



MONDAY SEPTEMBER 25, 2023

Early Registration

4:00 – 6:00 P.M.

Early registration will be available for all attendees on Monday, September 25, in the Grand Ballroom Pre-function area at the Hilton Atlanta.

TUESDAY SEPTEMBER 26, 2023

Welcome & Opening Remarks

9:00 – 10:00 A.M.

In this session, EPA will present a high-level perspective on the importance of ENERGY STAR in the path towards a clean energy future. Next, the City of Atlanta will provide a local perspective on the importance of energy efficiency in protecting the environment with local projects. Finally, Google will discuss how they are working to educate consumers about ENERGY STAR using new search engine tools.

Speakers: Alejandra Nunez, Deputy Assistant Administrator, Office of Air and Radiation, U.S. Environmental Protection Agency
Chandra Farley, Chief Sustainability Officer, City of Atlanta
Chris LaRosa, Senior Product Manager, Google

A Clean Energy Future for All: Bringing the Benefits of Efficient Electrification to Households Across America 10:00 – 11:00 A.M.

Research shows that Americans are receptive to the concept of a clean energy future but have questions about what it means for them and their families. Learn about the ENERGY STAR Program's plans for a nationwide educational campaign that will highlight opportunities and benefits of being part of the clean energy future and connect consumers in every segment to resources that support efficient-electric upgrades including rebates, tax credits, and associated services.

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



TUESDAY SEPTEMBER 26, 2023 (continued)

Engaging Customers with the ENERGY STAR Home Upgrade to Save Up to 30% on Energy Bills 11:00 – 12:00 P.M.

Learn how the ENERGY STAR Home Upgrade can save customers up to 30% on energy bills and how it can be used as a marketing platform to advance efficient electrification and increase demand for high-impact residential efficiency measures that align with the equipment covered in the Inflation Reduction Act. EPA will share the latest savings analysis developed to identify the impact of ENERGY STAR Home Upgrade implementation around the country and share other resources developed to support partner implementation. Hear insights and key learnings from a panel of partners on how they use(d) the platform to meet or exceed their goals.

Moderator: Dan Lawlor, U.S. Environmental Protection Agency
Speakers: Leslie Carpenter, Appalachian Power Company
Casey Murphy, Pearl Certification

Pump it Up! The Compelling Opportunity for Heat Pumps in the South 1:00 – 2:00 P.M.

Hear from ENERGY STAR and representatives from southern US states about the significant market opportunity for heat pumps. This session will discuss the potential energy savings, the potential benefits to households in terms of financial incentives and energy bill savings, and innovative ways that stakeholders can collaborate to meet this exciting challenge.

Speakers: Dan Lawlor, U.S. Environmental Protection Agency
Sydney Roberts, Southeast Energy Efficiency Alliance

How ENERGY STAR is Helping Retailers Meet Sustainability Goals 2:00 – 3:00 P.M.

In the world of retail, selling efficient products reduces the industry's overall GHG emissions. To reach ambitious climate goals, large retailers are redoubling their efforts to sell more ENERGY STAR certified products. In this session, you will hear directly from retail representatives about why and how they prioritize ENERGY STAR products to meet and exceed their corporate sustainability goals.

Moderator: Dan Cronin, U.S. Environmental Protection Agency
Speakers: Erin Hiatt, Retail Industry Leaders Association
Hugh Cherne, Best Buy
David Bere, Lowe's

Increasing Demand at Every Touch Point: How to Design a Highly Effective Heat Pump Water Heater Program 3:30 – 4:45 P.M.

A panel of experienced stakeholders will highlight key elements of an effective heat pump water heater (HPWH) program design and implementation strategy as well as recap outcomes from the HPWH workshop held earlier in the week. Featured topics will include workforce development, innovative program elements, marketing and outreach tools/tactics, and assessment tools with a specific focus on the Southeast region characteristics. The team will also share examples of productive industry alliances relevant to effective program implementation.

Moderator: Nate Jutras, U.S. Environmental Protection Agency
Speakers: Geoff Wickes, Northwest Energy Efficiency Alliance
Francois LeBasseur, A.O. Smith
Jesus Pernia, Eversource (Mass Save)

Day 1 Wrap-up 4:45 – 5:00 P.M.**Partner Working Meetings** 8:00 – 6:00 P.M.

Timeslots have been reserved for one-on-one working meetings. Partners are responsible for scheduling their own meetings and signing up for rooms using the instructions [here](#)



WEDNESDAY SEPTEMBER 27, 2023

Heat Pump Water Heater Workforce Development Is Hard, But Help is On the Way!

8:00 – 9:00 A.M.

The need for a well-trained and empowered workforce to promote and properly install HPWHs in retrofit and new construction has never been greater, yet a variety of hurdles, both simple and complex, exist across the industry. What can possibly be done? Have no fear, the HPWH Hero Team is here. Hear from a team of training experts who will share their journeys to deliver more collaborative, comprehensive, and consistent curriculums in multiple formats for every audience in the supply chain. A summary of related outcomes from Monday's HPWH Workshop will also be shared/assessed.

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

Speakers: Tom McConahay, Rheem
Gregg Holiday, Bradford White
Paul Campbell, ICF International
Ellen Steiner, Opinion Dynamics

Serving Underserved Households: Results, Insights, & Recommended Outreach Strategies from Low-Income Consumer Centric Research Study

9:00 – 10:30 A.M.

Hear the results of research conducted by EPA among low-income, (80% AMI households) about their attitudes, behaviors, challenges, motivations, trusted messengers, and preferred messages around efficient-electric home upgrades featuring heat pumps. The session will share actionable insights and recommended outreach strategies to engage and educate low-income households about available home upgrade resources and services in the context of the Inflation Reduction Act and beyond.

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

Speakers: Rebecca Strott, C+C
Anderson Marshall, Georgia Power
Jen Welch, Habitat for Humanity
Leon Childs, Groundswell

Exploring Models for Combining Resources to Advance Debt-Free Home Upgrades

10:45 A.M. – 12:15 P.M.

This session will feature a discussion of different ways resources have been combined to achieve streamlined, no cost, debt-free efficiency upgrades, with an emphasis on critical consumer protections and overcoming barriers, such as trust, and health & safety issues. Hear about best practices for leveraging funds, successful utility/state/community-based organization collaborations and new opportunities associated with the Inflation Reduction Act.

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

Speakers: Casey Fields, Duke Energy
Alon Abrams, Philadelphia Energy Authority
Maggie Kelly Riggins, Southeast Energy Efficiency Alliance (SEEA)

Reducing the Cost of Electrification with Alternatives to Electric Panel Upgrades

1:15 – 2:15 P.M.

Electric panel and service upgrades can drive up the cost and complexity of efficient electrification for customers, utilities, and states. Learn about programs, incentives, and technologies to limit increases in peak load and reduce the need for expensive electrical panel upgrades during electrification projects.

Moderator: Danielle Hoffer, U.S. Environmental Protection Agency

Speakers: Curtis Bonn, SPAN
Iain Walker, Lawrence Berkley National Laboratory (LBNL)



WEDNESDAY SEPTEMBER 27, 2023 (continued)

State Working Session – Here’s What ENERGY STAR Has to Offer; What Else Do You Need to Help Make Your State Rebate Program a Success

2:15 – 3:45 P.M.

This will be a **closed working session** for State Energy Offices only with topics shaped in advance by prospective attendees. Don’t miss out!

Moderator: Maureen McNamara, U.S. Environmental Protection Agency

Heat Pump HVAC Solutions for Successful Programs in All Markets

2:15 – 3:15 P.M.

New heat pump HVAC systems can now be used for all applications, from the Canadian border to the deep South. Learn about innovative program approaches from industry experts on the advantages of switching from a central air conditioner to an air-source heat pump, when a dual-fuel installation is most beneficial, and the latest HVAC controls for maximum energy savings and home comfort.

Moderator: Dan Lawlor, U.S. Environmental Protection Agency

Speakers: Dana Fischer, Mitsubishi
Bob Berry, Daikin
Mia Lombardi, Eversource

Super-Efficient Heat Pump Room Conditioners: A Tetris Solution for Window Heat Pumps

4:00– 5:00 P.M.

Learn about an exciting new window heat pump product category that is a leap forward in efficiency for cooling and heating. See how these products can be installed in minutes. Hear how utility efficiency programs are using these feature-rich and aesthetically pleasing products for hard-to-electrify homes.

Moderator: Steve Leybourn, U.S. Environmental Protection Agency

Speakers: Sean McKinney, Midea
Vince Romanin, Gradient
Suzi Asmus, Northwest Energy Efficiency Alliance

Partner Working Meetings

8:00 – 6:00 P.M.

Timeslots have been reserved for one-on-one working meetings. Partners are responsible for scheduling their own meetings and signing up for rooms using the instructions [here](#).



THURSDAY SEPTEMBER 28, 2023

What to Expect from Inflation Reduction Act State Rebate Programs

9:00 – 10:00 A.M.

And they're off! This session is designed to provide an overview of where states are in the planning, design, and launch of Inflation Reduction Act rebate programs.

Moderator: Maureen McNamara, U.S. Environmental Protection Agency
Speakers: David Terry, National Association of State Energy Officials
Karen Zelmar, U.S. Department of Energy

Improving the Home Envelope: Good Program Practices and Successful Examples

10:15 – 11:15 A.M.

Learn from utility efficiency program experts about their successful efforts to promote and install residential insulation. Hear about best practices, contractor management, and overcoming program barriers.

Moderator: Doug Anderson, U.S. Environmental Protection Agency
Speakers: Rebecca Olson, Minnesota Center for Energy and Environment
Chris McClellan, Eversource
Amy Freeland, Georgia Power

Induction Cooking and ENERGY STAR: A Recipe for an Energy Efficient Kitchen of the Future

11:15 A.M. – 12:15 P.M.

Get ready to cook efficiently, as the new ENERGY STAR certified electric cooking products sizzle their way into kitchens! Join us for a delightful session where you'll be served with expert insights on how ENERGY STAR cooking products add a generous pinch of efficiency, a dash of convenience, and a healthy dollop of benefits to your culinary adventures.

Our seasoned speakers will whisk you away into the delectable world of electric cooking, with a spotlight on the induction sensation. Discover how utility rebate program managers are taking the lead in this flavorful journey, garnishing your cooking experiences with irresistible incentives.

But that's not all; we'll be serving up the chef perspective on induction, where you'll witness firsthand how renowned chefs have embraced efficiency to spice up their culinary creations. So, don your aprons of curiosity and prepare for a delightful feast of knowledge.

Moderator: Steve Leybourn, U.S. Environmental Protection Agency
Speakers: Chef Rachelle Boucher, Building Decarbonization Coalition
Danielle Crocker, Eversource
Purna Tomar, Samsung Electronics America

How to Increase Efficiency Program Effectiveness: A Retailer's Perspective

1:15 – 2:15 P.M.

After decades supporting utility rebate programs that feature ENERGY STAR products, retailers and manufacturers have learned some things they think could benefit future program designs and implementation processes. For example, point of sale markdowns and midstream rebate programs are becoming increasingly more popular. Hear directly from experts with vast field experience about best practices and pitfall avoidance.

Moderator: Dan Cronin, U.S. Environmental Protection Agency
Speakers: Art Christiansen, Home Depot
Frank Sandtner, Nationwide Marketing Group
Paul Campbell, ICF International



THURSDAY SEPTEMBER 28, 2023 *(continued)*

Announcing EPA's One Stop Shop for Residential Efficiency Upgrade Services: The ENERGY STAR Home Upgrade Service Provider Partnership

2:15 – 3:15 P.M.

ENERGY STAR is now partnering with home upgrade service providers to make efficient home upgrades more accessible to American households. The hallmark of these partner organizations is the concierge service they offer to help households navigate the upgrade process, with an emphasis on quality management and contractor training. Learn how these service providers can help you better serve your customers in their efforts to take advantage of utility and Inflation Reduction Act incentives. A panel will share implementation examples, what you should know when considering this type of service, and how you can work with them.

Moderator: Daniel Hoffer, U.S. Environmental Protection Agency
Speakers: Sri Solur, Kenmore and Brands
Andy Frank, Sealed

Partner Working Meetings

8:00 – 4:00 P.M.

Timeslots have been reserved for one-on-one working meetings. Partners are responsible for scheduling their own meetings and signing up for rooms using the instructions [here](#).

ADDITIONAL INFORMATION

Partner Networking:

One-On-One Meeting Rooms

Available Tuesday, September 26 – Thursday, September 28

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. This year's inventory of rooms is limited. Rooms will be made available on a first-come, first-served basis, and directions on how to sign up for rooms are available [here](#).

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.

Green Meeting Efforts

EPA is working with the Hilton Atlanta to make the 2023 ENERGY STAR Products Partner Meeting as resource efficient as possible. In 2023, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information on the Hilton Atlanta's environmental program can be found [here](#).

To reduce waste and limit printing and shipping costs associated with meeting materials, EPA invites meeting participants to join the effort to go paperless for the 2023 ENERGY STAR Products Partner Meeting. As in past years, EPA will email all attendees who register online between July 24 - September 8 (registration period subject to change) the final meeting materials a week before the meeting. Each individual 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.