

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



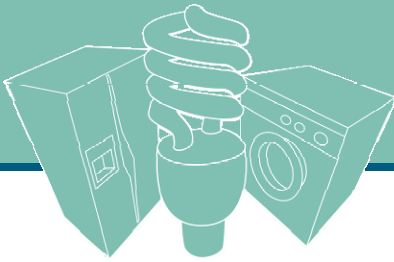
Field representatives conduct an in-store "mini-event"

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.



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<p>Your Lighting Representatives</p> <p>Sierra Pacific Power and Nevada Power field representatives provide retail support, including merchandising, point-of-purchase materials, trainings and events.</p> <p>We appreciate you encouraging your customers to switch from incandescent lighting to energy-efficient CFLs.</p>	<p>We're Working Together!</p> <p>Sierra Pacific Power and Nevada Power not only encourage Nevadans to save energy, we support their efforts to do so with reduced prices on CFL bulbs, friendly customer service and fun educational events.</p>	 <p>Looks funny, Saves money</p>
<p>We are here to help!</p> <p>Rose Healdon (Reno) (775) 387-3556 David Lopez (Las Vegas) (702) 374-6881 Josephine Dicks (Las Vegas) (702) 308-1143 Jason Battjes (Las Vegas) (702) 426-8070</p>	<p>We're here to help any time, by phone at 1-800-331-3103 or on the Web.</p> <p>www.spacorp.com/customercenter www.nvpower.com/customercenter</p>	<p>Customer service guide to the ENERGY STAR® Lighting Program</p> 

<p>What are the benefits of CFLs?</p> <ul style="list-style-type: none"> • Use up to 75% less energy than incandescent bulbs • Save up to \$30 in energy bills over the life of the bulb • Last up to 10 times longer – about as long as 9 incandescent bulbs • Protect the environment by using less energy • Start fast, do not flicker or hum, and have a warm, pleasing light • Can be used almost anywhere you normally use an incandescent bulb • Provide a brighter light with a low wattage 	<p>Where should CFLs be installed?</p> <p>To save the most energy and money, install CFLs in the highest-use areas of your home:</p> <ul style="list-style-type: none"> • Kitchen ceiling light • Living room lamp • Bedroom light • Bathroom vanity • Outdoor porch light • Anywhere lights are on for more than three hours a day 	<p>How do customers get discounts?</p>  <p>The utilities have negotiated special prices from lighting manufacturers, which are then instantly passed on to customers at the retail level in the form of lighting promotions. There are no coupons or rebate forms!</p>
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CSR pocket guide - this small, tri-fold piece fits in the shirt pocket of the retailer

In addition to retailer site trainings, the Program staff also visit the utility call centers frequently to conduct trainings. This helps us assure that they are armed with the most recent and accurate information about the Program and ENERGY STAR qualified products.