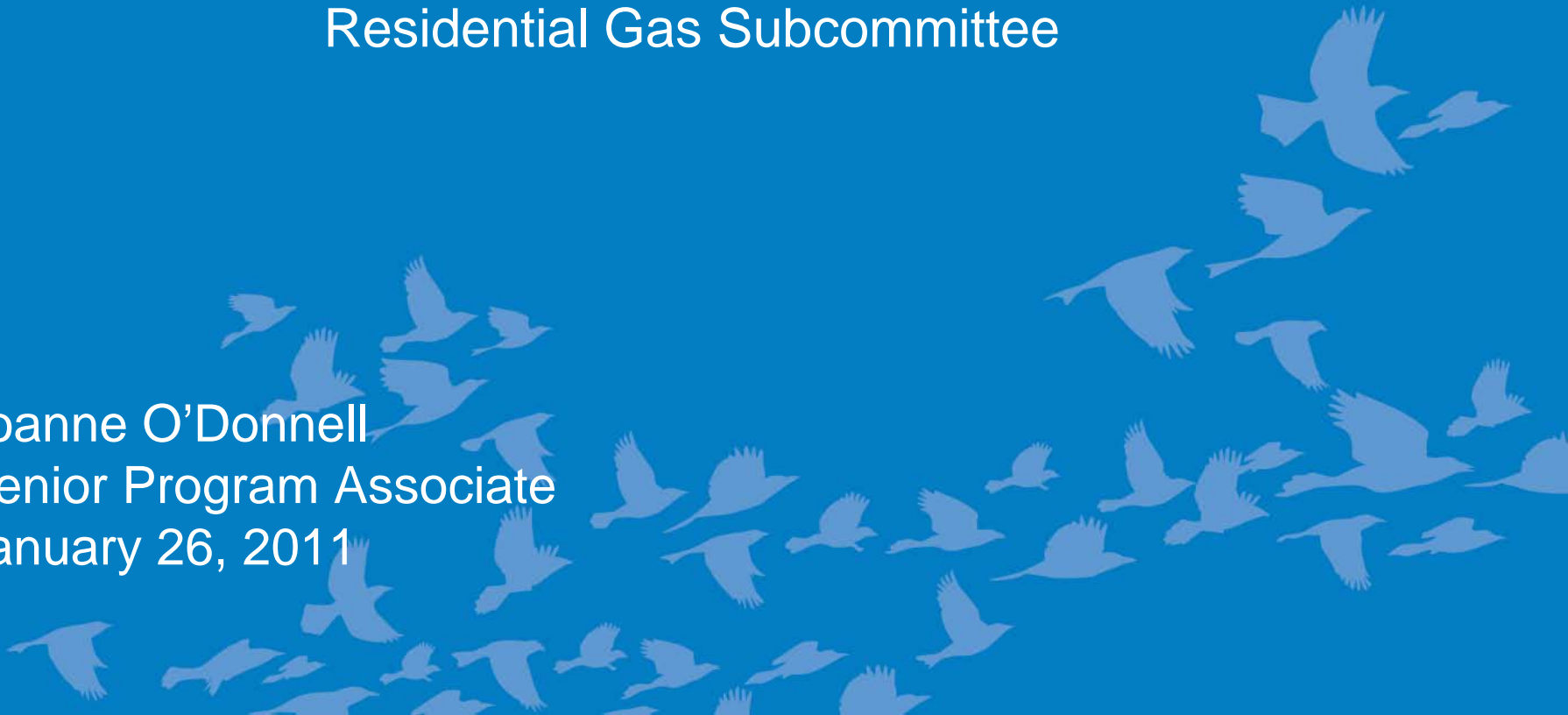




Building Effective Relationships with Retailers

Residential Gas Subcommittee

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January 26, 2011



Meeting Guidelines

- ▶ 100% Participation
- ▶ Parking Lot for items not on the agenda
- ▶ All Ideas are Valid and Valued
- ▶ Meeting Closure will Outline Next Steps
- ▶ For the Phone Line
 - *6 to Mute/unMute
 - DO NOT PUT CALL ON HOLD

This meeting will follow **CEE Guidelines**
for Program Meetings

Objectives

- ▶ Share challenges and successes efficiency program staff have had working with retailers through a panel discussion
- ▶ Prioritize relationship building activities with retailers and discuss what outcomes members would like to achieve by building those relationships
- ▶ Determine other roles this committee can play in supporting that effort.

Background

- ▶ Retailers account for up to half of all residential water heater sales, however they
 - may not stock high efficiency
 - have been challenging to communicate with
 - Have exclusive relationships with 2 major mfr
- ▶ Members have identified developing relationships with retailers as a high priority in order to
 - Ensure the new 0.67 EF ENERGY STAR and other high efficiency products are stocked
 - Promote rebate programs more effectively to customers within their service territories

Member Presentations

- ▶ Kerry Shroy, Avista
- ▶ Harvey Bringas, Southern California Gas

General Discussion Questions

- ▶ What are the key questions you have for retailers? What are the common needs that most programs have?
- ▶ Have you worked with retailers in the past? Do you have a successful Appliance program with retailers?
- ▶ Are there specific types of partnerships or relationships that you are most interested in developing with retailers?

Is there a Role for CEE?

- ▶ CEE is working to build upon existing relationships at the national level with
 - Sears
 - Home Depot
 - Lowe's
 - Menards
 - Ace? True Value?
- ▶ What other efforts might be best taken on collectively by CEE rather than individually?

Next Steps

- ▶ Consider feedback from this session to begin fleshing out appropriate potential next steps for the committee
- ▶ Hold committee webinar with Sears in the coming month
- ▶ CEE staff to continue relationship building efforts with other retailers at the national level

Contact

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Previously Discussed “Wish List” Items

- ▶ List of contacts for various regions
- ▶ Program guidance and/or collateral development
- ▶ Calendar of national events where retailers may be present
- ▶ Meet at national headquarters of retailers
- ▶ Retailers to promote and offer program rebates at point of sale
- ▶ Have committee calls with mfx and their retail partners

If you could only do 3 of these, which ones and why? Which of these are most realistic?