

ENERGY STAR Award for Sustained Excellence— Energy Management

3M

3M

St. Paul, Minnesota

3M, a diversified technology company with a worldwide presence, continues to demonstrate outstanding leadership in improving energy performance. 3M's dedication to company-wide involvement in energy management yielded a 9-percent improvement in the energy efficiency of its facilities worldwide from 2004 levels. Continuous improvement over the past 5 years has enabled 3M to reduce energy intensity by almost 34 percent and save more than \$82 million, surpassing the company's energy reduction targets. As an active ENERGY STAR partner, 3M has promoted the benefits of energy efficiency and best management practices to employees, surrounding communities, and other U.S. manufacturing industries. 3M's energy management system is well-known among U.S. industrial companies and serves as a model for them.



Food Lion, LLC

Salisbury, North Carolina

Food Lion, LLC, a subsidiary of Brussels-based Delhaize Group, continues to raise the bar on its energy management program. Since joining ENERGY STAR in 1998, Food Lion has reduced its energy use in its 1,200 plus stores by more than 25 percent, and achieved cost and energy reductions equivalent to powering more than 450 stores. In 2005, a Food Lion store in Maryland earned the company's 400th ENERGY STAR label. Food Lion continued to improve energy management results in 2005 through its Demand Control program and Lighting Reduction program. Food Lion achieves strong results by focusing on energy throughout the lifecycle of each store—from the design phase through maintenance and day-to-day operations. This includes educating associates and customers about energy efficiency. The company views its environmental commitments as crucial to its bottom line and its reputation. Food Lion is being recognized for the fifth straight year for its exceptional, ongoing commitment to energy management and energy use reductions.



Giant Eagle, Inc.

Pittsburgh, Pennsylvania

Giant Eagle, a grocery store chain based in western Pennsylvania, sets clear annual goals to continuously push forward its energy management program. In 2005, Giant Eagle met its goal of earning the ENERGY STAR label for 112 of its 134 stores. The company uses EPA's energy performance rating system to identify its under-performing stores and to set and evaluate corporate energy management goals. Giant Eagle backs up its retrofits and upgrades with energy awareness-raising activities for employees and customers. In 2005, Giant Eagle achieved an average performance rating above 75 across its properties, earning recognition as an ENERGY STAR Leader. Giant Eagle's efforts helped prevent the emissions of more than 24 million pounds of carbon dioxide, the annual equivalent of removing emissions from more than 2,000 vehicles. In addition, the energy management team was honored by senior management with Giant Eagle's President's Award. Giant Eagle is again being recognized for its continued accomplishments in energy management.

**Toyota Motor Manufacturing North America, Inc.***Erlanger, Kentucky*

The principle of continuous improvement is the foundation for environmental and energy management at Toyota Motor Manufacturing North America (TMMNA). In 2005, TMMNA continued to follow its successful path by achieving an 8-percent reduction per vehicle in energy consumption. All of this was accomplished within a business environment where new manufacturing capabilities were added and total vehicle production increased. In addition to a corporate-wide energy management system, Toyota Motor Manufacturing completed a study of new generation lighting in its plants, transferred its facility assessment process to the plant level, and established an energy benchmarking procedure for its North American auto assembly plants using EPA's energy performance indicator. All TMMNA assembly plants scored well, indicating their energy-efficient operation.

**TRANSWESTERN**
COMMERCIAL SERVICES**Transwestern Commercial Services***Houston, Texas*

Transwestern Commercial Services, a third-party property management provider, commits to energy efficiency from the top down to create advantages for its clients and the environment. Since becoming an ENERGY STAR partner, Transwestern has rated nearly 100 percent of the properties under its management—an impressive record given the rate at which its portfolio changes each year. To deal with constant turnover in properties, Transwestern has developed an energy policy for implementing quick evaluation and upgrades across properties. Transwestern is not satisfied with simply assessing energy use—it focuses on continuous improvement and has the results to show for its efforts. In 2005, Transwestern improved the ratings for 43 of its properties by an average of about 20 points, using EPA's performance rating system. In addition, through its 182 benchmarked properties, Transwestern reaches nearly 83,000 occupants with ENERGY STAR promotional materials and campaigns promoting the benefits of energy efficiency.



USAA Real Estate Company
Investor · Developer · Manager

USAA Real Estate Company
San Antonio, Texas

USAA Real Estate Company, which owns and manages properties for its parent company USAA, is being recognized for its continued commitment to and success in improving energy efficiency across its 22 million square feet of space. Over the past 5 years as an ENERGY STAR partner, USAA Real Estate Company has improved its energy performance rating by 60 percent across its properties. In 2005, USAA Real Estate Company earned recognition as an ENERGY STAR Leader because its entire portfolio had an average rating of 75. On top of this success, the company achieved more than an 8-percent increase in its average energy performance rating in 2005. USAA Real Estate Company's recent energy management efforts focused on the development of energy performance plans at the facility level for each property and continuous improvement across all properties regardless of performance level. USAA Real Estate Company has tangible value to show for its successes: in 2005 energy savings totaled \$2.3 million, for a calculated increase in asset value of more than \$33 million. USAA Real Estate Company has demonstrated outstanding leadership in improving energy efficiency and communicating the value of energy efficiency to the real estate industry as a whole.



Servidyne Systems, LLC
Atlanta, Georgia

Servidyne Systems, LLC, a subsidiary of Abrams Industries, Inc., is committed to the goals and mission of ENERGY STAR and is receiving an ENERGY STAR Award for the sixth straight year. An Atlanta-based engineering services and software company dedicated to optimizing building energy performance, Servidyne provides engineering and energy expertise, along with sophisticated facility management software applications. The company has consistently been a nationwide leader in promoting the ENERGY STAR label for buildings and assisting clients in achieving EPA recognition as well.

In 2005, Servidyne launched a new offering that provides a common sense approach to portfolio energy management: a five-step process following the ENERGY STAR Guidelines for Energy Management. In the past year alone, Servidyne provided ENERGY STAR Energy Performance Ratings for almost 270 buildings, improved the energy performance of 27 buildings by 10 points or more and earned the ENERGY STAR for more than 40 buildings.

ENERGY STAR Award for Sustained Excellence— Product Manufacturer

GE
Consumer & Industrial



GE Consumer & Industrial

Louisville, Kentucky

Over the past 3 years, GE Consumer & Industrial has consistently demonstrated its commitment to the sale and promotion of ENERGY STAR qualified products through national ENERGY STAR promotions, as well as other promotional events sponsored by local and regional partners. In 2005, as part of its Ecomagination initiative, GE Consumer & Industrial aggressively increased its focus on energy efficient products, resulting in significant increases in sales of ENERGY STAR qualified appliances and compact fluorescent light bulbs (CFLs). The number of GE's ENERGY STAR qualified appliance models increased by 22 percent over the previous year. These new models include a new energy efficient dishwasher with SmartDispense technology distributing optimal detergent amounts for each cycle and a new frontload laundry pair delivering considerable energy and water savings to consumers. GE added to its offerings of ENERGY STAR qualified CFLs and introduced a line of longer life bulbs. Over 91 percent of GE's CFLs are ENERGY STAR qualified. In addition to these technical advances, GE demonstrated exceptional leadership in ENERGY STAR promotions, such as the "Spring into a World of Savings" appliance campaign and the "Change a Light, Change the World" lighting campaign, by driving these themed promotions throughout the country.



Gorell Enterprises, Inc.

Indiana, Pennsylvania

Gorell Windows & Doors was founded on the philosophy that homeowners will purchase top-quality windows and doors for their homes and enjoy peace of mind knowing they will never have to replace them again. This approach has allowed Gorell to produce and promote quality windows that are highly energy efficient, leading to a third successive ENERGY STAR Award. In 2005, Gorell continued to raise the bar among window manufacturers. More than 91 percent of the company's window sales come from ENERGY STAR qualified models, demonstrating that extensive efforts to label products and educate consumers on the benefits of ENERGY STAR have paid off. Gorell's ENERGY STAR qualified windows were featured on the Discovery Channel's "It takes a Thief" series, promoting both the energy efficiency and impact resistant qualities of these amazing products. Additionally, Gorell emphasized dealer training to ensure sales representatives are knowledgeable about ENERGY STAR and to encourage dealers to become retail partners themselves. With the use of its Mobile Training Center, Gorell was able to train 350 sales people from 72 of its dealers in 2005 alone. Since 1999, Gorell has helped its customers save significant energy and money, using ENERGY STAR as the focal point of its marketing strategy. The company not only promotes the sale of energy efficient products, but is committed to improving the environment by purchasing ENERGY STAR qualified products whenever possible and recycling materials used in manufacturing.



SYLVANIA

OSRAM SYLVANIA

Danvers, Massachusetts

OSRAM SYLVANIA's support of the ENERGY STAR program is visible not only through its increase in ENERGY STAR qualified compact fluorescent light bulbs (CFLs) available for consumers, but also through its efforts to reduce energy consumption in the workplace. In 2005, OSRAM SYLVANIA increased its line of ENERGY STAR qualified CFLs by 60 percent. Additionally, OSRAM SYLVANIA coordinated efforts with the National Electrical Manufacturers Association (NEMA) and the American Lighting Association (ALA) to develop new lamps and ballasts that qualify for ENERGY STAR. The company's efforts paid off. Sales of ENERGY STAR qualified products increased by 40 percent over 2004. This was largely due to the promotional partnerships OSRAM SYLVANIA has developed with retailers and energy efficiency program sponsors across the country, but also to its Web site, which featured customized information on ENERGY STAR products and the "Change a Light, Change the World" campaign. In 2005, the company expanded its work with ENERGY STAR, signing on as an Energy Service and Product Provider partner to promote efficient lighting solutions to businesses. As a corporation, OSRAM SYLVANIA's commitment to energy efficiency has resulted in a decrease in energy consumption of 862 million kWh.



Whirlpool Corporation

Benton Harbor, Michigan

Whirlpool Corporation has been an active ENERGY STAR partner since August 1998, receiving the Partner of the Year Award for seven of those years. As evidence of its strong commitment to this partnership, Whirlpool has designed, produced, and marketed a full line of appliances created specifically for the ENERGY STAR program under the brand names of Whirlpool, Kenmore, KitchenAid, and others. As the world's leading appliance manufacturer, Whirlpool manufactured 650 ENERGY STAR qualified product models in 2005, representing a 24-percent increase over 2004. Whirlpool has actively promoted ENERGY STAR through print, radio, and television advertising, and is the largest supplier of ENERGY STAR qualified appliances to Sears and Lowe's. Since 1999 Whirlpool has donated over 62,000 appliances to Habitat for Humanity through its commitment to supplying all new homes with an ENERGY STAR qualified refrigerator. Whirlpool has also made great strides in integrating ENERGY STAR into sales force and employee training via its Brand Academy and by promoting ENERGY STAR with trade partners. A key initiative in these training efforts was the production of an ENERGY STAR training video with U.S. Department of Energy for over 15,000 Sears sales associates.

ENERGY STAR Award for Sustained Excellence—New Homes

www.ASTORIAHOMES.com

More for Your Money.™

ASTORIA HOMES

Las Vegas, Nevada

ASTORIA HOMES, winner of the ENERGY STAR Award for the third time, is being recognized for its continued, outstanding commitment to delivering and promoting ENERGY STAR qualified homes in the Las Vegas market. In 2005, more than 900 ASTORIA homes earned the ENERGY STAR label, bringing its total to more than 3,600 qualified homes. ASTORIA's philosophy is to build the highest quality yet attainable homes in Las Vegas by offering "More for Your Money." Building 100-percent ENERGY STAR qualified homes provides "More Quality and More Savings" for the homebuyer while protecting the environment. ASTORIA HOMES uses the ENERGY STAR logo in all point-of-sale materials and ads, on signs and billboards, on its Web site, and in direct mail pieces. The company also created a homeowner welcome gift basket containing ENERGY STAR qualified lighting and educational pieces. ASTORIA continuously trains its sales agents on the features and benefits of ENERGY STAR qualified homes and has been instrumental in the success of the Nevada ENERGY STAR Partners group.



David Powers Homes

Houston, Texas

David Powers Homes, an ENERGY STAR Award winner for the third consecutive year, is being recognized for its continued, outstanding commitment to ENERGY STAR in the Houston market. David Powers Homes was one of the first builders in Houston to become an ENERGY STAR partner and to commit to building 100 percent of its homes to ENERGY STAR performance levels. In 2005, 511 David Powers homes earned the ENERGY STAR label, bringing its total to more than 1,500 qualified homes. From the corporate level to the consumer, education and awareness of ENERGY STAR remains a strong priority for the company. The result of these efforts means that David Powers Homes enjoys strong consumer awareness among those who view the company as not only a quality builder, but also a true leader in energy efficiency. Since becoming an ENERGY STAR partner in 2000, David Powers Homes has seen a 120-percent increase in new homes sales, a 95-percent increase in traffic into model homes, and a 52-percent increase in realtor co-op sales—proving that energy efficiency is good business.

**Ence Homes***St. George, Utah*

Ence Homes, an ENERGY STAR partner since 1998 and a four-time ENERGY STAR Award winner, is being recognized for its continued, outstanding commitment to ENERGY STAR in the Utah market. From the start, Ence has built 100 percent of its homes to ENERGY STAR performance levels and actively promoted the program. In 2005, 400 Ence Homes earned the ENERGY STAR label, bringing its total to nearly 1,800 qualified homes. All of the company's collateral material carries the ENERGY STAR logo, including newspaper and magazine ads, in-house flyers, inventory booklets, price sheets, maps, brochures, banners, construction signs, and billboards. Ence Homes places a brass plaque with the ENERGY STAR logo on all new homes and includes information on ENERGY STAR in the homeowner's manual. Ence Homes is "on the Utah map" thanks to its advertising and promotional efforts; its dedication to energy-efficient, quality building standards; and the awards bestowed by EPA. In 2005, Ence Homes received the 2-10 Home Builder's Warranty Award, which is the highest award given for superior customer service and home warranty performance in the nation. Ence's home sales in 2005 surpassed all other years.

**Pardee Homes***Los Angeles, California*

Pardee Homes is a four-time ENERGY STAR Award winner for its outstanding achievements in California and Nevada. Pardee joined ENERGY STAR in 2002, committing to build 100 percent of its homes to ENERGY STAR performance levels. Since then, Pardee has constructed more than 9,800 ENERGY STAR qualified homes—almost one-third of them in 2005 alone. Because of reduced energy costs, ENERGY STAR boosts the appeal of all new Pardee homes. Multi-layered implementation of ENERGY STAR is a critical part of the company's successful business strategy. Pardee goes all out to broadcast ENERGY STAR messages via billboards, ad campaigns, brochures, point-of-sale displays, and its Web sites. Working collaboratively with energy agencies, product suppliers, project consultants, and homebuyers, Pardee Homes continues to expand ENERGY STAR's reach. In 2005, Pardee maintained its leadership role in the Nevada ENERGY STAR Partners group, a consortium of organizations pooling funds for education and advertising. In addition to receiving the ENERGY STAR award, Pardee Homes recently became the first homebuilding company in California to earn the prestigious Governor's Economic and Environmental Leadership Award.

**Veridian Homes***Madison, Wisconsin*

For a third consecutive year, Veridian Homes is being recognized for its outstanding commitment to ENERGY STAR for Homes in Wisconsin. One hundred percent of Veridian's more than 500 single family homes and condominiums built in 2005 qualified as ENERGY STAR, bringing the total to more than 1,900 homes. Veridian uses ENERGY STAR extensively across its marketing and advertising activities. All 21 furnished models have informational binders promoting the benefits of qualified homes, and the company's Homes Design studio dedicates one wall to ENERGY STAR. ENERGY STAR is also featured prominently on its Web site and in all press releases, brochures, radio commercials, newspaper print ads, signage, and direct mail. Veridian facilitates regular ENERGY STAR training for its sales team, construction managers, and customer relations team. The company's Customer Relations Department provides an orientation to all new homeowners so they learn how to use the energy-efficient features of their homes to achieve optimal energy savings. Veridian broadly supports ENERGY STAR by encouraging other builders to join, providing ongoing support to Wisconsin ENERGY STAR Homes through budget hearings, sponsoring local conferences on energy efficiency, and promoting ENERGY STAR lighting and appliances to home buyers.

ENERGY STAR Award for Sustained Excellence— Program Delivery

The California Investor-Owned Utilities



A  Sempra Energy utility™

Southern California Gas Company
Los Angeles, California



Pacific Gas and Electric Company
San Francisco, California



Southern California Edison
Rosemead, California

California's investor owned utilities (IOUs) continue to embrace the ENERGY STAR logo, message, and platform as they promote the construction of energy-efficient homes in California. This is the fourth consecutive year that these utilities have won an ENERGY STAR Award. Inaugurated in 2002, the group jointly implements the California ENERGY STAR New Homes Program, creating a powerful, integrated ENERGY STAR message for California. Their marketing activities in 2005 included a joint advertising campaign reaching an audience of nearly 50,000 building industry professionals. In addition, the utilities produced and distributed tailored point-of-sale marketing materials, which included table tents, site flags, lawn signs, window decals, consumer brochures, recognition certificates, consumer advertisements, and direct mail pieces. The California IOUs also produced and distributed identical program applications statewide and a statewide builder and industry brochure. They promoted ENERGY STAR on their Web sites and at local outreach events and trade shows. All utilities offer training and education programs targeted to the design, construction, and building community. The California IOUs support market transformation in other ways as well, such as strengthening the Home Energy Rating System (HERS) infrastructure in California, which is critical to the continued success of the program, and educating the building industry on upcoming code changes and new performance thresholds for ENERGY STAR. As a result of their comprehensive statewide efforts, more than 100,000 new homes have qualified as ENERGY STAR.



CenterPoint Energy
Houston, Texas

CenterPoint Energy has been recognized multiple times for its outstanding commitment to promoting energy efficiency in residential new construction in the Houston market. In 2005, CenterPoint marked its fifth consecutive year sponsoring the Houston area's ENERGY STAR Homes program. This program seeks to achieve peak demand reduction and energy savings through the increased sale of ENERGY STAR qualified homes. In addition, the program aims to transform the residential new construction market by increasing consumer demand for ENERGY STAR qualified homes and improving the building industry's ability to construct them. To attain these goals, CenterPoint emphasizes education for all industry segments to ensure they understand the features and benefits that ENERGY STAR qualified homes provide. In 2001, CenterPoint qualified more than 1,400 new homes as ENERGY STAR; in 2005 that number rose to 9,000, bringing the grand total in the Houston area to 40,000 ENERGY STAR qualified homes. To maintain the success of the program in 2005, CenterPoint provided integrated training sessions, built a strong advertising campaign, and sponsored numerous outreach activities. CenterPoint worked with builders, home energy raters, realtors, consumers, and industry organizations to increase the regional support for ENERGY STAR qualified homes.

NEVADA ENERGY STAR PARTNERS

Nevada ENERGY STAR Partners
Las Vegas, Nevada

The Nevada ENERGY STAR Partners—a special collaboration of utilities, homebuilders, home energy raters, local press, and other interested organizations—are being recognized for the fourth time for their outstanding commitment to promoting ENERGY STAR qualified new homes in the Las Vegas market. Since 2001, this group has joined forces every year to create a 3-month promotional campaign. In 2005, the integrated campaign succeeded in increasing consumer awareness in Las Vegas to nearly 90 percent and boosting sales of ENERGY STAR qualified homes by more than 16 percent. The marketing campaign featured newspaper and magazine advertising, numerous feature stories, TV spots on a local home show, radio and billboard ads, other signage, sales training, an art contest in public elementary schools, a retail coupon booklet, and a dedicated Web site. The group also garnered a declaration of July 2005 as ENERGY STAR month from every governmental agency in the Las Vegas Valley. Their efforts yielded impressive results. The number of ENERGY STAR qualified new homes reached 55 percent of an estimated 35,000 new homes built in the Las Vegas Valley in 2005. More than one-half of all new home communities in the Las Vegas Valley now offer ENERGY STAR qualified homes.



New York State Energy Research and Development Authority *Albany, New York*

The New York State Energy and Research and Development Authority (NYSERDA), a 4-time ENERGY STAR Award winner, is being recognized for continuing its tradition of excellence in promoting ENERGY STAR across a wide variety of initiatives in 2005. In fact, a recent poll by the Consortium for Energy Efficiency (CEE) found that 75 percent of the New York population has a strong awareness of ENERGY STAR. Highlights of NYSERDA's successful activities in 2005 include its Home Performance with ENERGY STAR and Assisted Home Performance with ENERGY STAR programs. Over the past 5 years, NYSERDA's Home Performance programs have served more than 9,000 people and enrolled over 400 certified technicians who deliver comprehensive energy efficiency improvements to the residents of New York.

Through its Assisted Home Performance with ENERGY STAR program, NYSERDA provides affordable energy efficiency improvements to households that are typically not eligible for the federally funded Weatherization Assistance Program. For eligible households, the Program covers up to 50 percent of the cost of the improvements, up to a maximum of \$5,000 per household or \$10,000 for small multi-family homes. With the high cost of heating fuels this winter, NYSERDA expanded the subsidy to 60 percent for projects that include very high efficiency boilers or furnaces. Nearly 4,000 Assisted Home Performance with ENERGY STAR jobs have been completed to date, collectively saving these residents nearly \$3 million in annual energy costs.

Northeast ENERGY STAR Lighting and Appliance Initiative



**Connecticut
Light & Power**

The Northeast Utilities System



nationalgrid



Northeast ENERGY STAR Lighting and Appliance Initiative *Lexington, Massachusetts*

Sponsoring organizations include: Cape Light Compact, Connecticut Light & Power, Efficiency Vermont, Long Island Power Authority, National Grid (formerly Massachusetts Electric Company, Nantucket Electric Company, and Narragansett Electric Company), NSTAR Electric, The United Illuminating Company, Unitil, and Western Massachusetts Electric Company

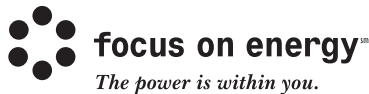
Since 1997, the Northeast ENERGY STAR Lighting and Appliance Initiative members have focused on a single mission—promoting energy efficiency in homes in the Northeastern United States through regionally coordinated programs and policies that increase the use of ENERGY STAR qualified lighting and appliances. The energy and environmental impacts of the Initiative have been significant. To date, estimated savings have reached approximately 8 billion kWh in the 5-state region comprising Connecticut, Rhode Island, Massachusetts, Vermont, and Long Island, New York. The past year was key to this success. The Initiative sponsors implemented a fully integrated, year-long advertising, marketing, and public relations program focused on promoting the benefits of ENERGY STAR qualified products such as appliances, bulbs, and light fixtures through customer incentives, innovative multi-media marketing, and field service retailer outreach. All materials and communications developed in 2005 leveraged the national ENERGY STAR look and feel. The slogan for the year was “Save BIG,” describing the combined dollar, energy, and environmental savings that ENERGY STAR qualified products offer consumers.



TXU Electric Delivery ENERGY STAR® Homes Program

Dallas, Texas

TXU Electric Delivery, an ENERGY STAR Award winner every year since 2002, is being recognized for its outstanding commitment to transforming the Dallas new construction market to ENERGY STAR. TXU's efforts in 2005 centered on its goal to create sustainable market conditions that lead to a continuous supply of energy-efficient homes and perpetual improvements in home performance. TXU had outstanding achievements in 2005: 91 homebuilders constructed and sold more than 13,000 ENERGY STAR qualified homes in the TXU Electric Delivery service territory. In 2005, TXU helped expand the home energy rating (HERS) infrastructure, conducted a comprehensive consumer and homebuilder outreach and education campaign incorporating ENERGY STAR, and demonstrated the value of ENERGY STAR to market allies by showing them how it can help achieve their goals. In partnership with participating homebuilders, the outreach campaign included TV and radio spots, print advertising, the "Home Improvement Giveaway" contest, appearances at home and garden shows, and sponsorship with the Texas Rangers and Dallas Mavericks radio broadcasts. TXU also created a traveling promotion "Live Like a Star," which visited events and festivals around the state to educate consumers. Visitors were invited to "Live Like a Star" by walking the red carpet while having their photo taken and learning about the benefits of ENERGY STAR qualified homes from staff, posters, and brochures. TXU also continued to provide point-of-sale marketing materials to homebuilders; sponsor year-round technical training courses for builders; conduct training for builder sales staff, realtors, mortgage lenders, and building material manufacturers; and collaborate with Fannie Mae and the Texas Veterans Land Board.



Wisconsin Focus on Energy *Madison, Wisconsin*

Every year since 2001, Wisconsin Focus on Energy has had impressive accomplishments in promoting ENERGY STAR for existing homes, new homes, and qualifying products. These initiatives have saved Wisconsin residents nearly 300,000 MW hours, more than 14,000 kW and 1.2 million therms, while preventing the release of 350,000 tons of carbon dioxide. Wisconsin was one of the earliest sponsors of Home Performance with ENERGY STAR, becoming a leader in promoting whole-house energy efficiency improvements in existing homes. To date, more than 3,000 homes in Wisconsin have been improved using Home Performance with ENERGY STAR, including 1,100 in the past year. Remodeling companies are learning the value of Home Performance with ENERGY STAR: the number of participating firms has nearly doubled, and the number of participating contractors has grown by more than 30 percent. Wisconsin's marketing and outreach activities in 2005, which included consumer brochures, a Web site, trade show promotion, cooperative advertising, contractor sales manuals, and other promotional materials that prominently feature ENERGY STAR, helped an estimated 3 million people learn about Home Performance with ENERGY STAR.

As for new homes, the Wisconsin ENERGY STAR Homes Program grew in 2005 both in builder participation and consumer awareness. More than 350 builders across Wisconsin are now building new homes to meet ENERGY STAR guidelines; and in May 2005, the program celebrated its 5,000th ENERGY STAR qualified home. The Wisconsin ENERGY STAR Homes Program uses the ENERGY STAR logo in its comprehensive marketing efforts, which encompass a Web site, education and training, home show presentations, and public relations. Last but not least, Wisconsin Focus on Energy has been promoting ENERGY STAR qualified lighting and appliances throughout Wisconsin since 2001. Marketing efforts include consumer education, catchy in-store marketing, humorous state-wide radio ads, newspaper ads and articles, television and radio interviews, manufacturer and retailer partnerships, retailer education, and product incentives. The program leveraged more than \$675,000 in manufacturer dollars, and the resulting sales of more than 900,000 ENERGY STAR qualified products across the state will save Wisconsin residents almost \$4 million on their energy bills during the first year of use alone.

ENERGY STAR Partner of the Year—Energy Management



California Portland Cement Company

Glendora, California

Working with ENERGY STAR, California Portland Cement Company (CPC) began developing its energy management program in 2003. In that brief period, the company established a comprehensive management system to ensure energy is tracked across the corporation, plants are assessed and upgraded with energy efficiency as an important consideration, and plant employees become knowledgeable and informed about energy management. Cement manufacturing is an energy intensive process. In 2005, CPC invested in process improvements to kilns, grinding mills, and related equipment at its plants. The leadership at CPC makes it clear that energy and environmental performance go hand-in-hand and are good for business. In 2005, CPC's chief executive officer (CEO), in his role as Chairman of the Portland Cement Association, wrote to other industry CEOs encouraging them to measure and improve the energy performance of their plants. Within the cement industry, California Portland Cement is a strong voice for change. Since 2003, CPC has achieved energy savings of 173 billion Btus.



Ford Motor Company

Dearborn, Michigan

Ford Motor Company's leadership has made sustainability a strategic business priority. The Ford Energy Management Team is responsible for turning this goal into action by improving the energy efficiency of all North American operations. An extensive network of onsite energy coordinators, goal setting, energy tracking, oversight by senior corporate managers, and benchmarking facility energy performance are all part of the Ford energy management system. In 2005, the company benchmarked all of its North American auto assembly plants using EPA's energy performance indicator. Ford exceeded its 5-year goal to improve the energy efficiency of its manufacturing operations by 18 percent. Energy savings for 2005 equated to 1.8 trillion Btus, prevented the emissions of approximately 225,000 metric tons of carbon dioxide, and translated into financial savings of more than \$15 million.



Frito-Lay

Plano, Texas

Frito-Lay, Inc., a leading manufacturer of convenient foods operating more than 1,220 facilities in the United States, has achieved significant company-wide improvements in energy efficiency. Through strong executive leadership and support, goal setting, and a network involving 300 associates, Frito-Lay reduced manufacturing energy intensity by 4 percent in 2005 and 21 percent since 1999. The 2005 energy improvements yielded savings equivalent to the sales of 12 million bags of Lay's potato chips. Frito-Lay has actively participated in ENERGY STAR initiatives, is a champion of strategic energy management, and openly shares its energy management expertise with other ENERGY STAR partners. Frito-Lay's corporate-wide dedication to energy management has helped the company avoid an estimated \$35 million in energy costs and prevent 1.6 billion pounds of carbon dioxide emissions since 1999.





Gresham-Barlow School District 10Jt.

Gresham, Oregon

Gresham-Barlow School District 10Jt. serves more than 12,000 students in 19 K–12 schools. In 1998, to reduce energy and water consumption, the district adopted an energy policy and began investing in building infrastructure, energy-efficient equipment, and energy management software. Since then, Gresham-Barlow has decreased its overall energy use by 46 percent and saved a total of \$4.3 million. For the school year 2004/2005, the district avoided more than \$1 million in utility costs, equivalent to salaries for over 20 teaching positions. As a result of its partnership with the energy services company Save More Resources, which offers EPA's new automated rating feature, the district automatically tracks the impact of its efficiency program using EPA's energy performance rating for all schools. Gresham-Barlow School District 10 has earned the ENERGY STAR label for 12 of its schools, more than half, and is the first school district in the nation to achieve a 30-point improvement in energy performance. The energy team has developed a successful model for achieving buy-in from district executives, as well as principals and onsite staff, creating an environment where custodians, students, and teachers work together to save energy. Gresham-Barlow School District 10 is committed to promoting, educating, modeling, and teaching other school districts about their energy management system at conferences and workshops throughout the Pacific Northwest.



Marriott International, Inc.

Washington, District of Columbia

In 2005, Marriott International, Inc. continued to build on its ambitious energy management achievements and took energy management to the next level. The success of its energy management program is rooted in the strong commitment of senior corporate leaders to responsible environmental stewardship. Marriott's strategy has ranged from simple behavior modifications to lighting replacements to the introduction of new technologies. The company has integrated energy management into daily operations through the active participation of all Marriott associates. To involve staff, the hotels hold contests with prizes for the best energy-saving tips and for the 10 best Energy Awareness Week posters. In 2005, Marriott introduced a retro-commissioning program and launched a 6-month re-lamping campaign to replace all lighting with the most energy-efficient option. Marriott has now rated 580 properties, moving closer to its goal of benchmarking 100 percent of its 980 properties. More than 150 properties have earned the ENERGY STAR label. Through its energy management program, Marriott has achieved annual energy savings of more than \$5 million and prevented the emissions of more than 68,000 tons of greenhouse gases.



**Merck & Co., Inc.***Whitehouse Station, New Jersey*

Merck & Co., Inc., a global, research-driven pharmaceutical company, is being recognized for the impressive results achieved through its strong commitment to corporate energy management. With executive-level involvement and aggressive goals, energy efficiency has become a corporate-wide priority, and Merck's Global Energy Team is empowered to further integrate energy objectives into projects, practices, and even employee performance. As an ENERGY STAR partner, Merck has actively participated in partnership initiatives, used program tools, and leveraged communication resources. The company's mission to manage energy in an efficient, cost-effective, reliable, innovative, and environmentally responsible manner enabled Merck to cut energy use by almost 9 percent and save an estimated \$7.6 million in 2005, while continuing to move the company toward long-term, optimized use of fuels and electricity.

┌ NewYork-Presbyterian**└** The University Hospital of Columbia and Cornell**New York-Presbyterian Hospital***New York, New York*

An ENERGY STAR Award winner 2 years in a row, New York-Presbyterian Hospital (NYPH), which includes the university hospitals of Columbia and Cornell, employs more than 5,000 physicians and delivers comprehensive medical services to residents of New York City and its surrounding boroughs. NYPH joined ENERGY STAR in 2003, recognizing that every dollar saved on energy costs is a dollar that can be devoted to healthcare delivery or medical research. NYPH continues to implement a multi-million dollar initiative throughout its facilities. In 2005, the hospital system saved more than 4.5 million kWh of electricity (worth \$823,000), increased average energy performance rating across its portfolio by 14 points, and earned the ENERGY STAR label for both hospitals. NYPH has embarked on an ambitious system-wide mission to communicate the value of energy efficiency using newsletters and posters, employee incentives, and presentations to its network affiliates. The financial value of New York Presbyterian Hospital's energy savings is equivalent to generating more than \$16 million in new business.

ENERGY STAR Partner of the Year—Service and Product Provider



Avista Advantage
Spokane, Washington

An ENERGY STAR Award winner two years in a row, Avista Advantage is the developer and provider of Facility IQSM—a management tool that provides out-sourced bill payment services of facility-related expenses for organizations operating large-scale, multi-site enterprises. Through its energy related services, the company saved its clients close to \$30 million in energy costs in 2005. Avista Advantage's partnership with ENERGY STAR has led the way to a new market opportunity by linking client energy data in Facility IQSM into EPA's energy performance rating system to provide automated benchmarking. Since launching the automated benchmarking service in September of 2005, Avista Advantage has rated more buildings than any other automated benchmarking provider. In total, Avista Advantage was directly involved in supporting client efforts for 350 ENERGY STAR labels in 2005, accounting for 34 percent of all ENERGY STAR labels earned that year.



Fully Integrated Energy Solutions

next>edge
Los Angeles, California

next>edge, formed out of parent company Arden Realty's commitment to energy conservation, is a turnkey provider of energy efficiency and power generation solutions for all types of commercial facilities. The company takes a fully integrated approach to improving energy efficiency—ensuring that mechanical, electrical and new technological systems are integrated and optimized with older existing systems. next>edge also thoroughly trains clients' staff in new technologies, operational standards, and best practices to ensure successful implementation. Having made a strong commitment to ENERGY STAR, the next>edge team uses EPA's energy performance rating and other tools to enhance energy performance and promote energy-efficient practices with clients. next>edge's experience encompasses the design and implementation of more than \$45 million in energy efficiency programs. These projects have cumulatively resulted in a reduction of 18 MW of grid demand. In 2005 alone, next>edge's efforts reduced electricity consumption by almost 41 million kWh, avoided the use of more than 70,000 barrels of oil, and prevented the emission of almost 55 million pounds of carbon dioxide.



Save More Resources, Inc.
Grand Junction, Colorado

Save More Resources, Inc., (SMR) is an energy and utility management company dedicated to helping organizations reduce their utility costs through software and service solutions. Over 250 customers process more than \$2 billion in utility invoices using SMR's solutions. SMR provides two versions of its Utility Manager (UM) software, allowing the company to serve large multi-site retail clients as well as school districts, municipalities, and smaller companies that traditionally have faced challenges in managing their building portfolios. In 2005, SMR fully integrated the EPA performance rating system into UM to automatically provide energy ratings for customers. SMR helped two customers achieve the ENERGY STAR Partner of the Year Award and two other customers attain portfolio-wide rating improvements of 10 points or more for recognition as ENERGY STAR Leaders. SMR also played a key role in helping a school district (and long-time customer) implement a comprehensive energy management program that resulted in a 46-percent decrease in energy use.



ENERGY STAR Partner of the Year—Retailer



The Home Depot

Atlanta, Georgia

In 2005, The Home Depot's goal was to be the leader in ENERGY STAR marketing, raising its outreach to a level of comprehensiveness and sophistication that would be unparalleled in the marketplace. Not only does The Home Depot carry more ENERGY STAR qualified product models and sell more products than any other retailer, but at every opportunity—on store signage, in brochures, in advertising, and on its Web site—The Home Depot links these products with information about how to save energy with ENERGY STAR. Some 2005 highlights include a dedicated ENERGY STAR TV ad, comprehensive in-store signage, and several slick brochures on how to save energy with ENERGY STAR. With impressive sales results of 34 million ENERGY STAR qualified products and billions of consumer impressions through energy savings education, The Home Depot has helped customers save more than \$7.4 million dollars and prevented greenhouse gas emissions equivalent to those from more than 100,000 vehicles, demonstrating that we should all "*Follow the STAR for Savings.*"

ENERGY STAR Partner of the Year—Product Manufacturer



Good Earth Lighting

Wheeling, Illinois

Good Earth Lighting is recognized for outstanding achievements in advancing energy-efficient light fixtures. In 2005, Good Earth launched the first national ENERGY STAR lighting programs at Lowe's and The Great Indoors, as well as conducting several regional retail torchiere events. One hundred percent of Good Earth's decorative lighting sales are ENERGY STAR qualified. In the past 2 years, Good Earth has achieved 50-percent growth in ENERGY STAR unit shipments and a 90-percent increase in the number of qualified models. Additional accomplishments include introducing millions of Lowe's customers to the ENERGY STAR "Change a Light, Change the World" campaign message and incorporating advanced lamp technologies into its product line and the retail replacement market. For 13 years, Good Earth has steadfastly integrated ENERGY STAR into its overall business planning.



Lithonia Lighting

Conyers, Georgia

Lithonia Lighting, North America's largest manufacturer of lighting equipment, significantly increased its promotion of energy-efficient products in 2005. Sixty-two percent of Lithonia's consumer models are ENERGY STAR qualified, including more than 90 percent of its new models. In 2005, 38 percent of Lithonia's total consumer product sales were ENERGY STAR qualified products. Lithonia also expanded its consumer education by dedicating an entire panel of its new 4-color packaging to the ENERGY STAR message in English, French, and Spanish. The ENERGY STAR qualified *Ferros* fixture family took First Place at the American Lighting Association/Consortium for Energy Efficiency (ALA/CEE) design competition in the Indoor Fixture Category. Last year, Lithonia made significant progress in expanding qualified fixture availability at 1,800 Home Depot stores, 150 Ace Hardware stores, and hundreds of lighting showrooms. From its residential Web site to its retail training activities, Lithonia's Consumer Products Group has established itself as a leader in promoting energy-efficient lighting.



Traditionally better doors.

Precision Entry, Inc.

Sugarcreek, Ohio

Precision Entry boasts an impressive 100-percent ENERGY STAR qualified product line. In 2005, Precision demonstrated its commitment to ENERGY STAR and consumer choice by introducing triple-paned glass options for its doors so they can accommodate internal blinds while still qualifying for ENERGY STAR. In addition to correctly labeling products for sale and display units, Precision Entry incorporated an impressive array of ENERGY STAR educational materials into its Web site, product literature, and internal training efforts. Precision Entry also demonstrated its support for developing energy efficiency technologies by sponsoring the Cornell University Solar Decathlon House, which took second place in the national home design competition last fall.



Victory Refrigeration

Cherry Hill, New Jersey

A charter partner in bringing ENERGY STAR to commercial solid-door refrigerators and freezers, Victory Refrigeration has helped thousands of host locations reduce energy consumption and prevent greenhouse gas emissions by installing and operating ENERGY STAR qualified equipment. Victory offers more than 500 commercial refrigerators and freezers that qualify as ENERGY STAR. The company consistently conveys the value of ENERGY STAR to end-user customers, distribution channel partners, utility companies, sales representatives, and Victory's employees through numerous mediums. By the end of 2005, approximately 60 percent of all refrigeration equipment in restaurants, hotels, casinos, and schools were ENERGY STAR qualified models manufactured by Victory Refrigeration.

ENERGY STAR Partner of the Year—New Homes



Anderson Homes *Cary, North Carolina*

Anderson Homes, a locally owned and operated homebuilder, began its strong push toward ENERGY STAR over the past year. The Anderson Homes product development department spent long hours in 2005 converting existing plans to meet ENERGY STAR performance guidelines. They worked closely with their home energy rater who personally visited and provided education to staff, and also met with trade partners to establish the importance of ENERGY STAR and how it affects all building practices and products used. The Anderson team's hard work shows. In just a short time, ENERGY STAR has become the main distinguishing feature of their homes, and the ENERGY STAR logo appears everywhere. It is featured prominently in marketing and promotions ranging from the company Web site, to billboards, to newspaper, radio, and TV spots. Dave Servoss, President of Anderson Homes, is excited and proud to offer ENERGY STAR. "We feel honored to partner with ENERGY STAR in providing a better future for our homeowners. And while it does take a bit more work to craft an ENERGY STAR qualified home, Anderson Homes feels that investing our energy into building a high performance energy-efficient home is well worth the effort."



Aspen Homes of Colorado *Loveland, Colorado*

Aspen Homes has embraced ENERGY STAR, building on a belief that everyone has the right to own an affordable, healthy, energy-efficient home. Aspen Homes, a family-owned builder established in 2000, builds 100 percent of its homes—157 homes in 2005—to ENERGY STAR performance levels. The company promotes ENERGY STAR in a number of ways, such as using the logo on all company trucks, on all customer outreach materials, on its Web site, and in all model homes. Aspen Homes' staff train the building community, including realtors, through presentations at conferences, local universities, and other venues. Their homes come standard with a variety of ENERGY STAR qualified products, including windows, sliding glass doors, furnaces, dishwashers, thermostats, and bath fans. Aspen Homes also offers the ENERGY STAR Advanced Lighting Package as an option to homebuyers and is an early adopter of the ENERGY STAR for Homes Indoor Air Quality pilot in Colorado.



**Bosgraaf Homes***Holland, Michigan*

Bosgraaf Homes, a family-owned business in western Michigan, is notable for being one of the first builders to promote ENERGY STAR in a market where ENERGY STAR qualified homes had not been readily available. When joining ENERGY STAR in 1999, Bosgraaf Homes committed to qualifying 100 percent of its homes as ENERGY STAR. Six years later, the company has constructed and qualified 784 homes, including 200 homes in 2005 alone. Bosgraaf has incorporated ENERGY STAR into many aspects of its marketing, including the Web site, radio and newspaper ads, press releases, and energy-saving tip sheets for new homeowners. The company also provides homeowners with a home heating and cooling guarantee and offers ENERGY STAR qualified appliances and HVAC equipment. As a result of its commitment to ENERGY STAR, Bosgraaf reports reduced customer callbacks and complaints and overall increased homeowner satisfaction. Through the company's advertising efforts, prospective Bosgraaf home buyers come in knowing the builder's dedication to ENERGY STAR and its benefits.

**D. R. Horton, Inc. - Sacramento***Gold River, California*

D.R. Horton continues to embrace ENERGY STAR in its effort to help home buyers "Make the Intelligent Decision," to fulfill its promise to continually improve the quality of new homes, and to set the standard for the homebuilding industry in Sacramento. D.R. Horton joined ENERGY STAR in 2002 and committed to qualifying 100 percent of its homes as ENERGY STAR. The company increased the number of qualified homes by more than 50 percent in the past year, from 677 in 2004 to 1,049 homes in 2005. D.R. Horton uses the ENERGY STAR logo in many different promotions—featuring it in model homes, marketing materials, "Home Advantage" commercials on local radio stations, and local newspaper ads. The company's efficient homes have been showcased in newscasts on three major local networks, earning D.R. Horton several energy efficiency awards, in addition to the ENERGY STAR Partner of the Year for 2004. As further evidence of its commitment to energy efficiency, all homes in the Sacramento Division are backed by a 3-year heating, cooling, and comfort guarantee. D.R. Horton includes ENERGY STAR qualified dishwashers standard in all homes and offers the ENERGY STAR Advanced Lighting Package in two communities.



Haven Properties, Inc.
Alpharetta, Georgia

Haven Properties, Inc. has made a significant contribution to the growth of ENERGY STAR in Atlanta, a new market for ENERGY STAR qualified homes. Haven has committed to qualifying 100 percent of its homes as ENERGY STAR and has incorporated the logo and ENERGY STAR messaging into marketing and sales efforts. Haven Properties promotes ENERGY STAR during its weekly 2-minute TV spot that airs on Sunday mornings and in weekly print ads. ENERGY STAR is featured prominently in all Haven communications to the realtor community, on billboards and onsite signage, in all collateral materials, and on its Web site. Haven holds bi-monthly formal training programs for onsite sales teams to educate them about ENERGY STAR, and company staff conduct site visits and field training to reinforce ENERGY STAR messaging. Haven Properties' mortgage company offers Energy Efficient Mortgages (EEMs) to further promote energy efficiency. Haven's commitment extends to offering ENERGY STAR qualified dishwashers, central air conditioners, furnaces, and thermostats in their homes. The collective impact of these efforts can be seen in fewer warranty call backs, an increased level of quality in trade partners, and more buyers asking for ENERGY STAR qualified homes.



SEGAL & MOREL

Segal & Morel
Bridgewater, New Jersey

Segal & Morel is a leader in promoting ENERGY STAR qualified homes in a market where ENERGY STAR homes did not have a strong presence. Segal & Morel is committed to qualifying 100 percent of its homes as ENERGY STAR. The company built 94 qualified homes in 2005, bringing its total to 260 homes. To build consumer awareness of ENERGY STAR in 2005, Segal & Morel adopted an integrated marketing plan that features ENERGY STAR in media and public relations, advertising, seminars, direct mail, displays in sales center and model homes, newsletters, brochure inserts/flyers, and on its Web site. The company frequently places advertorials and testimonials in regional publications and holds special financing promotions with its onsite mortgage lender. Segal & Morel also conducts seminars for subcontractors to explain the methodology and installation requirements of ENERGY STAR and for sales associates to show them how to effectively communicate the benefits of ENERGY STAR qualified homes to prospective homebuyers.



Winton/Flair Custom Homes
El Paso, Texas

Winton/Flair Custom Homes, a builder in El Paso and Southern New Mexico, has steadily promoted ENERGY STAR since joining the program less than 2 years ago. Working with another of this year's ENERGY STAR Award winners, Southwest Home Energy Raters, Winton/Flair has committed to building 100 percent of its homes as ENERGY STAR. ENERGY STAR is an integral component of its marketing strategy. The ENERGY STAR mark is featured prominently on the company's Web site, street signs, model home displays, construction design center displays, trucks, and shopping mall kiosks; in the company magazine; and on airport signs, bus benches, billboards, and city buses. Winton/Flair displays a brass plaque with the ENERGY STAR mark at the entrance to model homes and actively promotes special financing for energy-efficient homes. Its partnership with ENERGY STAR is good business: in the first 9 months of 2005, Winton/Flair Custom Homes reports that sales were nearly 30 percent higher than the first 9 months of 2004.





**BUREAU
VERITAS**

Bureau Veritas

Plano, Texas

Bureau Veritas provides plan reviews and inspections for ENERGY STAR qualified homes. The company verified more than 2,500 ENERGY STAR homes in 2005, a 90-percent increase over 2004. After opening its doors in 1998 with fewer than six employees, Bureau Veritas has grown into a corporation of more than 40. In a market where 36 percent of all new homes earned the ENERGY STAR, Bureau Veritas single handedly verified one-fifth. The company also acts as a third-party building inspection department for a number of municipalities. Through these government relationships, Bureau Veritas has the opportunity to promote ENERGY STAR to general contractors, architects, and engineers. In cooperation with the Nelrod Company, Bureau Veritas is working to increase awareness of ENERGY STAR by advertising in local homebuilder publications, producing brochures and other handouts, enhancing its Web site, participating in trade shows, using direct mail, and marketing to cities.



Energy Sense

Houston, Texas

Energy Sense, a Houston-based energy services company that has worked with ENERGY STAR since 2001, provides a variety of marketing, rating, and contracting services to builders, homeowners and utilities. Energy Sense performs home energy ratings, diagnostics, inspections, indoor air quality monitoring, and energy efficiency training. Since signing the first builder contract for 500 homes in 2001, Energy Sense has certified more than 40,000 ENERGY STAR new homes, including more than 16,000 homes in 2005 alone, representing a 19-percent increase over 2004. The company's success in the greater Houston area allowed it to take ENERGY STAR to an even wider audience, including Austin, Beaumont, Corpus Christi, Dallas, El Paso, and San Antonio. Energy Sense also works with builders in Arizona and Colorado. A key reason for the market's transformation has been quarterly training during which Energy Sense staff work with builders and their subcontractors, sales staff, superintendents, and realtors to give them a full understanding of the value of ENERGY STAR.



Guaranteed Watt Saver Systems, Inc.
Oklahoma City, Oklahoma

For more than 7 years, Guaranteed Watt Saver Systems, Inc., (GWSSI) has built its business model around helping builders and homeowners achieve a higher standard of energy efficiency through ENERGY STAR. GWSSI has been instrumental in creating two of the largest markets for ENERGY STAR qualified homes in the country: Houston and Dallas. The company has worked with more than 350 builders in Texas alone. In 2005, Guaranteed Watt Saver Systems verified more than 6,700 homes as ENERGY STAR. In addition to providing home energy ratings, the company conducts technical training, recruiting, marketing and outreach, and program evaluation. GWSSI's achievements in 2005 include spearheading a successful campaign to include ENERGY STAR among the listed attributes of homes in the Multiple Listing Services (MLS) in Texas and Oklahoma; assisting in the writing and implementation of technical aspects of an Oklahoma energy-efficiency tax credit bill; expanding services to San Antonio, Texas, and to New Mexico, North and South Carolina, South Dakota, and Delaware; achieving full-scale deployment of ENERGY STAR promotional products by distributing them in more than 30 states; expanding training services to include insulation contractors; and enhancing communication technologies for the rating business.



Southwest Home Energy Raters
El Paso, Texas

Southwest Home Energy Raters (SWHER) began operations in June 2004, when there were five ENERGY STAR builder partners in El Paso. Through the company's efforts, within 19 months the number of builder partners grew to 33. El Paso had 200 ENERGY STAR qualified homes in 2005, up from 14 in 2004. For a young organization, SWHER is involved in a notable variety of activities to promote ENERGY STAR, including training for more than 75 builder supervisors, six HVAC subcontractors, and four insulation companies. Southwest Home Energy Raters promotes ENERGY STAR to building material suppliers, conducts seminars for bankers and realtors to increase awareness of ENERGY STAR, places advertising and articles in local homebuilder publications, and participates in local trade shows. In addition, SWHER promotes energy-efficient mortgages (EEMs) to its customers and offers builders up to two free HERS ratings to entice them to join ENERGY STAR. ENERGY STAR has been a key element in SWHER's rapid growth, its success, and its credibility in the El Paso market.



TexEnergy Solutions, Inc.
Irving, Texas

Over the past 4 years, TexEnergy Solutions has transformed itself from being primarily an HVAC installation company to a full-service energy performance company. This change is the direct result of its involvement in ENERGY STAR, and the company sees an untapped potential to use ENERGY STAR as a tool to set it apart from the competition. In 2005, TexEnergy verified approximately 6,000 homes in the North and Central Texas Markets. The company gives builders tools and data to measure and evaluate their building processes and purchasing decisions; as a result TexEnergy has seen a significant trend toward higher levels of performance. TexEnergy also recruited two new builders to participate in the ENERGY STAR for Homes Indoor Air Quality pilot planned for North Texas in 2006.



ENERGY STAR Award for Excellence in Energy Efficient Affordable Housing



New Jersey Green Homes Office – New Jersey Department of Community Affairs

Trenton, New Jersey

The New Jersey Department of Community Affairs, Green Homes Office has been a leader in creating energy-efficient affordable housing using ENERGY STAR. The Green Homes Office requires ENERGY STAR qualification for all state-financed new affordable housing, and it is responsible for the 2,400 ENERGY STAR qualified affordable housing units built in New Jersey since 2000. The Green Homes office offers technical and financial assistance, as well as educational programs for homeowners. The Office also serves as an advocate for using ENERGY STAR in new affordable housing in New Jersey and other states. The Green Homes Office worked closely with the New Jersey Housing and Mortgage Finance Agency to include a requirement for ENERGY STAR qualification for new construction financed under the federal Low-Income Housing Tax Credit program. ENERGY STAR benefits the Green Homes Office in many ways: ENERGY STAR is a platform for achieving its green affordable housing goals, and ENERGY STAR provides a set of cohesive guidelines for state agencies and clear expectations for project design teams. The New Jersey Green Homes Office is creating energy-efficient housing, which is an asset to the community and the environment.

ENERGY STAR Partner of the Year— Energy Efficiency Program Delivery



Austin Energy

Austin, Texas

Austin Energy, the municipal utility of Austin, TX, continued to build on past successes in implementing Home Performance with ENERGY STAR to help fulfill its mission statement “to deliver clean, reliable, affordable energy and excellent customer service.” In 2005, Austin Energy assisted more than 1,400 homeowners through the Home Performance with ENERGY STAR program, with an average savings per customer of \$290 per year. Collectively, Austin Energy customers saved an estimated \$410,000 and more than 3 MW. The utility also expanded its technical standards for participating contractors in the Home Performance with ENERGY STAR program to include Building Performance Institute (BPI) certification. Austin Energy’s initiatives were wide ranging, including an easy-to-access loan for consumers to make energy-efficiency improvements, contractor training, and quality control inspections. In 2005, promotional efforts included direct mail, co-op advertising, utility bill newsletters, home shows, community events, and Web site promotion. Austin Energy also developed a Certificate Program to recognize Austin Energy homeowners who successfully completed energy efficiency improvements to their homes.



*New Jersey Board of Public Utilities
Office of Clean Energy*

New Jersey's Clean Energy Program, NJBPU

Newark, New Jersey

New Jersey has long recognized the benefits of leveraging resources when it comes to delivering its energy efficiency and renewable energy programs. The New Jersey Board of Public Utilities, Office of Clean Energy has incorporated ENERGY STAR tools and strategies since the inception of its residential products and WarmAdvantage programs. Both programs encourage consumers to purchase and suppliers to promote ENERGY STAR qualified lighting, appliances, windows, programmable thermostats, furnaces, and boilers. The New Jersey Clean Energy Program also educates consumers, retailers, builders, contractors, and manufacturers about ENERGY STAR and energy efficiency through a variety of product-driven promotions. By participating in national promotions such as the ENERGY STAR “Change a Light, Change the World” campaign, the “Spring into a World of Savings” appliance campaign, and the “Cool Your World” campaign, New Jersey engaged more than 1,200 retailers and leveraged \$1.4 million in manufacturer promotions. More importantly, the state estimates that its 2005 program activities prevented the emissions of more than 45,000 tons of carbon dioxide and saved the state 60 million kWh of electricity and 1.6 million therms of gas.

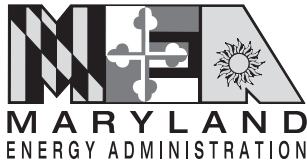


Puget Sound Energy

Bellevue, Washington

Puget Sound Energy (PSE) launched its residential lighting program in the wake of the West coast energy crisis in the fall of 2002, hoping to capitalize on the momentum built around energy efficiency as a solution to rising energy use and costs in the region. While the program initially focused on ENERGY STAR qualified compact fluorescent light bulbs (CFLs), the company added ENERGY STAR qualifying fixtures to the mix in 2003 to "hard wire" savings for years to come. While CFLs remain an important part of the residential lighting portfolio, increasingly Puget Sound Energy has been working with showrooms, distributors, and home builders to encourage installation of ENERGY STAR qualified fixtures in new homes. PSE estimates the lifetime savings from both their 2005 retail and new construction lighting initiatives at more than 280 million kWh. What's more, Puget Sound Energy achieved these savings for about a penny per kilowatt hour.

ENERGY STAR Award for Excellence in ENERGY STAR Outreach



Governor Robert L. Ehrlich, Jr. and the Maryland Energy Administration

Annapolis, Maryland

This year, Governor Robert L. Ehrlich, Jr. and the Maryland Energy Administration (MEA) participated in the ENERGY STAR "Change a Light, Change the World" campaign to engage Marylanders in one simple action to save energy at home. Governor Ehrlich declared October 5, 2005, as ENERGY STAR Change a Light Day and October as Energy Awareness Month in Maryland. He also recorded a radio ad with First Lady Kendell S. Ehrlich encouraging residents to take part in the ENERGY STAR Change a Light pledge. The ad reached more than 1.5 million adults. Concurrently, MEA participated in several community events to spread the word about ENERGY STAR and urge residents to take the pledge as a first step toward becoming more energy efficient and improving the environment. Maryland is among the states leading the national online pledge initiative.



Kentucky Office of Energy Policy

Kentucky Office of Energy Policy

Frankfort, Kentucky

For several years, the Kentucky Office of Energy Policy (KOEP) has worked to integrate ENERGY STAR building performance, homes, and product education into the repertoire of key state influencers and the public. Last fall, however, KOEP staff stepped up to a new level when they created media and community buzz by successfully encouraging Governor Ernie Fletcher to proclaim October 5, 2005, as ENERGY STAR Change a Light Day in Kentucky. Co-coordinating a public event, KOEP invited First Lady Glenna Fletcher to kickoff the Day at the Governor's mansion with students from three local schools and representatives from ENERGY STAR partners Toyota and GE. Kentuckians were encouraged to celebrate the Day with a pledge to change one light at home to an ENERGY STAR qualified model. Kentucky is among the states leading the national online pledge, an impressive commitment from state residents showing that even with low electricity rates, there are opportunities to save.

nationalgrid

National Grid

Westborough, Massachusetts

National Grid earned recognition in 2005 by not only running an extensive, empowering marketing campaign around the ENERGY STAR "Change a Light, Change the World" campaign last fall, but also by driving an impressive one-third of the entire nation's online pledges! National Grid placed a light bulb in the hands of nearly every customer who took the pledge. In this way, the company directly converted pledges into energy and cost savings for customers, while helping to create a much larger consumer community more likely to take additional steps in the future to save energy. National Grid provides electricity and natural gas delivery services to more than 3.3 million customers in New England and New York. National Grid in the United States is a wholly-owned subsidiary of the London-based National Grid, one of the largest investor-owned public utilities in the world.





Alliant Energy/MidAmerican Energy Company
Cedar Rapids, Iowa

Through their involvement in the ENERGY STAR "Change a Light, Change the World" campaign in 2005, Alliant Energy and MidAmerican Energy discovered tremendous market potential for energy-efficient lighting across the state of Iowa, formerly a slow market for compact fluorescent light bulbs (CFLs), and set the stage for longer term energy-saving purchases. Because most of Iowa's retailers had not traditionally sold or marketed CFLs, Alliant and MidAmerican first set out to sell local retailers and their staff on the merits of ENERGY STAR qualified lighting. That accomplished, the two utilities successfully engaged several manufacturers and more than 335 retailers in an integrated marketing and media campaign. Together, they educated Iowans about the individual and environmental benefits of changing one light through a high-profile advertising campaign, in-store marketing, CFL instant rebates, and a multi-million impression media initiative. Iowans responded in surprising numbers. They purchased more than 400,000 ENERGY STAR qualified CFLs over a 2-month period, representing a lifetime energy savings of more than 122 million kWh and \$9 million in electric bill savings. Their use of CFLs will prevent more than 147,000 tons of greenhouse gas emissions.



Delta-Montrose Electric Association (DMEA)
Montrose, Colorado

Delta-Montrose Electric Association (DMEA), a small municipal utility servicing a rural population, used its participation in the 2005 ENERGY STAR "Change a Light, Change the World" campaign to prove that ENERGY STAR qualified compact fluorescent light bulbs (CFLs) can be sold on their merits, without a price incentive. Using the slogan, "Energy efficiency doesn't cost, it pays," DMEA reached consumers through a multi-media, product-benefit advertising campaign and drove purchases through a creative partnership with a community of non-profit organizations trained to sell the product. Fifteen non-profit organizations sold more than 3,000 CFLs and raised \$6,000 for their causes. The CFL sales will result in annual energy savings of 219,000 kWh and a lifetime reduction of nearly 700 metric tons of greenhouse gas emissions. At the campaign close, local retailers reported that CFL sales were up, demonstrating that this community promotion created waves in the Montrose marketplace.



Acme Markets, Inc.
Malvern, Pennsylvania

Acme Markets is a wholly owned subsidiary of Albertsons, Inc., the second largest supermarket operator in the United States. New to ENERGY STAR, Acme made an outstanding contribution to the 2005 ENERGY STAR "Change a Light, Change the World" campaign by introducing it to customers in 134 Mid-Atlantic supermarkets and the surrounding communities. Acme's innovative approach helped customers make the connection that saving energy is good for their families and the environment. For every ENERGY STAR qualified compact fluorescent light bulb (CFL) purchased during the month of October in a 4-state radius, Acme donated \$1 to one of three well-known environmental organizations in the area. The promotion was communicated to a large consumer audience through a variety of in-store and mass mail channels, using inspirational campaign imagery and language. Acme's CFL sales in 2005 increased by 400 percent compared to the previous year.





Lowe's

Mooresville, North Carolina

Representing yet another noteworthy achievement, Lowe's successfully organized one of the first national ENERGY STAR awareness events. "Save Energy, Save Money" was developed by Lowe's to provide a unique outlet for educating customers about ENERGY STAR and encouraging them to purchase ENERGY STAR qualified products at Lowe's. The events—executed on one day all over the country—were designed to drive traffic to Lowe's stores by focusing on product demonstrations and educational topics. The one-day events were followed by a month-long ENERGY STAR promotion nationwide including signs, special deals, and "how-to" clinics. Lowe's commitment to a successful ENERGY STAR promotion translated into an 82-percent execution of the events at Lowe's stores and a total October sales increase of almost 25 percent in ENERGY STAR qualified products compared with the same period in 2004.



Sears, Roebuck and Co.

Hoffman Estates, Illinois

As exemplified by its "Spring Into a World of Savings" appliance campaign in 2005, Sears, Roebuck and Co. continues to demonstrate leadership in its commitment to marketing ENERGY STAR qualified appliances. Last spring, Sears' appliance departments featured an abundance of ENERGY STAR signage. Sears continued to support ENERGY STAR qualified appliances in product selection, sales associate training, advertising, and on its Web site. Specific activities of note in 2005 include stepped-up marketing of the Kenmore Elite HE4t laundry pairs, the Kenmore Trio bottom-mount refrigerators, and the new Oasis line of top-loading laundry equipment; sales associate training on Earth Day; and the Kenmore ENERGY STAR Savings Guide for Sears' customers. All-in-all, these efforts increased Sears' already significant sales of ENERGY STAR qualified appliances by 10 percent to more than 3 million net unit sales in 2005.



Maytag Corporation

Newton, Iowa

In 2005, Maytag Corporation was a leading participant in the ENERGY STAR "Spring into a World of Savings" appliance campaign through its "A Kitchen You'll Love to Save in" promotion. Maytag customers were offered rebates on two-, three-, and four-piece kitchen appliance packages in all stores selling Maytag appliances. Maytag enhanced its campaign by integrating "Spring into a World of Savings" imagery and messaging in several retail promotional initiatives. Examples include an ENERGY STAR decal circulated to dealers to promote the Maytag ENERGY STAR rebates and a gift card promotion coordinated exclusively with The Home Depot. Throughout the year, Maytag continued to make energy efficiency a primary message when promoting its impressive range of ENERGY STAR qualified products. Also in 2005, Maytag hosted university laundry change-outs around the country, replacing all existing machines with ENERGY STAR qualified Maytag Neptune washers. As part of this outreach, Maytag worked with its distributors to educate university staff on the energy savings associated with the washers and highlighted the environmental benefits to students.

**Nevada Power Company – Sierra Pacific Power Company***Las Vegas, Nevada*

Nevada has one of the fastest-growing Hispanic populations in the country. Recognizing the emergence of this consumer group, Nevada Power and Sierra Pacific collaborated with ENERGY STAR, The Home Depot, and Entravision Communications Corporation to reach out to and intrigue this important audience about energy efficiency. Using market research, they designed a series of fun, family-oriented retail events, complemented by in-store marketing and a 5-week advertising campaign in Spanish. 2005 sales of ENERGY STAR qualified compact fluorescent light bulbs (CFLs) at strategically targeted stores increased by 100 percent over the same sales period in 2004. Sales in other ENERGY STAR related product categories also rose impressively. The positive results realized by Nevada Power and Sierra Pacific's collaborative effort demonstrate their success in increasing awareness of ENERGY STAR and driving energy-saving actions within the Hispanic community.

**Energy Trust of Oregon, Inc.***Portland, Oregon*

The Energy Trust of Oregon is being recognized for its "Street of New Beginnings" campaign in 2005, a home tour exclusively featuring ENERGY STAR. The Street of New Beginnings showcased ten of the market's top builders in a month long tour of new homes. The campaign featured ENERGY STAR messaging and promotional elements at all tour sites and tied ENERGY STAR into all event marketing, communications, and public relations. Promotional elements included full-page advertisements, 12 news segments on four different television stations, radio interviews, print articles/calendar notices in eight different newspapers, and show home signage such as door mats, yard signs, window clings, metal plaques, fence banners, light post signs, and booth signage. Energy Trust of Oregon and the builder sponsors developed software for interactive touch screens that enabled visitors to take a virtual tour of the features of an ENERGY STAR qualified home and learn more about the "house as a system" concept. Virtual tours were also available on OregonLive.com. The Energy Trust of Oregon also took the opportunity to promote qualified products during the campaign by organizing an ENERGY STAR qualified appliance suite sweepstakes, a joint promotion in Fred Meyer grocery stores with coupons for qualified CFLs, and an "At Home with ENERGY STAR" promotional weekend. Following the tour month, a full mass-transit ad campaign continued to spread the ENERGY STAR message.

Special Recognition—Excellence in Promoting Superior Energy Performance in Building Design

Innovative Design

Innovative Design, Inc.
Raleigh, North Carolina

For excellence in integrating energy performance into the building design phase. In 2005, Innovative Design submitted four projects that were recognized as “Designed to Earn the ENERGY STAR.” A renowned daylighting firm, Innovative Design has designed 39 daylit schools and consulted on 38 others, helping its clients save more than \$36 million in energy costs. Innovative’s commitment to reducing energy use through sustainable design is a testament to the company’s leadership and environmental stewardship within the profession.

Special Recognition—Innovation in Retail Displays



Curtis Lumber Company Incorporated
Ballston Spa, New York

For excellence in retailing ENERGY STAR qualified lighting products using innovative displays and comprehensive staff training that led to sustained increases in sales. Curtis Lumber has shown that successful product marketing can be done *without rebates*. The company’s success stems from sales staff training, comprehensive product displays, and selling ENERGY STAR lighting products based on their benefits to the homeowner rather than a discounted price.

Special Recognition—Excellence in Efficiency Programs



Fort Collins Utilities *Fort Collins, Colorado*

For implementing a new residential efficient lighting program built on the ENERGY STAR platform, which combined discounted compact fluorescent light bulbs (CFLs) offered through retailers, torchiere turn-in events, and customer education to promote the benefits of energy-efficient lighting. Although a relatively small municipal utility, Fort Collins Utilities was able to coordinate consumer education, sales training, and buy-down agreements with national chain retailers and manufacturers. Local hardware stores also participated in the CFL portion of the program, offering customers an instant coupon to receive discounts. From October through December 2005, the Fort Collins Utilities program facilitated the sale of 78,000 CFLs.

Special Recognition—Excellence in Product Innovation



Power Integrations, Inc. *San Jose, California*

For significantly advancing power supply energy efficiency by developing a cordless phone adapter with 69-percent efficiency; introducing technologies to cost-effectively replace the most inefficient adapters and chargers currently shipped with millions of consumer products that run on 4 watts or less; and taking a leadership role in developing the ENERGY STAR specification for external power supplies.

Special Recognition—Excellence in Energy Efficient Affordable Housing



Cathedral Square Corporation
Burlington, Vermont



McCreary County Community Housing Development Corporation
Whitley City, Kentucky



Piedmont Housing Alliance
Charlottesville, Virginia



Pinellas County Community Development Department
Clearwater, Florida

For forging the way toward making affordable housing also energy efficient. These four organizations have each made a commitment to ENERGY STAR and demonstrated results in the field. Collectively, they are using a variety of mechanisms to accomplish their goals, including qualifying 100 percent of their new affordable housing as ENERGY STAR, educating staff about ENERGY STAR, educating residents on using the energy-efficient features of their homes, serving as an energy efficiency technical and educational resource for contractors and various non-profits, inspiring replication of their efforts, and requiring ENERGY STAR certification to qualify for low-interest construction loans.