

October 12-14, 2015
Portland, Oregon



ENERGY STAR® PRODUCTS PARTNER MEETING

Appliances | Electronics | Lighting | Water Heaters

MONDAY, OCTOBER 12, 2015

Welcome to Portland & ENERGY STAR Lighting Update (Plenary)

8:30 -- 8:45 a.m.

This brief session opens the 2015 ENERGY STAR Products Partner Meeting with highlights on EPA's ENERGY STAR lighting efforts in 2015 and plans for 2016. The session will also provide an overview of meeting offerings to help lighting partners make the best use of the three day meeting.

Speaker: Peter Banwell, U.S. Environmental Protection Agency

Shining a Light on the Future: Working Session to Discuss New Technology Developments and Standards

8:45 -- 10:45 a.m.

This working session will update participants about new lighting standards, methods of measurement, and advances in internet and smart phone controls for lighting, demonstrate new methods for evaluating light source color rendition, and facilitate a discussion of other technological developments stakeholders or EPA should be looking at for the future.

Moderator: Daniel Rogers, ICF International, on behalf of the U.S. Environmental Protection Agency

Speakers: Alex Baker, Lumileds
Michael Poplawski, Pacific Northwest National Laboratory
Michael Royer, Pacific Northwest National Laboratory

Appliances | Electronics | Lighting | Water Heaters



MONDAY, OCTOBER 12, 2015 (continued)

Spotlight on Market Research: How Research Leads to Better Results for Lighting Programs**11:00 a.m. -- 12:00 p.m.**

Panelists will discuss examples/case studies of how market research has helped inform lighting marketing plans and drive better outcomes for their programs. This session will include analysis of results and findings, covering: research methods, messaging, behavioral purchase elements, in-store signage, regions, and other topics.

Moderator: Laura Wilson, Navitas Partners, on behalf of the U.S. Environmental Protection Agency
Speakers: Stephen Bickel, D+R International
Lara Bonn, Efficiency Vermont
Lisa McLeer, GE Lighting
Dennis Rominger, Puget Sound Energy

Helping you Sell Lighting Efficiency Better: Working Session to Discuss Marketing Techniques for Lighting Products**2:00 -- 3:00 p.m.**

Please join us for an update on current lighting market trends, to learn about marketing resources available to ENERGY STAR lighting partners, and to participate in a forward-looking session to discuss specific marketing initiatives, partner needs, and how EPA can best support partners in marketing ENERGY STAR lighting products.

Speakers: Brittney Gordon, U.S. Environmental Protection Agency
Elissa Slocum, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency
Laura Wilson, Navitas Partners, on behalf of the U.S. Environmental Protection Agency

A Change is Coming: New Lighting Specifications and What They Mean for the Industry**3:15 -- 4:15 p.m.**

Through this interactive session, learn about the latest updates to the lamp and luminaires specifications, key changes to the specifications and what changes lay ahead. Learn what's new and test your knowledge with our interactive quizzes.

Speaker: Daniel Rogers, ICF International, on behalf of the U.S. Environmental Protection Agency

Keep Calm and Rebate On: Why Lighting Rebates are Still Relevant**4:15 -- 5:30 p.m.**

This session will delve into issues currently rocking the lighting rebate world and influencing the structure of energy efficiency program sponsors' ENERGY STAR lighting rebate programs, such as the growing prominence of LEDs and the introduction of low cost non-certified LED bulbs to the consumer market. Come hear how rebate programs may be evolving but still remain strongly relevant.

Moderator: Claire Miziolek, Northeast Energy Efficiency Partnerships
Speakers: Rene Burger, Philips Lighting
Shareghe Mehraeen, Pacific Gas and Electric Company
Stan Mertz, CLEAResult



TUESDAY, OCTOBER 13, 2015

Welcome to Portland & ENERGY STAR Update (Plenary)**8:00 -- 8:45 a.m.**

In this plenary session, attendees will be welcomed by a local speaker who will share perspectives on the importance of ENERGY STAR and energy efficiency to communities across the Pacific Northwest. EPA will then present highlights of the ENERGY STAR Products Program's 2015 accomplishments and key plans for 2016. The session should provide a foundation for partners to formulate their own strategies for how ENERGY STAR can play a part in helping them meet business objectives and serve consumers at the local, regional and national levels.

Speakers: Peter Banwell, U.S. Environmental Protection Agency
Margie Harris, Energy Trust of Oregon

ENERGY STAR Consumer Education & Marketing Update (Plenary)**8:45 -- 9:15 a.m.**

This session will showcase some of EPA's key consumer education and marketing efforts and achievements in 2015, and plans for 2016, giving participants a clear vision for how they can join EPA in promoting energy efficiency and protecting the environment for the communities they serve, in 2016 and beyond.

Speaker: Brittney Gordon, U.S. Environmental Protection Agency

ENERGY STAR Appliances: Welcome & Update (Plenary)**9:15 -- 9:30 a.m.**

This welcoming session will provide an overview of the appliance track and how to make the most of the meeting, as well as providing appliances program highlights and a preview of plans for the next year.

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

ENERGY STAR Water Heater Update (Plenary)**9:45 -- 10:15 a.m.**

What a year for ENERGY STAR Water Heaters! This session will cover updates to the new ENERGY STAR specification and an overview of ENERGY STAR'S national consumer-centric water heater promotion that highlighted the benefits of early replacement while recognizing partner marketing efforts.

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

ENERGY STAR Consumer Electronics Update (Plenary)**10:15 -- 10:45 a.m.**

The ENERGY STAR consumer electronics program continues to expand to new products and to help educate consumers about the many benefits of energy efficiency. Manufacturers in this category continue to innovate by expanding features and consumer outreach efforts. This session will highlight 2015 consumer electronics program activity and provide an overview of specification development and marketing priorities and opportunities for 2016.

Speaker: Mark Michalski, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency



TUESDAY, OCTOBER 13, 2015 (continued)

The ENERGY STAR Retail Products Platform: Testing Next Generation Retail-Based Efficiency Programs (Cross Product Interest)**10:45 -- 11:45 a.m.**

The energy efficiency community recognizes that new approaches to traditional energy efficiency programs are needed to secure energy savings in the consumer products market. In 2015, a group of ENERGY STAR partners approached EPA with the idea of a nationally-scalable midstream program design that would help individual programs better leverage retailers and the ENERGY STAR brand to unlock energy savings, expand programs to new product categories, and cost-effectively deliver sustained market transformation. Learn how the group moved from a brainstorm to initial proof-of-concept tests, how they envision building on these first pilots over the next several years, and how interested partners can engage in 2016 and beyond.

Moderator: Peter Banwell, U.S. Environmental Protection Agency
Speakers: Lara Bonn, Efficiency Vermont
Sara Conzemius, ILLUME
Mike Cook, The Home Depot
Tim Michel, Pacific Gas and Electric Company

Ultra High Definition: Are We Going Backwards with Efficiency?**1:45 -- 2:45 p.m.**

Ultra High-Definition (UHD) content is becoming more popular and prevalent in TVs, but what does increased saturation of UHD content mean for product efficiency? This panel session will provide an overview on UHD TV efficiency, and how it can be addressed through program design and product engineering. The panel will also explore the growing UHD electronics ecosystem within the home, outlining considerations for future efficiency gains through market intervention.

Moderator: Mark Michalski, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency
Speakers: Gregg Hardy, Ecos Research
Noah Horowitz, Natural Resources Defense Council
Nick Leritz, Northwest Energy Efficiency Alliance
John Taylor, LG Electronics USA, Inc.

Connecting Consumers with Your ENERGY STAR Products (Cross Product Interest)**3:00 -- 4:00 p.m.**

This session will provide an update on EPA's enhancements to online tools and resources designed to connect consumers with information on incentives, tips, and other ideas for how they can save energy in their homes with ENERGY STAR. The presentation will include EPA's pilot effort to provide real-time information to consumers that will facilitate their purchase of ENERGY STAR certified products.

Speaker: Kathleen Vokes, U.S. Environmental Protection Agency

Marketing Working Session: Informing ENERGY STAR Products Promotions and Change the World Campaign Elements in 2016 and Beyond**4:00 -- 5:00 p.m.**

This interactive working session will give partners a sneak preview of EPA's preliminary concepts for ENERGY STAR products-focused behavior-change and marketing efforts in 2016 and beyond, with particular focus on the plans for the 2016 Change the World Community Service Tour. Manufacturer and retail partners will participate in the session, providing energy efficiency program sponsors an opportunity to network and plan for participation in 2016 ENERGY STAR initiatives.

Moderator: Brittney Gordon, U.S. Environmental Protection Agency
Facilitator: Julie Colehour, C+C, on behalf of the U.S. Environmental Protection Agency

Appliances | Electronics | Lighting | Water Heaters



WEDNESDAY, OCTOBER 14, 2015

MythBusters: Water Heater Edition**9:00 -- 10:00 a.m.**

This session will dispel common myths surrounding ENERGY STAR water heaters that include heat-pump use in cold climates, contractor interest in energy efficiency, availability, and installation issues.

Moderator: Mark Michalski, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency

Speakers: Kelly Chase, CenterPoint Energy
Jesus Pernia, Eversource Energy
Jeff Woodward, Hollabaugh & Associates, a representative of A.O. Smith

The Road Ahead: Mapping Opportunities in the Appliance World**10:00 -- 11:00 a.m.**

This broader roadmapping session will build on more than 20 years of partnership to foster the future success of the ENERGY STAR program for appliances. During this hour, EPA will facilitate discussion that looks ahead creatively to the next five years, with the goal of maintaining an ENERGY STAR appliance program that delivers on consumer expectations for performance and efficiency. Follow-up from the session may include establishing pathways to further engagement between EPA's ENERGY STAR program, appliance manufacturers, and energy efficiency program sponsors on an ongoing basis, outside the context of a particular specification revision.

Facilitator: Melissa Fiffer, U.S. Environmental Protection Agency

Early and Often: Making Early Replacement of Water Heaters a National Priority**1:15 -- 2:15 p.m.**

ENERGY STAR launched an ambitious, first-of-its-kind national promotion in September designed to influence consumers to replace their old water heaters with new certified units. Learn how manufacturers, retailers, and energy efficiency program sponsors are working together to impact local markets by encouraging early replacement of old, inefficient water heaters.

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

Speakers: Paul Campbell, Sears Holdings Corporation
Francois LeBasseur, General Electric
Jennifer Parsons, United Illuminating
Jill Reynolds, Northwest Energy Efficiency Alliance

The Living Room of 2020**2:15 -- 3:15 p.m.**

Do you remember the days when the only electronic product in your living room was a TV? Get a glimpse into the future where panelists will discuss what living rooms could look like in five years with new consumer electronics product features and functionality anticipated to be commonplace in the next few years.

Moderator: Jenna Peters, The Cadmus Group, Inc., on behalf of the U.S. Environmental Protection Agency

Speakers: David Hilbrich, Best Buy
Jeremy Kaplan, Digital Trends
Tim Michel, Pacific Gas and Electric Company



WEDNESDAY, OCTOBER 14, 2015 *(continued)*

Recipes for Success: Flip Your Fridge and Other Appliance Promotions

3:30 -- 4:30 p.m.

One part inspiration, two parts collaboration, and a dash of creativity – what is your recipe for success? This session will describe the 2015 Flip Your Fridge promotion and the marketing and outreach strategy to move consumers toward the purchase of ENERGY STAR appliances. The session will cover collaboration successes, market approaches, and a look forward to next year, as EPA presents plans for Flip Your Fridge 2016.

Speakers: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency
 Matt Baker, Ogilvy, on behalf of LG Electronics USA, Inc.
 Jessica Wagner, Focus on Energy

ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers

4:30 -- 5:30 p.m.

ENERGY STAR Most Efficient recognizes the most innovative and advanced technologies in select product categories across the ENERGY STAR Program. Come learn about the role independent retailers can play in promoting products recognized as ENERGY STAR Most Efficient, and the value in using this annual distinction to differentiate products.

Speakers: Jason Warner, ICF International, on behalf of the U.S. Environmental Protection Agency
 Alex Araiza, Sacramento Municipal Utility District
 Mark Pardini, Pardini Appliances
 Rick Weinberg, Nationwide Marketing Group



NETWORKING OPPORTUNITIES AND OTHER INFORMATION

Partner Networking:**One-On-One Meeting Rooms****Available Monday, October 12 – Wednesday, October 14**

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms will be available closer to the date of the meeting. This year, in addition to making rooms available, one hour per day has been reserved on the agenda expressly for these meetings.

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 are located in close proximity to the main meeting space, in Grand Ballroom II and the Grand Ballroom Foyer, and will be open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. Please see the Page 7 of the agenda for the Expo floor plan and exhibitor list and booth numbers.

Green Meeting Efforts

EPA worked with the Hilton Portland & Executive Tower to make the 2015 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings include recycling, sustainable food service practices, a guest room conservation program, reduced printing and shipping of meeting materials, and sharing meeting information and materials electronically via email and in mobile-friendly formats. Additional information on the Hilton Portland & Executive Tower's environmental program—which addresses energy and water efficiency, recycling and composting, waste minimization, and other efforts including an environmental purchasing policy, and offering preferred status to environmentally responsible suppliers of products and services—can be found here:

http://www.hilton.com/en/hotels/content/PDXPHHH/media/pdf/PDXPHHH_Green_Seal_Initiativesrevised.pdf.