



2014 ENERGY STAR® PRODUCTS PARTNER MEETING



SUNDAY, OCTOBER 26, 2014

Special Session: SEDI Residential Dryer Meeting (separate RSVP required)

1:00 -- 4:00 PM

This special session is hosted by the Super Efficient Dryer Initiative (SEDI) in conjunction with the U.S. Environmental Protection Agency (EPA). Separate RSVP required. For more information please contact Chris Badger at cbadger@veic.org.

Partner Networking: One-On-One Meeting Rooms

12:00 -- 6:00 PM

An inventory of rooms will be available for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Partners interested in booking a room during the meeting may do so at the meeting registration desk.

MONDAY, OCTOBER 27, 2014

Welcome & ENERGY STAR Appliances Update (Plenary)

8:30 -- 9:00 AM

Welcome to Phoenix! This plenary session will cover everything you need to know about the 2014 ENERGY STAR Products Partner Meeting and how to make the most of your time. As ENERGY STAR experiences continued success and growth, we will reflect on 2014 program activity before sharing the latest updates on the ENERGY STAR appliances program.

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

ENERGY STAR Consumer Electronics Update (Plenary)

9:00 -- 10:00 AM

As the ENERGY STAR electronics program expands to new products and manufacturers in this category continue to innovate, opportunities for energy savings grow and grow. This session will highlight 2014 program activity and provide an overview of specification development and marketing priorities and opportunities for 2015.

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



MONDAY, OCTOBER 27, 2014 *(continued)*

Moving Forward: ENERGY STAR Appliance Specification Updates

10:15 -- 11:15 AM

Want to know where ENERGY STAR is going, how it impacts your organization and why? This product-focused session will review recent, current, and upcoming revisions to ENERGY STAR appliance specifications. There will also be an overview of the ENERGY STAR specification development cycle and the key principles EPA applies when setting and revising specifications.

Speakers: Melissa Fiffer, U.S. Environmental Protection Agency
Jessica Lyman, ICF International, on behalf of the U.S. Environmental Protection Agency

Appliance Marketing Efforts: ENERGY STAR Early Replacement Refrigerator Promotion

11:15 AM -- 12:15 PM

This session will highlight new strategies and tools for optimizing energy savings with ENERGY STAR appliances, featuring the ENERGY STAR early replacement refrigerator promotion.

Speakers: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency
Sally Hamlin, U.S. Environmental Protection Agency

EPA's Responsible Appliance Disposal Program Update *(Working Lunch)*

12:15 -- 1:15 PM

EPA will give a presentation highlighting the Responsible Appliance Disposal (RAD) Program's accomplishments in 2013, followed by an open discussion on a chosen topic of interest to RAD partners.

Speaker: Sally Hamlin, U.S. Environmental Protection Agency

Hello, I'd Like to Buy a Soundbar. Understanding the Electronics Consumer

1:15 -- 2:15 PM

Consumer demand and behavior around purchasing consumer electronics (CE) products are constantly changing. This session will help set the stage for more sophisticated promotions of energy-efficient CE products by covering what consumers are considering when they purchase CE products, how they are purchasing CE products, how they are interacting with CE products at retail locations, and how they are performing CE product research.

Moderator: Mark Michalski, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency
Speakers: Steve Koenig, Consumer Electronics Association
Aaron Heffron, The NPD Group
Susan Coakley, Northeast Energy Efficiency Partnerships, Inc.

Opportunities for Efficiency Gains in Consumer Electronics

2:15 -- 3:15 PM

The market for CE continues to grow. According to the Consumer Electronics Association (CEA), in 2010 there were 2.8 billion consumer electronics devices in the home; in 2013 there were 3.8 billion. Even with this dramatic increase in the number of CE devices, CEA reports that total energy consumption has fallen. The CE industry continues to work with the ENERGY STAR program to make electronics more energy efficient while providing the features and functionality consumers desire. This session will discuss the current state of efficiency in CE, highlight coming opportunities for greater efficiency, and review ways for the EPA and industry to work together to encourage further innovation.

Moderator: Una Song, U.S. Environmental Protection Agency
Speakers: Doug Johnson, Consumer Electronics Association
Kurt Roth, Fraunhofer Center for Sustainable Energy Systems



MONDAY, OCTOBER 27, 2014 *(continued)*

The Opportunity in a *Dryer* World

3:30 -- 4:30 PM

Over 80 percent of U.S. homes have clothes dryers, which account for 6 percent of residential electricity use. Come learn about the latest developments in the ENERGY STAR program's efforts to reduce dryer energy use. Topics include ENERGY STAR for clothes dryers and the ENERGY STAR Emerging Technology Award.

Moderator: Peter Banwell, U.S. Environmental Protection Agency
Speakers: Chris Hall, Whirlpool
John Taylor, LG Electronics USA, Inc.
Chris Badger, Super Efficient Dryer Initiative

Promoting ENERGY STAR Certified Consumer Electronics – Success Stories

4:30 -- 5:30 PM

ENERGY STAR partners are great at marketing efficient CE, leveraging the fact that consumers continue to look for the ENERGY STAR label. The best companies recognize that their customers want products that are feature-rich but that also help them reduce their environmental impact. This session will cover how manufacturers and retailers are successfully promoting ENERGY STAR certified CE in stores and online.

Moderator: Allison Bard, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency
Speakers: Tim Michel, Pacific Gas and Electric
Hugh Cherne, Best Buy Co., Inc.
Katia Edrenkina, Samsung Electronics America



TUESDAY, OCTOBER 28, 2014

Welcome to Phoenix and ENERGY STAR Update *(Plenary)*

8:00 -- 9:15 AM

This plenary session is designed with all meeting attendees in mind, and opens with a welcome from a local speaker who will share perspectives on the importance of ENERGY STAR and energy efficiency to Phoenix communities. EPA will provide an update on 2014 program developments and future plans, including an update on the refreshed positioning of the little blue label that carries 85 percent national brand awareness. The session should inspire attendees to consider new 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
Ann Becker, Arizona Public Service Company
Bob Stump, Arizona Corporation Commission
Kristinn Leonhart, U.S. Environmental Protection Agency

ENERGY STAR Consumer Marketing: Vision for 2015 and Beyond *(Plenary)*

9:15 -- 10:00 AM

This session will give partners an update on EPA's ENERGY STAR consumer marketing plans and the broad vision for future efforts. The session will review highlights from 2014, as well as opportunities for you to plug into and leverage ongoing efforts such as the Change the World, Start with ENERGY STAR campaign, product and seasonal multi-media pushes, and the new online consumer engagement platform, My ENERGY STAR.

Speaker: Jill Vohr, U.S. Environmental Protection Agency

Panel: Energy Efficiency 2.0 – Next Generation Retail-Based Programs for a Cleaner Environment *(Cross Product Interest)*

10:15 -- 11:15 AM

Due to the success of ENERGY STAR-focused energy efficiency programs, the evolution of products, and dramatic changes in the way products are used and sold, along with the continued need to generate energy savings, the energy efficiency community is calling for a change. Join EPA and representatives of the retail and energy efficiency program communities for a panel discussion exploring how to harness the power of the ENERGY STAR brand at retail in new and deeper ways.

Moderator: Peter Banwell, U.S. Environmental Protection Agency
Speakers: Patrick Kilroy, Navitas Partners, on behalf of the U.S. Environmental Protection Agency
Paul Campbell, Sears Holdings Corporation, on behalf of the ENERGY STAR Retail Action Council¹
Gene Rodrigues, ICF International, on behalf of the U.S. Environmental Protection Agency

Networking

11:15 AM -- 12:15 PM

This hour will provide meeting participants with the opportunity to briefly connect with attending retailers, make introductions, and pave the way for more in-depth discussions of potential ENERGY STAR-focused collaborations.

ENERGY STAR Product Information Tailored to Your Consumer: New Applications and Enhancements *(Cross Product Interest)*

1:15 -- 2:15 PM

This session will highlight new ways energy efficiency program sponsors are automating the filtering of ENERGY STAR product lists to meet their needs. EPA will also present enhancements intended to provide individualized information on where ENERGY STAR products are available, what they cost, and what rebates are offered.

Moderator: Kathleen Vokes, U.S. Environmental Protection Agency
Speakers: Stan Mertz, CLEARresult
Teddy Kisch, Energy Solutions

¹ Inspired and informed by an ongoing dialogue at past ENERGY STAR Product Partner Meetings, the ENERGY STAR Retail Action Council came together formally in 2012 and continues to work with facilitation by EPA, toward the objective of removing 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.



TUESDAY, OCTOBER 28, 2014 *(continued)*

Panel: Working with Independent Retailers *(Cross Product Interest)*

2:15 -- 3:15 PM

Building off the first such panel discussion at the 2012 ENERGY STAR Products Partner Meeting, a panel of retailers, energy efficiency program sponsors, and manufacturers will 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
Mark Pardini, Pardini Appliance
Tom Anderson, Samsung Electronics America
Linda Malek, Southern California Edison

ENERGY STAR Lighting Update *(Plenary)*

3:30 -- 4:30 PM

This plenary session will provide an overview of the lighting track and how to make the most of this portion of the meeting. EPA will provide updates on the ENERGY STAR lighting program, specifications, and market trends.

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

Who Wants to be an ENERGY STAR?

EPA Presents a Game Show to Address the Most Common Lighting Certification Conundrums

4:30 -- 5:30 PM

Confused or confident about ENERGY STAR program requirements for lighting? In this ENERGY STAR game show, session attendees will have all of their burning ENERGY STAR questions answered on product certification, test methods, and more! Attendees can even test their knowledge as guest contestants or through audience participation.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Speakers: Austin Gelder, ICF International, on behalf of the U.S. Environmental Protection Agency
Contestants will be selected from the audience

From New Construction to Retrofit – Promoting and Rebating ENERGY STAR Light Fixtures

5:30 -- 6:30 PM

This session will cover a successful regional program model for rebating ENERGY STAR light fixtures across the residential market, from new construction to retrofit.

Speakers: Lonnie Junderson, Tacoma Power
Brian Loughran, CLEAResult



WEDNESDAY, OCTOBER 29, 2014

The Latest in Lighting Standards and Test Methods (*Concurrent Session*)

9:00 -- 10:00 AM

New lighting technologies continue to require the development of new test methods and standards to ensure quality performance and consistent testing across the industry. This session will provide updates on new test methods and test methods in development. An opportunity will be provided to have your most pressing questions answered.

Speakers: Alex Baker, Philips Lumileds Lighting Company
Austin Gelder, ICF International, on behalf of the U.S. Environmental Protection Agency

Not All Efficient Lighting is Created Equal: Communicating ENERGY STAR Benefits to the Consumer (*Concurrent Session*)

9:30 -- 11:00 AM

EPA is excited to share best practices from partners' efforts to emphasize the value ENERGY STAR offers consumers in navigating their many lighting choices, highlighting collaboration between the Agency and partners, including ENERGY STAR LED bulb promotions and tools, and community based social marketing. This session will also provide insights from boots on the ground with consumers buying lighting, consumer research to better understand consumers purchasing light bulbs, and the advantages of LED-specific marketing strategies.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Speakers: Stan Mertz, CLEAResult
Cheryl Winch, The Cadmus Group, Inc., on behalf of Mass Save
Amy Sadler, Duke Energy

EE-Harmony: Control Freaks and Compatibility – Tips on Finding the Right Match for Quality Dimming

11:00 AM -- 12:00 PM

This session will detail the compatibility challenges of energy-efficient lighting and dimmers, including an overview of performance issues related to these elements. The speakers will identify solutions, resources, and tips for energy efficiency programs and share some efforts that are underway to improve compatibility in the future. Session attendees will get a sneak peek of our new consumer guide to dimmers for energy-efficient lighting products.

Speakers: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Naomi Miller, Pacific Northwest National Laboratories
Russ MacAdam, Lutron

Lighting for the 21st Century Home and New Program Approaches

1:00 -- 2:00 PM

Residential energy-efficient lighting products, tools, and trends continue to evolve. This session will provide an overview of residential energy use for lighting, residential lighting tools, and a look at up-and-coming lighting technologies and opportunities for creative new program approaches.

Moderator: Laura Wilson, Navitas Partners, on behalf of the U.S. Environmental Protection Agency
Speakers: Tanya Hernandez, Acuity Brands
Cheri Davis, Sacramento Municipal Utility District

ENERGY STAR Lighting Roadmapping Workshop Update

2:00 -- 5:00 PM

In January 2014, EPA and the National Electrical Manufacturers Association (NEMA) held a workshop intended to facilitate discussions and ongoing engagement regarding the near term future of the ENERGY STAR lighting program. Over the past several months, discussions have continued on the following core topics: verification testing, innovations in lighting products, and consumer education. Join us as we share updates and takeaways from this valuable exercise.

Speakers: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Alex Boesenberg, National Electrical Manufacturers Association

— ADJOURN AT 5:00 PM —



2014 ENERGY STAR® PRODUCTS PARTNER MEETING

THURSDAY, OCTOBER 30, 2014

Luminaires Specification Revision Working Session

9:00 AM -- 12:00 PM

EPA will soon begin work on the Luminaires V2.0 specification. Join us for a working session to discuss learnings from the Luminaires V1.2 specification and provide preliminary input on various elements of the new specification.

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

Partner Networking: One-On-One Meeting Rooms

9:00 AM -- 12:00 PM

An inventory of rooms will be available for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Partners interested in booking a room during the meeting may do so at the meeting registration desk.

NETWORKING OPPORTUNITIES AND OTHER INFORMATION

Partner Networking: One-On-One Meeting Rooms

Available Sunday, October 26 -- Thursday, October 30

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. This year, in response to partner interest, meeting rooms will also be made available on Sunday, October 26 and Thursday, October 30 after the meeting adjourns. Partners are responsible for setting individual meetings. Partners interested in booking a room during the meeting may do so at the meeting registration desk.

ENERGY STAR Product Expo

As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in two sections of the Valley of the Sun Ballroom and the adjacent pre-function space. The display space is located next to the three remaining sections of the Valley of the Sun Ballroom that will be used for meeting space, and open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. The final meeting agenda offers a listing of exhibitors along with the Expo floor plan.

Green Meeting Efforts

EPA worked with the Sheraton Phoenix Downtown and the Westin Phoenix Downtown to make the 2014 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings include recycling, sustainable food service practices, a guest room conservation program, information on transportation options, reduced printing and shipping of meeting materials, and sharing meeting information and materials electronically via email and in mobile-friendly formats.