“Life takes energy”
Make it….“Clean Energy”

Sharon Laudisi – March 13, 2007
What We Do:

- Promote market transformation by building market awareness and demand for ENERGY STAR® qualified products

How We Do It:

- Through 108 Appliance Retail Stores and 156 Lighting Retail Stores
- Retail Sales (Home Depot, Lowe’s, Sears Hardware, True Value etc.)
- Training/Rebates/Expos/Web-site
- Leverage Regional Partners (NEEP, NYSERDA, NYPA)
- New for 2006 - Unique Partnership with National Hockey League’s New York Islanders

*Coming Fall of 2007 – New York Jets Partnership*
Consumers

Various incentives throughout the year

- $2.00-$3.50 off third party tested specialty lamps
- $2.50+ off PNNL-tested reflector lamps
- Seasonal promotions on ENERGY STAR qualified CFLs
- Upstream incentives for qualified fixtures and ceiling fans
- LED holiday light rebates
Retailers

Field services to every enrolled store across Long Island, including hardware stores, independent retailers, mass merchants, DIYs, electrical distributors and lighting showrooms

- Co-op advertising reimbursement for retailers
- Train sales associates and cashiers
- Place coupons, POP, and signage
- Verify product placement and price
- Organize and staff in-store lighting promotions
ENERGY STAR

Lighting and Appliance Program

Results to Date:

- CFLs 4,449,951
- Fixtures 224,936
- Clothes Washers 83,849
- Torchieres 31,936

Total Participants: 4,779,672
Seasonal Promotions

$1 Multi-pack Coupons

2005 Change A Light Promotion:
• 385,257 CFLs rebated
• 60% third party tested

2006 Earth Day Promotion:
• 186,054 CFLs rebated
• 100% third party tested

2006 Change A Light Promotion:
• 419,566 CFLs rebated
• 71% third party tested
2005 CFLs Rebated
605,798

2006 CFLs Rebated
780,611
Energy saving compact fluorescent light bulbs (CFLs) use up to 75% less energy and last up to 13 times longer than incandescent bulbs.

www.homedepot.com/energy
I am an ENERGY STAR contest

Kids shine with the “I AM AN ENERGY STAR” Contest

Kids 18 and under – you can have your moment in the spotlight. Go to either www.tiopower.org/cei or www.newyorkislanders.com and check out the hot new “I am an ENERGY STAR” song. You can download the music, plus contest rules and a parental permission form. Send a video of yourself or you and your friends singing the song to the address on our website and you could win a chance to star in our new commercial and sing the National Anthem at a New York Islanders game. A panel of judges will pick nine finalists whose videos will be posted on our website where all of Long Island can vote for their favorites.

Be sure to enter by March 15, 2007
You’ll be a real ENERGY STAR.
LIPA/NY Islanders Literacy Campaign

NY Islanders and LIPA staff to visit 20 schools to read a book about the environment and clean energy (created by LIPA and NY Islanders – Sparky’s Day at the Beach).
“Clean Energy Challenge”

Students 6-8\textsuperscript{th} will be required to either create a clean energy science project focusing on renewable energy or create a poster to identify five (5) actions they and their families can take every day to reduce the amount of electricity they use.

Students 9\textsuperscript{th} – 12\textsuperscript{th} will be challenged to create a clean energy project incorporating energy efficiency and renewable technology concepts into the redesign of Nassau Coliseum.
What’s next?

- PNNL Tested Reflectors for Hi-Hats
  - Why
  - How
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Remember….We’re ALL Islanders!!!!!