



# Welcome to Charlotte!

ENERGY STAR® Products Partner Meeting 2011  
Charlotte, North Carolina  
November 7, 2011



Learn more at [energystar.gov](http://energystar.gov)

# Welcome to Charlotte!



ENERGY STAR would like to thank the following partners for their generous support of the 2011 ENERGY STAR Products Partner Meeting:





ENERGY STAR® Products Partner Meeting  
November 7-10, 2011 in Charlotte, NC  
Individual Session Evaluation

Thank you for participating in this session. Your answers will help to shape future meetings. Please see the Overall Meeting Evaluation

Session title:

Session date/time:

Please rate the

• What  
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• Overall  
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• Add

ENERGY STAR  
November 7-10, 2011  
Individual Session Evaluation

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Please rate the

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• Please  
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• Overall  
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ENERGY STAR® Products Partner Meeting  
November 7-10, 2011 in Charlotte, NC  
Overall Meeting Evaluation

Thank you for your participation at the 2011 ENERGY STAR® Products Partner Meeting and for providing input about your overall experience. Your answers will help to shape future meetings.  
Please see the Individual Session Evaluations, distributed at each session, to provide specific input about each session you attend throughout the meeting.

Please rate the following by circling the appropriate number or description:

EVENT LOGISTICS

- Registration (online registration system, registration fee):

5 4 3 2 1  
(Excellent) (Poor)

Comments:

- Pre-event Communications (including email blasts, event website):

5 4 3 2 1

Comments:

- Did you receive Products Partner Meeting e-mails from ENERGY STAR?  Yes  No

- Facilities (including meeting space, sleeping rooms, room rate, hotel amenities):

5 4 3 2 1

Comments:

- Logistics (timing, location, meals):

5 4 3 2 1

Comments:

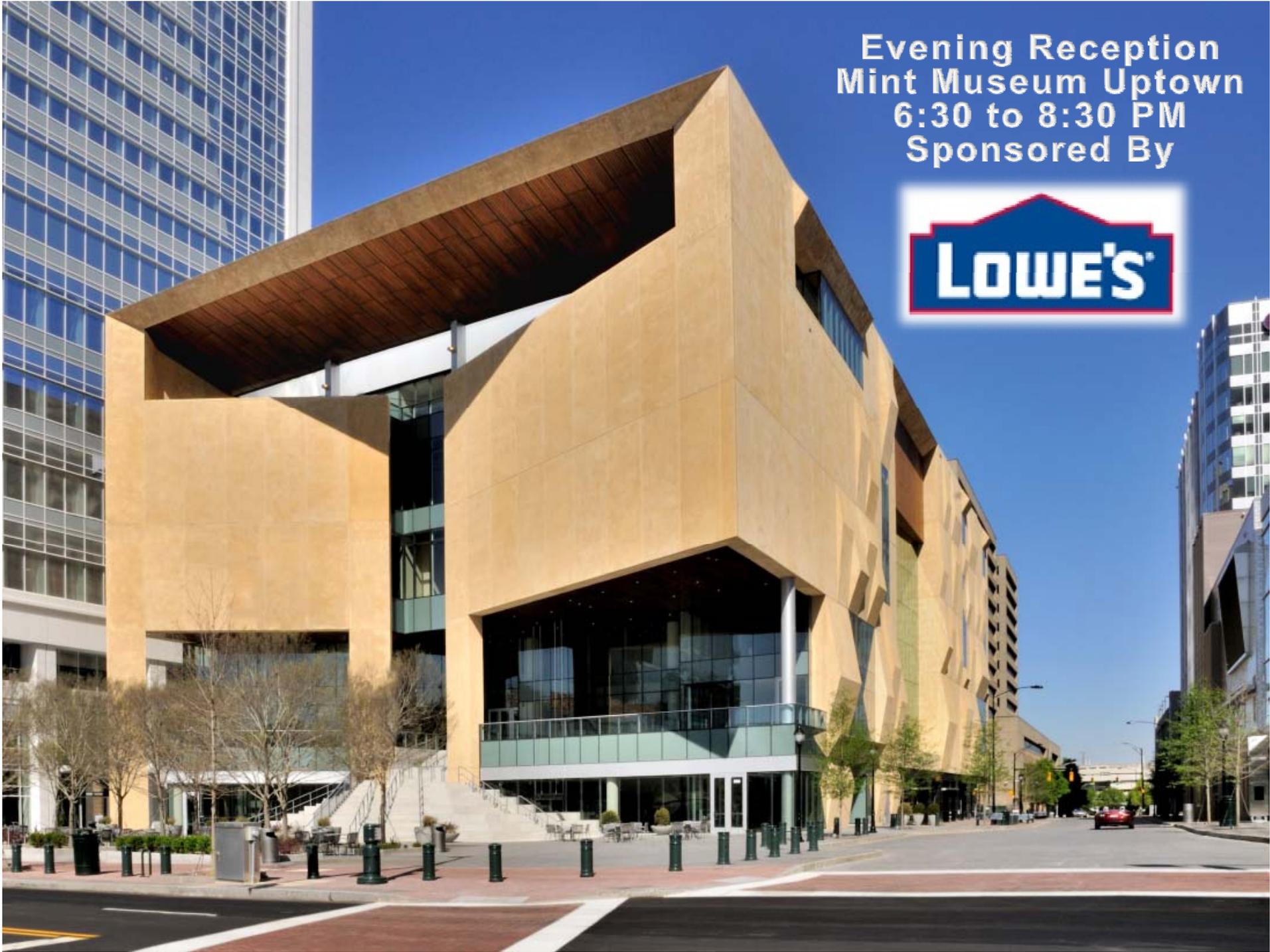
- To what extent did the following influence your attendance at this meeting.

• Content: Strongly influenced Influenced Did Not Influence  
• Location: Strongly influenced Influenced Did Not Influence  
• Duration of ... Strongly influenced Influenced Did Not Influence





Evening Reception  
Mint Museum Uptown  
6:30 to 8:30 PM  
Sponsored By



# Agenda: Today



## Monday, November 7 (Day 1)

7:00 a.m.–6:00 p.m. Registration Open *Grand Ballroom Promenade*

7:30–8:30 a.m. Breakfast *Promenade & Grand Ballroom*

	Plenary & Lighting Sessions <i>Grand Ballroom</i>	Marketing, Communications & IT <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
8:30–9:00 a.m.	Welcome & Opening Remarks		Open
9:00–10:00 a.m.	Lighting Specification Development Update: Luminaires and Lamps		
10:00–11:00 a.m.	Energy Efficiency Program Portfolio Updates		
11:00 a.m.–Noon	Quick Connects: Lighting		
Noon–1:00 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>		
1:00–2:00 p.m.	Lighting Portfolio Planning		Open
2:00–3:00 p.m.		Co-Branding with ENERGY STAR*	
3:00–3:30 p.m.	BREAK		
3:30–4:30 p.m.		Using Social Media to Promote Energy Efficiency*	Open
4:30–5:30 p.m.			

\*Indicates a repeating session



6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Lowe's *Mint Museum Uptown*



# Agenda: Tomorrow Morning



## Tuesday, November 8 (Day 2)

7:00 a.m.–6:00 p.m. Registration Open *Grand Ballroom Promenade*

7:00–8:00 a.m. Breakfast *Promenade & Grand Ballroom*

	Plenary Sessions <i>Grand Ballroom</i>	Lighting <i>Providence I</i>	Appliances and Water Heaters	Electronics	Marketing, Communications & IT <i>Providence II</i>	Retailer Summits <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
8:00–8:30 a.m.		Marketing for Lighting—What Works & What Doesn't					Open
8:30–9:00 a.m.					Shaping the Future of the Change the World, Start with ENERGY STAR Campaign—Interactive Feedback Session*		
9:00–10:00 a.m.		Resources for Educating Consumers on Energy Efficient Lighting					
10:00–10:30 a.m.	BREAK						
10:30–11:30 a.m.		Claiming Savings Using a Market Share Approach: Lessons Learned <i>Grand Ballroom</i>			Using Social Media to Promote Energy Efficiency (REPEAT 1)		Open
11:30–12:30 p.m.					Consumer Mindset		
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>						



# Agenda: Tomorrow Afternoon



Tuesday, November 8 (Day 2)

	Plenary Sessions <i>Grand Ballroom</i>	Lighting <i>Providence I</i>	Appliances and Water Heaters	Electronics	Marketing, Communications & IT <i>Providence II</i>	Retailer Summits <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>						
1:30–2:20 p.m.	Welcome to Charlotte by Guest Speakers & ENERGY STAR Update						Open
2:20–2:30 p.m.	BREAK						
2:30–3:30 p.m.					Co-Branding with ENERGY STAR (REPEAT 1)	Lowe's 2:30 – 3:15 p.m.	Open
3:30–4:00 p.m.	BREAK						
4:00–5:00 p.m.					ENERGY STAR Mobile & the ENERGY STAR App*	Sears Holdings Corporation 4:00 – 4:45 p.m.	Open
5:00–6:00 p.m.					Applying for POY: Submitting a Competitive Application*	Walmart 5:00 – 5:45 p.m.	

\*Indicates a repeating session

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Electrolux *The Lobby Bar, Westin Hotel*

# Agenda: Wednesday Morning



## Wednesday, November 9 (Day 3)

7:00 a.m.–5:30 p.m. Registration Open *Grand Ballroom Promenade*

7:00–8:00 a.m. Breakfast *Promenade & Grand Ballroom*

	Main Hall Sessions <i>Grand Ballroom</i>	Lighting <i>Providence I</i>	Appliances and Water Heaters <i>Providence II</i>
8:00–9:00 a.m.	Just Do ENERGY STAR—How to Prompt Consumer Action (with Guest Speaker)		
9:00–10:00 a.m.	Quick Connects: Appliances, Water Heaters & Electronics	Overview of the Development of Lighting Test Methods and Standards	
10:00–10:30 a.m.	BREAK		
10:30–11:30 a.m.		For Lighting Manufacturers: Navigating the Product Qualification Process	Specification Updates: Appliances*
11:30 a.m.–Noon		Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances <i>Grand Ballroom</i>	
Noon–12:30 p.m.			
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>		RAD Partners Working Lunch (Invite Only)

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Sears Holdings Corporation *Bentley's on 27*

# Agenda: Rest of the Week



**Electronics**  
*Providence III*

**Appliances and  
Water Heaters**  
*Providence II*

**Marketing, Communications & IT**  
*Tryon*

**Retailer  
Summits**  
*Providence I*

**EXPO**  
*Grand  
Ballroom*

- Appliances
- Water Heaters
- Electronics



# ENERGY STAR Lighting Quick Year In Review

# ENERGY STAR Lighting: Quick Year in Review

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- Specification Integration Halfway Complete
  - Luminaires V1.0 finalized
    - V1.1 revision finalized, effective date now April 1, 2012
    - Certified Lighting Subcomponent Database (CSD) launched
    - LED Lumen Maintenance Guidance issued
    - Testing and certification underway
    - Residential Light Fixtures and Solid State Lighting Luminaires specifications sunset
  - Lamps V1.0 Draft 1 issued

# ENERGY STAR Lighting: Quick Year in Review

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- EPA-recognized lighting laboratories, certification bodies, and accreditation bodies:
  - 8 certification bodies (domestic)
  - 40 laboratories worldwide:
    - Arizona, California, Colorado, Georgia, Massachusetts, North Carolina, New York, Ohio, Pennsylvania, Washington
    - Canada, China, Germany, Hong Kong, Japan, Malaysia, Singapore, South Korea, Taiwan
  - Laboratory capacity expanding
  - EPA continuing to receive applications for recognition

# ENERGY STAR Lighting: Quick Year in Review

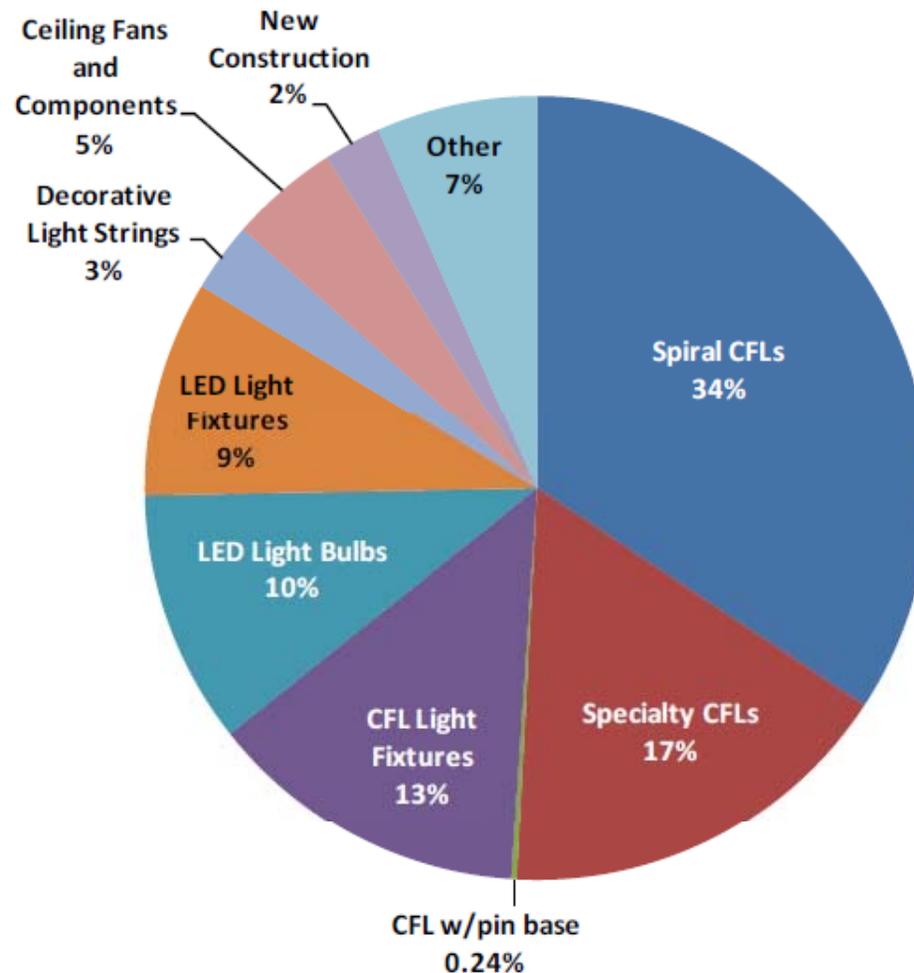


- Product qualifications by category (11/4/2011):
  - CFLs: **8,087 models**
  - Integral LED Lamps: **330 models**
  
  - Residential Light Fixtures: **40,305 models**
  - Solid State Lighting Luminaires: **1,359 models**
  
  - Luminaires: **100+ models**
  
  - Decorative Light Strings: **a lot (57 brands)**

# ENERGY STAR Lighting: Quick Year in Review



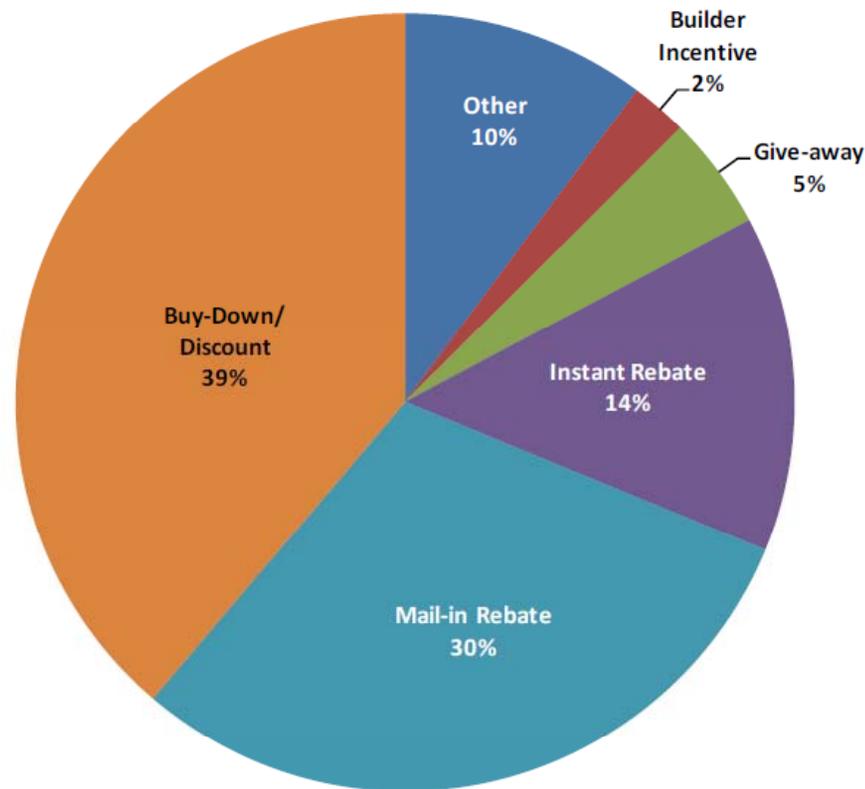
- Utility promotion of qualified lighting products:



# ENERGY STAR Lighting: Quick Year in Review



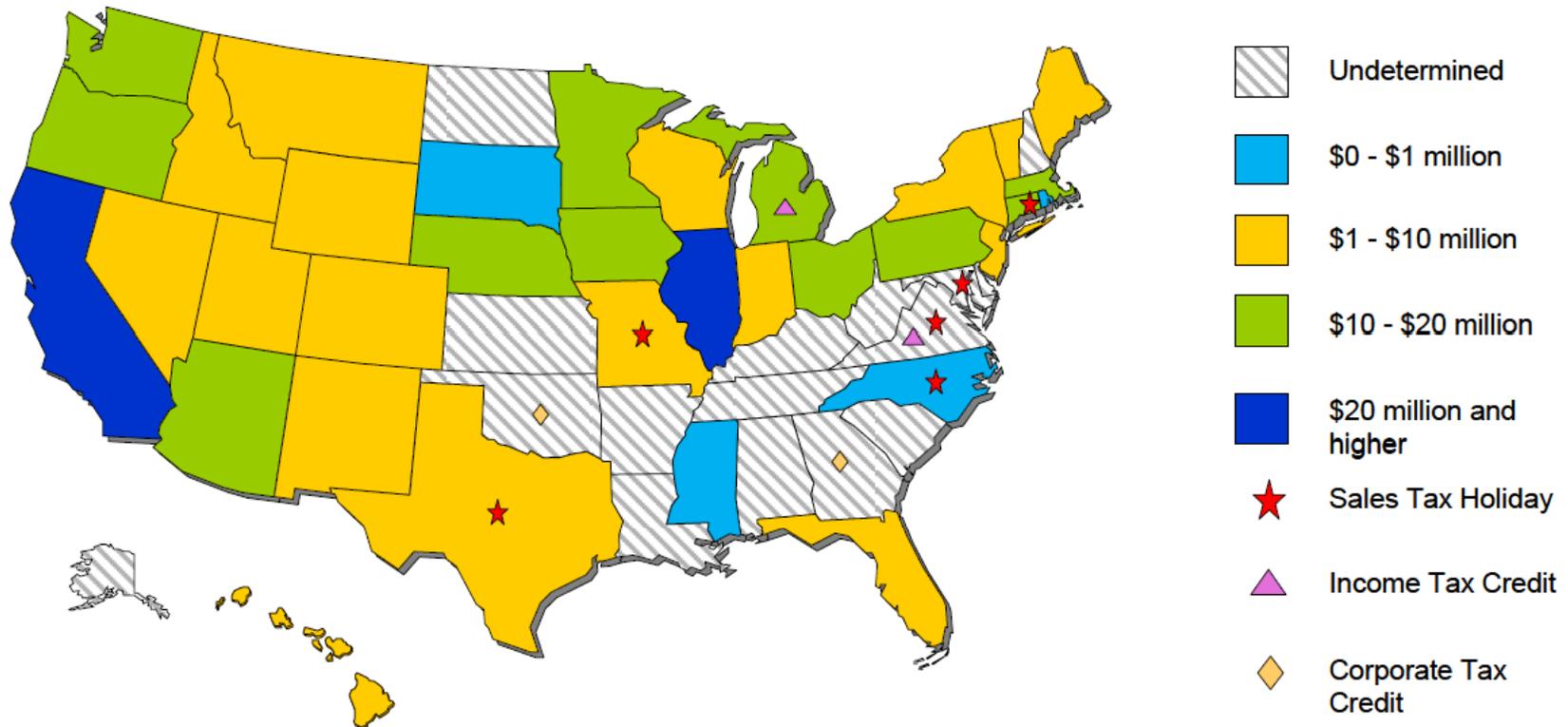
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# ENERGY STAR Lighting: Quick Year in Review



- Utility promotion of qualified lighting products:



# ENERGY STAR Lighting: Quick Year in Review

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- Taylor Jantz-Sell started at EPA
- ENERGY STAR lighting web content revamped & consolidated
- Lighting qualified product list consolidation



# 2011 ENERGY STAR® PRODUCTS PARTNER MEETING



November 7-10, 2011 | Charlotte, NC

APPLIANCES

ELECTRONICS

LIGHTING

WATER HEATERS

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