

Long Beach, CA 90802-5025

Phone: (562) 285-0281

Fax: (562) 285-0308

Web: <http://www.bestwesterncalifornia.com>

Distance to the Hyatt Regency: 0.9 Miles

Queen Mary Hotel

1126 Queen's Highway

Long Beach, CA 90802

Phone: (562) 435-3511

Web: <http://www.queenmary.com>

Distance to the Hyatt Regency: 2.2 Miles

Hilton Long Beach

701 West Ocean Boulevard

Long Beach, CA 90831-3102

Phone: (562) 983-3400

Fax: (562) 983-1200

Web: <http://www.hilton.com>

Distance to the Hyatt Regency: 1.8 Miles

Comfort Inn & Suites

200 E. Willow Street

Long Beach, CA 90806

Phone: (562) 426-7611; (866) 349-1681

Fax: (562) 426 0563

Web: <http://www.cisuiteslongbeach.com>

Distance to the Hyatt Regency: 3.7 Miles

Coast Long Beach Hotel

700 Queensway Drive

Long Beach, CA 90802

Phone: (562) 435-7676; (800) 716-6199

Fax: (562) 733-0351

Web: <http://www.coasthotels.com>

Distance to the Hyatt Regency: 2.0 Miles

Residence Inn Long Beach by Marriott

4111 East Willow Street

Long Beach, CA 90815

Phone: (562) 595-0909

Fax: (562) 988-0587

Web: <http://www.marriott.com>

Distance to the Hyatt Regency: 5.6 Miles