



ENERGY STAR
TRAINING CENTER



ENERGY STAR Training: Tools for Success

Presented by:

Alisa Kessel, The Cadmus Group

2008 Lighting Partner Meeting

Phoenix, Arizona

Agenda



- Why ENERGY STAR Training?
- Training Support Overview
- ENERGY STAR Training Center Site Tour
- Collaborative Work with Partners
- Future Activities
- FAQs

Why ENERGY STAR Training?



- **Consumer Demand**

Consumers are looking for ways to reduce their energy bills and help protect the environment.

- **Consumer Awareness**

More than 65% of households nationwide recognize the ENERGY STAR label.

- **Drive Sales**

Help sales associates communicate the value of qualified products to close sales and create consumer loyalty.

ENERGY STAR Training Support



- The ENERGY STAR Training Center (ESTC) is a user-friendly site offering downloadable tools and resources to help partners communicate the benefits of qualified products to consumers.
 - Lighting
 - Appliances
 - Home Electronics
 - Office Equipment
 - Home Sealing
 - HVAC
- Customized one-on-one support from our dedicated training team:
 - Retailers
 - Manufacturers
 - Utilities/Energy Efficiency Program Sponsors
- The ESTC offers a location for partners to share best practices.



ENERGY STAR TRAINING CENTER



www.energystar.gov/training

ENERGY STAR

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency - U.S. Department of Energy

About ENERGY STAR News Room FAQs Search

Products Home Improvement New Homes Buildings & Plants Partner Resources

Partner Resources
Home > Partner Resources > ENERGY STAR Training Center

Partner Resources
Manufacturers
Retailers
Builders, Lenders, Raters & Sponsors of New Homes
Utilities/EEPS
Service & Product Providers
Buildings & Plants
Small Businesses
Congregations
For Contractors
For Federal Agencies

Join ENERGY STAR

ENERGY STAR TRAINING CENTER

Welcome to the ENERGY STAR Training Center. This information is designed to serve as a resource for partners looking to improve their sales effectiveness. Find tools and information to help you convey to your staff, customers, or business partners how ENERGY STAR can help them protect the environment while saving energy and money.

Products
ENERGY STAR currently labels products in more than 50 categories, from televisions and air conditioners to clothes washers and computers. ENERGY STAR qualified products have the same features consumers look for in conventional models, but use less energy.
[Appliances](#) | [HVAC](#) | [Lighting](#) | [Home Electronics](#) | [Office Equipment](#) | [Commercial Food Service](#) | [Home Envelope](#) | [Other Commercial Products](#)

Campaigns
To promote the benefits of ENERGY STAR to consumers, EPA/DOE encourages partners to participate in seasonal promotional campaigns. Campaign outreach includes print advertising, in-store signage, and utility rebates (where available) that encourage consumer demand for products that have earned the ENERGY STAR.
[Appliance Promotions](#) | [Cooling: Cool Your World](#) | [Lighting: Change a Light, Change the World](#)

Utilities/Energy Efficiency Program Sponsors (EEPS)
Utilities/Energy Efficiency Program Sponsors (EEPS) partners play a large role in educating consumers about ENERGY STAR. EEPS resources include links to product information and best practices in retail training by our EEPS partners.
[Training Overview](#) | [Training Resources](#)

Products
• [Appliances](#)
• [HVAC](#)
• [Lighting](#)
• [Home Electronics](#)
• [Office Equipment](#)
• [Commercial Food Service](#)
• [Home Envelope](#)
• [Other Commercial Products](#)

Campaigns
• [Appliance Promotions](#)
• [Cooling: Cool Your World](#)
• [Lighting: Change a Light, Change the World](#)

Utilities/EEPS
• [Training Overview](#)
• [Training Resources](#)

Businesses, Small Businesses, and Congregations
• [Training Sessions](#)


Service & Product Providers
• [Training Sessions](#)

ESTC Training Materials



At-A-Glance:

Quick reference sheet highlighting qualified product attributes and key selling points—great for on the sales floor.



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Qualified Compact Fluorescent Light Bulbs (CFLs) AT-A-GLANCE

What is ENERGY STAR?

- The U.S. government-backed symbol of energy efficiency.
- A program dedicated to identifying products that save energy without sacrificing performance.

ENERGY STAR Qualified CFLs:

SAVE ENERGY

- Use about 75% less energy than standard incandescent bulbs and last up to 10 times longer.
- Only need to be replaced once every 7 years on average — convenient for hard-to-reach fixtures.
- Produce 75% less heat than standard incandescent bulbs — reducing home cooling demands.

SAVE MONEY

- Save about \$35 each year in utility costs by changing the five most frequently used light bulbs in your home to ENERGY STAR qualified CFLs.

SAVE THE ENVIRONMENT

- By using less energy, qualified CFLs reduce greenhouse gas emissions caused by burning fossil fuels at power plants.

CUSTOMER FAQs:

Q: Why are ENERGY STAR qualified light bulbs more expensive than incandescent bulbs?
A: Qualified light bulbs are actually less expensive in the long run. What you save in energy and bulb replacement costs over time, more than makes up for the difference in the initial cost.

Q: Do CFLs provide the same amount of light as incandescent bulbs?
A: To get the right amount of light, choose a qualified light bulb that offers the same light output, or lumen rating, as the bulb you are replacing. A 60 Watt incandescent bulb, for example, produces 800 lumens. By selecting a 13 Watt qualified CFL that produces 800 lumens, you'll get the same amount of light output as the 60 Watt, but use about 75% less energy.


Q: Since CFLs contain mercury, should I be concerned about using them in my home?
A: CFLs are safe to use in your home. Although they do contain a small amount of mercury (roughly equivalent to the tip of a ball-point pen), no mercury is released when the bulbs are intact or in use. Because CFLs contain even a small amount of mercury, they should be recycled where possible. Visit www.epa.gov/bulbrecycling for local recycling options.

ESTC Training Materials



Sell Sheet:

For manufacturer sales reps to use in retail line reviews to influence stock/inventory of qualified products.



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

ENERGY STAR® Qualified Residential Light Fixtures: *How to Promote Products AND Energy Efficiency*

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products, including light fixtures, in more than 50 different categories, that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save Energy
- Save Money
- Save the Environment

How do residential light fixtures earn the ENERGY STAR?

ENERGY STAR qualified residential light fixtures meet strict energy efficiency criteria and come with a two-year warranty — double the industry standard.

ENERGY STAR qualified light fixtures are designed around efficient light sources, resulting in better optics. Qualified fixtures use advanced fluorescent technology to provide the same quality light output as standard incandescent lighting, while using less energy and saving money.

ENERGY STAR qualified light fixtures use energy-efficient CFLs, providing more energy savings and better quality lighting.

Why sell ENERGY STAR qualified light fixtures?

Save Energy:

- ENERGY STAR qualified fixtures and bulbs use about **76% less energy** than standard incandescent lighting and produce about **76% less heat** — reducing home cooling demands.

Save Money:

- Save more than **\$66 each year** in energy costs by replacing the five most frequently used light fixtures or the bulbs in them to ENERGY STAR qualified models.

Save the Environment:

- By using less energy, qualified fixtures reduce greenhouse gas emissions caused by the burning of fossil fuels at power plants.

Choose Convenience:

- On average, qualified CFLs only need to be replaced once every **7 years** — convenient for hard-to-reach fixtures.

Increase Profits:

- ENERGY STAR qualified light fixtures sell for about **10% more** than standard fixtures, however customers recover upfront costs through energy savings over time.

Meet Consumer Demand:

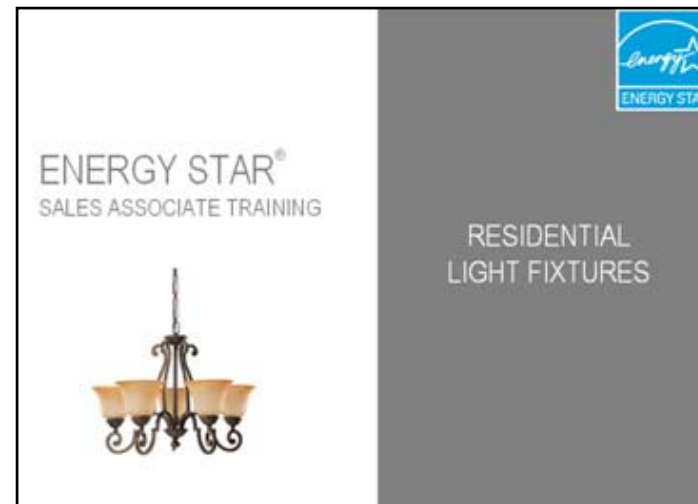
- ENERGY STAR is recognized by more than **66% of Americans** as the symbol for energy efficiency.

ESTC Training Materials



Sales Training Presentation:

Customizable presentations detailing qualified products.



ESTC Lighting Page



www.energystar.gov/training/lighting

The screenshot shows the Energy Star website's training center for lighting. At the top, there is a banner with the Energy Star logo and the slogan "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER" along with the U.S. Environmental Protection Agency and U.S. Department of Energy logos. Below the banner is a search bar and a navigation menu with buttons for "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The main content area is titled "ENERGY STAR TRAINING CENTER" and "PRODUCTS". The "Lighting" section includes a paragraph about the influence of the Energy Star mark on consumer purchasing and a list of links for training materials: Compact Fluorescent Light Bulbs (CFLs), Residential Lighting Fixtures, Ceiling Fans, and Advanced Lighting Package. A sidebar on the left lists various partner resource categories, and a sidebar on the right lists product categories, campaigns, and training resources.

ENERGY STAR

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR News Room FAQs- Search Go

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Partner Resources > ENERGY STAR Training Center > Lighting

ENERGY STAR TRAINING CENTER

PRODUCTS

Lighting

Among all consumer emblems, such as the Good Housekeeping Seal and Consumer Reports, the ENERGY STAR mark has one of the highest levels of influence on consumer purchasing. Lighting products that have earned the ENERGY STAR meet the government's strict energy efficiency criteria and save energy without compromising on product quality and performance. They use less energy, lowering consumers' utility bills while preventing greenhouse gas emissions.

The links below will connect you with customizable training materials on ENERGY STAR qualified compact fluorescent light bulbs (CFLs), lighting fixtures, ceiling fans, and the advanced lighting package. Download these fact sheets, at-a-glance materials, and presentations to help train sales staff on how ENERGY STAR qualified products can save customers money while helping the environment.

- [Compact Fluorescent Light Bulbs \(CFLs\)](#)
- [Residential Lighting Fixtures](#)
- [Ceiling Fans](#)
- [Advanced Lighting Package](#)

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies
- [Join ENERGY STAR](#)

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling Cool Your World](#)
- [Lighting Change a Light, Change the World](#)

Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Businesses, Small Businesses, and Congregations

- [Training Sessions](#)

CFL Training Materials



The screenshot displays the ENERGY STAR website interface. At the top left is the ENERGY STAR logo. A banner features a person by a lake with the text: "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER" and "U.S. Environmental Protection Agency • U.S. Department of Energy". Below the banner is a navigation menu with buttons for "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". A search bar is also present.

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies
- Join ENERGY STAR

Home > Partner Resources > ENERGY STAR Training Center > Lighting > CFLs

ENERGY STAR TRAINING CENTER

Compact Fluorescent Light Bulbs (CFLs)

Qualified CFLs use approximately 75% less energy than incandescent bulbs. Replacing a 60-watt incandescent with a 13-watt CFL can save consumers about \$30 or more in electricity costs over its lifetime.

- [At-A-Glance](#) — PDF 61KB [\[what's this?\]](#)
- [Sales Training Presentation](#) — Powerpoint 1.5MB [\[what's this?\]](#)
- [Sell Sheet](#) — PDF 69KB [\[what's this?\]](#)

Other Lighting

- [Residential Lighting Fixtures](#)
- [Ceiling Fans](#)
- [Advanced Lighting Package](#)

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)
- [Other Commercial Products](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)

Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Light Fixture Training Materials



The screenshot shows the ENERGY STAR website interface. At the top left is the ENERGY STAR logo. To its right is a banner with the text "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER" and "U.S. Environmental Protection Agency • U.S. Department of Energy". Below the banner is a navigation menu with buttons for "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". A search bar is also present. The main content area is titled "Residential Light Fixtures" and includes a description: "Fixtures that have earned the ENERGY STAR use about 75% less energy than conventional models." Below this are three links with PDF icons: "At-A-Glance — PDF 61KB [what's this?]", "Sales Training Presentation — Powerpoint 2.6MB [what's this?]", and "Sell Sheet — PDF 70KB [what's this?]", followed by "GU-24 Sales Training Presentation — Powerpoint 5MB". A sidebar on the left lists "Partner Resources" categories such as "Manufacturers", "Retailers", "Builders, Lenders, Raters & Sponsors of New Homes", "Utilities/EEPS", "Service & Product Providers", "Buildings & Plants", "Small Businesses", "Congregations", "For Contractors", and "For Federal Agencies". A "Join ENERGY STAR" button is at the bottom of the sidebar. On the right, there are sections for "Products" (Appliances, HVAC, Lighting, Home Electronics, Office Equipment, Commercial Food Service, Home Envelope) and "Campaigns" (Appliance Promotions, Cooling: Cool Your World, Lighting: Change a Light, Change the World). At the bottom right, there is a "Utilities/EEPS" section with links for "Training Overview" and "Training Resources".

ENERGY STAR

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR • News Room • FAQs

Search **Go**

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Partner Resources > ENERGY STAR Training Center > Lighting > Residential Light Fixtures

ENERGY STAR TRAINING CENTER

Residential Light Fixtures

Fixtures that have earned the ENERGY STAR use about 75% less energy than conventional models.

- [At-A-Glance](#) — PDF 61KB [\[what's this?\]](#)
- [Sales Training Presentation](#) — Powerpoint 2.6MB [\[what's this?\]](#)
- [Sell Sheet](#) — PDF 70KB [\[what's this?\]](#)
- [GU-24 Sales Training Presentation](#) — Powerpoint 5MB

Other Lighting

- [Compact Fluorescent Light Bulbs \(CFLs\)](#)
- [Ceiling Fans](#)
- [Advanced Lighting Package](#)

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)

Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies

[Join ENERGY STAR](#)

Advanced Lighting Package





BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR News Room FAQs- Search

ENERGY STAR [Products](#) [Home Improvement](#) [New Homes](#) [Buildings & Plants](#) [Partner Resources](#)

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies

[Join ENERGY STAR](#)

Home > Partner Resources > ENERGY STAR Training Center > Lighting > Advanced Lighting Package (ALP)



Advanced Lighting Package (ALP)

The Advanced Lighting Package (ALP) is a comprehensive set of ENERGY STAR qualified light fixtures and ceiling fans. In order to meet the ALP criteria, homes must consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures, indoor and/or outdoor.

In addition to the light fixture requirements, all ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation. Qualified light kits are counted toward the ALP 60% requirement.

[ALP Training Presentation](#) (8MB)

California Title 24

California's updated building energy code, Title 24, took effect on October 1, 2005. Residential new construction and retrofit projects requiring a building permit on or after October 1st are required to comply with the new code. The new code requires 50% of the connected load in the kitchen to be "high efficacy" luminaires, and other rooms to use "high efficacy" luminaires or controls, including outdoor lighting. For specifics on the code please refer to: [California Energy Commission 2005 Energy Efficiency Standards Training](#) . [EXIT](#) ↗

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)

Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Other ESTC Materials



Variety of other materials available to assist with associate training in support of product promotions and national campaigns.

- **Podcast:** Computer and imaging equipment podcasts
- **Specification Charts:** Easy reference explaining new specifications for computers and imaging equipment
- **Videocast:** Programmable thermostats video illustrating proper use (under development)

Support for Partner Training Efforts



- ESTC Team is available to:
 - Review existing materials for accuracy
 - Develop content for new training materials
 - Provide ENERGY STAR sales messaging
- Team has worked with various retail and manufacturer partners including Lowe's, Menards, HP, and Good Earth Lighting.

Retail Training Materials



ENERGY STAR FAST FACTS

ENERGY EFFICIENCY WITH ENERGY STAR AND MENARDS

ENERGY STAR is a government backed program that provides consumers valuable, unbiased information about the energy efficiency of products

Products that display the ENERGY STAR logo meet strict requirements for using less energy without sacrificing quality or features

More than 81% of American households recognize the ENERGY STAR label - the symbol of energy efficiency

As a result of ENERGY STAR products using less energy, less electricity needs to be generated per household which also means less greenhouse gases and reduced risks of climate change

The typical household spends more than \$1,900 a year on energy bills. With ENERGY STAR, you can save over 30% or about \$600

The energy used in the average house can cause twice the greenhouse gas emissions as the average car

Save BIG over the lifetime of these products:

- \$30 over the life of one CFL
- \$150 using an ENERGY STAR ceiling fan
- \$200 using an ENERGY STAR high efficiency water heater

Save BIG every year with these products:

- \$60 using an ENERGY STAR clothes washer
- \$45 using ENERGY STAR light fixtures
- \$180 using an ENERGY STAR Programmable Thermostat

Menards carries the following ENERGY STAR products:

- Lighting Fixtures & Batts
- Ceiling Fans
- Appliances
- Dishwashers
- Heating & Cooling
- Windows & Doors
- Insulation & Home Sealing
- Ventilation Fans
- Roofing

MENARDS

ENERGY STAR
See the STAR, see the savings.

GUIDE TO THE STARS TREASURE HUNT

SEE THE STAR SEE THE SAVINGS

USE THE CLUES

BELOW TO FIND THE PRODUCT IN EACH LOCATION. ONCE YOU'VE FOUND THE SAVINGS TREASURE, FOR THAT PRODUCT, FILL IT IN BELOW:

★ To find this treasure find a bulb with a swirl. Change one little light. And change the world.

Category:
Savings: \$

★ They're over your head but they're not in the sky. They're especially helpful to read your books by.

Category:
Savings: \$

★ If you eat me correctly I warm up and cool down. I save you BIG money. When an owl's around.

Category:
Savings: \$

★ Everyone uses me. To help find my way. Upgrade to ENERGY STAR. And I'll save you some "gold".

Category:
Savings: \$

★ Your clothes really like me. As we go for a spin. Just look for the STAR. And your savings begin.

Category:
Savings: \$

★ You look right through me but I don't mind. I'll save you BIG money. If I'm the ENERGY STAR kind.

Category:
Savings: \$

★ **ADD IT UP!**
You've found lots of treasure. Want to save more? Always look for the ENERGY STAR!

TOTAL SAVINGS: \$

Support for Utilities/EEPS



- Utilities/EEPS partners play a large role in educating consumers about ENERGY STAR
- ESTC is available to support outreach efforts to help meet your energy efficiency goals
- ESTC provides an opportunity to share best practices with other partners:
 - Austin Energy
 - Wisconsin Focus on Energy
 - Sierra Pacific/Nevada Power

ESTC Utilities/EEPS Section



About ENERGY STAR • News Room • FAQs

Search

[Products](#) [Home Improvement](#) [New Homes](#) [Buildings & Plants](#) [Partner Resources](#)

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies
- [Join ENERGY STAR](#)

Home > Partner Resources > ENERGY STAR Training Center > Training Best Practices



Utilities/Energy Efficiency Program Sponsors (EEPS)

Training Best Practices

To help Utilities/EEPS partners share tools and best practices for sales associate training, the ESTC offers [training information and materials from individual partners](#), links to [ENERGY STAR Product Training Materials](#), and links to [Partner Activity Resources](#).

Utilities/EEPS Sites

The information below is provided as an example and the facts included may not be current.

- [Austin Energy](#)
- [New Jersey Clean Energy Program \(NJCEP\)](#)
- [New York State Energy Research Development Authority \(NYSERDA\)](#)
- [The Northeast ENERGY STAR Lighting and Appliance Initiative](#)
- [Northwest Energy Efficiency Alliance](#)
- [Salt River Project \(Arizona\)](#)
- [Sierra Pacific/Nevada Power](#)
- [Wisconsin Focus on Energy](#)

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)
- [Other Commercial Products](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)

Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Utilities/EEPS Best Practices



ENERGY STAR

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

About ENERGY STAR News Room FAQs Search Go

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Home > Partner Resources > ENERGY STAR Training Center > Training Best Practices > Austin Energy

Partner Resources

- Manufacturers
- Retailers
- Builders, Lenders, Raters & Sponsors of New Homes
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies
- [Join ENERGY STAR](#)

Austin Energy

Power Saver Program (TM)

[Austin Energy's Power Saver Program](#) helps residential and business customers conserve energy, save money, and improve comfort. The program features a free online Energy Audit that gives consumers feedback on their energy consumption and helps identify ways they can save on utility bills. Austin Energy shows consumers ways to maximize energy efficiency through their [Tools and Tips](#) page. It features Energy Savings Calculators, Power Saver Participating Companies Directory, and ENERGY STAR Product and Appliance Dealer lists.

Green Programs

Austin Energy's comprehensive portfolio of energy efficiency programs and offerings serve both homeowners and businesses. Through consulting, resources, and education, [Austin Energy's Green Building Program](#) helps consumers build environmentally-sound homes and workplaces. [Austin Energy's GreenChoice Program](#) offers incentives from clean, renewable sources and is one of the most successful utility-sponsored green power programs in the nation. Austin Energy encourages its customers to implement solar photovoltaic technology in their homes and businesses by offering generous rebates through their [Solar Photovoltaic Program](#).

Rebates and Incentives

Austin Energy offers rebates and incentives on various home improvements including air conditioning, duct improvements, attic insulation, solar screens, caulking, and weather stripping. [A Home Performance with ENERGY STAR](#)

Products

- [Appliances](#)
- [HVAC](#)
- [Lighting](#)
- [Home Electronics](#)
- [Office Equipment](#)
- [Commercial Food Service](#)
- [Home Envelope](#)
- [Other Commercial Products](#)

Campaigns

- [Appliance Promotions](#)
- [Cooling: Cool Your World](#)
- [Lighting: Change a Light, Change the World](#)


Utilities/EEPS

- [Training Overview](#)
- [Training Resources](#)

Businesses, Small Businesses, and Congregations

Utilities/EEPS Training Materials



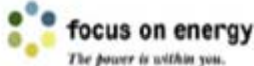


LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Wisconsin Focus on Energy: Program Highlights

The Wisconsin Focus on Energy Residential Programs work to help state residents have the opportunity to increase the energy efficiency of their homes. The programs work in partnership with consumers, utilities, businesses, non-profit organizations and government at all levels.



focus on energy
The power is within you.

Day in the Life of a Field Rep...

Our "road warriors," the Focus on Energy Field Representatives, are critical members of the ENERGY STAR Products team. They are the folks that bring the message of energy efficiency out to our retail partners. With over 750 retailers in the program, it takes six reps to cover the entire State of Wisconsin.

Field Representatives start their day checking in with the home office via e-mail, routing their day and prepping any material. Then it is time to hit the road. Each of our full-time reps have between 135 to 163 accounts to call on, and one part-time rep has 84 accounts. Each rep covers 1,500 to 3,000 miles every month to visit their retailers. Our reps call on both lighting stores (home improvement centers, hardware stores, lighting showrooms) and appliance stores. Their goal is to visit each retail partner every six to eight weeks.

In each store, the rep labels ENERGY STAR qualified products. While visiting lighting retailers, the team labels ENERGY STAR qualified compact fluorescent light bulbs (CFLs) and pin-based CFL fixtures. In appliance stores they label ENERGY STAR qualified clothes washers, dishwashers, refrigerators and freezers. While visiting the retailer, reps help to promote ENERGY STAR qualified products by setting up Focus on Energy point of purchase (POP) materials. The POP materials might correspond with a new promotion or program. Another critical part of the visit is to inform the retailer and employees on any updates to the program. Training of retailer staff is an essential task for our representatives, and they are always ready to train staff on energy efficiency topics, new products and methods for selling ENERGY STAR qualified products. During the visit, the rep also recruits the retailer for any new promotions that are being launched. Participation by the retailers in special promotions is a key component of program success.

Utilities/EEPS Training Materials



Sierra Pacific/Nevada Power 2007 ENERGY STAR® Lighting and Appliance Program

RETAILER SITE VISITS AND UTILITY EMPLOYEE TRAINING

The Sierra Pacific/Nevada Power ENERGY STAR Lighting and Appliance Program's top priority is forging and nurturing robust retailer partnerships through effective ENERGY STAR training. This is achieved through a commitment to collaboration and extensive ENERGY STAR training of retailer employees. Investing the time and energy required to learn the managerial styles, goals and priorities of our retail partners has helped us develop relationships with our retail partners that go beyond that of vendor/retailer. As these relationships evolve into "partnerships," we collaborate with retailers on events, signage, training, product location and other key merchandising factors.



Field representatives train retailer employees



Field representatives conduct an in-store "mini-event"

Working in concert with store managers, the Program has earned prominent lighting and appliance placement, valuable opportunities to conduct consumer "mini-events" in the stores to educate about ENERGY STAR, and invitations to conduct early-bird staff-training sessions. These 6:00 a.m. workshops have proven to be particularly effective in engaging retail personnel and securing their buy-in. The Program "mini-events" are two to three hour table-top events conducted in the lighting aisles to educate store employees and customers about ENERGY STAR qualified products. As a result, lighting department enthusiasm is enhanced, and even surrounding departments have become ambassadors of the ENERGY STAR brand.

Training has also affected personal behavior as retailer employees have even changed the lighting in their own homes from incandescent bulbs to CFLs. Lowe's Zone Manager Leonard McClendon testifies, "When I first started seeing the ENERGY STAR signage being posted at the lighting section, I really didn't know much about energy efficient lighting. So, I started reading about it. I was so impressed that I changed out all the bulbs in my home and can attest to the energy savings these bulbs provide."

Regular visits to each store location help to maintain relationships with store personnel and give the ENERGY STAR program visibility and prominence. This "face-time" has proven critical to our success.

Program field representatives present retailers with an ENERGY STAR qualified appliance program folder. Monthly visits are conducted to update the folder and to provide sales associate training. Program field representatives also provide staff with new ENERGY STAR Program updates and are given a customer service representative (CSR) pocket guide. Additionally, these guides are distributed to other department associates to broaden storewide lighting education.



Future Activities



- ESTC is a dynamic source for information
- Upcoming support for:
 - Refrigerators
 - Programmable Thermostats
 - TVs & Digital-to-Analog Converters



ENERGY STAR
TRAINING CENTER



Visit the ENERGY STAR Training Center to help you maximize your sales potential.

- **EASY:** Access relevant ENERGY STAR training materials and resources on your own
- **ACCURATE:** Find the most current training materials for increasing the sale of ENERGY STAR qualified products and services
- **RELEVANT:** Exchange and collaborate ideas with other partners

www.energystar.gov/training/lighting

ENERGY STAR Training FAQs



Q: Will utilizing ENERGY STAR training support cost anything?

A: ENERGY STAR training support is provided as a complimentary service.

Q: How long would it take to get a response to my request for support?

A: Our training team responds promptly to all requests to discuss partners' needs and establish next steps for working together.

Q: Do I need permission to use ESTC materials in my presentation?

A: The materials posted on the ESTC are available for public use. You can use the materials as-is or the content can be incorporated into your own materials.

Your ENERGY STAR Training Support Team



Kate Lewis,
ENERGY STAR Training Manager
202.343.9024
lewis.kate@epa.gov

Alisa Kessel,
The Cadmus Group
703.247.6184
akessel@cadmusgroup.com