

September 5–7, 2018
Phoenix, Arizona



ENERGY STAR® PRODUCTS PARTNER MEETING

Appliances | Electronics | HVAC | Lighting | Smart Thermostats | Water Heaters

TUESDAY, SEPTEMBER 4, 2018

Early Registration

4:00 – 6:00 P.M.

Early registration will be available for all attendees on Tuesday, September 4, in the Phoenix Front Foyer Lobby on the third level at the Sheraton Grand Phoenix.

WEDNESDAY, SEPTEMBER 5, 2018

Welcome & ENERGY STAR Update *(Plenary)*

8:00 – 8:15 A.M.

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2018 efforts and 2019 plans. The session seeks to offer context and insights from the national stage—including updates on specifications, EPA's consumer education efforts, and more—to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

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

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WEDNESDAY, SEPTEMBER 5, 2018 *(continued)***Partnering in Energy Efficiency: Exploring the Most Promising Opportunities for the Next Decade****8:15 – 9:30 A.M.**

This session will share analyses and insights on the most promising opportunities for energy efficiency program investment from 2020 to 2030, followed by a discussion of the market factors and drivers for getting there for key residential end uses.

Moderator: Maureen McNamara, U.S. Environmental Protection Agency
 Speakers: Abigail Daken, U.S. Environmental Protection Agency
 Ellen Zuckerman, Southwest Energy Efficiency Project
 David Pudleiner, ICF

The Far Horizon for HVAC and Appliances**9:45 – 10:45 A.M.**

This session will introduce technologies that are on the horizon that might be game-changers in the appliances, heating, and cooling categories. The technologies are in the research lab now, but commercialization looks promising in the 5-10 year time frame.

Moderator: Abigail Daken, U.S. Environmental Protection Agency
 Speakers: Xiaobing Liu, Oakridge National Laboratory
 Dr. Ayyoub Momen, Oakridge National Laboratory
 Dennis Nasuta, University of Maryland/Optimized Thermal Systems
 Bob Swilik, Carrier
 John Whinery, Lennox International

ENERGY STAR Smart Thermostats: Are Instant Rebates the Answer? (Panel)**10:45 – 11:45 A.M.**

Utilities have provided downstream mail-in rebates for ENERGY STAR products for over twenty years. This rebate delivery model requires time-consuming delays and resource-intensive processes. Most significantly, the time a ratepayer must wait for reimbursement is inversely related to their willingness to participate in the program. Pilot programs for in-store and online smart thermostat instant rebates have recently garnered a lot of attention. Is this the path that can solve the downstream rebate quandary? We hear from a panel of experts who will share their early impressions of instant rebates.

Moderator: Dan Cronin, U.S. Environmental Protection Agency
 Speakers: Ian Bouman, Best Buy Co., Inc.
 Tenley Ghan, Google
 Shoshana Pena, San Diego Gas & Electric

Save Water with WaterSense (Working Lunch)**11:45 – 12:45 P.M.**

WaterSense, a voluntary partnership program sponsored by the EPA, is both a label for water-efficient products and a resource for helping save water. WaterSense invites utilities, retailers, manufacturers, state and local governments, and other interested parties to stop by and learn more about the program.

Speaker: Beth Livingston, U.S. Environmental Protection Agency

**ENERGY STAR Smart Thermostats are for Everyone:
How Smart Thermostat Manufacturers Are Serving the Underserved****12:45 – 1:45 P.M.**

This session will showcase the ways that ENERGY STAR smart thermostat partners are serving lower income households. New opportunities will be outlined for partners to promote ENERGY STAR certified smart thermostats.

Moderator: Dan Cronin, U.S. Environmental Protection Agency
 Speakers: Serj Berelson, Google
 Sarah Colvin, ecobee
 Tom Murray, Thermostat Recycling Corporation



WEDNESDAY, SEPTEMBER 5, 2018 *(continued)*

Evaluating the ENERGY STAR Retail Products Platform: A Working Session

1:45 – 2:45 P.M.

In this working session, evaluators will aid current and prospective participants in applying the guidelines, theories, and key considerations best suited to evaluate the ENERGY STAR Retail Products Platform (ESRPP)—a new, nationally coordinated midstream market transformation initiative—to first-year evaluations currently underway in several service territories. Participants will examine data available from participating sponsors and retailers to inform ESRPP program sponsors' first generation evaluations.

Facilitator: Alex Dunn, Illume Advising, LLC.

Partner Working Meetings

3:00 – 5:00 P.M.

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Click [here](#) for guidance on signing up for rooms.



THURSDAY, SEPTEMBER 6, 2018

Guest Speaker: Just Google It! (Plenary)

8:00 – 8:30 A.M.

It is the age of digital advertising, and platforms such as Google have opened the door to vast opportunities for reaching consumers. This guest speaker will outline trends in online consumer behavior and how to most effectively leverage them to optimize your marketing efforts.

Speaker: Matthew Pritchard, Google

There's Just Something About That Blue STAR (Panel, Plenary)

8:30 – 9:30 A.M.

This session will feature a collection of studies and concrete examples from the field demonstrating how the ENERGY STAR brand adds appreciable value to energy-efficiency marketing. From JD Powers ratings to brain stimulation to A / B testing, there is clear evidence that the mark is truly a "star" in inciting behavior change.

Moderator: Jill Vohr, U.S. Environmental Protection Agency
Speakers: Donna Bambrough, Focus on Energy
Nik Sawe, Stanford University
Wesley Schultz, California State University

Shades of Cyan: Effective Customer Segmentation for Energy-Efficiency Adoption

9:30 – 10:00 A.M.

EPA recently developed a customer segmentation model focused on households with a high-propensity towards energy-saving behaviors. In this session, we will unveil the results of our work, including custom segment profiles, geographic penetration, cost effective customer acquisition strategies, market insights, recommended messaging, and media approaches.

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

Rediscovering the Best of the Best: ENERGY STAR Most Efficient

10:15 – 11:15 A.M.

Have you kept up with EPA's efforts to advance super-efficient products in the consumer market? Don't miss this session as we dive into the Five W's (and much more) to investigate the initial market actors and factors, the overall evolution of the usage and language around the designation, manufacturer/product uptick, success stories from industry leaders, and our consumer awareness campaign.

Moderator: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency
Speakers: Marcus Hendrickson, Southern Minnesota Municipal Power Agency
Elizabeth King, Lockheed Martin Energy, for NHSaves
Daniel Krasowsky, Lockheed Martin Energy, for NHSaves
Rosemarie Stephens-Booker, U.S. Environmental Protection Agency

Extending the Life of Lighting Programs: How to Light the Way to "Hard to Reach" Customers

11:15 A.M. – 12:15 P.M.

This session will demonstrate how utility programs and bulb manufacturers have developed new strategies and approaches to reach underserved consumers.

Moderator: Dan Cronin, U.S. Environmental Protection Agency
Speakers: Jesus Pernia, Eversource
Gillian Saidman, L'Image Home Products Inc.
Jill Vohr, U.S. Environmental Protection Agency

Partner Working Meetings

1:15 – 2:15 P.M.

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THURSDAY, SEPTEMBER 6, 2018 *(continued)***Ready, Set, Write! Top Tips for 2019 Partner of the Year Award Applications** *(Concurrent)***2:15 – 3:15 P.M.**

What's your story? Have you found the best way to pen your best work? During this session partners will have the opportunity to go through the awards application process, review updates for 2019, and get tips and insights into best practices for a strong application.

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

Fashion & Features & Flair, Oh My!**Uncovering the Sexy Side of ENERGY STAR Luminaires and Fans** *(Concurrent)***2:15 – 3:15 P.M.**

This session will explore the exciting range of cutting-edge and super stylish ENERGY STAR certified luminaire and fan offerings; examining connectivity, color changing, integrated sensors, and style for every taste and budget.

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

Speakers: Geoff Ferrell, Mandalay Homes
Dan Rogers, ICF

Content "To Go":**Leveraging ENERGY STAR APIs, Tips, and More to Enrich your Online Consumer Experience** *(Concurrent)***3:30 – 4:30 P.M.**

EPA ENERGY STAR offers several data feeds, from APIs of ENERGY STAR certified product lists to product descriptions and tips that are available to partners and easy to access. More importantly, these tools, when implemented, will not only provide you with an on-going, up-to-date stream of expert content from a trusted source, they will also improve the performance of your website / marketplace through search engine optimization (SEO).

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

Recognizing Smart Home Energy Management Systems *(Concurrent)***3:30 – 5:00 P.M.**

Smart Home Systems have the potential to save energy by automatically detecting when a home is empty and triggering energy saving modes based on that knowledge. EPA is considering ENERGY STAR recognition of smart home systems that demonstrate they do so effectively. Doing so will provide a cohesive national vehicle to evaluate smart home systems for energy savings. This technical session will continue stakeholder discussion of the possibility. This is a working session lead by EPA with several key experts to help guide the discussion and take this concept to the next level. This is an amazing in-person opportunity for stakeholders to help shape this exciting new program.

Moderators: Abigail Daken, U.S. Environmental Protection Agency
Taylor Jantz-Sell, U.S. Environmental Protection Agency

Panelists: Lara Bonn, Efficiency Vermont
Gustaf Lonaeus, Alarm.com
Bradley Piper, Lockheed Martin Energy

EPA Responsible Appliance Disposal (RAD) Program Fall Partner Meeting *(Concurrent)***4:30 – 5:30 P.M.**

This session is offered to current EPA Responsible Appliance Disposal (RAD) program partners, affiliates, and participating recyclers. Prospective partners or others interested in participating are encouraged to contact Sally Hamlin, EPA, at hamlin.sally@epa.gov to learn more. During this session, RAD partners will hear an update on program activities from the RAD Program Manager, as well as exchange information and best practices with other partners.

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

FRIDAY, SEPTEMBER 7, 2018

Partner Working Meetings**9:00 – 9:30 A.M.**

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Click [here](#) for guidance on signing up for rooms.

Pump it Up (with HPWHs)**9:30 – 10:00 A.M.**

Recognizing the known barriers to heat pump water heater (HPWH) adoption including price, finding an installer, and the all-too-familiar – “What is that?” or “That won’t work in my home”, EPA will lead a discussion with partners to identify opportunities to address these challenges and increase demand for this product category, which presents such a huge energy-saving opportunity.

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

Warming Up to HPWHs: Innovative Training Techniques to Gain Contractor Buy-in**10:00 – 11:00 A.M.**

Contractors are often the first contact for consumers who need water heaters and the key to any water heater incentive program. Unfortunately, many contractors are still reluctant to install HPWHs. NEEA will shed light on this dilemma and share insights from the results of their contractor survey. NEEA will also describe their innovative contractor training that involves visiting a home and working through an HPWH installation. In addition, Energize CT will discuss how they forged partnerships with manufacturers to conduct trainings and reach new contractors.

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

Speakers: Lisa Boba, Energize CT
Jill Reynolds, Northwest Energy Efficiency Alliance

Working Session: Connected Criteria for ENERGY STAR Water Heaters and CAC**11:00 A.M. – 12:00 P.M.**

Water Heaters are one of a few products in the home with strong potential to facilitate a greener grid by providing flexible loads. This session will be a stakeholder meeting continuing the discussion regarding adding optional connected criteria with uniform expectations of signals and responses to the ENERGY STAR specification for water heaters. Connected criteria for CAC/ASHP will be discussed in parallel.

Moderator: Abigail Daken, U.S. Environmental Protection Agency

**Transforming the HVAC and Water Heater Markets Through Various Incentive Programs:
HVAC Midstream Programs and Instant Rebates at Retail for HPWH****1:00 – 2:00 P.M.**

With a proven track record dramatically improving program participation, midstream HVAC and HPWH programs are on the rise. This session will reveal how program implementers use careful planning and bold instincts to overcome expected and unexpected barriers when switching from legacy downstream to distributor-focused midstream programs. It will also introduce a new approach piloted by Duke Energy that promotes HPWHs through a retail instant rebate, working with Lowes, A. O. Smith, and Simple Energy. The presentation will examine the results of the pilot and the benefits of the effort from the perspective of the utility, the manufacturer, and the retailer.

Moderator: Nate Jutras, U.S. Environmental Protection Agency

Speakers: Nathan Bauer-Spector, San Diego Gas & Electric
Jim Frank, CLEARresult
Justin Wells, Simple Energy
Francois Lebrasseur, A. O. Smith
Shoshana Pena, San Diego Gas & Electric
Brandon Stepanek, A. O. Smith



FRIDAY, SEPTEMBER 7, 2018 *(continued)*

EPA Responsible Appliance Disposal (RAD) Program Information Session about Joining the Partnership

2:00 – 3:00 P.M.

RAD is a voluntary program that works with partners to dispose of old refrigerated appliances using best environmental practices—going beyond federal requirements to protect Earth’s climate and ozone layer. The RAD program invites utilities, retailers, manufacturers, state and local governments, and other qualifying organizations to become partners. In this session, open to any interested parties, attendees will learn about partnership requirements and the benefits of joining.

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

Partner Working Meetings

3:30 – 5:00 P.M.

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NETWORKING OPPORTUNITIES AND OTHER INFORMATION

Partner Networking:

One-On-One Meeting Rooms

Available Tuesday, September 4 – Friday, September 7

An inventory of rooms is available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Click [here](#) for guidance on signing up for rooms. This year, in addition to making rooms available, conflict-free time has been reserved on each day's agenda expressly for these meetings.

ENERGY STAR Product Expo

As in past years, EPA has arranged for display space to offer ENERGY STAR brand owner partners the opportunity to showcase their ENERGY STAR products at the meeting. To maximize flow and exposure, expo booths are located in the same ballroom where meals will be served, and directly adjacent to the rooms offering main meeting sessions. The expo will be open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. The expo floor plan and exhibitor list with corresponding booth numbers are available in the [final meeting agenda](#).

Green Meeting Efforts

EPA has worked with The Sheraton Grand Phoenix to make the 2018 ENERGY STAR Products Partner Meeting as resource efficient as possible. In 2018, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information on The Sheraton Grand Phoenix's environmental program can be found [here](#).

EPA invites meeting participants to join the effort to go paperless for the 2018 ENERGY STAR Products Partner Meeting to help reduce waste and limit printing and shipping costs associated with meeting materials. As in past years, attendees who registered online by August 14 will receive the final meeting materials via email a week before the meeting. Each person can choose to print only those materials they deem most critical.

The agenda and agenda companion document will also be available online prior to the meeting at www.energystar.gov/partnermeeting. A hard copy of the meeting agenda will still be provided to all attendees on-site.