



Working Together, Advancing Efficiency

ENERGY STAR as a Platform for Local Programs

Preliminary Agenda

January 15, 2008 Long Beach, California

- 8:00-8:30** *Continental Breakfast*
- 8:30-8:45** Welcome and Introductions (Marc Hoffman, Executive Director, CEE)
- 8:45-9:30** Strategic Brand Management (Sam Rashkin, EPA)
- 9:30-10:00** Overview: How ENERGY STAR Supports Program Administrators (Hewan Tomlinson, EPA and Tracy Narel, EPA)
- 10:00-10:30** *Break/Networking*
- 10:30-11:00** Tactics for Co-Branding (Cynthia Jolicoeur, Marketing Drive—Invited)
- 11:30-12:30** *Lunch: One Organization's Story of Successful Use of ENERGY STAR* (Seth Kiner, Southern California Edison—Invited)

Residential Breakout Session

- 12:30-1:15** Lighting Fixtures, CFLs and Consumer Electronics (EPA and DOE staff)
- 1:15-1:45** Appliances (DOE staff)
- 1:45-2:15** HVAC: Central AC, Furnaces, Thermostats, Quality Installation (EPA staff)
- 2:15-3:00** ENERGY STAR New Homes and Home Performance (EPA Staff)
- 3:00-3:15** *Break/Networking*
- 3:15-4:30** Panel of CEE Members: Ask the Experts on Leveraging ENERGY STAR
- 4:30-5:00** Identify Outcomes and Next Steps (John Taylor, CEE)

(Agenda continues on page two)



Commercial Breakout Session

12:30 - 12:45 Welcome (Jason Erwin and Ted Jones, CEE)

12:45 - 1:15 Market Developments to Leverage ENERGY STAR (Tracy Narel, EPA)

- ENERGY STAR Challenge
- Associations driving member actions
- Climate change initiatives
- National Action Plan for Energy Efficiency
- Green building programs
- State and local directives and legislation
- Recognition of financial value

1:15 - 2:15 CEE Member Response to Developments and Trends

- Automated data transfer and portfolio-scale benchmarking (Peter Turnbull, PG&E)
- ENERGY STAR in food service and commercial real estate markets (Peter Turnbull, PG&E; NEEA)
- Supporting whole-building energy performance in C&I program portfolios (Commonwealth Edison)

2:15 - 2:30 Break

2:30 - 3:30 ENERGY STAR Program 101: Program Building Blocks (Tracy Narel, EPA; Ed McGlynn, ICF International supporting ENERGY STAR)

EPA will lead the discussion on how CEE members, including NYSERDA, Xcel Energy, National Grid and others, tap into national program momentum and leverage specific tools and resources.

- Engage customers in better energy management
- Enhance program design
- Leverage trade allies in delivering programs
- Learn from CEE member experience

3:30 - 4:30 Group Discussion: Expanding Program Reach with ENERGY STAR

- Next steps for ENERGY STAR (water/wastewater, datacenters)
- Future strategic planning
- Best practices for standardizing information on energy use/costs

4:30 - 5:00 Identify outcomes and next steps (Jason Erwin and Ted Jones, CEE)