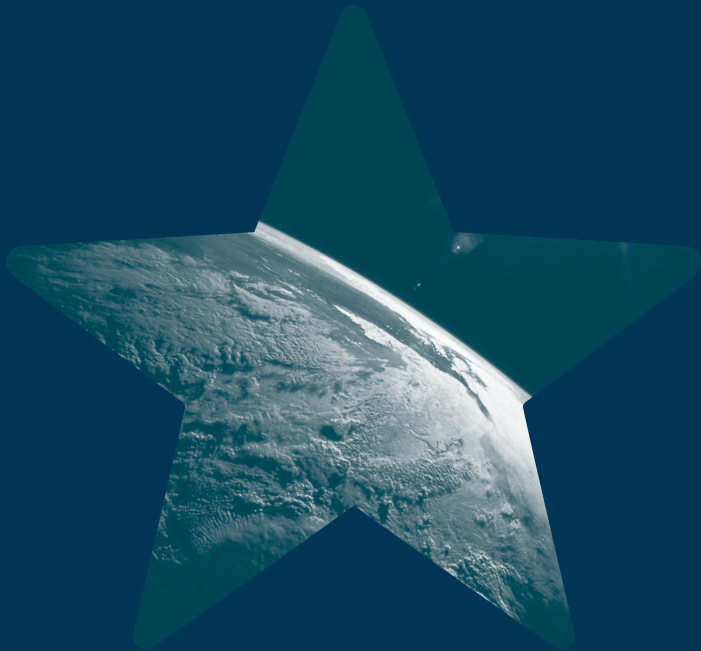




Money Isn't All You're Saving

2001 ENERGY STAR® Awards Ceremony



hosted by
US Environmental Protection Agency
US Department of Energy



2001 ENERGY STAR® Awards Ceremony

5:00 p.m.

Reception

Hosted by Johnson Controls, Inc.

6:30 p.m.

Banquet

Welcome and Opening Remarks

Keynote Address

Christie Whitman, Administrator

U.S. Environmental Protection Agency

Dinner

Partner Keynote Speaker

*Tina Settecase, Vice President and General Merchandise
Manager Home Appliances*

Sears, Roebuck & Company

Awards Presentations

Kathleen Hogan, Director

Climate Protection Partnerships Division

U.S. Environmental Protection Agency

Abraham Haspel, Acting Director

Office of Energy Efficiency and Renewable Energy

U.S. Department of Energy

Excellence in Consumer Education Awards

ENERGY STAR® Label for Business Award

ENERGY STAR® Label for Homes

ENERGY STAR® Product Awards

Excellence in Corporate Commitment

9:30 p.m.

Conclusion of Evening

Kathleen Hogan





Speakers

Christie Whitman

Administrator

U.S. Environmental Protection Agency

Christie Whitman was sworn in as EPA Administrator on January 31, 2001. Prior to that, Whitman served as the 50th Governor of New Jersey.

In testimony before the U.S. Senate on January 17, Whitman said she believed environmental and economic goals go hand in hand and that she would continue her record of working to forge strong partnerships among citizens, government, and business to produce measurable environmental results of cleaner air, water, and land.

As governor of New Jersey, Whitman developed a strong environmental record, providing cleaner air, water, and land than when she was first elected in November 1993. Under her environmental leadership, New Jersey's air became significantly cleaner. The number of days New Jersey violated the federal one-hour air quality standard for ground level ozone dropped from 45 in 1988 to four in 2000. The state is on target to reduce greenhouse gas emissions below 1990 levels.

New Jersey's waterways, coasts, and ocean waters also became significantly cleaner. Beach closings reached a record low and the state earned recognition by the Natural Resources Defense Council for instituting the most comprehensive beach monitoring system in the nation. The Governor won voter approval for a plan to break a longstanding impasse over dredging the state's ports that is both environmentally acceptable and economical. She established a new watershed management program. New Jersey now leads the nation in opening shellfish beds for harvesting.

As a preservationist, Governor Whitman won voter approval for the state's first stable funding source to preserve one million more acres of open space and farmland by the year 2011. Nearly as much land — over 250,000 acres — was preserved during her administration as in the previous three decades of the state's land preservation program. She is an advocate for “smart growth” and in New Jersey she encouraged new growth in cities and other areas where roads, sewers, and schools are already in place. She encouraged redevelopment of cities through programs to streamline cleanups of abandoned industrial “brownfield” sites.

Whitman was New Jersey's first female governor. She appointed New Jersey's first African American State Supreme Court Justice, its first female State Supreme Court Chief Justice, and its first female Attorney General.

Prior to becoming governor, Whitman headed the New Jersey Board of Public Utilities and the Somerset County Board of Freeholders. She grew up in Hunterdon County, New Jersey and earned a bachelor's degree in government from Wheaton College in Massachusetts in 1968. She is married to John R. Whitman and has two children.



Tina Settecase

*Vice President and General Merchandise Manager Home Appliances
Sears, Roebuck & Company*

Tina Settecase has held the position of vice president and general merchandise manager for Sears Home Appliances since January, 1997. In this role she is responsible for the purchasing and merchandising of Home Appliances, including all white goods products plus floorcare and sewing machines.

It was under her watch that two significant innovations were introduced: the premium subline of Kenmore, Kenmore Elite was introduced, and the new Kenmore Elite Calypso washer was named one of the top products of 2001 by the Good Housekeeping Institute.

Prior to her current assignment, she was vice president and general merchandise manager of carpeting, paint, and sporting goods.

Settecase joined Sears in 1972 as a market analyst and since then has held increasing responsibilities including sales promotion manager, business specialty marketing manager, divisional marketing manager, and buyer.

She holds a Masters Degree in Journalism from Northwestern University. A Chicago native, she and her husband, Michael, reside in Hinsdale, Illinois.

Kathleen Hogan

Director, Climate Protection Partnerships Division
U.S. Environmental Protection Agency

As the Director of the Climate Protection Partnerships Division, Kathleen Hogan manages most of the Agency's industry partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR Programs. These programs are designed to make it easy for businesses and consumers to make sound investments in energy efficient equipment. Hogan has overseen a number of innovations in these programs, such as the Agency's transition from Green Lights to the whole building approach of ENERGY STAR Buildings, the development of a new commercial building benchmarking and labeling system, and the development of a broad consumer awareness campaign for the ENERGY STAR product label.

Hogan also manages a number of government partnership programs operating across a wide spectrum of industry that are designed to reduce emissions of the more potent greenhouse gases. She has designed, negotiated, and managed partnership programs with the U.S. natural gas industry to cost-effectively reduce methane emissions, the U.S. primary aluminum industry to cost-effectively reduce emissions of perfluorocarbons, as well as a joint effort with the Russian natural gas industry.

Hogan has been with the EPA for 12 years. Prior to EPA, she worked in consulting and for a water resources planning commission for the Potomac River. She received her doctorate in systems analysis and environmental engineering from Johns Hopkins University in 1986.

2001 ENERGY STAR® Award Winners



Excellence in Consumer Education



Pacific Gas and Electric Company

San Francisco, California

Pacific Gas and Electric Company (PG&E) is a wholly owned subsidiary of PG&E Corporation and maintains its headquarters in San Francisco, California. The company provides natural gas and electric service to approximately 12 million people in Northern and Central California. In 2000, PG&E worked to increase consumer awareness of ENERGY STAR, thereby increasing consumer purchases of energy-efficient products. It also aimed to increase outreach to harder-to-reach market segments such as Hispanic and Chinese populations. PG&E divided its efforts into two sections: new homes outreach and a lighting and appliance campaign. Under its new homes outreach, one of its most inventive promotional pieces was the 2000 Telly Award-winning sales video and brochure for contractors, "Selling the Green," which describes the financial benefits of ENERGY STAR. PG&E's lighting and appliance campaign included TV, print, and radio advertising, editorial outreach, point-of-purchase materials, as well as featuring ENERGY STAR at special events. Its television spot "Grim Reaper," which features ENERGY STAR appliances, won "Best Creative Spot" in *ADWEEK* September 2000.

*2001 ENERGY STAR® Award Winners
Excellence in Consumer Education*



Northwest Energy Efficiency Alliance

Portland, Oregon

Established in 1996, the Northwest Energy Efficiency Alliance (NEEA) actively promotes ENERGY STAR as part of its goal to transform the market. NEEA's impressive work to make energy-efficient products and services available and affordable to consumers in the Northwest region focuses on appliances and lighting. One highly successful effort, the ENERGY STAR Resource-Efficient Clothes Washer Program, initially offered consumer and retailer incentives to encourage increased sales of energy-efficient clothes washers. Today, the program consists of intensive marketing and promotional efforts, as well as retailer training, to raise awareness about the resource-savings and non-energy benefits of ENERGY STAR home appliances. Promotions for clothes washers include the ENERGY STAR Griniest Soccer Team photo contest and soccer clinics and the ENERGY STAR Clean Up Sweepstakes held in partnership with Fred Meyer Supermarkets, which carried point-of-purchase displays in 110 stores. Tactics used in these promotions were advertising, media outreach, in-store displays, promotional materials, and celebrity events. The combined reach of the promotions was 28.6 million impressions.



Wisconsin Energy Conservation Corporation

Madison, Wisconsin

Established in 1980, Wisconsin Energy Conservation Corporation (WECC) is a private, nonprofit corporation and a national leader in the promotion of energy efficiency for utilities, consumer and environmental groups, and regulatory agencies. Its ENERGY STAR consumer education awareness campaign focuses on lighting, appliances, and new homes. This highly effective campaign featured Energy Squirrel, a fun, super hero cartoon, as the 'spokesperson' for WECC's ENERGY STAR lighting and appliances campaign. Wisconsin ENERGY STAR Homes Campaign builds on the national ENERGY STAR program by adding building standards that are more specific to Wisconsin's extreme weather. Among the tactics WECC used to promote ENERGY STAR in 2000 for both campaigns were newspaper and radio advertising that each had a reach of more than 1.6 million, media outreach that ran for four weeks and reached 437,770 households, co-op advertising, point-of-purchase materials, and after-sale marketing.

2001 ENERGY STAR® Award Winners
Excellence in Consumer Education



Sacramento Municipal Utility District
Sacramento, California

The Sacramento Municipal Utility District (SMUD) generates, transmits, and distributes electric power to a 900-square-mile service area that includes Sacramento County and a small portion of Placer County. SMUD's ENERGY STAR campaign in 2000 targeted residential customers, small businesses, large buildings, and schools. It included print and radio advertising, point-of-purchase materials, events, media outreach, financial incentives, and sales training. An estimated 6.5 million impressions were made through this campaign. Also in 2000, SMUD sponsored a torchiere trade-in event in October as part of the national Great ENERGY STAR Lighting Change Out. SMUD succeeded in obtaining 1,004 trade-ins and selling 1,115 new ENERGY STAR labeled products. SMUD has been an ENERGY STAR partner since 1996.



Participating Electric and Gas Utilities of the Northeast Energy Efficiency Partnerships

Lexington, Massachusetts

Northeast Energy Efficiency Partnerships (NEEP) works with organizations and businesses across the country to reduce pollution that results from energy use. Through its consumer education campaign, NEEP aims to increase consumer awareness and sales of ENERGY STAR labeled products, including lighting, appliances, and new homes. They also encourage retailer and manufacturer support and position ENERGY STAR as a preferred brand. NEEP spearheaded an extensive multi-media integrated marketing strategy to reach its audience throughout the Northeast, which created 119.1 million impressions and succeeded in increasing consumer awareness by 65 percent in 2000. There are over 25 utilities in the Northeast that sponsor NEEP's efforts.

2001 ENERGY STAR® Award Winners
Excellence in Consumer Education

Judges

EPA and DOE would like to thank the following members of the communications industry for donating their time and expertise to judge the creative components of the 2001 Excellence in Consumer Education submissions.

Helen Burnett

Senior Vice President

Ruder Finn

Susan Hager

CEO and President

Hager Sharp

Rosemary Reed

CEO

Double R Productions

Carrie Schum

Vice President

Porter Novelli



Improving Energy Efficiency in Buildings and Business

Hilton Hotels Corporation

Beverly Hills, California



Hilton Hotels Corporation is committed to a corporate-wide energy management program that spans 160 million square feet of its owned and managed properties. The company requires all 535 properties comply with Standard Operating Procedures including quarterly building inspections, rigorous preventive maintenance, and a purchasing policy that includes ENERGY STAR labeled products. Each quarterly corporate benchmarking report, comparing a variety of energy metrics across Hilton properties, is sent to individual hotel general managers and directors. For hotels that perform poorly, Hilton makes available an independent consulting firm to conduct audits. Hilton initiated a successful agreement with Panasonic to offer ENERGY STAR labeled televisions to franchised hotels, which is now being expanded to cover all brands. Hilton's management approach has resulted in the prevention of more than 64 million pounds of carbon dioxide and savings of \$2.5 million.

2001 ENERGY STAR® Award Winners
Improving Energy Efficiency in Buildings and Business



Verizon

Albany, New York

Verizon, one of the world's leading providers of communications services, has dedicated an energy team of a dozen management employees to focus entirely on the wide range of energy issues affecting this Fortune 10 company. Team Energy meets quarterly with department heads across the business, forming the Energy Board of Directors, to develop, implement, and sustain a world-class energy program. Verizon's program features a corporate purchasing policy, a strong employee communication effort, energy audits and reviews of the most wasteful buildings, system design, data tracking, and investigation of alternative clean fuel sources, such as fuel cells. Verizon utilizes ENERGY STAR to benchmark its administrative facilities to prioritize and motivate facilities to bring their energy standards to a higher level. Verizon projects a savings of over \$20 million annually from more than 14,000 energy-reduction projects implemented in over 60 percent of its facilities in 2000.



M.J. Soffe Company

Fayetteville, North Carolina

M.J. Soffe Company, one of the country's leading vertical manufacturers of active apparel, is committed to energy management and encourages similar practices from its customers and suppliers. M.J. Soffe has established a comprehensive energy tracking and benchmarking process to help managers track progress toward its energy reduction goals. The company submits a quarterly report and year-ending summary analysis highlighting the company's energy and environmental progress to the Board of Directors. To help North Carolina industries improve their methods of production and grow their profits, M.J. Soffe works in cooperation with DOE, EPA, and the state of North Carolina to publish articles, host seminars, present solutions at trade shows, and make information available through their Web site.



Shaw's Supermarkets, Inc.

East Bridgewater, Massachusetts

Shaw's Supermarkets, Inc., a wholly owned subsidiary of J. Sainsbury plc of London, has been in business for more than 135 years, operates 166 stores, and employs more than 30,000 people. Shaw's has established a corporate commitment to reduce carbon dioxide emissions from energy for building services as a key component of its environmental policy. Having started its energy program in 1991, Shaw's carefully tracks the energy use in its stores, as well as the effectiveness of its programs, to make reductions. To effectively measure its energy program Shaw's instituted an aggressive monitoring program, providing daily information that leads to saved time, energy, and maintenance costs. Shaw's uses its industry leadership to highlight successful energy management approaches through articles and presentations. Shaw's has saved nearly three million dollars and prevented the release of about 100 million pounds of carbon dioxide annually.

2001 ENERGY STAR® Award Winners
Improving Energy Efficiency in Buildings and Business



Virtua Health

Camden, New Jersey

Virtua Health, the largest provider of healthcare in Southern New Jersey, has aggressively pursued energy-efficient upgrades throughout its five hospitals since 1993. The 1,100-bed institution went beyond lighting retrofits and adopted an integrated approach to building upgrades with additional work on building automation systems, motors, and air handling units in its newly constructed and existing facilities. Virtua monitors its energy cost savings on a monthly basis and circulates the monthly reports to the President and CFO to highlight the cost-effectiveness and community benefits of the energy program. In addition to monthly reporting, an annual report has been prepared for the last four years and is presented to the Board of Directors. Virtua Health's comprehensive energy program has resulted in a 21 percent reduction in annual energy costs, allowing the company to serve as an example of success to other businesses and institutions.



University of Missouri at Columbia

Columbia, Missouri

Since 1995, the University of Missouri at Columbia (UM) has invested \$6.1 million in energy efficiency projects throughout its campus. One million dollars was invested to convert the Dalton Cardiovascular Research Building from a constant volume system to a variable volume system. This included converting all laboratory fume hoods to variable volume fume hoods. The University also undertook outreach efforts including conducting intensive employee education, developing external promotion campaigns, and recruiting other organizations. The University of Missouri saved \$170,000 in the first five months of its upgrades almost doubling the original energy audit-estimated savings of \$200,000 annually.



University of Virginia

Charlottesville, Virginia

The University of Virginia (UVA) encompasses more than 3,450 acres of land in five counties, and consists of almost 600 buildings or major facilities, approximately 100 of which have been built, substantially remodeled, or acquired since 1990. Energy efficiency is promoted at industry events through UVA's newsletter "Watt's Happening," and through an annual two-day Energy Awareness Day event. UVA estimates that it saves over \$3.5 million annually due to its upgraded central chiller plant and its lighting system upgrades.



Kingston City Schools

Ulster County, New York

Kingston City Schools completed an aggressive construction project to improve the energy performance of all the district schools in November 2000. A strategic energy management plan for the entire district had the top support of the Board of Education, which hired an energy manager to carry out the plan. The school board placed a high priority on reducing energy costs as a way to cover revenue loss from an eroding property tax base. Kingston has benchmarked its schools and identified six that have met the ENERGY STAR criteria. In 2000, Kingston School District saved more than \$395,000 through its energy-efficient upgrades.

2001 ENERGY STAR® Award Winners
Improving Energy Efficiency in Buildings and Business



Arden Realty, Inc.

Los Angeles, California

Arden Realty, Inc., a self-administered real estate investment trust, is the largest landlord of office properties in Southern California. Arden's continued leadership in the commercial real estate industry has earned it an ENERGY STAR award for the second consecutive year. The key to Arden's success is its top-down management commitment that continually looks for ways to improve the performance of its properties through benchmarking and linking energy improvements to the financial value of its business. Arden now displays the ENERGY STAR label on 80 properties, more than doubling the number of properties that qualified for ENERGY STAR in 1999. In the forefront of adopting new approaches to accomplish its goals, Arden recently announced the installation of the largest solar array on an office property in the Western Hemisphere. Arden Realty's commitment to improvement has saved 50 million kilowatt hours of electricity and avoided nine megawatts of demand.

Hines

Hines

Houston, Texas

Hines, a Texas-based, privately owned real estate firm involved in developing, managing, leasing, and acquiring real estate is one of the largest real estate organizations in the world. Hines has demonstrated top-level commitment to its energy program and incorporates energy management into its best-in-class business practices. Hines has benchmarked the energy performance of 83 percent of its office building square footage and achieved the ENERGY STAR label for 32 buildings, or 37 percent of its eligible office portfolio. On average, Hines properties use 24 percent less energy than the average office building.



SERVIDYNE

Servidyne Systems, Inc.

Atlanta, Georgia

Servidyne Systems, Inc., has provided building owners and managers with products and services that make building operations more efficient in terms of energy use, occupant satisfaction, and labor productivity for 25 years. Servidyne pioneered energy benchmarking in the early 1980s and has used ENERGY STAR as a natural progression for bringing recognition to clients as well as a way to bring more focused attention to achieving a reduction goal. Servidyne uses benchmarking as the basis for long-term, energy-efficiency improvements, and continues to be a leader in the industry for improving its client's energy efficiency. In 2000, Servidyne benchmarked 94 of its client's facilities and helped to provide services that led to the award of an ENERGY STAR label on 38 buildings.



Johnson Controls, Inc.

Johnson Controls, Inc.

Milwaukee, Wisconsin

Johnson Controls' products, services, and workplaces all reflect its belief that what is good for the environment is also good for Johnson Controls. Johnson Controls has reduced its energy costs by more than 25 percent and continues to work diligently through its services and products to help clients earn the ENERGY STAR label for buildings. Johnson Controls has implemented a strategic energy management plan and aggressively promotes energy efficiency through internal newsletters, its Intranet site, press releases, and events. Johnson Controls has saved more than \$820,000 and has prevented approximately 20 million pounds of carbon dioxide emissions.

2001 ENERGY STAR® Award Winners
Improving Energy Efficiency in Buildings and Business

Honorable Mentions



Harrisburg Area Community College



Raytheon Company



BJ's Wholesale Club, Inc.



Bonneville Power Administration



Arizona Army National Guard



Energy-Efficient Homes



Southwest Gas Corporation

Las Vegas, Nevada

Southwest Gas Corporation (SWG) is the fastest growing natural gas distribution company in the country, providing service to more than 1.3 million customers in Arizona, California, and Nevada. SWG's partnership with ENERGY STAR has had a significant impact in its service territory, where there are now more than 17,000 homes built, under construction, or planned that will carry the ENERGY STAR label. SWG also assists participating builders in effectively marketing the benefits of ENERGY STAR labeled homes by creating customized marketing plans for each builder. These efforts reflect SWG's firm belief that customers benefit from living in ENERGY STAR labeled homes through cost savings, reduced pollution, and greater comfort.



Guaranteed Watt Saver Systems West, Inc.

Oklahoma City, Oklahoma

Guaranteed Watt Saver Systems West, Inc., (GWSS), an Oklahoma City-based enterprise, has generated impressive growth in ENERGY STAR labeled homes in the Oklahoma-Texas region. In 2000, GWSS expanded beyond the borders of Oklahoma, into the Dallas and Houston, Texas markets. GWSS offers a variety of energy efficiency support throughout the residential building industry such as building science, training, sales seminars, home inspections, diagnostic testing, and consulting services. The primary utilities in Dallas and Houston (TXU and Reliant) have now committed to ENERGY STAR as part of their residential construction programs in preparation for deregulation. GWSS is slated to be a key player in the marketing, training, and verification activities associated with its offerings.

2001 ENERGY STAR® Award Winners
Energy-Efficient Homes



**Connecticut
Light & Power**

The Northeast Utilities System

**The Connecticut Light and
Power Company**

Berlin, Connecticut

The Connecticut Light and Power Company (CL&P), a wholly owned subsidiary of the Northeast Utilities Systems, has long supported builders who construct and label homes as ENERGY STAR. CL&P provides technical assistance for complying with the Model Energy Code, meeting the performance requirements, and for verifying homes that meet program guidelines. To encourage its builders to exceed program guidelines, this utility offers financial incentives for the installation of ENERGY STAR labeled appliances and lighting. As part of its marketing efforts, CL&P operates the SmartLiving™ Center, a resource center for builders, architects, and consumers. The center contains a training facility, library, computer workstations, lighting displays featuring ENERGY STAR labeled fixtures, and a working kitchen equipped with ENERGY STAR labeled appliances.



Woods & Associates

Las Vegas, Nevada

Woods & Associates is a consulting firm that provides design and diagnostic testing services to residential builders in the Southwestern United States. Woods & Associates offers clients a wide array of services that include reviews of building plans, home energy ratings, and testing of homes. In 2000, the company was responsible for labeling more than 2,100 homes as ENERGY STAR. Woods & Associates continues to actively promote ENERGY STAR labeled homes by displaying the logo on its service vehicles, corporate headquarters, builder sites, and in its corporate communications materials. Woods & Associates has been an ENERGY STAR partner since 1998.



Excellence in Home Improvement

Bob Vila

Recognized as a national television spokesman about home improvement, Bob Vila avidly promotes ENERGY STAR qualified home products and appliances on the “Bob Vila’s Home Again” television series, syndicated to 200 stations nationwide. In December 1999, he emceed the “Greening of the White House,” touring the White House with President Clinton to showcase ENERGY STAR qualified products and other energy-efficient and green technologies, which aired on CBS’s “The Early Show.” Vila’s “blitz build” work with Habitat for Humanity has highlighted ENERGY STAR labeled products, and demonstrates his commitment to quality housing for all.

Energy-Efficient Builder Awards

Previously presented at the 2000 Energy Environmental Building Association Annual Meeting

Atlantic Design and Construction

Gainesville, Florida

Atlantic Design and Construction is the top selling ENERGY STAR community in Gainesville. To demonstrate its commitment to ENERGY STAR, the company includes the ENERGY STAR option in all of its inventory homes. In 2000, 47 of the 48 homes built proudly bear the ENERGY STAR label. All of Atlantic Design and Construction's preferred lenders offer discounted mortgage rates for ENERGY STAR labeled homes. In cooperation with Florida H.E.R.O. and The Building America Partnership for Industrialized Housing, the company strives to be on the cutting edge of cost-effective, energy-saving building technologies in order to improve quality of life, and reduce energy usage for its home buyers, as well as promote environmental stewardship.

Barry Andrews Homes

Bel Air, Maryland

Barry Andrews Homes is dedicated to providing consumers with homes that exceed current typical standards. Its sincere approach to providing quality, energy-efficient homes that exceed ENERGY STAR guidelines has brought the company much success in its two years with ENERGY STAR. Its most recent model home prominently displays ENERGY STAR materials and promotes the millennium powerhouse solar backup system. Barry Andrews Homes has been very active in building ENERGY STAR labeled homes and does an outstanding job of creatively promoting the ENERGY STAR label through advertising, model home signage, and collateral production.



Beazer Homes

Tempe, Arizona

Beazer Homes has been committed to building ENERGY STAR labeled homes for the last two years, and currently 525 of its homes bear the ENERGY STAR label. Beazer's goal is to maximize the performance of its homes for energy efficiency, indoor air quality, comfort, and quality construction. The company has creatively promoted the ENERGY STAR label through advertising, model home signage, collateral production, sales training, and research studies with Southwest Gas. Beazer has also become the first builder-owned ENERGY STAR mortgage partner. The company is able to factor the monthly energy savings into qualifying ratios and therefore allow more borrowers to qualify to buy a home they otherwise could not afford. Beazer also underwrites the cost of the HERS report for homebuyer as part of its participation in the program. Both buyers and employees of Beazer have reported great satisfaction working with ENERGY STAR. Beazer is committed to expanding its participation with ENERGY STAR in the future.

Tierra Concrete Homes

Pueblo, Colorado

Tierra Concrete Homes, well known for its high standards in energy efficiency, insists that every home it builds meets ENERGY STAR guidelines. In the past five years, every Tierra home built has actually exceeded the ENERGY STAR guidelines for energy efficiency. Its owner's manual, "How to Live in a Passive Solar, Energy Efficient Home," teaches homeowners about the features and benefits of its ENERGY STAR labeled products, such as appliances, lighting fixtures, and light bulbs. Tierra's mission is "...to build affordable, sustainable homes using environmentally friendly building materials and methods" and through working with other ENERGY STAR partners such as Enercept (for ENERGY STAR labeled roof products) and Countrywide (for ENERGY STAR mortgages). Tierra has become a leader in the energy-efficient building industry.

Energy-Efficient Products



Canon U.S.A., Inc.

Lake Success, New York

With more than 175 products currently available, Canon offers more ENERGY STAR qualified office imaging products than any other office equipment manufacturer. In 2000, Canon unrolled a one million-dollar advertising campaign for its LaserClass high-speed facsimile line, with ENERGY STAR prominently featured. The 26-week campaign reached nearly 17 million readers. Canon has also made ENERGY STAR a part of its “Mobile Marketing Vehicle,” a traveling showroom, for a host of ENERGY STAR qualified products, that visited more than 80,000 people in major cities around the country.



Whirlpool Corporation

Benton Harbor, Michigan

Since joining in 1998, Whirlpool Corporation has undertaken major promotional initiatives to spread the ENERGY STAR message throughout its entire organization to include all employees, trade partners, and consumers. Whirlpool has designed and produced a range of promotional materials including an ENERGY STAR traveling display highlighting the features of Whirlpool's ENERGY STAR labeled products, consumer brochures that reinforce the company's dedication to resource conservation, and a high profile Web site and advertising promotions for ENERGY STAR. Whirlpool has also designed and built several products for ENERGY STAR. These products, which are marketed under the Whirlpool and KitchenAid brand names, display the ENERGY STAR label on the consoles. In addition, Whirlpool recently launched a high-efficiency dishwasher and introduced a new refrigerator, which promises to exceed the Federal efficiency standards by 35 percent. In 2000, 20 percent of Whirlpool's total product line in North America was ENERGY STAR qualified.



Panasonic

Panasonic

Secaucus, New Jersey

Panasonic offers an impressive 460 ENERGY STAR qualified product models spread among 14 product categories. During 2000, 100 percent of the company's video product sales met ENERGY STAR guidelines. Panasonic is also a leader in promoting ENERGY STAR to the public. As part of an aggressive marketing campaign last year, Panasonic developed a national radio news release encouraging consumers to reduce electric bills by purchasing ENERGY STAR labeled products. Panasonic plans to stay at the forefront of ENERGY STAR education and promotional activities and will soon add scanners and ventilation fans to its long list of ENERGY STAR models.

MAYTAG

Maytag Corporation

Newton, Iowa

Throughout the year 2000, Maytag Corporation redoubled its promotional efforts for ENERGY STAR by creating print and television advertising, and sponsoring the Making Music Matter concert series promoting energy efficiency and ENERGY STAR across the country. Maytag continues to maintain a network of more than 600 Maytag Home Appliance Centers, all of which became ENERGY STAR retail partners during 2000 to label and market its ENERGY STAR qualified products. Thirty-two percent of Maytag's current product line is ENERGY STAR qualified, including 36 product models across three product categories. Maytag Corporation was the first appliance manufacturer to join ENERGY STAR and label qualifying appliances at the factory.

2001 ENERGY STAR® Award Winners Energy-Efficient Products



*Saving Money, Safeguarding the Environment...
One Roof at a Time.™*

National Coatings Corporation

Camarillo, California

National Coatings Corporation's commitment to ENERGY STAR is a company-wide effort from the top down. As a Charter Partner for ENERGY STAR labeled roof products, National Coatings Corporation has been an industry leader in promoting the environmental and energy benefits of reflective roof products. National Coatings encourages commercial and industrial building owners to invest in energy-efficient Cool Roof Systems as a means to save energy, save money, extend roof life, and improve urban air quality. In addition to touting ENERGY STAR on compliant products and literature, National Coatings promotes the environmental and economic benefits of ENERGY STAR labeled roof products through public education campaigns, published articles, advertisements, and employee training programs. Last year, National Coatings became the first roof products manufacturer to earn an ENERGY STAR Partner of the Year Award.



Alside

Cuyahoga Falls, Ohio

In 2000, more than 60 percent of Alside's replacement, casement, and awning windows and patio door product sales were ENERGY STAR qualified. Not satisfied to stop there, Alside made ENERGY STAR a central part of training sessions at its newly established Alside University, which were offered to new and veteran employees. Alside incorporated the ENERGY STAR message and logo into 30 marketing and educational pieces. This impressive list includes a window decision guide, technical brochures, a brochure about ENERGY STAR, "Changing the Way You See the World" literature, the Alside 2000 Replacement Window Catalog, the Alside Web site's ENERGY STAR page, corporate on-hold messages, and its trade show booth.



Harvey Industries

Manchester, New Hampshire

Harvey Industries has incorporated the ENERGY STAR message into every facet of its business, including marketing materials, the Web, and a brand-building campaign that includes print ads, a television commercial, radio spots, and trade show representation. Using ENERGY STAR as a marketing tool, Harvey Industries and its contractors have experienced a 60 percent increase in sales of Low-E products. ENERGY STAR is also a key component of Harvey Industries' internal sales training, where the complete ENERGY STAR window program is highlighted. Harvey Industries makes it a priority to educate consumers, builders, and contractors, and will continue to feature ENERGY STAR products in the coming year.



Viking Windows and Patio Doors

Portland, Oregon

Viking Windows and Patio Doors has embraced ENERGY STAR as a prominent feature of its windows marketing approach. Almost 94 percent of Viking-branded products can be ordered to meet or exceed ENERGY STAR specifications for any region of the country. Viking's marketing and educational materials carry the ENERGY STAR message and/or logo, including consumer, sales, and employee education materials, product information sheets and price pages, yellow page ads, fliers, Web pages, on-hold phone messages, kiosk signs, and more. Viking Windows and Patio Doors is aggressively reaching its employees, dealers, and consumers with the ENERGY STAR message, and plans to continue its marketing and educational outreach with ENERGY STAR.

2001 ENERGY STAR® Award Winners
Energy-Efficient Products



Sears, Roebuck & Company

Hoffman Estates, Illinois

Sears, Roebuck & Company effectively promotes a wide range of ENERGY STAR labeled products from appliances, office equipment, and home electronics to HVAC equipment and window products. Sears has introduced a wide and growing selection of ENERGY STAR labeled appliances in the year 2000 through its Kenmore brand of appliances, including a selection of Kenmore kitchen appliances, laundry products, and the largest assortment of energy-efficient appliances from the leading brands. Last year, Sears pledged to sell more than one million ENERGY STAR qualified appliances. The company exceeded this goal by implementing ENERGY STAR promotional activities in over 1,500 stores nationally. Sears' success is the result of a strong commitment to working with ENERGY STAR utility and market transformation groups across the country, offering comprehensive sales training programs for its sales staff, and directing its vendors to supply ENERGY STAR qualified products. Sears has also demonstrated an ongoing commitment to educate its consumers by airing the ENERGY STAR PSA on in-store displays, reaching more than 26 million viewers since July, and by using the ENERGY STAR logo in weekly advertising.

Honorable Mention



Pitney Bowes, Inc.



Technical Innovation in ENERGY STAR



Intel Corporation

Santa Clara, California

Intel, a long-time leader in the production of energy-efficient processors, developed the new Instantly Available PC (IAPC) technology in response to ENERGY STAR's computer energy efficiency specification. IAPC is an improved sleep-state power management technology that allows PCs to go into a low-power sleep state when not in use, but remain capable of becoming fully operational in less than ten seconds, as opposed to the typical 30-90 seconds. An added benefit of this advancement is that computers maintain real time Internet, network, and telephone connectivity, a feature that is not possible with past power management schemes. PCs with IAPC technology may consume as much as 71 percent less energy per year than PCs without the technology in place. Companies now shipping systems with this technology include Compaq, Daewoo, Dell, HP, Fujitsu, Gateway, Siemens, IBM, Samsung, Legend, Mitac, ACER, and PB/NEC.



AMD

Sunnyvale, California

Through its energy-efficient microprocessors, chipsets, and Flash memory devices, AMD makes it possible for its customers to benefit from ENERGY STAR specifications for computers and set-top boxes. In 2000, AMD introduced several energy-efficient solutions, including PowerNow![™] technology — a power-optimizing combination of software and hardware that automatically reduces the processor's voltage and frequency and the AMD-760[™] microprocessor chipset — the first commercially available PC computing platform that supports the energy-efficient Double Data Rate memory technology.

Excellence in Corporate Commitment



IBM Corporation

Armonk, New York

Not only is IBM a leader in providing energy-efficient office products, but IBM has a centralized, corporate energy management program that tracks energy performance throughout its manufacturing facilities worldwide. This corporate commitment to energy performance has saved an estimated \$529 million over the past ten years. Beyond its operations, IBM demonstrates environmental leadership in the products that it manufactures. IBM now offers more than 350 models of ENERGY STAR labeled computers, monitors, and printers. In 2000, responding to new ENERGY STAR criteria, IBM succeeded in making significant reductions in energy consumption to a number of products, including CRT monitors and desktop/tower style computers. IBM displays the ENERGY STAR label prominently in marketing efforts, relying on speaking engagements, displays, product literature, user guides, and Web sites to promote ENERGY STAR worldwide. Through these efforts and more, IBM has brought the ENERGY STAR message to millions of people.



Combined Heat and Power

The College of New Jersey

Ewing, New Jersey

In 1999, The College of New Jersey replaced the existing 3.2 MW gas turbine with a 5.2 MW gas turbine. The upgrade increased both output and efficiency of the CHP unit, while decreasing nitrogen oxide emissions. The CHP facility now supplies 90 percent of total campus electrical requirements along with space heating and cooling. The combined efficiency of the plant allows it to operate using approximately 12 percent less fuel than modern modern plants separate heat and power. EPA is proud to recognize the important pollution-prevention qualities of this project by awarding The College of New Jersey with the 2001 ENERGY STAR Combined Heat and Power Award.

ENERGY STAR Awards Past Winners

1993 Green Lights®

Johnson Controls
Ally of the Year

1994 Green Lights®

Mobil Corporation
Partner of the Year

Primo Lighting Management
*Lighting Management
Company Ally of the Year*

Cooper Lighting
Manufacturing Ally of the Year

Arizona Public Service Company
*Utility Company
Ally of the Year*

1995 Green Lights®

Johnson & Johnson
*Large Corporate
Partner of the Year*

The Washington Times
*Small Corporate
Partner of the Year*

Arlington County
Public Schools
Government Partner of the Year

Santa Cruz Valley
Union High
Government Partner of the Year

University of Missouri-Columbia
University Partner of the Year



University of Michigan Hospitals
Large Hospital
Partner of the Year

Lima Memorial Hospital
Hospital Partner of the Year

Whitaker Newsletters
Small Business
Partner of the Year

Sligo Adventist School
Non-Profit Partner of the Year

Honeywell, Inc.
Manufacturer Ally of the Year

Innovative Lighting Services
Lighting Management
Company Ally of the Year

**1996
Green Lights®**

USX Corporation
Large Corporate
Partner of the Year

Westinghouse Electric
Corporation
Large Corporate
Partner of the Year

Halliburton Company
Corporate Partner of the Year

City of Philadelphia
City Government
Partner of the Year

County of San Diego
County Government
Partner of the Year

State of California
State Government
Partner of the Year

Larry's Markets
Small Corporate
Partner of the Year

University of Texas
M.D. Anderson Cancer Center
Large Hospital
Partner of the Year

St. Charles Medical Center
Small Hospital
Partner of the Year

Colonial Pacific Leasing
Corporation
Small Business
Partner of the Year

Massachusetts Institute of
Technology
University Partner of the Year

Columbia University
University Partner of the Year

Whitehill Lighting & Supplies, Inc.
Lighting Distributor
Ally of the Year

Parke Industries, Inc.
Lighting Management
Company Ally of the Year

Philips Lighting Company
Lighting Manufacturer
Ally of the Year

Southern California Edison
Company
Utility Company
Ally of the Year

ENERGY STAR Awards Past Winners

ENERGY STAR® Products

Ricoh Corporation
*Office Equipment
Partner of the Year*

Compaq Computer Corporation
*Office Equipment PC
Partner of the Year*

Samsung Electronics Company
*Office Equipment Monitor
Partner of the Year*

Hewlett-Packard Company
*Office Equipment Printer
Partner of the Year*

Canon USA, Inc.
*Office Equipment Copier
Partner of the Year*

Pitney Bowes Facsimile Systems
*Office Equipment Fax Machine
Partner of the Year*

Honeywell Corporation
*HVAC Large Manufacturer
Partner of the Year*

Addison Products Company
*HVAC Small Manufacturer
Partner of the Year*

1997 ENERGY STAR BuildingsSM

University of Missouri-Columbia
Partner of the Year

Honeywell, Inc.
Partner of the Year

Green Lights®

Bank of America
*Large Corporate
Partner of the Year*

Siemens Business
Communications
*Small Corporate
Partner of the Year*

City and County of Denver
Government Partner of the Year

Columbia/HCA
Healthcare Partner of the Year

University of Cincinnati
University Partner of the Year

University of Rochester
University Partner of the Year

Elks Club of State College
Non-Profit Partner of the Year

WESCO Distribution, Inc.
*Lighting Distributor
Ally of the Year*

Lighting Management
Consultants, Inc.
*Lighting Management Company
Ally of the Year*



ENERGY STAR® Products

Compaq Computer Corporation
*Office Equipment Computer
Partner of the Year*

Samsung Electronics Corporation
*Office Equipment Monitor
Partner of the Year*

Lexmark International, Inc.
*Office Equipment Printer
Partner of the Year*

Ricoh Corporation
*Office Equipment Copier
Partner of the Year*

Canon USA, Inc.
*Office Equipment Facsimile
Partner of the Year*

Advanced Micro Systems/
Hewlett-Packard
*Office Equipment
Best Technical Innovation*

Sun Microsystems
*Office Equipment
Best Internal Promotion*

Pitney Bowes
*Office Equipment
Best External Promotion*

Weil-McLain
*HVAC Large Manufacturer
Partner of the Year*

Addison Products Company
*HVAC Small Manufacturer
Partner of the Year*

ENERGY STAR® Homes

North American Insulation
Manufacturers Association
*Outstanding Industry
Association*

National Home Energy
Resources Organization
*Outstanding Home Rating/
Tech Support*

ConSol, Inc.
*Outstanding Home Rating/
Tech Support*

Greenstone Industries
Outstanding Manufacturer

Energy Design Technologies
*Outstanding
Building Trade Vendor*

ENERGY STAR Awards Past Winners

1998 ENERGY STAR BuildingsSM

Mobil Corporation
Partner of the Year

The Trane Company
Ally of the Year

Johnson & Johnson
*Outstanding ENERGY STAR
Buildings Upgrade*

Green Lights[®]

Compaq Computer Corporation
Corporate Partner of the Year

Louisville & Jefferson County
Metropolitan Sewer District
Government Partner of the Year

St. Joseph's Hospital
Healthcare Partner of the Year

Walt Disney World Company
Hospitality Partner of the Year

Davenport Community Schools
*School System
Partner of the Year*

McDonald's Corporation
Retail Partner of the Year

American Electric Power
Company
Ally of the Year

City of Scottsdale
Best Promotions

ENERGY STAR[®] Products

IBM Corporation
*Office Equipment Computer
Partner of the Year*

Samsung Electronics Corporation
*Office Equipment Monitor
Partner of the Year*

Ricoh Corporation
*Office Equipment Imaging
Partner of the Year*

Xerox Corporation
*Office Equipment
Best Partner Promotion*

Lithonia Emergency Systems
Exit Sign Partner of the Year

Maytag Corporation
Appliance Partner of the Year



ENERGY STAR® Homes

Energy Rated Homes—Midwest
*Home Rating/Technical
Support Provider
Ally of the Year*

Andersen Corporation
Manufacturer Ally of the Year

Gainesville Regional Utilities
Utility Ally of the Year

Southlake Development, Inc.
Small Builder of the Year

Watt Homes
Medium Builder of the Year

Best Homes
Medium Builder of the Year

Pulte Homes
Large Builder of the Year

Palm Harbor Homes, Inc.
*Manufactured Home
Builder of the Year*

Best Promotions

AstraLite
Best External Promotion

GDE Systems, Inc.
Best Educational Material

Vermont Star Homes
Most Creative Use of Media

1999 ENERGY STAR BuildingsSM

Polaroid Corporation
Corporate Partner of the Year

Johnson Controls, Inc.
Ally of the Year

CEC Consultants, Inc.
Ally of the Year

Mervyn's California
Retail Partner of the Year

New York State Office of
Mental Health
Healthcare Partner of the Year

Broward County Commission
Government Partner of the Year

Wake County Public
School System
Education Partner of the Year

ENERGY STAR Awards Past Winners

Green Lights®

The Boeing Company
Corporate Partner of the Year

Amtech Lighting Services
Ally of the Year

Staples
Retail Partner of the Year

Northern Illinois Medical Center
Healthcare Partner of the Year

Mercer County
Government Partner of the Year

State of Ohio
Government Partner of the Year

University of Virginia
Education Partner of the Year

ENERGY STAR® Products

IBM Corporation
*Office Equipment Computer
Partner of the Year*

Ricoh Corporation
*Office Equipment Imaging
Partner of the Year*

Sony Electronics, Inc.
*Home Electronics
Partner of the Year*

Matsushita Electric/Panasonic
*Home Electronics
Partner of the Year*

Lithonia Emergency Systems
Exit Sign Partner of the Year

Whirlpool Corporation
Appliance Partner of the Year

Maytag Appliances
Appliance Leadership Award

Andersen Corporation
*National Window
Partner of the Year*

Windowmaster Products
*Regional Window
Partner of the Year*

Soft-Lite L.L.C.
*Regional Window
Partner of the Year*

The Home Depot
*National Window
Retailer of the Year*



ENERGY STAR® Homes

New England
Joint Management Committee
Ally of the Year — Utility

Connectiv Power Delivery
Ally of the Year — Utility

Andersen Corporation
*Ally of the Year —
Manufacturer*

Energy Rated Homes —
Midwest
*Ally of the Year —
Technical Support Provider*

Florida Department of
Community Affairs and
the Florida Solar Energy Center
*Ally of the Year —
State or Local
Government Agency*

2000 ENERGY STAR® Awards

**Excellence in
Consumer Education**
New York State Energy Research
& Development Authority

Ricoh Corporation

Northeast Energy Efficiency
Partnerships,

State of Wisconsin,
Madison, Wisconsin

Combined Heat and Power Awards

Dow Chemical Company

Louisiana State University

Trigen, Oklahoma City, OK

Trigen, Tulsa, Oklahoma

Trigen, Chicago, IL

Trigen, Trenton, NJ

Trigen, Philadelphia, PA

University of North Carolina

Rutgers University

Malden Mills

All Systems Cogeneration

ENERGY STAR Awards Past Winners

ENERGY STAR® Homes

FirstEnergy Corporation
Ally of the Year

Florida Power Corporation
Ally of the Year

Public Service Electric & Gas
Company of New Jersey
Ally of the Year

D.R. Wastchak, L.L.C.
Ally of the Year

Bosshardt Realty Services, Inc.
Special Recognition Award

Town & Home, Inc.
Special Recognition Award

ENERGY STAR® Labeling

Ricoh Corporation
Product Labeling

Sears, Roebuck & Company
Retail

Panasonic
Home Electronics

Whirlpool Corporation
Appliances

Ricoh Corporation
Office Equipment

Alside
National Window

Thermal Industries
Eastern Regional Window

Viking Industries, Inc.
Western Regional Window

National Coatings Corporation
Roof Products

ENERGY STAR BuildingsSM

Sun Microsystems
*Outstanding
Corporate Commitment
BuildingsSM and Green Lights[®]*

Johnson & Johnson
*Outstanding
Corporate Commitment
Partner of the Year: Corporate*

State of Wisconsin
*Partner of the Year:
Government Buildings*

ShopKo Stores, Inc.
*Partner of the Year:
Retail Buildings*

La Quinta Inns, Inc.
*Partner of the Year:
Hospitality Buildings*

Arden Realty, Inc.
*Partner of the Year:
Commercial Real Estate*



Harwood Management Services
Partner of the Year:
Commercial Real Estate

Sachem Central School District,
New York
Partner of the Year:
Education Buildings

North Memorial Health Care
Partner of the Year:
Healthcare Buildings

Advance Transformer Co.
Ally of the Year:
Large Energy Service Provider

Public Service Company
of Colorado —
Denver District Cooling
Ally of the Year:
Small Energy Service Provider

Green Lights®

GE Lighting
Ally of the Year

Pitney Bowes, Inc.
Partner of the Year



