Welcome to Charlotte!

ENERGY STAR® Products Partner Meeting 2011
Charlotte, North Carolina
November 7, 2011
Welcome to Charlotte!
ENERGY STAR would like to thank the following partners for their generous support of the 2011 ENERGY STAR Products Partner Meeting:

- Electrolux
- Lowe's
- Sears
- GreenLite
- LG
- Samsung
- Whirlpool Corporation
- Philips
- Bosch
- GE
- TCP
- Xcel Energy
- Cree
- Duke Energy
- Feit Electric
- MaxLite
- OSRAM Sylvania
- Westinghouse
- Globe
ENERGY STAR® Products Partner Meeting
November 7-10, 2011 in Charlotte, NC

Panel Session Evaluation
Thank you for participating in this session. 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.

Session title: 
Session date/time: 
Session location: 

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) (Good) (Fair) (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):
  
  6 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:

  □ Guest: 
  Strongly influenced  Influenced  Did Not Influence

  □ Location: 
  Strongly influenced  Influenced  Did Not Influence

  □ Duration: 
  Strongly influenced  Influenced  Did Not Influence
Evening Reception
Mint Museum Uptown
6:30 to 8:30 PM
Sponsored By

LOWE'S
## Agenda: Today

### Monday, November 7  (Day 1)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–6:00 p.m.</td>
<td>Registration Open</td>
<td>Grand Ballroom Promenade</td>
</tr>
<tr>
<td>7:30–8:30 a.m.</td>
<td>Breakfast</td>
<td>Promenade &amp; Grand Ballroom</td>
</tr>
<tr>
<td>8:30–9:00 a.m.</td>
<td>Welcome &amp; Opening Remarks</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>9:00–10:00 a.m.</td>
<td>Lighting Specification Development Update: Luminaires and Lamps</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>10:00–11:00 a.m.</td>
<td>Energy Efficiency Program Portfolio Updates</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>11:00 a.m.–Noon</td>
<td>Quick Connect: Lighting</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>Noon–1:00 p.m.</td>
<td>LUNCH</td>
<td>Promenade &amp; Grand Ballroom</td>
</tr>
<tr>
<td>1:00–2:00 p.m.</td>
<td>Lighting Portfolio Planning</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>2:00–3:00 p.m.</td>
<td>Co-Branding with ENERGY STAR®</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>3:00–3:30 p.m.</td>
<td>BREAK</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>3:30–4:30 p.m.</td>
<td>Using Social Media to Promote Energy Efficiency®</td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>4:30–5:30 p.m.</td>
<td></td>
<td>EXPO Grand Ballroom</td>
</tr>
<tr>
<td>6:30–8:30 p.m.</td>
<td>Evening Cocktail Reception, Hosted by Lowe’s</td>
<td>Mint Museum Uptown</td>
</tr>
</tbody>
</table>

*Indicates a repeating session*
Quick Connects: Grand Ballroom @ 11 AM
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

8:00–8:30 a.m.
Plenary Sessions Grand Ballroom
Lighting Providence I
Marketing for Lighting—What Works & What Doesn’t

8:30–9:00 a.m.
Plenary Sessions Grand Ballroom
Appliances and Water Heaters
Electronics
Marketing, Communications & IT Providence II
Shaping the Future of the Change the World, Start with ENERGY STAR Campaign–Interactive Feedback Session*

9:00–10:00 a.m.
Plenary Sessions Grand Ballroom
Resources for Educating Consumers on Energy Efficient Lighting

10:00–10:30 a.m.
BREAK

10:30–11:30 a.m.
Plenary Sessions Grand Ballroom
Claiming Savings Using a Market Share Approach. Lessons Learned Grand Ballroom
Using Social Media to Promote Energy Efficiency (REPEAT 1)

11:30–12:30 p.m.
Plenary Sessions Grand Ballroom
Consumer Mindset

12:30–1:30 p.m.
LUNCH Promenade & Grand Ballroom
# Agenda: Tomorrow Afternoon

**Tuesday, November 8 (Day 2)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
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<tbody>
<tr>
<td>12:30–1:30 p.m.</td>
<td>LUNCH Promenade &amp; Grand Ballroom</td>
</tr>
<tr>
<td>1:30–2:20 p.m.</td>
<td>Welcome to Charlotte by Guest Speakers &amp; ENERGY STAR Update</td>
</tr>
<tr>
<td>2:20–2:30 p.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>2:30–3:30 p.m.</td>
<td>Co-Branding with ENERGY STAR (REPEAT 1)</td>
</tr>
<tr>
<td>3:30–4:00 p.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>4:00–5:00 p.m.</td>
<td>ENERGY STAR Mobile &amp; the ENERGY STAR App*</td>
</tr>
<tr>
<td>5:00–6:00 p.m.</td>
<td>Applying for POY: Submitting a Competitive Application*</td>
</tr>
<tr>
<td>6:30–8:30 p.m.</td>
<td>Evening Cocktail Reception, Hosted by Electrolux The Lobby Bar, Westin Hotel</td>
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</tbody>
</table>

*Indicates a repeating session
# Agenda: Wednesday Morning

**Wednesday, November 9  (Day 3)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–5:30 p.m.</td>
<td>Registration Open  <em>Grand Ballroom Promenade</em></td>
</tr>
<tr>
<td>7:00–8:00 a.m.</td>
<td>Breakfast  <em>Promenade &amp; Grand Ballroom</em></td>
</tr>
</tbody>
</table>
| 8:00–9:00 a.m.   | **Main Hall Sessions**  *Grand Ballroom*  
|                 | Just Do ENERGY STAR: How to Prompt Consumer Action (with Guest Speaker) |
| 9:00–10:00 a.m.  | **Lighting**  *Providence I*  
|                 | Quick Connects: Appliances, Water Heaters & Electronics                  |
|                 | Overview of the Development of Lighting Test Methods and Standards       |
| 10:00–10:30 a.m. | **Appliances and Water Heaters**  *Providence II*                        |
| 10:30–11:30 a.m. | **Main Hall Sessions**  *Grand Ballroom*  
|                 | For Lighting Manufacturers: Navigating the Product Qualification Process |
|                 | Specification Updates: Appliances*                                        |
| 11:30 a.m.–Noon | **Main Hall Sessions**  *Grand Ballroom*  
|                 | Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances |
| Noon–12:30 p.m. | **LUNCH**  *Promenade & Grand Ballroom*                                   |
| 12:30–1:30 p.m. | **LUNCH**  *Promenade & Grand Ballroom*                                   |
| 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

- 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

- 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

  - 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:
• Utility promotion of qualified lighting products:
ENERGY STAR Lighting: Quick Year in Review

• Utility promotion of qualified lighting products:

[Map showing distribution of utility promotion of qualified lighting products across the United States, with different colors indicating different budget ranges and symbols indicating specific types of incentives.]
ENERGY STAR Lighting: Quick Year in Review

- Taylor Jantz-Sell started at EPA
- ENERGY STAR lighting web content revamped & consolidated
- Lighting qualified product list consolidation
ENERGY STAR would like to thank the following partners for their generous support of the 2011 ENERGY STAR Products Partner Meeting:

- Electrolux
- Lowe's
- Sears
- Greenlite
- LG
- Samsung
- Whirlpool
- Philips
- Bosch
- GE
- TCP
- Xcel Energy
- Cree
- Duke Energy
- Feit Electric
- MaxLite
- Osram Sylvania
- Westinghouse