



ENERGY STAR®

Products Partner Meeting

Appliances | Electronics | Electric Vehicle Chargers | HVAC | Lighting | Smart Home Energy Management Systems | Smart Thermostats | Water Heaters



October 20, 2020

Join EPA at the Virtual 2020 ENERGY STAR Products Partner Meeting!

This document contains session descriptions for the 2020 ENERGY STAR Products Partner Meeting. This year's virtual meeting is organized into three tracks:

- Track 1: ENERGY STAR Basics
- Track 2: Electrification, Technology & Grid
- Track 3: Appliances, Lighting & Smart Home.

Each day, roughly three sessions will be offered per track. All sessions will be recorded and made available “on-demand” for those registered participants who couldn't attend sessions as scheduled. [Register now](#) to access the full meeting agenda and virtual meeting platform. [Click here](#) for information on how to make this year's virtual meeting platform work for you!

Below the session descriptions in the [More Information](#) section is a list of additional resources to help you easily navigate through the meeting platform, as well as information about the Virtual ENERGY STAR Product Expo and tips for engaging with other attendees virtually.

TUESDAY OCTOBER 27, 2020

Welcome & ENERGY STAR Update

Tuesday, October 27, 2020, 11:00 – 11:40 A.M. ET (Plenary)

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2020 efforts and 2021 plans. The session seeks to offer context and insights from the national stage—including updates on specifications, key initiatives, and more—to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

Speakers: Christopher Grundler, U.S. Environmental Protection Agency
Peter Banwell, U.S. Environmental Protection Agency

ENERGY STAR: The Quintessential Ingredient Brand

Tuesday, October 27, 2020, 12:00 P.M – 1:00 P.M. ET (Plenary)

Learn how you can optimize your partnership by leveraging the ENERGY STAR brand as a valuable ingredient to your consumer offerings. EPA will present results from a recently completed qualitative research study, including a deep dive on consumer perceptions and feelings towards the ENERGY STAR brand, plus insights into key audience segments. Informed by these results, EPA will unveil a go-to-market strategy for content and messaging that will grow the brand's adoption among our mutual audiences.

Speakers: Jill Vohr, U.S. Environmental Protection Agency
Cindy Gage, C+C
Corinne McCarthy, C+C



Looking to the STARS on ENERGY STAR Day: Leaders in Supporting Energy Savings During the Most Challenging Times

Tuesday, October 27, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 1)

This year's ENERGY STAR Day celebration is unique. 2020 has presented challenging economic times for Americans coupled with many families spending more time than ever at home. This means not only challenges in affording energy bills, but the compounded challenge of higher monthly costs. But we have something inspirational to share. ENERGY STAR partners have responded to the challenge by coming to the aid of their customers in ways that are worthy of celebration. Today we honor those partners and showcase a few for you today in the spirit of ENERGY STAR partnership for a greater cause – helping Americans Save Today, Save Tomorrow, and Save for Good.

Speakers: Jill Vohr, U.S. Environmental Protection Agency
Curt Bonn, Consumers Energy
Bridget Doxsee, Efficiency Maine Trust
Sarah Murray, Lowe's
Gillian Saidman, L'Image Home Products
Lisa J. Scott, ecobee
Sherryl Volkert, Xcel Energy

Cold Climate Heat Pumps + Emerging Tech

Tuesday, October 27, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 2)

This session will cover advanced heat pump products, including air-to-water heat pumps and northern climate products that are available to consumers today. These products demonstrate the significant breadth that is emerging in terms of home heating and cooling opportunities, and what the future of the high efficiency HVAC market is likely to look like.

Moderator: Emily Messer, Cadmus
Speakers: Daniel Lawlor, U.S. Environmental Protection Agency
Jim Bashford, SpacePak
Kevin DeMaster, Mitsubishi
Dave Lis, Northeast Energy Efficiency Partnerships

WEDNESDAY OCTOBER 28, 2020

Leveraging ENERGY STAR Online: Tools & Resources

Wednesday, October 28, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 1)

In this session, learn about ENERGY STAR online tools and resources that are available for free to educate your customers, highlight your energy efficient products and offerings, and help you reach program goals.

Speakers: Kathleen Vokes, U.S. Environmental Protection Agency
Sam Loprinzo, ICF

ENERGY STAR Products for All-Electric Homes

Wednesday, October 28, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 2)

Many jurisdictions are pursuing residential electrification as a key strategy to reduce greenhouse gas emissions. Presenters will explain their focus on electrification, discuss technologies that will allow this transition, and how programs can leverage ENERGY STAR to support further development and adoption of efficient, electric products.

Moderator: Abigail Daken, U.S. Environmental Protection Agency
Speakers: Ali Cafferty, BSH Home Appliances Corporation
Chioke Harris, National Renewable Energy Laboratory
Jeremy Sager, Natural Resources Canada



WEDNESDAY OCTOBER 28, 2020 (continued)

DIY Meets Downlights: ENERGY STAR at Home

Wednesday, October 28, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 3)

Downlight retrofit kits have made energy-efficient upgrades to recessed lighting a quick and simple DIY project. Ease plus the savings and aesthetic appeal of ENERGY STAR certified LED models are motivating people to upgrade. In a period when people have the time for home projects, learn how ENERGY STAR partners are helping provide DIYers a way to save money, energy, and add style to their home upgrades.

Moderator: Emily Messer, Cadmus
Speakers: Jill Vohr, U.S. Environmental Protection Agency
Bryant Bilal, Cooper Lighting Solutions
Katherine Gridley, Lowe's
Christine Habicht, Cooper Lighting Solutions

Certification 101

Wednesday, October 28, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 1)

Certification 101: Answers to all the questions about ENERGY STAR product certification that you wanted to know but haven't had a chance to ask. What do I need to do to get my product tested and certified? How does my product get listed on the ENERGY STAR website? How long does certification last?

Speakers: Brian Krausz, U.S. Environmental Protection Agency
Craig Davenport, Intertek

Cooling Down the Grid with Connected Room Air Conditioners

Wednesday, October 28, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 2)

During this panel session, attendees will hear from a manufacturer about their increased offerings of connected room air conditioners, from a utility on how they have adapted their incentive programs to expand consumer interest in these products, and from the EPA on an alternate, less burdensome path towards demonstrating that products meet ENERGY STAR connected requirements. The panelists will share lessons learned and best practices with an eye towards the common goal of delivering more energy savings with connected products.

Moderator: Ga-Young Park, U.S. Environmental Protection Agency
Speakers: Abigail Daken, U.S. Environmental Protection Agency
Brice Bowley, GE Appliances
Brian Buente, GE Appliances

Keeping the Lights On: A New Environment for Lighting Programs

Wednesday, October 28, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 3)

Hear insights on how the lighting market continues to evolve as well as respond to shocks. Learn how ENERGY STAR partners are adapting to these changing times. Speakers will discuss what direction the lighting market was headed before COVID-19, how the pandemic has impacted lighting programs, and what trends may be more durable as we emerge from this year.

Moderator: Elissa Slocum, Cadmus
Speakers: Scott Dimetrosky, Apex Analytics, LLC
Lisa McCleer, GE Lighting, a Savant company
Robert Mihos, Consumers Energy



WEDNESDAY OCTOBER 28, 2020 (continued)

ESRPP: The Best is Yet to Come

Wednesday, October 28, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 1)

This session will examine the ENERGY STAR Retail Products Platform's past, present, and future. Speakers will explain how this nationally coordinated midstream program has evolved since its creation, where the program stands on its 5th birthday, and potential paths forward in 2021 and beyond, including new delivery methods and alternative approaches for stakeholder participation.

Moderator: Dan Lawlor, U.S. Environmental Protection Agency
Speakers: Dan Lawlor, U.S. Environmental Protection Agency
Nick Leritz, Northwest Energy Efficiency Alliance
Rick Weinberg, Nationwide Marketing Group

Load Shifting with ENERGY STAR Connected Water Heaters

Wednesday, October 28, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 2)

ENERGY STAR certified connected water heaters can be leveraged as energy storage to offer grid resiliency and lower carbon emissions. This session invites conversations between manufacturers and utilities, including discussions of product capabilities and incentive programs.

Moderator: Abigail Daken, U.S. Environmental Protection Agency
Speakers: Ashley Armstrong, A. O. Smith
Pierre Delforge, Natural Resources Defense Council
Tony Koch, Bonneville Power Administration

SEMS Pilots Update

Wednesday, October 28, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 3)

Get the latest updates from utilities and supporting service providers that are conducting pilots and programs that intersect with the ENERGY STAR smart home energy management systems specification. Speakers will discuss key insights on automated energy savings and consumer engagement and education from pilots across the country. Insights will touch on consumer segmentation such as low income and multi-family and cover successful leveraging of partnerships and utility marketplaces.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Speakers: Charlie Hill, STRATIS IoT
Juliet Shavit, SmartMark Communications, LLC
Michael Wajsgras, Constellation
Paul Wezner, Powerley



THURSDAY OCTOBER 29, 2020

The New Home Shopping Network:

The Impact of Marketplaces and the Value of ENERGY STAR

Thursday, October 29, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 1)

With customers gravitating more and more towards virtual transactions, utilities and energy efficiency program sponsors are meeting customers where they are through online marketplaces. In this session, hear how online marketplace vendors are using these platforms to encourage the sale of ENERGY STAR certified products, provide energy efficiency education, and connect customers to other utility programs. You will also learn best practices for incorporating ENERGY STAR as an influential ingredient brand into online marketplaces in way that will effectively steer customers towards energy efficient purchases.

Speakers: Jonathan Coons, EFI
Josh Lin, Uplight
Mark Michalski, TechniArt

Heat Pump Water Heating: Program Design and Implementation

Thursday, October 29, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 2)

This session will highlight new and innovative approaches utility programs are taking to raise awareness of, and increase participation in, heat pump water heater (HPWH) rebate programs. We'll analyze and describe successful program models and explain the key elements of success. The session will include manufacturer perspectives on how to work cooperatively to design and run highly effective programs, as well as first-hand experiences from utility program implementers in accelerating market transformation across the HPWH midstream space.

Moderator: Nathaniel Jutras, U.S. Environmental Protection Agency
Speakers: Panama Bartholomy, Building Decarbonization Coalition
Ryan Crews, Energy Trust of Oregon
Ryan Kiscaden, Bradford White Corporation

HVAC Design for Installation

Thursday, October 29, 2020, 11:00 A.M. – 12:00 P.M. ET (Track 3)

Substantial savings can be achieved by improving the installation of HVAC equipment. How can product capabilities and program design work together to unlock these savings? Join experts talking about a new HVAC installation grading standard, research on installation savings, product capabilities, and how program design can work in concert with those features.

Speakers: Abigail Daken, U.S. Environmental Protection Agency
Dean Gamble, U.S. Environmental Protection Agency
Christopher Dymond, Northwest Energy Efficiency Alliance
Jon Winkler, National Renewable Energy Laboratory
Dave Winningham, Lennox International

Best Practices for Managing Smart Thermostat Programs

Thursday, October 29, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 1)

Hear leaders in the ENERGY STAR smart thermostat space talk about their experience, success, and strategies to change and adapt to the new landscape of 2020.

Moderator: Emily Messer, Cadmus
Speakers: George Conwell, EFI
James Jackson, Emerson
Steven Pak, Con Edison



THURSDAY OCTOBER 29, 2020 (continued)

Electrifying Transportation with ENERGY STAR EV Charging

Thursday, October 29, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 2)

This session will bring together industry experts to share experiences and discuss best practices in program design and marketing related to EV charging. EPA will begin with an update on the EV charging market including recent ENERGY STAR specification developments. Speakers representing EV charging program sponsors will then share insights from the field on use of training, showcases, incentives and other successful marketing approaches to overcome consumer barriers to EV adoption and efficient EV charger purchases. An EV charging manufacturer will provide the industry perspective on challenges they face when presenting a brand new product to consumers and how ENERGY STAR can assist in creating familiarity and acceptance.

Moderator: Peter Banwell, U.S. Environmental Protection Agency
 Speakers: Jason Bobruk, SolarEdge
 Neal Callinan, Xcel Energy
 David McCabe, New York State Energy Research & Development Authority

JUMP into Refrigerator Savings

Thursday, October 29, 2020, 12:00 P.M. – 1:00 P.M. ET (Track 3)

During this trail-blazing session, partners will hear about a new effort to bring next-generation, super-efficient refrigerators to consumers. Participants will learn about EPA's JUMP initiative, the driver behind it, and how utilities can leverage JUMP in their program portfolio.

Speakers: Ga-Young Park, U.S. Environmental Protection Agency
 Eric Olson, Northwest Energy Efficiency Alliance

New ENERGY STAR Initiatives in HVAC Markets

Thursday, October 29, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 1)

EPA is expanding efforts in the HVAC product category and developing new tools, resources, and campaigns for partners. In this session EPA will present tools and resources, including a dynamic new customer facing ENERGY STAR HVAC Guide as well as describe future promotional plans for this category (with an emphasis on heat pumps). There will be an update on the ENERGY STAR HVAC Specification 6.0 revision process.

Speakers: Abigail Daken, U.S. Environmental Protection Agency
 Dan Lawlor, U.S. Environmental Protection Agency

Heat Pump Technology Enables**Most Efficient Water Heaters and Clothes Dryers**

Thursday, October 29, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 2)

Heat pump technology is the foundation for the most efficient water heaters and clothes dryers that are now available to homeowners. Market actors have made progress in support of transforming these markets and there is significant future potential for these products to contribute to near-term household energy savings as well as long-term decarbonization objectives. A panel with utilities, manufacturers, retailers and technology experts will discuss successes in promoting these products in the retail channel and actions needed to overcome barriers to wider adoption of heat pump water heaters and dryers.

Moderator: Mike Lukasiewicz, Navitas Partners
 Speakers: Paul Campbell, Navitas Partners
 Art Christianson, The Home Depot
 Andy Doeschot, Pacific Gas & Electric
 Kyle Gluesenkamp, Oak Ridge National Laboratory
 Francois Lebrasseur, A. O. Smith



THURSDAY OCTOBER 29, 2020 (continued)

SEMS Pitch Party

Thursday, October 29, 2020, 1:30 P.M. – 2:30 P.M. ET (Track 3)

Looking for innovative new ideas in the smart home energy management space? Join us for a series of short pitches covering topics from integration with distributed energy resources to messaging strategies for security and consumer privacy. Speakers include service providers working toward ENERGY STAR certification, device manufacturers, and researchers.

Moderator: Taylor Jantz-Sell, U.S. Environmental Protection Agency
Speakers: Pardis Emami-Naeini, University of Washington
Advait Katarki, Eaton
Adnaan Lokhandwala, Power Integrations
Wannie Park, Inspire Clean Energy

MORE INFORMATION

Stay With Us! Use the In-platform Calendar for the Three Days of the Meeting

Never lose track of what's up next! After you register for ESPPM, you will get an invitation to the virtual meeting platform. By logging in to the meeting platform, setting up your profile, and using your built-in personal agenda and in-platform calendar, you will be able to find the private meetings you have scheduled, as well as sessions you have registered for, all in one place. In addition, you will be able to view your private messages, connect with exhibitors, and get technical support, all without leaving the meeting platform.

Virtual Meeting Platform Tutorials – Highly Recommended! (~3 minutes each)

Short on time? Check out our tutorials below to learn how to navigate through the virtual meeting platform and set up networking meetings in less than 10 minutes time.

- [ESPPM 101: Virtual Platform Overview](#)
- [ESPPM 201: How to Make the Most of Virtual Networking](#)

Virtual Networking

Year after year ENERGY STAR partners have consistently rated the opportunity to meet one-on-one with other ENERGY STAR stakeholders as one of the most beneficial aspects of the ENERGY STAR Products Partner Meetings. In 2020, as a feature of the first-ever virtual ENERGY STAR Products Partner Meeting, EPA is pleased to provide partners the opportunity to organize and conduct one-on-one networking meetings via one-on-one virtual video chat. For information on scheduling a meeting, please see the [virtual networking session guidelines](#).

Virtual ENERGY STAR Product Expo

Interested in participating in the first-ever Virtual ENERGY STAR Product Expo?

A limited number of virtual exhibitor opportunities are available for ENERGY STAR partners who manufacture or sell ENERGY STAR certified products or components. It is free to participate in this year's virtual ENERGY STAR Product Expo, and the main requirement is that displays feature ENERGY STAR products and promotions.

If you are interested in participating in this year's virtual ENERGY STAR Product Expo, please email Rachel.Larrivee@icf.com no later than **October 2, 2020**.

For the latest information and updates, visit www.energystar.gov/2020ESPPM.

Contact us: email partermeeting@energystar.gov with any questions.