

**2013 ENERGY STAR Products Partner Meeting
Webinar Series Descriptions**

**Monday, November 18, 1:00 PM EST
ENERGY STAR Program & Brand Update**

This webinar will highlight the benefits of energy efficiency, delivered through ENERGY STAR by its partners. An update from EPA on recent successes of the ENERGY STAR program and plans for the near future should inspire participants with innovative ways to collaborate with EPA and other ENERGY STAR partners on energy efficiency promotions for the coming year and beyond.

Speakers: Peter Banwell, U.S. Environmental Protection Agency
Kristinn Leonhart, U.S. Environmental Protection Agency

**Tuesday, November 19, 1:00-2:30 PM EST
Panel: ENERGY STAR Retail Action Council: Working with National Retailers (PEER Guidance)**

Charter members of the ENERGY STAR Retail Action Council (RAC) will give an update on the development of operational guidance created in collaboration with energy efficiency program sponsors. Inspired and informed by an ongoing dialogue at past ENERGY STAR Products Partner Meetings, the guidance is envisioned to help remove common operational and administrative barriers to the execution of dynamic, profitable, and scalable retail-based energy efficiency programs and promotions for ENERGY STAR certified products. The panelists will provide an update on the effort and discuss proposed next steps. A significant portion of this webinar is set aside for discussion.

Moderator: Patrick Kilroy, Navitas Partners, on behalf of the U.S. Environmental Protection Agency
Speakers: Paul Campbell, Sears Holdings Corporation
David Hilbrich, Best Buy Co., Inc.
Mike Cook, The Home Depot
Christa Osswald, Lowe's Companies, Inc.

**Wednesday, November 20, 1:00 PM EST
ENERGY STAR Consumer Electronics Update**

Consumers continue to demand more energy efficient electronics products and favor companies that have demonstrated their commitment to environmentally responsible practices. This webinar session will provide a sampling of what companies in this sector are doing with ENERGY STAR to deliver on this expectation. An overview of opportunities for greater involvement will be provided, including upcoming specification revisions, key product promotions, and ENERGY STAR Most Efficient recognition. EPA will provide suggestions on how best to communicate corporate commitment to greener and more energy efficient consumer electronics.

Speaker: Una Song, U. S. Environmental Protection Agency

**Thursday, December 5, 1:00 PM EST
ENERGY STAR Lighting Update**

This webinar will provide updates on the ENERGY STAR lighting program, specifications, and market trends. *Note: there will be a ½ hour break between this and the following webinar.*

Speaker: Taylor Jantz-Sell, U.S. Environmental Protection Agency

**Thursday, December 5, 2:30-4:00 PM EST
ENERGY STAR Lighting Certification**

This working session will give participants the opportunity to have an in-depth discussion about lighting product certification. The webinar will include a detailed review of the lamps and luminaires specifications, including program requirements such as product classification, evaluation of non-standard products, "inseparable" requirements, the Certified Subcomponent Database (CSD), and family groupings.

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Speakers: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Austin Gelder, ICF International, on behalf of the U.S. Environmental Protection Agency
Tanya Hernandez, ICF International, on behalf of the U.S. Environmental Protection Agency

Tuesday, December 10, 1:00-2:30 PM EST

Panel: Understanding the Complexities of Retailing

The ENERGY STAR RAC will present a new training curriculum on the retail channel designed to help energy efficiency program staff better understand the retailers with whom they seek to partner. The vision is to better equip energy efficiency program managers to fully align their ENERGY STAR program offerings with retailer business cycles, and make well-informed program planning and implementation decisions that will yield the greatest results cost effectively. The curriculum will complement the partnership guidance being developed by the ENERGY STAR RAC with input from energy efficiency program sponsors.

Moderator: Kristen Bowring, Navitas Partners, on behalf of the U.S. Environmental Protection Agency

Speakers: Paul Campbell, Sears Holdings Corporation
David Hilbrich, Best Buy Co., Inc.
Mike Cook, The Home Depot
Christa Osswald, Lowe's Companies, Inc.

Thursday, December 12, 1:00 PM EST

ENERGY STAR Communications: Moving into 2014

In 2013, a mix of social and traditional media, along with the complimentary elements of the Change the World, Start with ENERGY STAR campaign, are making it easier than ever for people across the country to save energy and protect the climate with ENERGY STAR. Our Twitter parties alone have generated 20 million total impressions. This webinar will give partners an overview of 2013 accomplishments and a preview of what is to come in 2014, including the new consumer engagement platform on energystar.gov called My ENERGY STAR, and opportunities for partner involvement throughout the coming year.

Speakers: Jill Vohr, U.S. Environmental Protection Agency
Brittney Gordon, U.S. Environmental Protection Agency

Tuesday, December 17, 1:00 PM EST

Consumer Electronics Program Utility Guide and Beyond TVs: Changing the Channel to Focus on Other Electronics

The market for energy efficient televisions has transformed dramatically in less than ten years. On average, TVs use significantly less energy than they did just a few years ago. However, miscellaneous energy use is on the rise and consumer electronics products are leading the way. Electronics now account for about 12% of residential electricity consumption and 50% of miscellaneous electric load. While per-unit energy savings potential from these devices may be relatively small, their tremendous volume creates a potential opportunity for sponsors of energy efficiency programs. The challenge for program sponsors is the nature of the market and how best to intervene.

This webinar will discuss industry trends that can help mitigate this increase in miscellaneous energy use. Shifting the focus from TVs, the webinar will also address other energy efficient consumer electronics that can benefit from increased consumer awareness, including AV components (including sound bars & HTiAB), game consoles, set-top boxes, and small networking equipment (SNE). Advanced power strips and controls present additional opportunities for educating individuals on how to manage and reduce energy use in their homes.

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EPA will also present highlights from its Consumer Electronics Program Utility Guide. Participants will have the opportunity to discuss challenges and best practices in developing and implementing energy efficiency programs targeted at consumer electronics.

Moderator: Michael Lukaszewicz, Navitas Partners, on behalf of the U.S. Environmental Protection Agency

Speakers: Claire Miziolek, Northeast Energy Efficiency Partnerships
Ken Lowe, Vizio
Noah Horowitz, Natural Resources Defense Council

Thursday, December 19, 1:00 PM EST

The Importance of Online and Mobile in Consumer Electronics Promotion: How to Maximize the Value of ENERGY STAR in Your CSR Communications

Consumer electronics evolve quickly as do the ways consumers research and purchase them. During this webinar, an industry expert will discuss the role social media and the Internet play when consumers research and shop for electronics. Our expert will also examine how marketing ENERGY STAR certified consumer electronics can fit into a broader dialogue about corporate social responsibility (CSR) business practices.

Moderator: Una Song, U.S. Environmental Protection Agency

Speaker: Mike Lawrence, Cone Communications

Thursday, January 9, 1:00 PM EST

ENERGY STAR Water Heaters Update

In this webinar, EPA will provide updates on ENERGY STAR certified water heaters, including specifications, market trends, challenges, and opportunities for partner collaborations to advance the market for ENERGY STAR certified water heaters.

Speaker: Steven Ryan, U.S. Environmental Protection Agency

Tuesday, January 21, 1:00 PM EST

ENERGY STAR Appliances Specifications: Moving Forward

This webinar is dedicated to reviewing current and upcoming revisions to ENERGY STAR appliance specifications. EPA will give an overview of the ENERGY STAR specification development cycle as it pertains to appliances, discuss key criteria the agency evaluates when setting and revising specifications, and present a timeline for future appliance specification revisions and effective dates.

Speaker: Amanda Stevens, U.S. Environmental Protection Agency

Thursday, January 23, 1:00 PM EST

ENERGY STAR Most Efficient: The Value Proposition

As residential appliances become more and more efficient, energy efficiency program sponsors are eager for opportunities that deliver additional savings. Several program sponsors are leveraging ENERGY STAR Most Efficient as a way to capture more savings, maintain cost effective programs, and keep their connection with the powerful ENERGY STAR brand. In this webinar, partners will share their motivations for incorporating ENERGY STAR Most Efficient, lessons learned, promotional approaches, and how ENERGY STAR Most Efficient helps them achieve their goals. EPA will provide an update on product selection and its sales staff training and consumer education efforts.

Moderator: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency

Speakers: Tom Anderson, Electrolux
Paul Campbell, Sears Holdings Corporation
John Taylor, Consortium for Energy Efficiency (CEE)

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Tuesday, January 28 or Thursday, January 30, 1:00-2:30 PM EST *(date to be confirmed)*

Panel: Working with Independent Retailers

Building off the first such panel discussion at the 2012 ENERGY STAR Products Partner Meeting, this webinar brings together a panel of retailers, energy efficiency program sponsors, and manufacturers to discuss lessons learned from ENERGY STAR-focused partnerships with independent retailers. The panel will share insights and ideas for enhanced success in the future, including insights into their business models that might suggest new opportunities for collaboration with energy efficiency program sponsors.

Moderator: Jason Warner, ICF International, on behalf of the U.S. Environmental Protection Agency

Speakers: Rick Weinberg, Nationwide Marketing Group

Linda Malek, Southern California Edison

John Taylor, LG Electronics USA, Inc.