



Profiles in Leadership

2008 ENERGY STAR® Award Winners

ENERGY STAR

3M

Advantage IQ, Inc. • Allergan, Inc.

ArcelorMittal USA • Arizona Public Service (APS)

Austin Energy • Best Buy Co., Inc. • Bosch Home Appliances

Building Owners and Managers Association (BOMA) International • California

Portland Cement Company • Canon USA, Inc. • CB Richard Ellis, Inc. • CenterPoint Energy

Colorado Springs Utilities • Council Rock School District • Efficiency Vermont • Energy

Inspectors • Energy Trust of Oregon, Inc. • Environmental Building Solutions • Food Lion, LLC

Ford Motor Company • Forest City Stapleton • GE Consumer & Industrial • Georgia Power • Giant Eagle, Inc.

Gorell Enterprises, Inc. • Gresham-Barlow School District • Haven Properties • Ideal Homebuilders • ITW Food

Equipment Group, North America • Ivey Residential • J. C. Penney Company, Inc. • Lithonia Lighting, an Acuity Brands

Company • Long Island Power Authority • Lowe's Companies, Inc. • Marriott International Inc. • Merck & Co., Inc.

Nashville Area Habitat for Humanity • National Grid • Nationwide Marketing Group • Nevada ENERGY STAR Partners

Nevada Power & Sierra Pacific Power ENERGY STAR Lighting and Appliance Program • New York State Energy Research and

Development Authority • NewYork-Presbyterian Hospital • NJBPU, New Jersey's Clean Energy Program • Northeast ENERGY STAR

Products Initiative • Oncor Electric Delivery • OSRAM SYLVANIA • Pacific Gas and Electric Company • Pella Corporation • PepsiCo

ProVia Door • Providence Health & Services • Raytheon Company • Rocky Mountain Power • Sea Gull Lighting Products, LLC • Seattle

Lighting DestinationLighting.com • Simon Property Group • Southern California Edison • Southern Energy Management • Southwest Energy

Conservation, LLC • The Dow Chemical Company • The Home Depot • The Joint Management Committee representing Massachusetts New

Homes with ENERGY STAR • TIAA-CREF • Toyota Motor Engineering & Manufacturing North America, Inc. • Transwestern • TRC Energy

Services • USAA Real Estate Company • Utah Division of Housing and Community Development • Virgin Islands Water and Power Authority

Whirlpool Corporation • Winton/Flair Custom Homes • Wisconsin Focus on Energy • 3M • Advantage IQ, Inc. • Allergan, Inc. • ArcelorMittal

USA • Arizona Public Service (APS) • Austin Energy • Best Buy Co., Inc. • Bosch Home Appliances • Building Owners and Managers Association

(BOMA) International • California Portland Cement Company • Canon USA, Inc. • CB Richard Ellis, Inc. • CenterPoint Energy • Colorado Springs

Utilities • Council Rock School District • Efficiency Vermont • Energy Inspectors • Energy Trust of Oregon, Inc. • Environmental Building Solutions

Food Lion, LLC • Ford Motor Company • Forest City Stapleton • GE Consumer & Industrial • Georgia Power • Giant Eagle, Inc. • Gorell Enterprises,

Inc. • Gresham-Barlow School District • Haven Properties • Ideal Homebuilders • ITW Food Equipment Group, North America • Ivey Residential

J. C. Penney Company, Inc. • Lithonia Lighting, an Acuity Brands Company • Long Island Power Authority • Lowe's Companies, Inc. • Marriott

International Inc. • Merck & Co., Inc. • Nashville Area Habitat for Humanity • National Grid • Nationwide Marketing Group • Nevada ENERGY

STAR Partners • Nevada Power & Sierra Pacific Power ENERGY STAR Lighting and Appliance Program • New York State Energy Research

and Development Authority • NewYork-Presbyterian Hospital • NJBPU, New Jersey's Clean Energy Program • Northeast ENERGY STAR

Products Initiative • Oncor Electric Delivery • OSRAM SYLVANIA • Pacific Gas and Electric Company • Pella Corporation • PepsiCo

ProVia Door • Providence Health & Services • Raytheon Company • Rocky Mountain Power • Sea Gull Lighting Products, LLC • Seattle

Lighting DestinationLighting.com • Simon Property Group • Southern California Edison • Southern Energy Management • Southwest

Energy Conservation, LLC • The Dow Chemical Company • The Home Depot • The Joint Management Committee representing

Massachusetts New Homes with ENERGY STAR • TIAA-CREF • Toyota Motor Engineering & Manufacturing North America, Inc. • Transwestern

• TRC Energy Services • USAA Real Estate Company • Utah Division of Housing and Community Development • Virgin Islands Water and Power Authority

• Whirlpool Corporation • Winton/Flair Custom Homes • Wisconsin Focus

on Energy • 3M • Advantage IQ, Inc. • Austin Energy • California Portland Cement Company • CenterPoint

Energy • Food Lion, LLC • Ford Motor Company • GE Consumer & Industrial • Giant Eagle, Inc. • Gorell

Enterprises, Inc. • Marriott International Inc. • Merck & Co., Inc. • Nevada ENERGY STAR Partners

• New York State Energy Research and Development Authority • NewYork-Presbyterian Hospital

• Northeast ENERGY STAR Products Initiative • Oncor Electric Delivery • OSRAM SYLVANIA

• PepsiCo • ProVia Door • Raytheon Company • Sea Gull Lighting Products, LLC

• Southern California Edison • Toyota Motor Engineering & Manufacturing

North America, Inc. • Transwestern • USAA Real Estate

Company • Whirlpool Corporation • Wisconsin

Focus on Energy



ENERGY STAR Award for Sustained Excellence

3M	Marriott International Inc.	ProVia Door
Advantage IQ, Inc.	Merck & Co., Inc.	Raytheon Company
Austin Energy	Nevada ENERGY STAR Partners	Sea Gull Lighting Products, LLC
California Portland Cement Company	New York State Energy Research and Development Authority	Southern California Edison
CenterPoint Energy	NewYork-Presbyterian Hospital	Toyota Motor Engineering & Manufacturing North America, Inc.
Food Lion, LLC	Northeast ENERGY STAR Products Initiative	Transwestern
Ford Motor Company	Oncor Electric Delivery	USAA Real Estate Company
GE Consumer & Industrial	OSRAM SYLVANIA	Whirlpool Corporation
Giant Eagle, Inc.	PepsiCo	Wisconsin Focus on Energy
Gorell Enterprises, Inc.		

ENERGY STAR Partner of the Year

Allergan, Inc.	ITW Food Equipment Group, North America	Simon Property Group
ArcelorMittal USA	J. C. Penney Company, Inc.	Southern Energy Management
Arizona Public Service (APS)	Lithonia Lighting, an Acuity Brands Company	Southwest Energy Conservation, LLC
Building Owners and Managers Association (BOMA) International	National Grid	The Dow Chemical Company
CB Richard Ellis, Inc.	Pacific Gas and Electric Company	The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR
Colorado Springs Utilities	Pella Corporation	TIAA-CREF
Council Rock School District	Providence Health & Services	TRC Energy Services
Energy Inspectors	Rocky Mountain Power	
Environmental Building Solutions	Seattle Lighting/ DestinationLighting.com	
Gresham-Barlow School District		

ENERGY STAR Award for Excellence

Best Buy Co., Inc.	Ivey Residential	NJBPU, New Jersey's Clean Energy Program
Bosch Home Appliances	Long Island Power Authority	Pacific Gas and Electric Company
Canon USA, Inc.	Lowe's Companies, Inc.	The Home Depot
Efficiency Vermont	Nashville Area Habitat for Humanity	Utah Division of Housing and Community Development
Energy Trust of Oregon, Inc.	Nationwide Marketing Group	Virgin Islands Water and Power Authority
Forest City Stapleton	Nevada Power & Sierra Pacific Power ENERGY STAR Lighting and Appliance Program	Winton/Flair Custom Homes
Georgia Power		
Haven Properties		
Ideal Homebuilders		

Please turn to page 67 for a listing of where these companies and organizations are mentioned in this report.

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For additional information, please visit the ENERGY STAR Web site at www.energystar.gov.

Overview

Leadership in Energy Efficiency

It is a simple proposition. The more efficiently we use energy, the fewer greenhouse gas emissions we produce, the less carbon dioxide (CO₂) we release into the atmosphere, the bigger the down payment we make in the fight against global warming, and the more we safeguard the environment for future generations.

The opportunity is large. Our homes, buildings, and industries cause more than two-thirds of the nation's CO₂ emissions—the primary greenhouse gas. Many of them could use up to 30 percent less energy through money-saving investments in energy efficiency. These cost-effective, energy-saving opportunities, if implemented, would cover more than half the expected growth in energy demand over the next 20 years, provide savings of more than \$100 billion annually, and significantly reduce greenhouse gas emissions.¹

This simple proposition has been difficult to put into action. Investing in energy efficiency—whether by the homeowner, small business, or large corporation—has been persistently hampered by market, institutional, and other barriers that have made it difficult to realize the economic and environmental benefits that energy efficiency offers.

ENERGY STAR® makes the proposition actionable. The ENERGY STAR program showcases cost-effective energy efficiency solutions across the residential, commercial, and industrial sectors and provides training, technical assistance, and recognition for leadership. Since the U.S. Environmental Protection Agency (EPA) introduced the program in 1992, ENERGY STAR has helped break down many of the barriers to improving energy efficiency. EPA is now joined by the U.S. Department of Energy (DOE) and through the ENERGY STAR program, thousands of organizations are improving their energy efficiency and providing their employees and customers with energy-saving products and information.

ENERGY STAR award winners are leading the nation. Seventy-four organizations from more than 12,000 program partners are being recognized in 2008 for their leadership, accomplishments, and commitment to energy efficiency. By adopting superior business strategies for energy efficiency and seeing

it through to results, these organizations are helping themselves, their communities, and all of us reap the benefits. They are leaders in energy efficiency, taking us to a brighter future.

The 2008 ENERGY STAR award winners are a diverse set of organizations, reflecting the breadth of ENERGY STAR partners. They include large and small organizations, those with long track records of success, and those that are excelling quickly in their ENERGY STAR partnership. Importantly, they represent leaders in many different arenas of our broad and complex world of energy. Each arena is one in which greater energy efficiency is critically important if we are to achieve the significant savings that energy efficiency offers in the fight against global warming. The award categories include:

- **Sustained Excellence.** Twenty-eight organizations are recognized for Sustained Excellence for their long-term commitment to protecting our environment through superior energy efficiency. These winners exhibit outstanding leadership year after year.
- **Partner of the Year.** Twenty-six organizations are recognized as Partner of the Year. This award honors partners for their commitment to successfully manage energy use and promote ENERGY STAR products and practices within their own organization, or by providing products, services, and education to consumers and their community.
- **Excellence in Other ENERGY STAR Areas.** Twenty-one organizations are recognized for their outstanding work in promoting energy-efficient homes, products, and practices to employees, consumers, and the community at large. By spreading the word in a wide variety of ways, these partners help expand the reach of the ENERGY STAR program, help change behavior and buying habits, and help us all save money and protect our environment.

These award winners are exemplary models for us all as we continue to invest in energy efficiency and safeguard the environment. These profiles in leadership are offered both to honor organizations that have earned recognition through their leadership and accomplishments and to offer the approaches and practices that have worked for these organizations as examples for others to use.



1. National Action Plan for Energy Efficiency

Growing Environmental Benefits and Dollars Saved

Since 1992, the ENERGY STAR program has helped Americans increase energy efficiency where we live, work, shop, play, worship, and educate our children. ENERGY STAR is our nation's flagship energy efficiency program. It has dramatically increased the use of energy-efficient products and practices throughout the country, helping us reduce greenhouse gas emissions while saving money.

Results through the end of 2007 are impressive. Americans, with the help of ENERGY STAR, prevented 40 million metric tons of greenhouse gas emissions in 2007 alone—equivalent to the annual emissions from 27 million vehicles—and saved more than \$16 billion on their utility bills. Savings are on track to nearly double again in 10 years as more households, businesses, and organizations rely on ENERGY STAR for guidance on investing in energy-efficient products, practices, and policies.

ENERGY STAR Today

From its modest beginnings with a few manufacturers offering energy-efficient office equipment, the ENERGY STAR program has expanded year after year into a broad platform that now impacts many aspects of energy use at work and at home. It is not just a product-labeling program. Its national reach encompasses thousands of businesses and public organizations, as well as millions of consumers as it offers energy efficiency solutions across the residential, commercial, and industrial sectors.

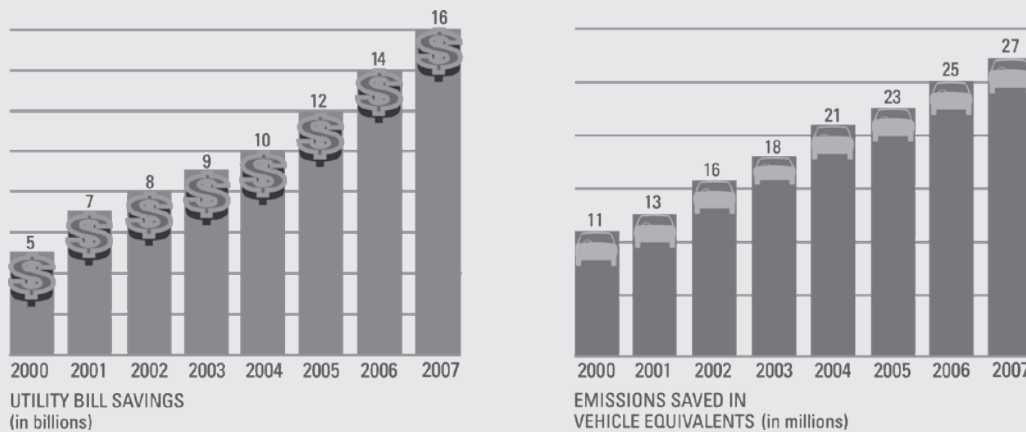
The program offers unbiased and reliable information and training, standardized energy measurement tools, and a

growing suite of services and qualified products for each market sector. These include:

For the commercial and industrial sectors:

- Organization-wide energy management best practices.
- A standardized measurement system for assessing the efficiency of buildings, setting improvement goals, and tracking progress in building improvements.
- The ENERGY STAR label to recognize buildings that achieve superior energy efficiency.
- Procurement guidelines for more than 50 product categories to reduce plug load energy use in buildings.
- Industrial initiatives tailored to specific manufacturing sectors.
- Training on energy efficiency approaches and practices.
- Initiatives to encourage energy savings in the thousands of small businesses that support the U.S. economy.
- Collaboration and co-promotion with 550 utilities and more than 40 states to bring energy efficiency to building owners and managers.
- Coordination with energy service and product providers, including a directory of services they offer.
- The Designed to Earn the ENERGY STAR designation for buildings designed to be high efficiency buildings.
- Information employees at all levels can rely on to be more efficient at work every day.
- Recognition for leadership and major energy-saving accomplishments.

Figure 1. Since 2000, ENERGY STAR Benefits Have More Than Doubled



For the residential sector:

- More than 40,000 individually labeled product models across more than 50 different product categories, which offer energy savings up to 90 percent over their non-labeled counterparts.
- Collaboration and co-promotion with more than 1,000 retail partners who bring ENERGY STAR products to consumers.
- New homes in every state and the District of Columbia that are 20 to 30 percent more efficient than standard homes and bear the ENERGY STAR label.
- Home improvement services that go beyond labeled products to include energy-saving practices for duct sealing and home sealing, online home energy assessment tools, home contractor training, and a whole-house major retrofit initiative.
- Information everyone can rely on to be more efficient at home every day.
- Recognition for leadership and major energy-saving accomplishments.

The influence and reach of ENERGY STAR is also extended through international partnerships with Canada, Japan, and the European Union to encourage worldwide energy savings and greenhouse gas emissions reductions.

ENERGY STAR Award Winners Inspire Through Leadership and Results

The success of the ENERGY STAR program depends on the efforts of its more than 12,000 public and private sector partners. These partners are a diverse set of organizations taking meaningful steps to advance energy efficiency in their businesses and day-to-day activities across the country. They include:

- **Builders** of new homes—more than 5,000 and in every state—constructing new homes to the beyond-code efficiency levels required by ENERGY STAR.
- **Affordable housing stakeholders—housing finance agencies, state and local governments, public housing authorities, asset management companies, architects, builders, developers, and building owners**—incorporating ENERGY STAR measures into new and existing housing, which provide a long-term value proposition benefiting investors' bottom line and the well-being of the community and our environment.

- **Product Manufacturers**—more than 2,000 nationwide—using the ENERGY STAR label on highly efficient products to help consumers easily find models that will save them money and help protect our environment.
- **Retailers** at the national, regional, and local level training their sales associates, providing in-store information, and running special campaigns to help their customers find ENERGY STAR qualified products.
- **Utilities and other energy efficiency program administrators**—servicing more than 65 percent of U.S. households—offering education, technical assistance, and incentives across their customer classes to help them save energy. These efforts include developing innovative programs to contact hard-to-reach customers, as well as keeping energy bills low by reducing the need for new generation.
- **Public and private sector organizations—such as states, municipalities, counties, schools, commercial real estate firms, hotels, hospitals, grocery stores, retailers, and others**—taking the ENERGY STAR Challenge to set building energy-savings goals of 10 percent or more, assess the efficiency of their buildings, implement the steps necessary to achieve their goals, and apply to have their most efficient buildings recognized with the ENERGY STAR label, both for the cost-saving and environmental benefits this provides and to show others what can be accomplished through robust energy management practices.
- **Industrial firms that include automobile manufacturing, cement manufacturing, chemicals, refining, pharmaceuticals, food processing, and more**, comprising over 470 partners. Industrial partners work with ENERGY STAR to identify ways to manage energy strategically, improve overall energy efficiency, minimize energy risks, and earn distinction as environmental stewards.
- **Energy service organizations, such as home energy raters** in the residential market and a variety of **service and product providers** in the commercial sector, working to educate their customers, help them achieve ENERGY STAR performance levels, and build a robust marketplace for energy efficiency.
- A variety of **national and regional organizations** interested in bringing energy efficiency information, training, and business opportunities to their members.

- Thousands of **small businesses** accessing the ENERGY STAR small business network and ENERGY STAR materials to gain useful information to help them save money while protecting our environment.

The 2008 ENERGY STAR Awards honor the most outstanding organizations across EPA's diverse and vast set of partners. The ENERGY STAR Awards recognize superior dedication to energy efficiency and leadership in our nation's fight against global warming. The award winners have shown that energy efficiency can be a cost-effective solution with present and future benefits for everyone. Their forward-thinking efforts are helping to improve national security, reduce energy bills, and preserve the environment for future generations.

Awards are given in the following categories for the highest levels of commitment and achievement each year:

- **Sustained Excellence.** The recipients of this most prestigious ENERGY STAR award all earned recognition as Partner of the Year in previous years. They also met or exceeded the criteria for Partner of the Year in their respective categories and their achievements surpassed those of the previous year. These leaders continually strive to increase the energy efficiency of the buildings and facilities they occupy; the products they manufacture, label, or market; or the actions and behavior they promote. Organizations recognized:
 - Demonstrate continued significant energy and greenhouse gas savings.
 - Demonstrate continued organizational commitment to energy efficiency.
 - Are national models of best practices in advancing energy efficiency.
- **Partner of the Year—Energy Management.** This award recognizes partners from commercial, industrial, institutional, and other organizations that demonstrate improved energy performance of buildings and facilities through superior energy management—as proven by work completed and energy savings.
- **Partner of the Year—Product Manufacturer.** Recipients of this award are ENERGY STAR partners who manufacture qualified products and have furthered the goals of ENERGY STAR through their active participation.
- **Partner of the Year—Energy Efficiency Program Delivery.** Recipients of this award are utilities,

state agencies, regional energy efficiency non-profit organizations, and associations that demonstrate excellence in implementing energy efficiency programs that directly leverage ENERGY STAR.

- **Partner of the Year—Home Energy Raters.** This award recognizes home energy rating providers and raters who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Additional awards are given each year to recognize ENERGY STAR partner excellence in particular areas. Some of the 2008 excellence awards include:

- **Excellence in ENERGY STAR Promotion—New Home Builder.** Recipients of this award are home builder partners who have committed to constructing 100 percent of their homes to the ENERGY STAR performance guidelines, have effectively integrated the ENERGY STAR mark and message into their marketing efforts and sales processes, and have helped establish a significant market presence.
- **Excellence in ENERGY STAR Promotion.** Recipients of this award are retailers, manufacturers, and energy efficiency program sponsors who have planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large.
- **Excellence in Affordable Housing.** Recipients of this award are governments, non-profits, non-governmental organizations, or utilities that have made exceptional or market-leading contributions toward advancing energy efficiency in affordable housing through the use of ENERGY STAR qualified appliances and other qualified products or ENERGY STAR's residential construction guidelines.
- **Excellence in Retail Commitment.** Recipients of this award are retailers who display exceptional commitment to ENERGY STAR across their corporate strategy, product selection, sales associate training, marketing, and evaluation.

A complete list of the 2008 award categories and additional information on the criteria used to assess the winners can be found in the appendix.

Description of Award Winners

The 2008 ENERGY STAR award winners reflect the breadth of ENERGY STAR's partners. They include large and small organizations, some with long track records of success, and some that are excelling quickly in their ENERGY STAR partnership. Importantly, they represent leaders in many different arenas of our broad and complex world of energy. Each arena is one in which greater energy efficiency is critically important if we are to achieve the significant savings that energy efficiency offers.

An overview of this year's winners is provided in Table 1 on the next page, which shows the winners categorized to demonstrate how they extend across different sector groups.

- Twenty-eight organizations demonstrated sustained excellence for their long-term commitment to protecting our environment through superior energy efficiency. These winners exhibit outstanding leadership year after year. They have set and achieved aggressive goals, employed innovative approaches, and shown others what can be achieved through energy efficiency. The organizations honored include leaders in aerospace, commercial real estate, pharmaceuticals, hospitality, grocery, motor vehicle manufacturing, utilities and other energy efficiency program administrators, manufacturers of household products and appliances, and more.

- Twenty-six organizations are being recognized as Partners of the Year. This award recognizes partners for their commitment to successfully manage energy use and promote ENERGY STAR products and practices within their own organization, or by providing products, services, and education to consumers and their community. Award winners represent product manufacturers, commercial real estate, healthcare, retailers, school districts, the industrial sector, utilities, energy efficiency program administrators, home energy raters, and more.
- Twenty-one organizations are being recognized for their outstanding work in other ENERGY STAR areas—promoting energy-efficient homes, products, and practices to employees, consumers, and the community at large. By spreading the word in a wide variety of ways, these partners help expand the reach of the ENERGY STAR program to change behaviors and buying habits.

Figure 2 below shows a map marked with each of the winning organization's headquarters. A listing of these locations is also provided in Table 2. Profiles of the award winners, including their key accomplishments and the approaches used to increase energy efficiency, appear in the following section.

Figure 2: Geographic Distribution of Winners

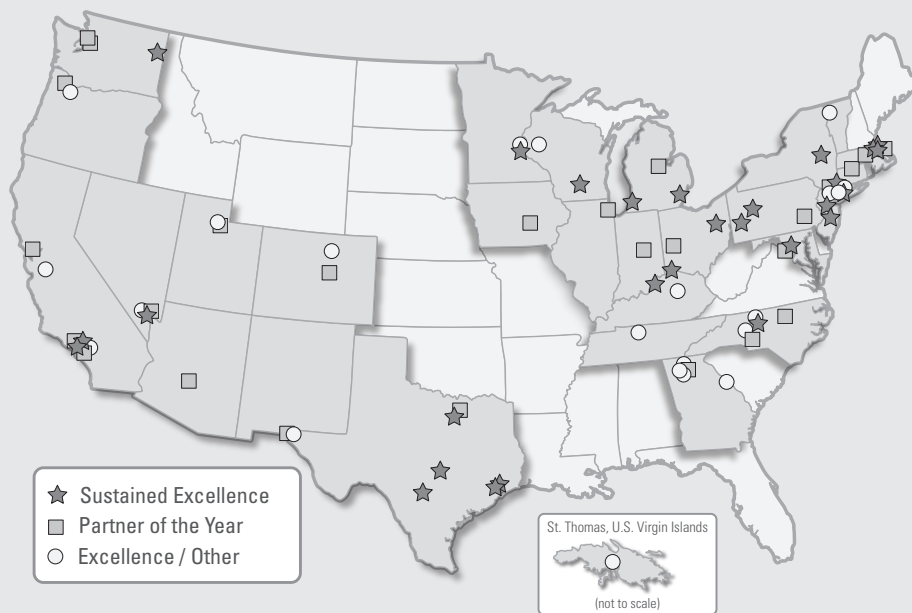


Table 1. Overview of the 2008 ENERGY STAR Award Winners

Type of Organization	Sustained Excellence	Partner of the Year	Excellence in ENERGY STAR Promotion	Excellence in Other ENERGY STAR Areas	Special Recognition
Building Energy Management (including commercial real estate, grocery, hospitality, healthcare, retail, and schools)	6	7			
Energy Service Company (including commercial and residential)	1	5			
Industrial Energy Management (including aeronautics, cement manufacturing, chemicals, food and beverage, iron and steel, pharmaceuticals, technology research & development, and vehicle manufacturing)	7	3			
New Home Builder		Not Applicable	5		1
Product Manufacturer (including home appliances, home lighting, home windows/doors, and commercial appliances)	6	3	1	1	1
Retailer (including national retailers and lighting showrooms)		1	2	2	1
Utility/Third-Party Program Administrator or Other Organization (including appliance and lighting, new homes programs, commercial buildings, benchmarking/improvement, multifamily and public housing, and quality home retrofits)	8	7	8	2	

Note: Pacific Gas and Electric Company received two awards.

Table 2. Award Winners by Category

Sustained Excellence		
Building Energy Management	Transwestern <i>Houston, TX</i>	Commercial Real Estate
	USAA Real Estate Company <i>San Antonio, TX</i>	
	Food Lion, LLC <i>Salisbury, NC</i>	Grocery
	Giant Eagle, Inc. <i>Pittsburgh, PA</i>	
	NewYork–Presbyterian Hospital <i>New York, NY</i>	Healthcare
Marriott International Inc. <i>Bethesda, MD</i>	Hospitality	
Energy Service Company	Advantage IQ, Inc. <i>Spokane, WA</i>	Commercial
Industrial Energy Management	Raytheon Company <i>Waltham, MA</i>	Aeronautics
	California Portland Cement Company <i>Glendora, CA</i>	Cement Manufacturing
	PepsiCo <i>Purchase, NY</i>	Food and Beverage
	Merck & Co., Inc. <i>Whitehouse Station, NJ</i>	Pharmaceuticals
	3M <i>St. Paul, MN</i>	Technology Research & Development
	Ford Motor Company <i>Dearborn, MI</i>	
Toyota Motor Engineering & Manufacturing North America, Inc. <i>Erlanger, KY</i>	Vehicle Manufacturing	
Product Manufacturer	Whirlpool Corporation <i>Benton Harbor, MI</i>	Home Appliances
	GE Consumer & Industrial <i>Louisville, KY</i>	Home Appliances and Lighting
	OSRAM SYLVANIA <i>Danvers, MA</i>	Home Lighting
	Sea Gull Lighting Products, LLC <i>Riverside, NJ</i>	
	Gorell Enterprises, Inc. <i>Indiana, PA</i>	Home Windows/Doors
ProVia Door, Inc. <i>Sugarcreek, OH</i>		
Utility/Third-Party Program Administrator or Other Organization	Northeast ENERGY STAR Products Initiative <i>Lexington, MA</i>	Appliances and Lighting
	Austin Energy <i>Austin, TX</i>	Home Retrofits
	CenterPoint Energy <i>Houston, TX</i>	
	Nevada ENERGY STAR Partners <i>Las Vegas, NV</i>	New Homes
	Oncor Electric Delivery <i>Dallas, TX</i>	
	Southern California Edison <i>Rosemead, CA</i>	
	Wisconsin Focus on Energy <i>Madison, WI</i>	New Homes/Home Retrofits/Products
New York State Energy Research and Development Authority <i>Albany, NY</i>	New Homes/Home Retrofits/Products/ Commercial Buildings/Multifamily Housing	

Partner of the Year

Building Energy Management	CB Richard Ellis, Inc. <i>Los Angeles, CA</i>	
	Simon Property Group <i>Indianapolis, IN</i>	Commercial Real Estate
	TIAA-CREF <i>New York, NY</i>	
	Providence Health & Services <i>Seattle, WA</i>	Healthcare
	J. C. Penney Company, Inc. <i>Plano, TX</i>	Retail
	Council Rock School District <i>Newtown, PA</i>	Schools
Energy Service Company	Gresham-Barlow School District <i>Gresham, OR</i>	
	TRC Energy Services <i>Windsor, CT</i>	Commercial
	Energy Inspectors <i>Las Vegas, NV</i>	
	Environmental Building Solutions <i>Matthews, NC</i>	New Homes
	Southern Energy Management <i>Raleigh, NC</i>	
Industrial Energy Management	Southwest Energy Conservation, LLC <i>El Paso, TX</i>	
	The Dow Chemical Company <i>Midland, MI</i>	Chemicals
	ArcelorMittal USA <i>Chicago, IL</i>	Iron and Steel
Product Manufacturer	Allergan, Inc. <i>Irvine, CA</i>	Pharmaceuticals
	ITW Food Equipment Group North America <i>Troy, OH</i>	Commercial Appliances
	Lithonia Lighting, an Acuity Brands Company <i>Conyers, GA</i>	Home Lighting
Retailer	Pella Corporation <i>Pella, IA</i>	Home Windows/Doors
	Seattle Lighting DestinationLighting.com <i>Seattle, WA</i>	Lighting Showroom
Utility/Third-Party Program Administrator or Other Organization	Arizona Public Service (APS) <i>Phoenix, AZ</i>	
	Colorado Springs Utilities <i>Colorado Springs, CO</i>	
	Rocky Mountain Power <i>Salt Lake City, UT</i>	New Homes
	The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR <i>Massachusetts</i>	
	Building Owners and Managers Association (BOMA) International <i>Washington, DC</i>	Commercial Buildings Benchmarking/Improvement
	Pacific Gas and Electric Company <i>San Francisco, CA</i>	
	National Grid <i>Westborough, MA</i>	Home Retrofits

Excellence for ENERGY STAR Promotion		
New Home Builder	Forest City Stapleton	Denver, CO
	Haven Properties	Alpharetta, GA
	Ideal Homebuilders	Lexington, KY
	Ivey Residential	Evans, GA
	Winton/Flair Custom Homes	El Paso, TX
Product Manufacturer	Bosch Home Appliances	Huntington Beach, CA
Retailer	The Home Depot	Atlanta, GA
	Nationwide Marketing Group	Winston-Salem, NC
Utility/Third-Party Program Administrator or Other Organization	Georgia Power	Atlanta, GA
	Long Island Power Authority	Uniondale, NY
	Pacific Gas and Electric Company	San Francisco, CA
	Virgin Islands Water and Power Authority	St. Thomas, U.S. Virgin Islands
	Nevada Power & Sierra Pacific Power ENERGY STAR Lighting and Appliance Program	Reno, NV
	Energy Trust of Oregon, Inc.	Portland, OR
	Efficiency Vermont	Burlington, VT
	NJBPU, New Jersey's Clean Energy Program	Newark, NJ
Excellence in other ENERGY STAR Areas		
Appliance Retailing	Best Buy Co., Inc.	Richfield, MN
Affordable Housing	Nashville Area Habitat for Humanity	Nashville, TN
	Utah Division of Housing and Community Development	Salt Lake City, UT
Product Labeling	Canon USA, Inc.	Lake Success, NY
Retail Commitment	Lowe's Companies, Inc.	Mooresville, NC
Special Recognition		
Best Regional Retailer	Menards	Eau Claire, WI
Excellence in Lighting Promotion	Lennar Homes—Bay Area, California	San Ramon, CA
Excellence in Promoting Superior Energy Performance in Product Design	3M's Optical Systems Division	St. Paul, MN

Award Winner Profiles

Sustained Excellence

3M

3M

St. Paul, Minnesota

3M, a diversified technology company with a worldwide presence in many product markets, operates manufacturing facilities in 37 countries around the world. This is the fourth time 3M has received ENERGY STAR Sustained Excellence recognition. The award honors the company's efforts to expand its energy management program and realize significant energy savings through an array of successful strategies. Key accomplishments include:

- Exceeding its goal of reducing energy consumption by 4 percent in 2007 by achieving a 6.4 percent savings, saving \$10.6 million in 2007 and more than \$100 million since 1990.
- Achieving a worldwide reduction in the company's total greenhouse gas emissions of 54 percent from a 1990 base year and working to achieve its aggressive greenhouse gas emissions reduction goal established under EPA's Climate Leaders program.
- Launching an initiative to work with raw material suppliers upstream to reduce the energy and carbon footprint of the products they sell to 3M.
- Working with customers downstream to help them reduce their energy consumption, particularly during the introduction of new 3M products.
- Successfully exporting its U.S.-based energy management program as a model for international operations and requiring that 3M businesses and country subsidiaries outside the United States produce a plan for achieving their share of the corporate energy efficiency goal.

In addition, 3M's Optical Systems Division made an important contribution to the development of EPA's new ENERGY STAR specification for televisions. The new specification addresses the energy used while the TV is on and being viewed, in addition to when it is in standby mode. 3M brought vital information and extensive TV expertise to the ENERGY STAR specification process and provided invaluable assistance in the development of a technology neutral, on-mode specification that will save billions of kilowatt hours in the coming years—all while offering U.S. consumers the very best in terms of feature-rich, high-quality TVs.



Advantage IQ, Inc.

Spokane, Washington

Advantage IQ provides outsourced bill payment, auditing, reporting, and enhanced consulting services for multi-site companies nationwide. The company's success can be measured by the success of its clients. In 2007, many Advantage IQ clients experienced the seamless delivery of ENERGY STAR ratings integrated within the patented Facility IQSM reporting platform, achieved significant energy savings, and earned ENERGY STAR recognition. This is the second time Advantage IQ has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Increasing the number of buildings routinely assessed by 600 percent from 2006, to a monthly benchmarking high of more than 25,000 buildings.
- Delivering more than 116,000 individual building ratings in 2007, a 400 percent increase over 2006.
- Working with numerous clients that have been recognized as ENERGY STAR Partners of the Year or ENERGY STAR Leaders for their own energy efficiency performance improvements in the retail, grocery, hospitality, and healthcare sectors.
- Assisting EPA in the development of the new retail energy performance rating by collecting important data from 900 locations representing nine clients and promoting the new retail rating to more than 80 retail clients.

Advantage IQ's corporate commitment to energy conservation and management is evident in many ways. For example, the company displays the ENERGY STAR logo prominently on its Web site and in marketing materials; presents monthly Webinars on energy conservation and management topics; and most significantly, delivers the Facility IQ service to more than 210,000 locations nationwide, bringing improved facility intelligence and access to energy management resources, including ENERGY STAR.



Austin Energy

Austin, Texas

Austin Energy is a community-owned public electric utility and a leader in promoting energy efficiency in Texas since the 1980s. This is the second time that Austin Energy has received ENERGY STAR Sustained Excellence recognition. The award honors its outstanding accomplishments under Home Performance with ENERGY STAR. Austin Energy has successfully recruited the best contractors in Austin to join Home Performance with ENERGY STAR and deliver high-quality efficiency services that consistently save homeowners nearly 30 percent in annual energy use. Key achievements of this company include:

- Delivering energy efficiency measures to more than 1,950 homes, resulting in total energy savings of 3.8 MW, despite unusually wet weather in 2007.
- Helping City of Austin residents save, on average, 2,549 kWh and 1.98 peak kW through its Home Performance with ENERGY STAR program. Since 2005, more than 5,000 Austin Energy customers have been involved.
- Offering a new solar hot water incentive of up to \$2,000 in 2007.
- Drawing 48,000 visitors to its Web site dedicated to Home Performance with ENERGY STAR.
- Helping make Home Performance with ENERGY STAR a key part of the mayor's strategy to reduce local and global greenhouse gas emissions.



California Portland Cement Company Glendora, California

California Portland Cement Company (CPC) manufactures cement, concrete, concrete products, and aggregates in the western United States. This is the second time CPC has received ENERGY STAR Sustained Excellence recognition. The award honors CPC's multi-faceted energy strategy, championed by the company's CEO, who personally defined the 2007 corporate vision to "continue to be THE leader in energy efficiency within the construction materials industry and set an example for all industrial companies in the United States." Key accomplishments include:

- Reducing energy intensity in 2007 by 2.5 percent from 2006 levels for a savings of nearly 363 trillion Btu and \$1.8 million.
- Saving more than \$6 million since the program began in earnest in 2003, the equivalent in sales to an additional 3 months of a single plant's production.
- Earning the ENERGY STAR for its Colton and Mojave plants.
- Establishing a new executive-level position for a Director of Energy Services and an Energy Steering Committee consisting of senior executives, energy managers, chief engineers, and plant management. CPC assigned the 16 energy managers the responsibility of accomplishing the goals of the energy program at all major plants and in all divisions.
- Involving customers in the company's energy program so that they can share approaches and best practices.

The energy performance of all of CPC's cement plants rates in the top 25 percent of cement facilities nationally. CPC has achieved this high level through practices such as assessing plants every 2 months, using Toyota's "treasure hunt" approach to plant assessment. CPC's implementation of careful plant process controls combined with decisions to invest in new kiln and grinding technologies addresses the areas with the highest energy consumption and potential for reducing energy use. The company occupies a unique position in its industry by also investing in renewable wind power on its property.

Recognizing the environmental benefits of its efforts, CPC shares its energy management expertise extensively outside its business. CPC works with other cement companies to help them develop energy programs. CPC also proudly displays ENERGY STAR signage at its plants and informs others how they can improve energy efficiency in their communities and homes.

CPC is also working to achieve its aggressive greenhouse gas emissions reduction goal established under EPA's Climate Leaders program.



CenterPoint Energy
Houston, Texas

CenterPoint Energy is an electric transmission and distribution utility serving the Houston, TX, metropolitan area. This is the third time CenterPoint Energy has received ENERGY STAR Sustained Excellence recognition. The award honors its long-standing commitment to promoting ENERGY STAR in residential new construction in the Houston market. Major accomplishments of this company include:

- Sponsoring the Houston area's ENERGY STAR Homes Program since 2000.
- Continually expanding the ENERGY STAR Homes Program throughout its service territory.
- Incentivizing the construction of more than 86,000 ENERGY STAR qualified homes to date, more than 13,000 of which were built in 2007.
- Achieving 21 MW and 18,000 MWh of energy savings, exceeding its goal by 54 percent.
- Developing a successful program strategy that includes customized sales training, builder outreach, and marketing to prospective home buyers through a high-visibility advertising campaign.



Food Lion, LLC
Salisbury, North Carolina

Food Lion, LLC, part of the Delhaize Group, is a low-price grocery leader operating more than 1,200 stores in 11 southeast and mid-Atlantic states. For the company, successful energy management is not just a goal; it is an integral part of company operations. As a result, Food Lion has achieved phenomenal savings in energy consumption and costs while reducing the company's environmental footprint. This is the fifth time Food Lion has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Saving almost 30 billion Btus and \$532,000 in 2007 alone.
- Reducing energy use by more than 27 percent since 2000, despite an increase in the number of stores.
- Achieving an unprecedented 700th ENERGY STAR labeled store.
- Expanding its successful energy management program, which includes store energy benchmarking, submetering, and a demand control program.
- Implementing the same energy management practices in other stores it directly operates, including Bottom Dollar Food, Bloom, and Harveys, and sharing best practices with sister companies such as Hannaford and Sweetbay supermarkets.
- Continuing to strive for excellence, Food Lion established a new goal to pursue ENERGY STAR labels for at least 100 additional stores in 2008.

In 2007, Food Lion ran two campaigns to increase energy awareness among employees, including one focused on deli departments. It also participated as a pledge driver in the ENERGY STAR Change a Light, Change the World Campaign for the second consecutive year, nearly doubling the associates' pledges over 2006.

Food Lion's commitment to the environment and the community it serves goes beyond the ENERGY STAR partnership. It has taken a leadership role in the National Action Plan for Energy Efficiency, EPA's Green Chill program, and Clean Air Works!, a partnership with the Charlotte, NC-area Regional Air Quality Board to improve air quality and alleviate traffic congestion.



Ford Motor Company Dearborn, Michigan

Ford Motor Company is a global automotive industry leader, manufacturing and distributing vehicles in 200 markets across six continents. Continuing its commitment to reduce the environmental impact of producing quality cars and trucks, the company made 2007 a year to build on its commitment to strategically manage energy. This is the first time Ford has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Reducing energy use across its U.S. operations by 4.5 percent in 2007, saving an estimated 1.5 trillion Btu of energy, or the energy required to assemble 87,000 Ford Escape Hybrids.
- Reducing energy use by nearly 30 percent since 2000.
- Earning the ENERGY STAR label for superior energy performance for seven automobile assembly plants and office buildings.

Ford follows EPA's ENERGY STAR Guidelines for Energy Management. The company relies heavily on benchmarking facility energy consumption and has adapted the ENERGY STAR auto assembly plant energy performance indicator into a custom application to track and evaluate the energy efficiency of its U.S. assembly plants. Ford uses the data for trending, gap analysis, and identifying improvement opportunities.

In 2007, Ford Motor Company continued its investment in plant upgrades by using energy performance contracts and reducing off-shift energy use through effective non-production shutdown best practices. A leader in technology innovation, Ford focused on energy intensive operations like paint application and its industry-leading 3-Wet painting process, and further developed its Fumes to Fuel strategy. In addition, as a result of the EPA Report to Congress on Server and Data Center Energy Efficiency, the company embraced a new energy management opportunity to reduce the impact of data centers on the environment. Through a partnership with Hewlett-Packard, Ford developed a 3 year program to consolidate all of its computer data centers globally. When complete, Ford expects to reduce energy use in this application by 90 percent.

Ford actively promotes its partnership with ENERGY STAR and communicates its achievements to employees, suppliers, dealerships, and customers. The company's energy team shares practical home energy efficiency tips and ENERGY STAR materials with employees and also partners with local schools and universities.



Consumer & Industrial

GE Consumer & Industrial

Louisville, Kentucky

GE Consumer & Industrial—a global business and industry leader in major appliances, lighting, and integrated industrial systems for more than 125 years—continues to demonstrate exceptional leadership in the ENERGY STAR program with its commitment to developing innovative technologies and national marketing initiatives. Working in more than 100 countries, GE provides products and services from aircraft engines, power generation, water processing, and security technology to medical imaging, business and consumer financing, media content, and industrial products.

In 2007, in conjunction with its ecomaginationSM initiative, GE aggressively increased its focus on both ENERGY STAR qualified appliances and compact fluorescent lamps. This is the third time GE has received ENERGY STAR Sustained Excellence recognition. Key achievements include:

- Expanding the availability of its smaller T2, Day Light, Dimmable, Sunshine, and Instant-On lamps.
- Investing significant resources in the development of new energy-efficient appliances and extending ENERGY STAR qualification deeper in price-point offerings of most product lines.
- Demonstrating leadership in its support of ENERGY STAR's appliance and lighting promotions.
- Taking initiative to generate consumer awareness for ENERGY STAR products by integrating ENERGY STAR messaging into its ecomagination materials and strengthening the ENERGY STAR content on its Web site.



Giant Eagle, Inc.

Pittsburgh, Pennsylvania

Giant Eagle, Inc. is one of the nation's largest food retailers and distributors with approximately \$7.1 billion in annual sales. The company continues to demonstrate that sustained commitment to superior energy management results in significant environmental and financial savings. This is the third time Giant Eagle has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Saving nearly 2 percent on energy bills across its large portfolio from 2006 to 2007 alone, with total savings of 10 percent since 2003.
- Earning the ENERGY STAR label for superior energy performance for 122 Giant Eagle stores, or more than 85 percent of the company's eligible buildings.
- Expanding its proven strategies and practices for improving the energy performance of its stores, including power monitoring through submetering, recommissioning, and constructing new stores with white roofing materials.

Giant Eagle empowered its 28,000 corporate store team members to drive energy savings efforts by forming energy management teams, identifying an energy champion for each store, creating energy efficiency opportunity lists, and developing store-specific best practices. The Conservation Department at Giant Eagle promotes October as Energy

Awareness Month—educating team members with energy saving tips at stores, such as cycling night lighting to save anywhere from \$6,000 to \$18,000 per store, as well as sharing EPA tips on energy savings at home. Giant Eagle also promoted its Earth Day campaigns and celebrated its 2007 ENERGY STAR Sustained Excellence Award to team members and customers through chain-wide circulars.



Gorell Enterprises, Inc.
Indiana, Pennsylvania

Since its inception in 1994, Gorell Enterprises, Inc. has made energy efficiency a top priority in every facet of its business. The company continuously strives to produce the most energy-efficient products available because it recognizes the value this brings to homeowners and to the country. Pursuant to this philosophy, the company educates its employees, dealers, and consumers about the benefits of ENERGY STAR qualified products.

With ENERGY STAR as the cornerstone of its marketing strategy, Gorell received ENERGY STAR Sustained Excellence recognition for the third year in a row for promoting ENERGY STAR qualified windows. Key achievements include:

- Ensuring that 67 percent of its models qualified for the ENERGY STAR label, making it hard to buy a non-ENERGY STAR qualified window from Gorell.
- Executing successful ENERGY STAR marketing efforts, with nearly 95 percent of its 2007 sales coming from ENERGY STAR qualified products.
- Increasing total sales by 50 percent in just 6 years, thanks to the company's strategic use of ENERGY STAR messaging to educate consumers and arm its representatives with a powerful sales tool.



Marriott International Inc.
Bethesda, Maryland

Marriott International Inc. is a leading lodging company with about 3,000 properties located in the United States and 67 other countries and territories. In 2007, Marriott continued to lead the hospitality industry in the energy management efforts that are the core of its environmental initiatives. The company significantly reduced its environmental footprint and again achieved impressive cost savings. This is the second time Marriott has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Saving nearly \$7.8 million in 2007 on energy bills—equivalent to a cost reduction of \$0.13 per occupied room night, or an increase in the company's average daily room rate of \$0.15.
- Reducing greenhouse gas emissions by more than 3 percent per available room since 2004—putting Marriott well on track to meet its goal under EPA's Climate Leaders program of achieving a 6 percent reduction per available room by 2010.

- Benchmarking the energy performance of more than 95 percent of its properties using EPA's energy performance rating system.
- Earning the ENERGY STAR for more than 200 hotel properties to date in more than 20 states.
- Expanding on initiatives that have resulted in superior achievements in energy efficiency, such as the Marriott Retro-Commissioning program, the appointment of an Energy Champion for each property, the installation of alternative laundry systems, and procurement policies requiring ENERGY STAR qualified products and more efficient building equipment.

In 2007, Marriott increased efforts to promote employee awareness of energy efficiency by organizing its first "Green Fair" to present Marriott associates with ideas on how to "go green" at home and at work and by continuing outreach well beyond this single event. Marriott emphasized employee involvement in energy efficiency through daily meetings, its Intranet, electronic communications, online training, and rewards for energy efficiency solutions.

Marriott continues to publicly promote its successful participation in the ENERGY STAR program and has made energy efficiency a cornerstone of its expanding sustainability and climate efforts. Never resting on previous accomplishments, Marriott has set a new goal to increase the number of properties earning the ENERGY STAR by 33 percent in 2008.



Merck & Co., Inc.

Whitehouse Station, New Jersey

Merck & Co., Inc., is a global research-driven pharmaceutical company known for vaccines and medicines. It is a leading example of a company with committed senior executives and an advanced energy strategy that creates a corporate-wide, results-oriented energy efficiency culture. This is the first time Merck & Co. has received ENERGY STAR Sustained Excellence recognition. Key accomplishments for this company include:

- Achieving energy savings on the order of 20 percent of its current corporate-wide energy savings goal through 2007.
- Earning the ENERGY STAR label for its corporate headquarters and manufacturing division headquarters buildings.
- Reducing energy consumption by nearly 50 percent over the past 8 years.
- Leading efforts to share energy management best practices across industries and among other ENERGY STAR partners.

Merck has undertaken efforts to move its energy management program to the next level by finding hidden energy savings opportunities. For example, in 2007, the company invested in a series of plant recommissioning projects where facility support systems were analyzed for performance relative to their original designs. Additionally, submetering was installed to better enable the corporation to assess energy use. These investments are expected to sustain savings in future years. Merck senior management continued to make employees part of the solution by communicating their aggressive energy goals to everyone. To encourage employees' efforts, a reward system was implemented to provide prizes, such as payment of a home energy bill, for demonstrating excellence in personal energy use in the workplace.

In 2007, Merck's leaders collaborated on a groundbreaking report designed for senior business executives called *Energy Strategy for the Road Ahead*, which promotes working up and downstream of a company to manage energy, in addition to making internal improvements. Merck has already established an external manufacturing organization to work with

suppliers to manage their energy impacts. Merck has also set a corporate-wide energy savings goal of reducing energy intensity 25 percent by 2008 relative to 2004, and has pledged to reduce total global greenhouse gas emissions by 12 percent from 2004 to 2012 through EPA's Climate Leaders program.

NEVADA ENERGY STAR PARTNERS

Nevada ENERGY STAR Partners

Las Vegas, Nevada

The Nevada ENERGY STAR Partners is a unique coalition of local homebuilders, home energy raters, utilities, building industry suppliers, and local press. This is the fourth time this partner coalition has received ENERGY STAR Sustained Excellence recognition. The award honors their outstanding commitment to and success in promoting ENERGY STAR qualified new homes in the greater Las Vegas market, which has been one of the fastest growing new homes markets in the country. Major achievements of the Nevada ENERGY STAR Partners include:

- Developing and running a 13-week promotional campaign called the Summer Showcase of ENERGY STAR Homes for the seventh straight year.
- Promoting ENERGY STAR qualified homes through multimedia advertising on billboards, in print, on a jointly sponsored Web site, and at trade seminars.
- Generating significant new interest in ENERGY STAR new homes, as measured by unique visitors and first time visitors to the Web site, which nearly doubled in 2007 from the previous year for both categories.
- Leveraging relationships with area media to generate sponsorships valued at more than \$100,000.
- Reaching an impressive 57 percent market penetration for ENERGY STAR new homes in the Las Vegas market, despite a significant downturn in the national housing market.

 **NewYork-Presbyterian**
The University Hospital of Columbia and Cornell

NewYork-Presbyterian Hospital

New York, New York

NewYork-Presbyterian Hospital (NYPH), consisting of the hospitals of Columbia University and Cornell University, delivers comprehensive medical services to residents of New York City and its surrounding boroughs. This is the second time NYPH has received ENERGY STAR Sustained Excellence recognition—the only healthcare system to be so honored. Key accomplishments of this organization include:

- Reducing its energy use by more than 7 percent in 2007, resulting in an annual savings of more than \$2 million, or the equivalent of generating \$43 million in new revenues.
- Achieving savings despite increases in energy-intensive medical equipment as NYPH continues to add state-of-the-art medical research, testing, and digital imaging equipment to its facilities.
- Dedicating more than \$7.3 million to implementing upgrades specifically targeted to achieving energy savings since partnering with ENERGY STAR in 2003.

Energy management is an organization-wide priority at NYPH. To maintain this commitment and keep energy conservation “on the front burner” as an institutional goal, energy management initiatives are routinely discussed at all levels, from engineering staff meetings to the highest management levels. Those responsible for energy management report directly to the Senior Vice President of Facilities and Real Estate. In 2007, NYPH added new staff to its energy office to better manage the expanding program.

An early adopter and industry leader, NYPH was proud to commit to the Energy Efficiency Commitment Initiative, or E²C partnership, designed to promote energy education and recognition, between the American Society for Healthcare Engineering and EPA.



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

New York State Energy Research and Development Authority (NYSERDA) is being recognized for excellence and leadership in delivering energy efficiency across many sectors of the New York economy. This is the third time that NYSERDA has received ENERGY STAR Sustained Excellence recognition. NYSERDA continues to excel in developing and implementing innovative energy efficiency programs for its key customer groups, including new models for energy efficiency upgrades in affordable housing. Key achievements include:

- Constructing more than 10,000 homes that qualify for the ENERGY STAR since the New York program began in 2001. These homes are saving residents more than \$10 million a year on energy bills, about 13.3 million kWh of electricity, and 573 billion Btus of fossil fuel.
- Improving more than 16,700 existing homes since the inception of the Home Performance with ENERGY STAR program in New York. These homes use up to 40 percent less energy, and each family saves an average of \$759 per year.
- Increasing the energy efficiency of more than 1,000 affordable housing properties in 54 counties since 2000 through its Multifamily Performance Program. This includes retrofitting the properties with ENERGY STAR qualified refrigerators and lighting.
- Helping build the nation’s first two ENERGY STAR qualified multifamily high-rise buildings in New York City as part of the New Construction Component of the Multifamily Performance Program. The first three buildings to come out of this program will collectively deliver projected energy savings of \$74,000 annually.
- Aggressively recruiting partners into the New York Energy Smart ENERGY STAR Products Program, which led to a 40 percent increase in manufacturer partners and a 70 percent increase in retail partners from 2006.

Northeast Energy Efficiency Partnerships, Inc.



Northeast ENERGY STAR Products Initiative Lexington, Massachusetts

Sponsors: Cape Light Compact, Connecticut Energy Efficiency Fund, Connecticut Light & Power, Efficiency Maine, Efficiency Vermont, Long Island Power Authority, National Grid, New Jersey Clean Energy Program, New York Energy Research and Development Authority, NSTAR Electric, The United Illuminating Company, Unitol, and Western Massachusetts Electric Company

The Northeast ENERGY STAR Products Initiative, working in facilitation with the Northeast Energy Efficiency Partnerships, Inc. (NEEP), unites diverse program sponsors across seven states for one common cause—to reduce energy demand and greenhouse gas emissions by promoting ENERGY STAR qualified products. In 2007, the initiative built upon past efforts to further advance the market with qualified lighting and appliances and to educate consumers about the role of energy efficiency in climate change. Key accomplishments include:

- Implementing a comprehensive marketing and communications campaign titled “Start Small, Save BIG.” The campaign addresses climate change by arming consumers with practical information about ENERGY STAR qualified products and practices and addresses climate change.
- Securing widespread press coverage and generating more than 70 million impressions through innovative television, radio, and print media outreach; retail and community events; and a regional Web site—with help from regional media outlets, retailers like Whole Foods and Percy’s, and others such as MassSAVE and GasNetworks.
- Anchoring the campaign with high-profile events, including a campaign launch with the Massachusetts Governor’s office and media and consumer events featuring the Boston, MA, stop of the 2007 ENERGY STAR Change a Light Bus Tour.
- Working with retailers and product manufacturers to offer discounts, coupons, and direct incentives for ENERGY STAR qualified products—leveraging almost \$9 million in combined manufacturer and retailer discounts promoting ENERGY STAR qualified lighting.
- Moving approximately 4.6 million ENERGY STAR qualified compact fluorescent light (CFL) bulbs, 44,000 ENERGY STAR qualified fixtures, and 77,000 ENERGY STAR qualified appliances into Americans’ homes and workplaces.
- Saving an estimated 2 million MWh in lifetime energy savings and preventing an estimated 3 billion pounds of greenhouse gas emissions through the programs.



Oncor Electric Delivery

Dallas, Texas

Oncor Electric Delivery is an electric distribution and transmission business providing power to more than 3 million homes and businesses and operating more than 115,000 miles of transmission and distribution lines in Texas. This award honors Oncor's outstanding commitment to transforming the Dallas new homes construction market to ENERGY STAR. Key achievements of this company include:

- Sponsoring more than 66,000 ENERGY STAR qualified homes since 2001. In 2007 more than 6,500 homes were constructed, yielding over 10 MW and over 12 thousand MWh of annual energy savings.
- Conducting 37 seminars and training courses reaching 225 real estate agents and more than 100 builders in 2007 alone.
- Displaying the ENERGY STAR mark on all recruitment materials and in all marketing, training, and outreach activities.
- Using effective recruitment efforts in 2007 that yielded a record number of home builder applications—a total of 242 builders applied to participate in 2008.
- Reaching an impressive 43 percent market penetration for ENERGY STAR qualified homes in the Dallas metro area.



OSRAM SYLVANIA

Danvers, Massachusetts

OSRAM SYLVANIA, a worldwide leader in lighting sources and systems, continues to be an invaluable partner in ENERGY STAR's promotion of energy-efficient lighting. The company is being recognized for its promotion of energy-efficient lighting. This is the third time OSRAM SYLVANIA has received ENERGY STAR Sustained Excellence recognition for its leadership in the development of compact fluorescent technology. Key achievements include:

- Expanding its line of micro-mini products using T2 technology and making impressive reductions in the mercury content of its CFLs.
- Demonstrating the ongoing depth of its commitment to the ENERGY STAR partnership by helping the 2007 ENERGY STAR Change a Light Campaign, sponsoring both the Bus Tour kick-off event at Disneyland and a second event in Boston.
- Incorporating ENERGY STAR into numerous internal training resources.

OSRAM SYLVANIA continues to set the standard both in using ENERGY STAR in its own promotions, and in partnering with other ENERGY STAR partners in cooperative promotions around the country.



PepsiCo

Purchase, New York

PepsiCo is recognized as a world leader in the convenience food and beverage markets. It is also a world leader in managing energy as part of advancing the corporation's long-term business and environmental strategies. This is the first time PepsiCo has received ENERGY STAR Sustained Excellence recognition. Key accomplishments of this company include:

- Beating its 2007 energy saving target of 4 percent from 2006 levels with almost double the savings, resulting in more than \$20 million in energy bill savings. That is equal to the sale of 14 million gallons of Tropicana Premium Orange Juice[®] or 28 million bags of SunChips[®].
- Saving more than \$250 million since the inception of its corporate energy management program in 2000.
- Refining its energy management program following EPA's Guidelines for Energy Management. The result makes each of the company's plants accountable for contributing to the overall corporate energy goal and for developing an action plan that can deliver 150 percent of the target.
- Catalyzing investment in energy efficiency projects by recognizing that energy projects are often some of the least risky for capital investment. As part of this effort, PepsiCo requires capital expenditures of more than \$5 million to undergo a "sustainability filter" and then allows the beneficial projects a simple payback period of 5 years (longer than the industry standard).
- Establishing a well-recognized strategic business partner outreach program through which PepsiCo requires all large vendors, anchor bottlers, and contract manufacturing operations to join ENERGY STAR, establish energy efficiency programs, and use EPA's energy management tools.

PepsiCo also continues to work hand in hand with EPA's ENERGY STAR program as its energy management efforts evolve, highlighting ENERGY STAR as "the industry standard for a successful energy management system." PepsiCo is an EPA Climate Leaders Partner and has been recognized as the largest Green Power purchaser in the country as part of EPA's Green Power Partnership.



ProVia Door

Sugarcreek, Ohio

ProVia Door began under the name Precision Entry in 1977 in a small garage. Today, ProVia Door has a dedicated team of 400 employees serving customers across the United States. Already a two-time ENERGY STAR Partner of the Year award winner, ProVia Door reached new heights this year with its ENERGY STAR Sustained Excellence recognition. Key achievements in 2007 include:

- Expanding its 100 percent ENERGY STAR qualified product line to include decorative glass—an action that embodies the company’s commitment to choice and style in energy efficiency..
- Building its Web site around the core message of ENERGY STAR.
- Taking ENERGY STAR’s message to the streets with roadside billboards that reach tens of thousands of travelers every day.

ProVia Door continues to live the ENERGY STAR mission in word and deed.

Raytheon

Raytheon Company

Waltham, Massachusetts

Raytheon Company is a technology leader specializing in aerospace defense and related supply systems. This is the first time Raytheon has received ENERGY STAR Sustained Excellence recognition. The award honors Raytheon’s outstanding accomplishments, from its corporate-wide energy management program to the creation of a true energy efficiency culture among the company’s 73,000 employees. Key accomplishments include:

- Achieving an almost 4 percent reduction in energy consumption in 2007 alone, equivalent to reducing the company’s overhead costs by \$9 million and equating to an additional \$90 million in annual revenues.
- Reducing energy consumption on an absolute basis by close to 12 percent over the past 5 years, despite an increase in revenue of \$6.6 billion.
- Enrolling more than 1,500 employees as Energy Champions, introducing a new employee energy efficiency education campaign, engaging employees’ children in a “Kids R Cool” contest, and recognizing winning photographs about energy, the environment, climate change, and similar issues in a 2008 employee calendar.

In response to the release of *Energy Strategy for the Road Ahead*, a new report assessing business risks and opportunities and the future of energy and the environment, Raytheon’s corporate leadership encouraged a new look at its management strategy for energy-related risks to business performance. After taking an even more critical look at its own energy impacts, the company expanded its strategy to work “upstream” with its suppliers and “downstream” on the energy use in the products Raytheon sells customers. Raytheon has pledged to reduce greenhouse gas emissions in its U.S. operations by 33 percent per dollar of revenue from 2002 to 2009 through EPA’s Climate Leaders program.



Sea Gull Lighting Products, LLC
Riverside, New Jersey

Since 1919, Sea Gull Lighting Products, LLC has been an established leader in the electrical and lighting industry, well known for its fashionable, affordable, and efficient lighting products for every room in the home. This is the second time Sea Gull has received ENERGY STAR Sustained Excellence recognition for bringing products to the marketplace that meet consumers' practical needs while reducing their electricity bills. The company continuously commits substantial financial and intellectual resources to expand its ENERGY STAR portfolio and educate its retailers, builders, and consumers about energy-efficient lighting. Key achievements include:

- Increasing shipments of ENERGY STAR qualified fixtures by 23 percent.
- Promoting the ENERGY STAR Advanced Lighting Package initiative to builders, reporting 1,277 packages installed.
- Developing Custom Select, an online tool designed to deliver presentations to builders and consumers featuring ENERGY STAR qualified lighting solutions for the whole house.
- Expanding its offerings of decorative ENERGY STAR qualified fixtures. Its Acadia and Newport fixture series both won the 2007 Lighting for Tomorrow fixture design competition.
- Making its facilities greener by installing a rooftop photovoltaic system producing 1.3 million kWh of electricity, which greatly reduced greenhouse gas emissions.



Southern California Edison
Rosemead, California

Southern California Edison is one of the largest electric utilities in the United States and the largest subsidiary of Edison International. This award honors its outstanding support for building ENERGY STAR qualified new homes across California and for increasing builder participation in its New Homes Program. Key achievements of this company include:

- Sponsoring more than 28,000 ENERGY STAR qualified homes since the program's inception, with over 7,000 homes in 2007 alone that are saving homeowners more than 588,000 kWh annually.
- Using training events, recruitment meetings, educational programs, industry events, and green building conferences to present ENERGY STAR program features and benefits to the building industry.
- Providing a comprehensive marketing support package to ENERGY STAR builder partners to help them differentiate their homes from the competition. This includes a "Resource Kit" offering useful tools for building, marketing, and selling ENERGY STAR qualified homes.
- Creating a widespread advertising and marketing campaign that includes print advertising, training DVDs, builder recruitment kits, and branded promotional items such as solar cell phone chargers, each prominently highlighting the ENERGY STAR mark.



Toyota Motor Engineering and Manufacturing North America, Inc.
Erlanger, Kentucky

Toyota Motor Engineering and Manufacturing North America, Inc., the North American manufacturing headquarters for Toyota vehicles, has long been known for quality products and innovation. As a top business priority, Toyota's high standards of energy management earned the company its third ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Achieving an absolute reduction of nearly 4 percent in the amount of energy required to power its operations during 2007, with overall reductions of 16 percent per vehicle in the last 4 years, all while building new plants.
- Earning the ENERGY STAR label on eight Toyota assembly plants in the last 2 years, including the Georgetown, KY, plant, which produces more than 500,000 vehicles and engines annually.
- Piloting a new energy campaign called "Green Weekend" during which Toyota shuts down a manufacturing facility and realizes significant reductions in energy use.
- Expanding energy efficiency efforts to suppliers and their energy requirements, including performing 15 "treasure hunts"—a successful plant energy self-assessment process—with 60 different suppliers to identify efficiency opportunities.
- Continuing to train other ENERGY STAR partners in performing "treasure hunts" in their facilities.

Toyota set a new goal of reducing energy consumption by 2.7 percent per unit annually between 2007 and 2011. In addition, Toyota helped EPA advance the state of strategic energy management with the corporate planning guide *Energy Strategy for the Road Ahead* by volunteering staff and executive level experts to help identify the critical energy strategies senior executives need to succeed in the future.



TRANSWESTERN[®]
The Performance Advantage in Real Estate

Transwestern
Houston, Texas

Transwestern—a national commercial real estate services and development firm—manages more than 43.5 million square feet of commercial real estate. The company continues to lead its industry in superior energy performance of commercial buildings through example, innovation, and sustained top-level commitment. Transwestern managers and staff continually challenge themselves to do more and continually improve on previous results. This is the third time Transwestern has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Establishing the practice of routine benchmarking of building energy use and focusing on rating the energy performance and assessing the improvement opportunities of all new additions to its portfolio.
- Achieving an exemplary portfolio-averaged rating of 76 across its 217 managed properties in 2007 using EPA's energy performance rating system. This is an improvement in its portfolio-averaged rating of 9 points over 2006.
- Reducing portfolio-wide energy consumption by almost 8 million kWh from 2006, despite expanding the portfolio by 52 buildings and 14.8 million square feet.

- Investing \$68 million in energy efficiency upgrades.
- Increasing the asset value of its building portfolio by nearly \$750 million.

Transwestern has accepted the Building Owners and Managers Association 7-Point Challenge, which calls for substantial reductions in energy consumption. In addition, company managers practice energy conservation whenever possible by using hybrid vehicles and green hotels during travel, purchasing only ENERGY STAR office equipment, and recognizing outstanding energy practices among employees.

The company's successes are reflected in an increasing number of new and renewed management assignments, due in large part to a reputation as energy management experts and skills in implementing energy-saving programs. Capitalizing on this national role as leaders in energy management, Transwestern executives and engineers author articles on energy management, conduct ENERGY STAR internal training, and give presentations to peers throughout the country.



USAA Real Estate Company

USAA Real Estate Company

San Antonio, Texas

USAA Real Estate Company owns and manages more than 38 million square feet of real estate. Through a long-term corporate commitment, USAA maintains and improves on the outstanding energy performance of its commercial properties year after year. This is the fourth time USAA Real Estate has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Establishing the practice of routine benchmarking of building energy use.
- Reducing energy consumption across its building portfolio by more than 27 percent since 2001, with 5 percent savings portfolio wide in 2007 alone.
- Attaining the prestigious ENERGY STAR Leaders recognition for the fourth straight year for demonstrating a portfolio-averaged rating above 75.
- Earning the ENERGY STAR label for superior energy performance on 14 properties.

In 2007, USAA focused management attention on operational excellence and increased communications. By sustaining efficiency in top-performing properties and focusing attention on lower performers, USAA was able to achieve significant results. Each site manager and the engineering team created an ENERGY STAR 2007 Energy Performance Plan to set out their annual goals and projects to improve efficiency. The company paid special attention to hotel properties, working collaboratively with third-party management firms to improve the energy performance of these assets without compromising guest comfort.

In 2007, USAA publicly committed to the Building Owners and Managers Association (BOMA) 7-Point Challenge, which calls for significant energy consumption reductions. USAA's senior executives continue to demonstrate their commitment to energy efficiency outside of the buildings they own and manage. USAA staff share their best practices and expertise in important policy forums to help create new utility programs, as well as climate protection and green building programs. They also serve as lead trainers for real estate colleagues through the BOMA Energy Efficiency Program training program and other industry-sponsored forums. An active voice in the real estate community, USAA demonstrates leadership by communicating the value of energy efficiency to corporate management and employees, as well as their tenants and customers.



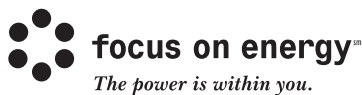
Whirlpool Corporation

Benton Harbor, Michigan

Whirlpool Corporation is a leading manufacturer and marketer of major home appliances, with more than 73,000 employees and more than 70 manufacturing and technology research centers throughout the world. Whirlpool has been an active ENERGY STAR partner since 1998—receiving some of the program’s top honors nearly every year—and continued to demonstrate its dedication to the program in 2007.

The company demonstrates commitment to energy and water conservation, and integrates its ENERGY STAR commitment throughout operations by continuously promoting the benefits of ENERGY STAR to its trade partners, employees, and consumers. This is the third time Whirlpool has received ENERGY STAR Sustained Excellence recognition. Key achievements include:

- Offering a full line of appliances to meet ENERGY STAR criteria, and that are sold across the nation under high-profile brand names, including Whirlpool, Maytag, Kenmore, and KitchenAid.
- Demonstrating exceptional leadership with regard to ENERGY STAR training efforts.
- Emphasizing ENERGY STAR in all internal training materials.
- Making ENERGY STAR a major focus of external trainings, including outreach to Whirlpool’s national retail partners.
- Displaying leadership in community outreach and education, evidenced by Whirlpool’s investment in Habitat for Humanity events through the regular donation of ENERGY STAR qualified appliances.



Wisconsin Focus on Energy

Madison, Wisconsin

Wisconsin Focus on Energy is a statewide energy efficiency program. This is the third time that Wisconsin Focus on Energy has received ENERGY STAR Sustained Excellence recognition. The award honors its continued excellence in delivering energy efficiency programs to residents and businesses in a number of sectors. Key accomplishments of this organization include:

- Overseeing the construction of more than 1,500 ENERGY STAR qualified homes, built by over 400 builders across the state in 2007 alone, for a grand total of 8,788 homes since 2001.
- Promoting efficient new homes by running effective marketing efforts that include print advertising, a dedicated Web site, an infomercial, and a cooperative advertising campaign, as well as distributing window clings and yard signs, attending trade shows to reach builders, and participating in the Parade of HomesSM.
- Sponsoring 30 market-based training events in 2007 for builders, contractors, and consultants with more than 1,200 attendees—a 50 percent increase over 2006.

- Improving the energy efficiency of nearly 10,000 existing homes under Wisconsin's Home Performance with ENERGY STAR program, including 1,900 homes in 2007 alone.
- Helping an estimated 1.8 million people learn about Home Performance with ENERGY STAR through its 2007 marketing and outreach activities.
- Launching a commercial food service equipment program that offers business owners incentives for installing ENERGY STAR qualified fryers, steam cookers, hot food holding cabinets, and solid door refrigerators and freezers; and educating decision makers on the benefits of reducing energy consumption through these highly efficient products.
- Promoting EPA's energy performance rating system as the first step in a strategic approach to energy management and assisting in the benchmarking of 50 buildings, totaling 5 million square feet of commercial space, in 2007.
- Offering Smart Strategies® training, modeled after the ENERGY STAR Guidelines for Energy Management, to guide lodging, healthcare, and grocery owners as well as energy managers through a step-by-step strategic energy management process.

Partner of the Year—Energy Efficiency Program Delivery



THE POWER TO MAKE IT HAPPEN®

Arizona Public Service (APS)

Phoenix, Arizona

Arizona Public Service (APS), Arizona's largest and longest serving electric utility, is receiving ENERGY STAR recognition for excellence in energy efficiency program delivery. The company launched its ENERGY STAR for Homes Program in July 2006 and has continued to incentivize participation. Key achievements include:

- Overseeing an astounding 815 ENERGY STAR qualified homes constructed in 2007, compared to 84 homes built in 2006.
- Sponsoring Success with ENERGY STAR, a customized building science training course offered to participating builders and their trade allies to facilitate successful construction practices.
- Implementing an impressive advertising campaign using print, radio, TV, newsletters, bill inserts, a Web site, and industry trade shows, as well as providing financial incentives for qualified homes.



Building Owners and Managers Association (BOMA) International

Washington, District of Columbia

Building Owners and Managers Association (BOMA) International, a leading trade association in the commercial real estate industry, represents more than 17,000 members who collectively own or manage properties comprising 9 billion square feet—80 percent of the market. Since 2006, BOMA, has leveraged this prominent position to deliver an innovative energy efficiency training series to its members. The BOMA Energy Efficiency Program (BEEP) consists of six courses that provide strategies, technologies, and other resources to improve the operational performance of commercial properties. Developed with EPA's support, BEEP integrates EPA's proven approach to strategic energy management. Key accomplishments include:

- Introducing the "7-Point Challenge" calling on BOMA members to reduce energy and water consumption and to work with building managers, owners, and tenants to pursue portfolio-wide energy savings of 30 percent by 2012.
- Calling on members to benchmark the energy performance and water usage of buildings using EPA's energy performance rating system, conduct a performance energy audit, and implement low-risk, cost-effective strategies to improve energy efficiency.
- Offering BEEP as a key resource in the 7-Point Challenge. In 2007 alone, approximately 5,000 industry professionals participated in BOMA BEEP sessions, bringing the total number of participants to 10,000 since the program's inception.
- Licensing the BEEP course to several leading commercial real estate firms for internal training purposes.
- Bringing to local BOMA associations the BEEP courses and campaigns to reward high performance buildings and buildings with the most improvement as measured by EPA's rating.

In addition to providing benchmarking training, BOMA encourages members to share their building data with the BOMA Portfolio Manager Master Account. By consolidating this shared data, BOMA seeks to demonstrate the collective strides that members

are taking. To date, the data for buildings representing almost 160 million square feet have been shared with BOMA. The aggregate baseline energy performance rating for these properties currently stands at 81 on a scale of 1 to 100.



Colorado Springs Utilities
It's how we're all connected

Colorado Springs Utilities Colorado Springs, Colorado

Colorado Springs Utilities is a community-owned organization that provides natural gas, electricity, water, and wastewater services. Colorado Springs Utilities is receiving ENERGY STAR recognition for outstanding efforts to improve the energy efficiency of new residential construction in the Colorado Springs market. The program goal is to achieve electric and natural gas savings by transforming the market for ENERGY STAR qualified homes using a phased approach. The company's accomplishments include:

- Exceeding its goal of 230 MWh of energy savings in 2007 by 18 percent, qualifying 190 homes and achieving 274 MWh of energy savings.
- Experiencing an impressive 400 percent increase in builder partners since 2005, from 4 to 21, due to aggressive recruitment efforts.
- Increasing the market penetration rate of ENERGY STAR qualified homes in the Colorado Springs Utilities' service territory from 2.4 percent in 2005 to 11.2 percent in 2007.

nationalgrid

National Grid Westborough, Massachusetts

National Grid is the leading utility in Massachusetts, committed to delivering energy efficiency to its customers. National Grid is receiving ENERGY STAR recognition for transforming the home improvement market and making energy efficiency upgrades and thermal shell improvements more accessible and affordable. National Grid uses a well-planned, results-oriented strategy for home improvement. Massachusetts' homeowners are informed at every point of contact regarding the Home Performance with ENERGY STAR initiative and how it can save them money on monthly energy bills, help reduce environmental impacts, and make their homes safer, healthier, and more comfortable. Accomplishments of this company include:

- Improving the homes of more than 2,500 customers in 2007 through National Grid's Home Performance with ENERGY STAR initiative.
- Providing total savings from home improvement energy saving measures that are projected to exceed 50,000 MMBtu, a 5 percent increase over 2006 savings.
- Increasing investments to \$12 million to improve National Grid customer homes, 76 percent of which came from the homeowners.



Pacific Gas and Electric Company

San Francisco, California

Pacific Gas and Electric (PG&E) Company is one of the nation's largest utilities, serving approximately 15 million people throughout northern and central California. A leader in energy efficiency for more than three decades, PG&E spurred innovation in the commercial sector in 2007. The company led efforts to develop a new program approach for assessing the efficiency of commercial buildings. It became the first utility in the nation to automate the transfer of utility billing data so that large sets of buildings can be easily assessed for efficiency and targeted for improvements using EPA's Portfolio Manager. This effort will help the State of California meet the Governor's Green Building Executive Order mandate. PG&E's key accomplishments include:

- Automating the transfer of building energy use data for almost 1,000 commercial buildings operated by the State of California and establishing a plan to add hundreds of additional state buildings on a monthly basis in 2008.
- Facilitating energy efficiency improvements in almost 10 percent of the buildings rated in 2007, with projected annual savings of 22 million kWh, 390,000 therms, and 1.2 MW of peak demand.
- Working collaboratively with other utilities in the state, government building managers, EPA, and other stakeholders to demonstrate PG&E's benchmarking approach and facilitate state-wide implementation.
- Seeking ways to expand the company's new benchmarking capability beyond state facilities and integrate it with commercial energy efficiency programs across the 200,000 commercial buildings in its service territory.

PG&E's Customer Energy Efficiency Team started the Automated Benchmarking Program in 2007, and Portfolio Manager is now positioned to serve as the company's ongoing "dashboard" to gauge progress toward goals set by the utility's customers. In 2007, the company integrated the use of EPA's energy performance rating in both its retro-commissioning program and the "More than a Million" initiative as the first step in identifying energy-saving opportunities. PG&E assists qualifying buildings in receiving the ENERGY STAR label. The More than a Million initiative is a new program delivery approach targeted to customers with large "fleets" of buildings who are likely to identify at least one million watts of energy demand reduction across their facilities. PG&E Service and Sales representatives and other energy efficiency service providers offer initial screening using the Portfolio Manager for demand side management offerings.

PG&E is also being recognized with a 2008 Excellence in ENERGY STAR Promotion Award for its outstanding support of the 2007 ENERGY STAR Change a Light, Change the World Campaign. Planning and executing a far reaching effort, PG&E held 600 company-sponsored employee and community events across northern and central California. PG&E set ambitious energy-saving goals and gave away one million ENERGY STAR qualified CFLs to commemorate October as Energy Awareness Month and support the ENERGY STAR Change a Light, Change the World Campaign. Partnering with community groups, including the Sierra Club and the Girl Scouts, PG&E provided consumer information in English, Spanish, and Chinese at all events. As part of the fall initiative, the company also leveraged partnerships with manufacturers and retailers, and deployed its own educational bus across the state to help spread the message. PG&E expects this promotion to deliver \$30 million in energy savings.



Rocky Mountain Power Salt Lake City, Utah

Rocky Mountain Power, which operates in PacifiCorp's Utah electricity service territory, launched its ENERGY STAR New Homes program in 2005. Rocky Mountain Power is receiving ENERGY STAR recognition for achieving outstanding results in a short time through well-designed efforts. The company's 2007 accomplishments include:

- Achieving nearly 18 percent ENERGY STAR market penetration in Salt Lake City, representing over 3 million kWh of energy savings.
- Experiencing exponential growth, from 15 to 100 builders and from 1 to 7 home energy raters in a 2 year span.
- Implementing a comprehensive consumer outreach campaign including TV and radio advertising, as well as theater, transit, and billboard advertising.



The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR Massachusetts

Sponsors: Bay State Gas, Berkshire Gas, Cape Light Compact, GasNetworks, Massachusetts Technology Collaborative, National Grid, New England Gas, NSTAR Electric, NSTAR Gas, and Western Massachusetts Electric.

The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR is a multi-utility effort receiving ENERGY STAR recognition for excellence in energy efficiency program delivery. Key accomplishments of this joint effort in 2007 include:

- Exceeding its annual goal by 50 percent and constructing 1,466 ENERGY STAR qualified homes.
- Achieving more than 758,700 kWh of energy savings, including 1,645 kW of summer and 1,546 kW of winter peak demand savings for homeowners in Massachusetts.
- Promoting the value of ENERGY STAR qualified homes to more than 213,000 consumers and homebuilders through magazines and print ads.
- Recruiting more than 500 builders into the ENERGY STAR program through seminars, advertisements, training, and trade shows.

Partner of the Year—Energy Management



Our pursuit. Life's potential.™

Allergan, Inc. Irvine, California

Allergan, Inc. is a leading manufacturer of multi-specialty healthcare products worldwide. The company's well-designed energy management program exemplifies the ENERGY STAR Guidelines for Energy Management. For this and its consistent energy savings, Allergan is receiving ENERGY STAR recognition for the first time. Key accomplishments include:

- Establishing a strong energy management team that includes senior executives and facility managers worldwide.
- Implementing an aggressive sub-metering strategy to facilitate efforts to benchmark and prioritize energy projects, evaluate results, and re-adjust targets.
- Improving energy intensity by 4 percent across its pharmaceutical facilities in 2007, saving more than 7.8 million kWh and \$839,000.

Allergan actively engages its suppliers and customers to work with the company to meet energy performance targets. Energy criteria are incorporated into Allergan's user requirement specifications for new products and processes. The company is proactive in community outreach initiatives, conducting awareness campaigns, promoting car-free days, and running educational events for local schools. In addition, the company shares energy management strategies and techniques with other ENERGY STAR industrial partners to advance the state of energy management in the pharmaceutical industry and beyond. As part of its commitment to the environment, Allergan also participates in the Carbon Disclosure Project, employs advanced strategies to replace carbon-intensive fuels with less intensive ones, and uses energy-efficient technologies such as cogeneration and fuel cells.

Allergan continues to demonstrate commitment to corporate energy management by setting a goal to reduce energy consumption and greenhouse gas emissions 5 percent by 2010, and 50 percent by 2020.



ArcelorMittal USA Chicago, Illinois

ArcelorMittal USA, one of the largest steel producers in the world, has set a goal to reduce energy intensity in its U.S. operations by 6 percent over a 3 year period. Strong goals and leadership, starting with the company's owners and extending through all layers of management, contribute to the success of the company's energy management program. Two years ago, ArcelorMittal partnered with EPA to use ENERGY STAR tools and resources to develop its program. Resulting accomplishments include:

- Achieving nearly half the savings toward the company's goal in year one, resulting in a reduction in energy cost of 4 percent on a constant price basis.

- Establishing corporate energy management as an ongoing process that continues after initial reduction goals are achieved and becomes a company-wide, continuous commitment to energy reduction.
- Benchmarking energy consumption in all facilities, and comparing energy management systems with those of leading ENERGY STAR partners.
- Creating best practice sharing groups known as “agoras” across the company’s plants to identify improvements in core processes. Fourteen plants also participated in the no-cost plant energy evaluations provided by the Department of Energy’s Save Energy Now program.

ArcelorMittal has invested in a corporate energy efficiency culture by educating its broad network of internal and external stakeholders and by involving them in energy management. The company has also used resources such as ENERGY STAR worksite posters and the ENERGY STAR Change a Light, Change the World Campaign to activate individual responsibility in energy efficiency, resulting in more than 10,600 pledges to switch to ENERGY STAR qualified lighting in 2007.

To continue making corporate energy management a priority, ArcelorMittal’s President and CEO has established 2008 as a year of operating excellence and energy efficiency.



CB Richard Ellis, Inc.
Los Angeles, California

CB Richard Ellis (CBRE), Inc. is a globally operated, full-service real estate services company managing about 635 million square feet of property through its Asset Services division. Announcing its intention to become carbon neutral by 2010, CBRE is committed to working with all clients to reduce the environmental impact of their real estate holdings. Recognizing that energy efficiency is the first step toward overall sustainability, the company mandated that all office properties measuring more than 100,000 square feet be benchmarked using EPA’s Portfolio Manager. Key accomplishments include:

- Benchmarking more than 525 office properties, representing nearly 130 million square feet, by the end of 2007.
- Completing a “best practices audit” for more than 300 properties, with additional progress implementing low-cost improvements.
- Improving energy performance by 6.5 percent across more than 32 million square feet.
- Earning the ENERGY STAR for more than 90 properties, with 64 additional properties currently eligible for and pursuing certification.
- Leveraging EPA’s ENERGY STAR training to provide the fundamentals of benchmarking and energy efficiency best practices to more than 1,000 employees, and partnering with the Building Owners and Managers Association (BOMA) to license and co-brand the BOMA Energy Efficiency Program.

CBRE is effectively addressing the challenges of implementing energy efficiency by training and organizing the more than 2,000 property managers, building engineers, and technical specialists that service 635 million square feet of managed properties. To build the necessary internal capacity for energy management, CBRE established an expert energy team

featuring senior-level representation from management, operations, marketing, and procurement. The company also created the Green Knights, a voluntary organization with representatives from each of CBRE's 33 markets, to further catalyze change. The Green Knights serve as subject matter experts in their regions and participate in program planning.

CBRE is also educating clients about the importance of energy efficiency. This involves communicating effectively to distinct groups within the CBRE Asset Services division, which serves 1,000 different owners and more than 35,000 tenant organizations.

For 2008, CBRE is committed to benchmarking and initiating the implementation of cost-effective efficiency measures across its entire third-party managed portfolio.



Council Rock School District Newtown, Pennsylvania

Council Rock School District in southeastern Pennsylvania serves more than 12,000 students in 17 facilities, totaling 1.8 million square feet of space. Council Rock School District initiated an energy efficiency program in November 2005 when the school board passed a formal energy policy, including an incentive plan to share savings with individual schools. The initial goal of improving energy efficiency by 10 to 15 percent was quickly surpassed. The district became an ENERGY STAR partner in 2006 and used EPA tools and resources to help set new goals. Key accomplishments include:

- Saving more than \$2.5 million in just 2 years, helping to address budget shortfalls while preventing tax increases and educational program cuts.
- Achieving a 30 percent improvement in energy efficiency across its portfolio of school buildings by the end of 2007, closely following a 20 percent improvement in energy savings at the beginning of 2007. Both milestones earned the district recognition as an ENERGY STAR Leader.
- Earning the ENERGY STAR label for superior energy efficiency for two schools.

To achieve these savings, Council Rock School District partnered with ARAMARK Education to implement a comprehensive energy reduction program that included many operational improvements, staff training, control system enhancements, and repairs to HVAC equipment field controls. The district focused attention on re-commissioning newer buildings and requiring ENERGY STAR qualified products, when possible, for new purchases. School officials also completed their 10 year facility master plan for building renovations, making energy efficiency a high priority.

Council Rock School District educates staff and promotes its achievements through various media, including newsletters, its Web site, closed-circuit and public television broadcasts, committee meetings, and visits to schools. This education is critical because the district has discovered that success in any particular building depends on the active involvement of the administration, the building manager, and custodians. Elementary students have been involved in the program through development of a logo and slogan. Further, a scholarship fund was established for middle and high school students selected for their energy conservation efforts and ideas. District officials are also committed to promoting the benefits of energy efficiency and acting as a model for other school districts, educating their peers about the district's energy management system through presentations and published articles.



Gresham-Barlow School District

Gresham, Oregon

Gresham-Barlow School District is one of the largest districts in Oregon, serving approximately 12,000 students across 11 elementary schools, five middle schools, and three high schools. Thanks to visionaries at the top, Gresham-Barlow is the first district to receive the ENERGY STAR Award twice. Key accomplishments include:

- Being the first organization to be recognized by EPA as an ENERGY STAR Leader for achieving 30 percent savings across its entire portfolio of buildings.
- Saving more than \$1.3 million in utility costs in 2007 alone, which is the equivalent of 24 full-time teachers' salaries.
- Earning the ENERGY STAR label for superior energy performance for five more schools in 2007, for a total of 17 out of its 19 schools.

Gresham-Barlow has set a goal for 2008 of having all of its schools earn the ENERGY STAR and is also working toward a goal of 50 percent savings in energy use compared to the current 46 percent.

Gresham-Barlow School District management and staff have successfully grown an energy and resource conservation culture throughout the district using ENERGY STAR strategies to directly support their efforts. The district integrates technology and empowers each school's Energy Champion by providing energy management information to help make better decisions. One elementary school saves an average of \$800 a month through its "Watt Watchers" program, in which students patrol the school and hand out red tickets for empty classrooms where lights remained on.

The school district is also partnering with the Gresham Chamber of Commerce to promote its energy management model to the surrounding community through programs such as on-the-job training for local vocational school students who want to study energy management. The students help perform energy audits and equipment installations at low cost to community businesses in exchange for school credit and on-the-job experience. Through programs like these, Gresham-Barlow School District hopes to lead the community toward the goal of earning the ENERGY STAR for as many public and private facilities as possible.



J. C. Penney Company, Inc. Plano, Texas

J. C. Penney Company, Inc. is one of America's leading retailers with 1,067 stores. It was the first retailer to earn the ENERGY STAR label for a retail store upon the release of EPA's energy performance rating for retail in October 2007. With the full support of top management, J. C. Penney Company's energy management program has focused on continuous improvement and refining systems and processes to increase effectiveness. This is the second time J. C. Penney Company has received ENERGY STAR recognition. The company's outstanding results include:

- Maintaining the energy use across all stores in 2007 at the same level as 2006, despite opening 50 new stores and increasing store operating hours.
- Upgrading 188 stores, representing 18.2 million square feet, through its Energy Management System initiative, bringing the total number of stores recently upgraded to 731. The company saved 7.6 percent in energy on average per store, for a total savings of nearly 20 million kWh and \$1.9 million.
- Implementing lighting retrofits in 167 stores, representing 14 million square feet, saving more than 27 million kWh and \$2.6 million.
- Earning the ENERGY STAR for four retail stores.

J. C. Penney Company has been particularly successful in helping its staff be part of the solution. Striving to make energy conservation direct, simple, and fun for the company's 155,000 employees, J. C. Penney Company designed an "Energy Captain" Portal to supplement its online Energy Center. The Portal is a one-stop shop for energy reports and support materials, as well as a forum to share ideas with peers. It will soon include a meter that displays a store's monthly ENERGY STAR performance rating. On Earth Day 2007, the company held a celebration at its home office, where thousands of CFLs were distributed to associates taking the ENERGY STAR Change a Light pledge. J. C. Penney Company capped an outstanding year by sponsoring the October 2007 coast-to-coast ENERGY STAR Change a Light Bus Tour promoting the use of CFLs and other energy-saving practices.

J. C. Penney Company also implemented two customer education initiatives in 2007—displaying ENERGY STAR clings on all store doors to promote the company's 2006 Partner of the Year award, and directing customers to the ENERGY STAR Web site on all printed sales receipts during October Energy Awareness Month.



Providence Health & Services Seattle, Washington

Providence Health & Services (PH&S) is a not-for-profit Catholic healthcare ministry of more than 230 healthcare facilities—hospitals, clinics, assisted living, and others—that treat patients in communities from Alaska to California. PH&S believes in taking a holistic approach to human healing: To heal the patient, one must also heal the planet.

More than 10 years ago, Providence took on the challenge of reducing emissions and saving energy as a way to uphold the organization's core value of environmental stewardship. PH&S joined ENERGY STAR to learn best practices and began using the ENERGY STAR Buildings Manual for technical guidance and EPA's rating system to track the energy performance of its facilities. This is the second time PH&S has received ENERGY STAR recognition. Key accomplishments include:

- Reducing system-wide energy use by more than 7 percent in 2007, despite significant expansion of its facilities.
- Significantly increasing energy savings over the past 3 years, from \$2.3 million in 2005 to \$3.4 million in 2006 to nearly \$4 million in 2007.
- Earning the ENERGY STAR for superior energy performance at 11 facilities across four states: California, Montana, Oregon, and Washington.

The year 2003 was a turning point for PH&S and its energy management program. The network of facilities achieved meaningful energy savings equivalent to more than \$28 million in new business and received ENERGY STAR Partner of the Year recognition the following year. This achievement led to the establishment of a formal office of energy management services, which set a goal to find another \$15 million in energy savings system-wide.

A key component of the energy management program at PH&S is benchmarking energy use on a continual basis. The organization receives automated ENERGY STAR benchmarking 12 times a year for nearly 70 sites, including all acute care hospitals, many medical office buildings, offices, and warehouses.



Simon Property Group Indianapolis, Indiana

Simon Property Group, the largest public U.S. real estate company, owns or has interest in more than 258 million square feet of retail real estate. Through its energy management efforts strongly supported by top management, Simon Property Group has demonstrated an ability to continually reduce corporate energy use and related greenhouse gas emissions. The company's effective Energy Services Department is delivering major results that include:

- Investing \$7.6 million in 14 energy efficiency projects in 2007, which will save almost 15 million kWh and more than \$1.5 million annually for years to come.
- Reducing the company's portfolio-wide annual energy consumption in 2007 by 21.4 million kWh over the prior year through a comprehensive energy management program.
- Establishing an energy management policy prescribing that all energy efficiency projects demonstrating a return on investment of 5 years or better be considered for implementation, even when not budgeted.

To improve the efficiency of its properties, Simon Property Group has implemented energy performance contracting projects, pursued remote monitoring and continuous commissioning to proactively discover faults, communicated no- and low-cost opportunities to mall managers, provided measurement and verification of savings reports to executives, and undertaken a number of other pilot programs.

Simon Property Group sets energy consumption goals annually with the involvement of the mall managers. The development of budgets at the field level, instead of a centralized process, has increased "ownership" by mall managers

while increasing understanding and awareness of energy issues. An incentive compensation plan, weekly and monthly reporting of results against budget, and recognition of facility successes have motivated employees, contributing to the program's significant achievements.

Simon Property Group continues to be a leading participant in the ENERGY STAR Mall Networking Group, a forum to exchange best energy management practices with other mall owners or managers and to develop an industry benchmark.



The Dow Chemical Company Midland, Michigan

The Dow Chemical Company is one of the largest chemical producers in the world, with annual sales approaching \$54 billion. A diversified company, its products are used in water purification, pharmaceuticals, paints, packaging, and personal care products. Dow is a leader within the chemical industry because of its commitment to sustainability and corporate energy management. The CEO has announced aggressive goals to reduce the company's energy intensity by 25 percent and greenhouse gas emissions by 2.5 percent annually by 2015. The 2015 sustainability goals grew out of the success of the previous 10 years, during which Dow reduced energy intensity by 22 percent and saved more than \$4 billion. These results correspond to saving 900 trillion Btus and preventing an estimated 51 million metric tons of carbon dioxide emissions. Key accomplishments include:

- Reducing the average energy intensity from its U.S. operations by nearly 2.5 percent per year from the base year 2004 through 2007, saving the equivalent of nearly 47 trillion Btus and \$325 million.
- Instituting a world-class, comprehensive corporate energy management program that has the personal support of senior leadership and all business units.

Dow maintains a Strategy Board of senior leaders charged with anticipating energy and climate impacts and opportunities for business. An extensive corporate energy management system and network supported by local energy managers in each facility promotes efficiency in this energy intensive business. Energy measurement, tracking, benchmarking, and reporting play a significant role in goal setting and planning. In addition to improving the energy efficiency of existing assets, Dow undertakes formal reviews to ensure the company optimizes the energy use of new manufacturing capacity.

Dow actively promotes energy efficiency in its industry and unveiled its energy and climate change vision document titled "Working to Solve the World's Energy and Climate Challenges" in 2007. The company joined Lawrence Berkeley National Laboratory and China's Energy Research Institute to develop a program aimed at supporting China's efforts to improve energy efficiency and reduce energy intensity. Also in 2007, Dow was recognized by the American Chemistry Council with the Responsible Care Energy Efficiency Award for exceeding its energy efficiency goals.

An active ENERGY STAR partner, Dow is also involved with DOE's Save Energy Now Program and numerous energy efficiency campaigns with The Alliance to Save Energy. Company staff serve on the National Association of Manufacturer's Energy Efficiency Task Force. Dow is a partner in EPA's Climate Leaders program.



FINANCIAL SERVICES
FOR THE GREATER GOOD®

TIAA-CREF

New York, New York

TIAA-CREF is one of the largest institutional real estate investors in the nation, with a commercial real estate portfolio of approximately 43 million square feet of Class A office space and 45 multi-family communities. Senior executives at TIAA-CREF have strengthened their Environmental Initiative by providing leadership to their asset managers across the country on energy efficiency. They developed an energy management program around ENERGY STAR tools, resources, and strategies, set a goal to reduce energy use by 10 percent in 2 years for the office portfolio, and coordinated more than 30 third-party property management companies to carry out the implementation plan. Key accomplishments include:

- Benchmarking 100 percent of the company's office space in 2007, after establishing a policy that each property be assessed using Portfolio Manager to establish an initial baseline and that energy use be updated and tracked monthly thereafter.
- Reducing energy use by more than 2 percent relative to the initial baseline, which represents savings of more than 125 million kBtus of energy and \$3.3 million.
- Earning the ENERGY STAR label for superior energy performance for 43 buildings, with additional certifications underway.

After working closely with individual third-party property managers to verify the accuracy of building attributes and energy data, and gaining a solid understanding of the portfolio's energy performance through ENERGY STAR benchmarking, TIAA-CREF quickly analyzed the portfolio and identified opportunities for improvements. The company established a global action plan for its buildings, focusing on the lowest ratings and largest square footage, and using virtual audits for more than 55 properties to generate quick ideas for low-cost solutions and provide a basis for capital improvements.

TIAA-CREF is an active supporter, promoter, and participant in EPA's ENERGY STAR initiatives, focus groups, presentations, and events. Senior executives regularly communicate the value of ENERGY STAR and energy efficiency to staff, third-party property managers, and across the real estate industry—emphasizing the company's commitment to improved energy performance and encouraging other organizations to adopt sound energy management strategies. Communications initiatives have included innovative industry partnerships on environmental issues and portfolio-wide tenant newsletter content emphasizing energy efficiency.

Partner of the Year—Home Energy Rater



Energy Inspectors Las Vegas, Nevada

Energy Inspectors is an energy services company providing marketing, home energy rating, and contracting services to builders, homeowners, and utilities in four western states. An ENERGY STAR partner since 2001, Energy Inspectors is receiving recognition for continuing to expand the market for ENERGY STAR. The company's accomplishments include:

- Verifying more than 41,000 ENERGY STAR qualified homes in the past 3 years.
- Expanding its business aggressively into four states: Nevada, California, Utah, and Arizona.
- Adding 19 new builder clients and verifying nearly 9,000 homes in 2007 alone.



Environmental Building Solutions Matthews, North Carolina

Environmental Building Solutions is an energy consulting, home performance contracting, and green building design company serving the Charlotte, NC, area. Environmental Building Solutions is receiving ENERGY STAR recognition for expanding the market for ENERGY STAR qualified homes in its region. The company's 2007 accomplishments include:

- Verifying approximately 615 homes in 2007, representing the majority of ENERGY STAR qualified homes in the market.
- Recruiting aggressively and quadrupling its clientele over the past year to a total of 90 ENERGY STAR builder partners.
- Promoting ENERGY STAR actively through builder recruitment meetings, partnerships with environmental non-profits, trade shows, and educational events.



Southern Energy Management

Raleigh, North Carolina

Southern Energy Management, a provider of energy efficiency and solar technology services, has been an ENERGY STAR partner since 2003. Having experienced tremendous growth in the past year, Southern Energy Management is receiving ENERGY STAR recognition for its 2007 accomplishments, which include:

- Verifying more than 1,200 homes, doubling the number of ENERGY STAR builder clients to 160.
- Featuring the ENERGY STAR mark prominently in all advertising and marketing materials as well as showcasing the mark in the company's trade show booth.
- Providing monthly ENERGY STAR sales and marketing seminars for real estate brokers and sales agents, as well as marketing and advertising professionals.
- Achieving a phenomenal 200 percent growth in revenue in 2007.



Southwest Energy Conservation, LLC

El Paso, Texas

Southwest Energy Conservation, LLC is a home energy rating company serving the El Paso, TX, market. Southwest Energy Conservation is receiving ENERGY STAR recognition for being instrumental in the growth of ENERGY STAR qualified homes in its region. Accomplishments of this company include:

- Verifying 20 percent more ENERGY STAR qualified homes—536 homes in 2007—compared to 447 in 2006.
- Recruiting builders aggressively through seminars, training, advertising, marketing materials, and media coverage. These efforts resulted in a 61 percent increase in ENERGY STAR builder partners—from 59 in 2006 to 95 in 2007.

Partner of the Year—Lighting Showroom



Seattle Lighting
DestinationLighting.com
Seattle, Washington

Since 1917, Seattle Lighting has been the Pacific Northwest's leading source for quality lighting fixtures and accessories. The first lighting showroom to be an ENERGY STAR award winner, Seattle Lighting is being recognized for setting the bar high for excellence in promotion of ENERGY STAR qualified lighting. Key achievements include:

- Working closely with utilities and builders to develop innovative joint promotions and selling nearly 13,000 qualified fixtures in the first 11 months of the year—greatly exceeding its 10,000 unit goal.
- Stocking more than 100 decorative ENERGY STAR qualified fixtures and expanding its customer base through a new Web site that offers impressive selections of more than 260 ENERGY STAR qualified fixtures.
- Completing an aggressive training initiative that teaches store associates about ENERGY STAR benefits with in-house training materials and displays, and welcoming vendor training from fixture partners.
- Extending the message of environmental stewardship by offering CFL recycling in all showrooms for a nominal fee to cover costs.

Furthermore, the company worked with Seattle City Light to retrofit the majority of its incandescent fixtures with ENERGY STAR qualified CFLs in its downtown showroom. Seattle Lighting also offers ENERGY STAR qualified CFLs to its customers at the same price as incandescent bulbs.

Partner of the Year—Product Manufacturer

ITW Food Equipment Group

ITW Food Equipment Group, North America

Troy, Ohio

ITW Food Equipment Group, North America—the parent organization of independent companies including Hobart, Traulsen, Stero, Vulcan, Baxter, and Wittco—designs and manufactures commercial food equipment for foodservice and food retail customers. In addition to its environmentally friendly equipment design, ITW supports its customers' push to consume less energy and water. Key accomplishments include:

- Utilizing a high level of products that qualify for the ENERGY STAR label—including 60 percent of Vulcan's hot food holding cabinets and 88 percent of Hobart's commercial dishwashers that meet high energy and water efficiency levels.
- Helping customers in their sustainability efforts by aggressively marketing almost 250 ENERGY STAR qualified products, reaching a total circulation of more than 800,000 through the placement of 22 foodservice-trade advertisements for energy-efficient Hobart products.
- Integrating ENERGY STAR messaging into sales force and employee training, including courses for more than 3,000 sales representatives to promote ENERGY STAR to equipment dealers and end-users.
- Promoting and leveraging state and local rebate programs in New England, New York, and California.
- Making resources available to more broadly support sustainability efforts of the foodservice and food retail industry through thought leadership, continuing research and development, and sharing best practices to benefit companies, customers, and the environment.



Lithonia Lighting, an Acuity Brands Company

Conyers, Georgia

Founded in 1946, Lithonia Lighting, an Acuity Brands Company, is now the largest fluorescent lighting manufacturer in the world. Based in Conyers, GA, the company is being recognized for a strong commitment to promoting energy efficiency by producing a broad set of quality, efficient lighting products that meet or exceed ENERGY STAR specifications. Key achievements in 2007 include:

- Developing 84 new ENERGY STAR qualified fixtures for its consumer product line, increasing its total number of qualified products to 490. This represents about 63 percent of Lithonia's consumer product line.
- Educating consumers about its efficient product offerings through ad campaigns, showroom literature, editorial content, and in-store promotions.
- Helping consumers learn about ENERGY STAR qualified fixtures and take the ENERGY STAR Change a Light, Change the World Campaign pledge through its Web site and its LightAHome.com magazine.

- Familiarizing sales representatives through training seminars and industry shows.

In 2007, Lithonia Lighting's parent company, Acuity Brands, took energy efficiency and sustainability further by joining the Clinton Climate Initiative. The company retired inefficient equipment, aggressively upgraded its facilities' lighting, and put a recycling program in place to reduce its solid waste output by 22 percent and reclaim 3 tons of electronic waste.



Pella Corporation

Pella, Iowa

Pella Corporation is one of the nation's leading window companies and one of only a handful that have built nationally recognized brands. Founded in 1925, Pella has dedicated itself to incorporating new technologies, increasing productivity, and practicing environmental stewardship. The company used its 2006 Partner of the Year Award as a springboard to even higher levels of achievement in 2007. Pella is receiving ENERGY STAR Partner of the Year for Product Manufacturing recognition for the second straight year. Key achievements include:

- Reaching hundreds of millions of consumers through its marketing with ENERGY STAR in all types of media, from prominent incorporation of ENERGY STAR into its home page to extensive print and direct-response TV advertising.
- Redesigning products so that 92 percent of its product lines are now ENERGY STAR qualified or can be upgraded to ENERGY STAR to ensure that consumers have the greatest set of ENERGY STAR alternatives available.

Partner of the Year—Service and Product Provider



TRC Energy Services

Windsor, Connecticut

TRC Energy Services is a division of TRC Companies, Inc., that provides feasibility studies, energy audits, building commissioning, and measurement and verification. It has managed thousands of energy efficiency upgrade projects over the past several years. TRC began its partnership with ENERGY STAR working with 60 K-12 schools in upstate New York through the New York State Energy Research and Development Authority (NYSERDA) in 2003. Since then, TRC has expanded its ENERGY STAR efforts across the country and facilitated energy management at thousands of locations. Key accomplishments include:

- Expanding the initial NYSERDA effort to include almost 700 schools throughout New York, plus more than 1,100 in Wisconsin (through the Focus on Energy Program), and more than 800 in Texas (through several utilities).
- Helping achieve savings of 19 percent in the 60 New York State K-12 schools over 4 years, despite an increase of 100 percent in the average amount of air-conditioned space and an increase of 25 percent in the number of computers per student.
- Helping seven customers achieve EPA recognition as ENERGY STAR Leaders for meeting important energy saving milestones portfolio wide.
- Helping more than 20 buildings earn the ENERGY STAR label.
- Providing energy performance ratings for approximately 2,700 buildings, representing 275 million square feet.

TRC's integration of ENERGY STAR tools, resources, and standardized measurement systems benefits K-12 schools in five states: New York, Wisconsin, Texas, Massachusetts, and New Jersey. In each of these, TRC's energy benchmarking helps public building managers prioritize where and how to focus their human and capital energy efficiency resources. The results have been delivered to and are being used by state energy efficiency program managers, state departments of education, public utility energy efficiency program managers, and school district officials in their respective decisionmaking processes. Further, TRC looks for opportunities to share ENERGY STAR experiences and lessons learned with facility owners and professional trade allies across the country.

Excellence in Affordable Housing



Nashville Area Habitat for Humanity, Inc. Nashville, Tennessee

Nashville Area Habitat for Humanity, Inc. is committed to developing and constructing homes that are as affordable as possible for low-income families. An ENERGY STAR partner since 2006, Nashville Area Habitat for Humanity is receiving ENERGY STAR recognition for promoting the use of ENERGY STAR qualified products and the construction of ENERGY STAR qualified homes through its residential home building program. Accomplishments of this organization include:

- Completing the largest all-Habitat community in the nation, Providence Park, a 136 home community where a majority of the homes are ENERGY STAR qualified.
- Educating homeowners on the importance of proper use and maintenance of all systems in the home for reducing their energy costs and their carbon footprint.
- Building ENERGY STAR qualified homes that have collectively saved homeowners about \$60,000 annually, reduced energy consumption by 42 percent, and lowered the average monthly utility bill for a 1,100 square foot home to approximately \$87.
- Building 100 percent of its homes ENERGY STAR.



Utah Division of Housing and Community Development Salt Lake City, Utah

The Utah Division of Housing and Community Development (DHCD) provides funding partnerships to local communities for upgrading affordable housing. Utah DHCD is receiving ENERGY STAR recognition because it is an excellent example of a state agency making energy efficiency a priority for those in greatest need by funding the construction of ENERGY STAR qualified homes for low-income families. DHCD has included ENERGY STAR in new and existing affordable housing programs since 2005. Achievements of this state agency include:

- Adopting ENERGY STAR's guidelines for new homes as a requirement for obtaining funding from the Olene Walker Housing Loan Fund, DHCD's main resource for developing new affordable housing and preserving existing housing that is energy efficient.
- Participating in the construction and renovation of 713 residences serving a low-income population, of which 70 qualified as ENERGY STAR in 2007.
- Increasing net savings for each low-income household. ENERGY STAR qualified homes yield \$200 per year in utility savings, while each household sees an increase of only \$85 in loan payments.

Excellence in ENERGY STAR Promotion



BOSCH

Invented for life

Bosch Home Appliances

Huntington Beach, California

In 1886, Robert Bosch founded the “Workshops for Precision Engineering and Electrical Engineering” in Stuttgart, Germany. Today, Bosch Home Appliances operates in almost 50 countries and across many industry sectors—from automotive equipment, power tools and accessories, and thermo-technology to household appliances to communications, automation, and packaging machines. In 2007, Bosch demonstrated exceptional promotional leadership with its sponsorship of several ENERGY STAR themed initiatives at the national level. The most prolific initiative was the “Green Savings Event,” a national campaign offering consumer rebates for ENERGY STAR qualified clothes washers. In addition to the “Green Savings Event,” Bosch continued to use energy efficiency in its marketing initiatives. Key achievements in 2007 include:

- Promoting its 100 percent ENERGY STAR qualified line of clothes washers, dishwashers, and refrigerators on a year-long basis.
- Exhibiting a strong ENERGY STAR presence in other advertising campaigns, including a national print advertising campaign that featured ENERGY STAR messaging in national publications.
- Educating trade partners on the numerous selling points associated with ENERGY STAR appliances.



Efficiency Vermont

Burlington, Vermont

Efficiency Vermont is an independent, non-profit organization created by the Vermont Legislature and the Vermont Public Service Board to help Vermont residents save energy, strengthen the economy, and protect the environment. Efficiency Vermont is receiving ENERGY STAR recognition for successfully building the whole-house contracting industry in tandem with its energy efficiency education and marketing efforts since joining Home Performance with ENERGY STAR in 2005. Home Performance with ENERGY STAR is now recognized as the premiere energy efficiency service throughout the state. Achievements in 2007 include:

- Reaching homeowners through its Web site with more than 30,000 Home Performance page visits.
- Promoting the “whole-house approach” through trade publications, press releases, and co-op advertising.
- Making investments in energy efficiency easier for Vermont residents by providing low-cost financing.
- Saving 107,645 kWh and 7,303 MMBtu through 122 installed jobs.
- Increasing the number of trained contractors from 9 to 28 and expanding the program statewide.
- Increasing homeowner investments in Home Performance with ENERGY STAR by more than 400 percent, from \$193,000 in 2006 to more than \$916,000.



Energy Trust of Oregon, Inc.
Portland, Oregon

Energy Trust of Oregon, Inc. is a non-profit organization dedicated to changing how Oregonians use energy by promoting energy efficiency and clean, renewable energy for customers of Portland General Electric, Pacific Power, NW Natural, and Cascade Natural Gas. Energy Trust is being recognized for its leadership in commercial and residential programs.

In 2005, Energy Trust launched what has proven to be a highly successful strategy for foodservice end-users centered on ENERGY STAR qualified foodservice equipment. This involves a comprehensive program developed around installing a dishwashing pre-rinse sprayer at no cost to the customer. Since its launch, the sprayer has served as a door-opener for introducing an entire suite of foodservice-specific measures leveraging the ENERGY STAR mark.

In the residential market, Energy Trust excelled in its promotions of ENERGY STAR qualified CFLs. Its participation in the 2007 ENERGY STAR Change a Light, Change the World Campaign provided a platform for schools and congregations to sell ENERGY STAR qualified bulbs as a means to earn money—uniting the objectives of achieving energy savings and raising supplemental funds for organizations in need—and raise environmental awareness within a given community. The fundraiser exceeded expected goals, earning participants nearly \$18,000 to fund its initiatives while educating future leaders on energy conservation and environmental stewardship. Key achievements include:

- Savings of nearly 200,000 annual therms in energy use and more than one million kWh.
- Facilitating the purchase of more than 300 ENERGY STAR qualified commercial foodservice equipment items, doubling 2006 sales.
- Integrating ENERGY STAR qualified ice machines into the rebate program.
- Building relationships via grassroots marketing with 9,000 restaurant and foodservice outlets in Oregon.
- Utilizing integrated communication channels such as bill inserts and mailings co-branded with ENERGY STAR Energy Trust's utility partners, the foodservice section of Energy Trust's Web site, trade shows and other events, articles in trade press, advertisements in trade publications, case studies (including utility newsletter case studies), and news releases. These efforts have collectively generated a high level of awareness about the availability of ENERGY STAR qualified products among restaurant managers, owners, and national chains in Oregon.
- Partnering with the Oregon Restaurant Association for many of the above efforts, which earned Energy Trust a new level of visibility and credibility in the foodservice industry.



the art of urban living

Forest City Stapleton

Denver, Colorado

Forest City Stapleton is the master developer of Stapleton, the largest urban redevelopment project in the nation. Built on the former 4,700 acre site of the Stapleton International Airport, Stapleton is a master-planned community of 12,000 homes and apartments. It also includes 13 million square feet of retail and commercial development and some 1,100 acres of parks and open space. Forest City has undertaken an impressive set of activities to make this redevelopment project a leading example of energy efficiency. Key achievements include:

- Making 100 percent of its new homes ENERGY STAR.
- Marketing ENERGY STAR qualified homes aggressively through EPA's New Homes Outreach Partnership.
- Prominently featuring ENERGY STAR on its Visitor Center and Web site; in magazines, model displays, shopping mall displays, direct mail advertising; and in newspaper and radio ads.
- Delivering more than 1,000 ENERGY STAR qualified homes in 2007 by coordinating activities across 12 builders in the Forest City development and providing consistent, efficient sales and technical training for these builders, their subcontractors, and their sales staff.



A SOUTHERN COMPANY

Georgia Power

Atlanta, Georgia

Georgia Power, the largest subsidiary of Southern Company, is one of the nation's largest generators of electricity. In 2007, the company expanded its award-winning ENERGY STAR Change a Light, Change the World Campaign to better educate consumers in Georgia and the southeast about the benefits of ENERGY STAR qualified products as an easy and affordable way to save energy—and a first step to inspiring their customers to take broader energy-saving steps in the future. Key achievements earning Georgia Power this award include:

- Leading the nation in driving pledges since the launch of their ENERGY STAR Change a Light Campaign promotion in October 2007, securing more than 73,000 pledges representing savings of more than \$2.5 million in energy costs, and over 39 million pounds of greenhouse gas emissions avoided.
- Educating consumers through a mass media campaign that included television, radio, print, Web content, online ads, billboards, press releases, bill inserts, local office posters, and a statewide pledge drive to motivate additional consumer action.
- Training employees to be ENERGY STAR Change a Light Campaign "Ambassadors" and deploying a third-party "Street Team" for community events. Georgia Power continued field services to the 39 Home Depot stores in its service territory, supporting ENERGY STAR promotions with ongoing training for sales associates and in-store events.

- Giving away more than 100,000 ENERGY STAR qualified CFLs at more than 130 local offices to customers taking the ENERGY STAR Change a Light pledge.
- Distributing an additional 30,000 ENERGY STAR qualified CFLs through its Ambassadors and Street Team at events held with Georgia Power's community and business partners.

In addition to leading the country as a pledge driver, Georgia Power enhanced its national role when it hosted the 2007 ENERGY STAR Lighting Partner Meeting in Atlanta with the mayor. Georgia Power's CEO delivered an exciting call-to-action keynote speech to open the meeting. Georgia Power also partnered with The Home Depot and Technical Consumer Products to host the ENERGY STAR Change a Light Bus Tour stop in Atlanta. Collectively, they secured local consumer and media events, including coverage during an NFL Monday Night football game, yielding an estimated 48 million impressions.

HAVEN

Homes for the energy of life.

Haven Properties

Alpharetta, Georgia

Haven Properties is a custom home builder in the southeast. An ENERGY STAR partner since 2003, Haven Properties has contributed significantly to the growth of ENERGY STAR qualified new homes in the greater Atlanta market. This is the third year that Haven Properties has received ENERGY STAR recognition. Achievements in 2007 include:

- Building 100 percent of its new homes ENERGY STAR.
- Launching a social marketing campaign using blogs to offer energy-saving tips and drive more traffic to the company's Web site.
- Incorporating ENERGY STAR into all aspects of its marketing, including a tactic known as "Hidden Assets." These messages highlight the energy-efficient features throughout the company's model homes on billboards, on its Web site, and in print ads.
- Participating in a fall ad campaign in the *Atlanta Petz* magazine to promote the energy efficiency and improved indoor air quality of ENERGY STAR qualified homes.



Ideal Homebuilders

Lexington, Kentucky

Ideal Homebuilders, a custom home builder, has helped increase consumer awareness of ENERGY STAR in Kentucky through its ENERGY STAR promotional campaigns. A partner since 2005, the company's achievements include:

- Building 100 percent of its new homes ENERGY STAR.
- Working actively with Home Builder Associations throughout Kentucky to promote ENERGY STAR, resulting in the addition of 15 new ENERGY STAR partner builders in 2007.
- Marketing ENERGY STAR aggressively through extensive efforts that include road signs, newspaper ads and articles, and a local television show.
- Constructing the "Home of Excellence," an ENERGY STAR qualified home that was a joint effort among five builders.
- Training real estate agents in the building science of ENERGY STAR and leading tours for consumers at the "Home of Excellence."



Ivey Residential

Evans, Georgia

Ivey Residential joined ENERGY STAR in 2006. Through this builder's efforts, the ENERGY STAR program has grown significantly in Georgia, which is an important emerging market for ENERGY STAR new homes. Key achievements in 2007 include:

- Building 100 percent of its new homes ENERGY STAR.
- Featuring the ENERGY STAR mark prominently on its Web site and in print advertisements, company brochures, and signage in front of and inside model homes to educate home buyers on the value of ENERGY STAR.
- Training all sales agents on ENERGY STAR using a binder full of pictures showcasing the benefits of ENERGY STAR, which agents also use to show home buyers the attributes of an ENERGY STAR qualified home.
- Achieving a 5 percent market share for completed new homes in Columbia County, GA.



Long Island Power Authority

Uniondale, New York

The Long Island Power Authority (LIPA) ENERGY STAR Lighting and Appliance Program formed in 1999 as a component of the LIPA Clean Energy Initiative Program. The program's goal is to create a sustainable environment for its more than 1.1 million customers on Long Island and for future generations. In 2007, LIPA continued to build on past efforts to engage both business and community support to reach its goal. Key achievements include:

- Conducting its Fourth Annual ENERGY STAR/Energized Sales Training to help sales associates learn about the features and benefits of ENERGY STAR qualified products and then use their knowledge to help them communicate with and meet the needs of customers.
- Performing more than 4,300 site visits to 400 lighting and appliance stores and providing one-on-one training sessions to share general ENERGY STAR information and familiarize sales associates and other personnel with ENERGY STAR resources.
- Holding several in-store promotions and participating in community events to reach out to consumers and encourage them to purchase ENERGY STAR products. Many of these events focused on lighting and were held at retailers such as Ace Hardware, Costco, The Home Depot, and Lowe's. During these events, more than 32,000 ENERGY STAR qualified CFLs were sold.
- Assisting independent retailers in effective and efficient ENERGY STAR promotion through the LIPA Cooperative Advertising Program, which in 2007 resulted in 97 ads and nearly 6 million impressions.
- Conducting seasonal Earth Day and ENERGY STAR Change a Light, Change the World Campaign promotions that highlighted ENERGY STAR qualified CFLs and provided an instant rebate of \$1 off select CFLs. Every Long Island store selling ENERGY STAR qualified lighting products participated in the promotions and collectively sold more than one million ENERGY STAR CFLs.
- Collecting more than 1,500 pledges during in-store promotions and community events, tying into the ENERGY STAR Change a Light, Change the World Campaign.
- Partnering with local celebrities as a cross-promotion with the LIPA Home Performance with ENERGY STAR program to develop the "I am an ENERGY STAR" singing contest. Results of the contest yielded nearly 80,000 media impressions and raised ENERGY STAR awareness on Long Island.

As a result of these outreach efforts, LIPA customers are expected to save more than 620 million lifetime kWh, translating to nearly \$126 million in lifetime customer savings.



Nationwide Marketing Group Winston-Salem, North Carolina

With more than 2,800 members operating some 7,500 storefronts, Nationwide Marketing Group is the country's largest organization of its type. Members benefit from an unmatched array of pricing, programs, and services designed to reduce costs, increase sales, and drive additional traffic into their stores. Nationwide excelled in 2007 at educating and encouraging member retailers to promote ENERGY STAR as a key component of their sales tools. Building on its 2006 Excellence in ENERGY STAR Promotion award, Nationwide continued expanding communications and campaigns with ENERGY STAR messaging, and further enhanced the promotional efforts that proved so effective the previous year. Key achievements include:

- Spreading the word to manufacturing partners, independent member retailers, and consumers across the country through a broad range of media including print, radio, television, Web content, and live presentations.
- Bolstering sales of ENERGY STAR qualified products by emphasizing the benefits they provide the end consumer, as well as the environment. By consistently educating manufacturing partners on the benefits of ENERGY STAR qualified products and promotions, Nationwide succeeded in energizing them to continue developing more eco-friendly products.
- Educating the more than 35,000 sales associates within Nationwide's membership on the benefits of ENERGY STAR qualified products, who, in turn, passed this knowledge onto their customers in an effort to sell more ENERGY STAR qualified products and increase overall consumer awareness.



Nevada Power & Sierra Pacific Power ENERGY STAR Lighting and Appliance Program Reno, Nevada

Sierra Pacific Resources and Nevada Power merged in July 1999 to create one of the most rapidly expanding energy companies listed on the New York Stock Exchange. Their service area covers approximately 54,500 square miles of the fastest growing state.

In 2007, Nevada Power and Sierra Pacific Power Company's (NP/SPPC) ENERGY STAR lighting promotion melded the traditional with the innovative by employing creative tactics unique to Nevada culture. Key achievements earning NP/SPPC this award include:

- Driving ENERGY STAR qualified CFL sales of over 1.3 million, with an estimated energy savings of almost 82 million kWh.
- Launching a large-scale advertising effort in both Las Vegas and Reno, pivoting on the catch phrase "Looks Funny, Saves Money." Print placements yielded 36 million impressions, and TV spots achieved more than 1.5 million impressions in 6 weeks.

- Held a “Change a Town” event, with the goal of putting ENERGY STAR qualified CFLs into every light fixture of each home in one 200-person town.
- Working with community groups to support local events and ENERGY STAR qualified CFL giveaways. NP/SPPC conducted promotions with the local hockey team and partnered with other local organizations such as veterans’ facilities and the Ronald McDonald House.
- Developing a first-of-its-kind promotion for casinos with a high percentage of local clientele. In addition to placing educational and promotional material throughout the casinos, winning players received ENERGY STAR qualified CFLs as prizes.
- Launching a model home change-out program, because some model homes are kept open with all lights on 24 hours a day, 7 days a week. To date, this program has replaced 30,000 incandescent lamps with CFLs, resulting in savings of 16 million kWh in the first year and \$1.8 million in energy bill savings for local builders.



NJBPU, New Jersey’s Clean Energy Program

Newark, New Jersey

New Jersey’s Clean Energy Program under the New Jersey Board of Public Utilities is working to support the governor’s plan to reduce the state’s overall energy use by 20 percent by the year 2020. Key to reaching this energy reduction goal is New Jersey’s integrated educational, advertising, and public relations campaigns that promote Home Performance with ENERGY STAR. New Jersey’s Clean Energy Program is receiving ENERGY STAR recognition for its strategy to provide “whole house, whole building, whole community” solutions. Home Performance with ENERGY STAR is leading the transformation of the New Jersey energy marketplace. Key achievements of this state program include:

- Promoting energy efficiency through outreach using cable TV, radio, home shows, online, and print advertisements, which garnered nearly 40 million impressions.
- Recruiting more than 20 communities to disseminate the statewide energy efficiency and climate change message.
- Connecting homeowners with trained contractors through its Web site, a vital marketing link that provides a visual home performance assessment demonstrating the “house as a system” concept.



Pacific Gas and Electric Company
San Francisco, California

See text on Pacific Gas and Electric Company's Excellence award in the Partner of the Year—Energy Efficiency Program Delivery section on page 31.



The Home Depot
Atlanta, Georgia

With more than 2,200 retail stores in all 50 states, The Home Depot is the world's largest home improvement specialty retailer. The company is being recognized for its ENERGY STAR promotional efforts throughout the year, culminating in the ENERGY STAR Change a Light, Change the World Campaign. These promotions coincided with Home Depot's launch of the Eco Options program, which allows Home Depot to emphasize the environmental benefits of energy efficiency by establishing ENERGY STAR as a pillar of the program. Key promotional achievements included:

- Launching Eco Options on Earth Day with an ENERGY STAR qualified CFL advertisement in national newspapers.
- Promoting "Seal and Insulate with ENERGY STAR" in its stores with signage, end caps, overhead announcements, and an Energy Guide brochure.
- Participating in the ENERGY STAR Change a Light, Change the World Campaign by co-sponsoring a promotion with TCP and Georgia Power at a Falcons game in the Georgia Dome.
- Garnering more than 100,000 ENERGY STAR Change a Light pledges and giving away 1 million CFLs.

Home Depot also supported promotional efforts with increased customer incentives and rebates on ENERGY STAR products, comprehensive sales associate training, and increased environmental messaging under the Eco Options umbrella, including:

- Educating nearly 200,000 sales associates through multiple vehicles, including Rapid Web-based modules and Product Knowledge Guides.
- Featuring in-store signage and displays to support the Earth Day, Seal and Insulate with ENERGY STAR, and ENERGY STAR Change a Light Campaign promotions.
- Publishing three issues of the Energy Guide featuring ENERGY STAR promotions, general educational information, qualified products, logos, and messaging in newspaper tabs.

- Running television and radio spots incorporating ENERGY STAR.
- Sponsoring several events highlighting ENERGY STAR, including the Earth Day 2007 campaign, World Environment Day, the X-Games, and the Duke Smart Home: Energy Efficiency Workshop.



Virgin Islands Water and Power Authority (WAPA) St. Thomas, U.S. Virgin Islands

Virgin Islands Water and Power Authority (WAPA) is the only electricity and water provider serving the U.S. Virgin Islands (USVI). Operating independently of any grid and producing more than 900 million kWh of electricity and nearly 2 billion gallons of water for 120,000 residents each year, WAPA is committed to empowering its customers to take control of their energy use and energy bills.

Taking the lead in promoting energy efficiency and environmental protection in the Caribbean, WAPA incorporates ENERGY STAR, along with other effective strategies, tools, and products, in outreach to its customers. The organization's program goals include reducing energy consumption, lowering greenhouse gas emissions, and decreasing demand on power generation capabilities. WAPA accomplishes these goals by educating customers about reducing energy use in homes and businesses, completing a change-out of all incandescent light bulbs in the USVI with CFLs, and informing island residents and visitors about the effects of energy use on the environment. WAPA's key achievements include:

- Distributing 60,000 ENERGY STAR qualified CFLs to island residents, resulting in more than \$8 million in savings.
- Conducting outreach activities to raise awareness of the benefits of CFLs along with other energy-efficient technologies to ultimately increase market penetration of these products in USVI retail stores, resulting in an overall increased demand for ENERGY STAR qualified products in stores and increased stocking and sales of energy-efficient lamps.
- Performing outreach to educate customers about the connection between energy use and climate change.
- Raising awareness about environmental issues and showing how ENERGY STAR makes a difference through public education presentations and community outreach events, such as Virgin Islands Energy Education Week, agricultural fairs, health fairs, career fairs, and through its Chamber of Commerce.

Along with advertising through television, radio, and print media, WAPA has helped reach both residents and tourists with the ENERGY STAR message. A 2007 WAPA survey showed that 95 percent of island households were familiar with ENERGY STAR, and 89 percent know what it represents. Additionally, 43 percent of survey respondents had at least one ENERGY STAR qualified product in their home, not including lighting.



Winton/Flair Custom Homes

El Paso, Texas

Winton/Flair Custom Homes is a leading custom home builder in El Paso, TX, and southern New Mexico that builds 100 percent of its homes ENERGY STAR. A partner since 2004, Winton/Flair is receiving ENERGY STAR recognition for making significant contributions to the growth of ENERGY STAR qualified homes in its region. The company's 2007 accomplishments include:

- Creating a new building company, ACCENT Homes, to reach out to the affordable housing market. ACCENT Homes promotes ENERGY STAR just as aggressively as the parent company.
- Displaying the ENERGY STAR logo in innovative ways to spur interest in qualified homes including on road signs, company vehicles, letterhead, and the Web site; and in magazines, fliers, city bus ads, shopping center kiosks, and sales contracts.
- Constructing 189 ENERGY STAR qualified homes in 2007, bringing the company total to nearly 600.

Excellence in Appliance Retailing



Best Buy Co., Inc.

Richfield, Minnesota

A Fortune 100 company, Best Buy Co., Inc. sells consumer electronics, office products, entertainment software, and appliances. Company representatives recently decided that ENERGY STAR provides a partnership that could help them demonstrate their commitment to customers to "do it right." Best Buy is being recognized with this retailer award for accomplishments in a short period of time in the following areas:

- Tackling an ambitious effort to integrate ENERGY STAR across all appliance marketing efforts—from the products they carry to employee training to customer outreach.
- Engaging vendors in increasing stock-keeping units (SKUs) of ENERGY STAR appliances through innovative approaches such as creating a "user definable attribute" to flag a product as ENERGY STAR, which enables them to provide sales data and ensures products are labeled as ENERGY STAR throughout the system in-store, in weekly circular inserts, and online.
- Expanding training on ENERGY STAR to their Blue Shirts and Geek Squad agents through rigorous, ongoing training programs and communications channels.
- Engaging the customer through in-store and online promotions of ENERGY STAR appliances, along with recycling efforts, that reached tens of millions of shoppers, and featuring the ENERGY STAR logo on the front entrance doors of all 917 U.S. stores.

- Increasingly partnering with utilities across the country to offer incentives and rebates on ENERGY STAR qualified appliances.
- Increasing SKUs and sales by more than 50 percent and significantly raising the visibility of ENERGY STAR among employees and customers.
- Engaging the customer with in-store and online promotions of ENERGY STAR efforts, that reached tens of millions of shoppers and featuring the ENERGY STAR logo on the front.

Excellence in Product Labeling

Canon

Canon USA, Inc. Lake Success, New York

Canon USA, Inc. is a leader in professional business and consumer imaging equipment and information systems. The company is being recognized for its outstanding commitment to the ENERGY STAR program. Canon raises ENERGY STAR visibility through consistent high-profile placement of the ENERGY STAR logo on millions of imaging products. Canon's key achievements include:

- Making the ENERGY STAR label a priority, employing it as comprehensively and effectively as possible.
- Training sales staff on product labeling and proper use of the ENERGY STAR mark.
- Developing an "ENERGY STAR Logo Guidelines Digest" to offer sales staff a quick reference on proper uses and applications of the logo.
- Creating an additional internal ENERGY STAR manual to help employees understand all aspects of the ENERGY STAR program, from marketing to logo use.
- Revamping its Web site to raise visibility of the ENERGY STAR logo and program.
- Earning the ENERGY STAR on a high number of products across multiple product categories, including 100 percent of its printer models, 97 percent of its total multifunction-device sales, 80 percent of its scanner products, and 100 percent of the fax/fax-printer products.

Because of the commitment of partners like Canon, consumer awareness of the ENERGY STAR label has reached an all-time high, more than 70 percent nationally. The company's effective labeling, as well as its broad selection of qualified imaging products, is making a difference for the environment.

Excellence in Retail Commitment



Lowe's Companies, Inc. Mooreville, North Carolina

A FORTUNE 50 company, Lowe's Companies, Inc. serves approximately 13 million customers a week at more than 1,500 home improvement stores in the United States and Canada. Having won ENERGY STAR awards for the past 6 years, Lowe's is being recognized for its commitment to helping customers become more energy efficient with ENERGY STAR. The company's comprehensive efforts include:

- Holding weekly meetings to discuss the status of its ENERGY STAR partnership and to engage EPA and DOE in strategic planning.
- Being an active stakeholder in important ENERGY STAR areas, such as discussing CFL recycling options, providing product sales data to aid others in assessing the impact of its energy efficiency efforts, and assessing opportunities for the latest energy-efficient technologies.
- Sharing its marketing savvy to enhance ENERGY STAR program effectiveness, from proprietary research on consumer opinions regarding energy efficiency and purchases to working with its Web-design firm to better understand effective energy-savings education strategies.

This is supplemented with outstanding integration and promotion of ENERGY STAR in its employee and customer outreach, such as:

- Featuring ENERGY STAR as a central theme in its *Energy Solutions Guide*, available at the more than 1,500 Lowe's stores and on Lowe's Web site.
- Promoting ENERGY STAR products with several seasonal ENERGY STAR displays throughout the year and calling out those qualified products as well as Lowe's commitments to ENERGY STAR through in-store Muzak system messaging.
- Highlighting ENERGY STAR in the majority of associate training materials, vendor in-store training, and corporate training.
- Including ENERGY STAR in more than 67 nationwide circulars for a total of more than 1.2 billion impressions.
- Increasing ENERGY STAR visibility on the new Lowe's energy Web site with a seasonal link to the ENERGY STAR @ home tool, generating more than 10,000 hits.
- Airing two high-profile, ENERGY STAR advertisements in summer and winter. The June 2007 spot was recognized as "One of the Top 10 Most Liked, Most Recalled Ads" by *Advertising Age*. These ads accumulated more than 805 million impressions, a 43 percent increase in television exposure over Lowe's ENERGY STAR TV advertising from the prior year.

Special Recognition for Best Regional Retailer



Menards

Eau Claire, Wisconsin

Founded in 1962, Menards is a privately held chain of home improvement stores in the 11 Midwestern states. The company is being recognized for integrating ENERGY STAR into all facets of its marketing strategy—from product selection to in-store and Web training. Key achievements in 2007 include:

- Sponsoring grand opening events featuring ENERGY STAR and engaging children in the benefits of energy efficiency by giving out interactive ENERGY STAR treasure maps at the grand openings.
- Participating in national ENERGY STAR campaigns and displaying ENERGY STAR Change a Light, Change the World Campaign educational signage in stores.
- Building a Web page with strong environmental messaging.
- Launching an e-mail campaign with ENERGY STAR educational tips.
- Implementing independent promotions to feature ENERGY STAR, including in-store announcements, direct mail, publicity, and broadcast advertising reaching 28 million households.

Menards embraces a partnership approach, enabling the company to lead the industry in hands-on activation of ENERGY STAR ideas.

Special Recognition for Excellence in Promoting Superior Energy Performance in Product Design



3M's Optical Systems Division

St. Paul, Minnesota

See text on 3M's Optical Systems Division's Special Recognition in the Sustained Excellence section on page 10.

Special Recognition for Excellence in Lighting Promotion



Lennar Homes—Bay Area, California

San Ramon, California

Located in California's Bay Area, Lennar Homes has used the ENERGY STAR Advanced Lighting Package (ALP) as a way to distinguish their homes from the competition's for several years. Key accomplishments include:

- Striving to build the most energy-efficient homes in the Bay Area by using the ALP to confer market separation and exceed residential building codes.

- Employing the ALP in nearly 1,600 homes in 2006 and 2007, combining energy efficiency, high quality, and a rapid return on investment for home buyers.
- Helping home buyers achieve an annual energy savings of approximately 3,600 kWh, or \$600 per home. Each ALP averages 40 ENERGY STAR qualified light fixtures, and the resulting electrical load permanently avoided by these ALPs total approximately 5.6M kWh.

Appendix: ENERGY STAR Award Criteria

Sustained Excellence

Partners who have been awarded the Partner of the Year distinction for multiple years and have gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence. This year partners received awards for Sustained Excellence in the categories of Energy Efficiency Program Delivery, Energy Management, and Product Manufacturing.

Partner of the Year—Energy Efficiency Program Delivery

This award recognizes utilities, state agencies, regional energy efficiency non-profit organizations, and associations that sponsor sustained energy efficiency and environmental programs. These winning organizations have demonstrated excellence in implementing comprehensive, high performing energy efficiency programs. These programs have directly leveraged ENERGY STAR as a strategy to effectively reduce market barriers and to achieve significant impact in the marketplace for advancing energy efficiency and related greenhouse gas emission reduction goals.

This award recognizes organizations in three program categories:

1. Residential new construction—programs that have achieved 10 percent or greater market penetration of ENERGY STAR qualifying homes and/or programs that have taken a leadership role in promoting the sale of ENERGY STAR qualifying lighting and appliances in the new construction market.
2. Qualifying products—programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR qualifying commercial and residential products and/or related best practices, such as power management of office equipment or consumer education on proper thermostat use.
3. Commercial and industrial—programs that deliver improved energy performance in buildings and/or industrial plants, including measuring and improving whole-building performance of existing buildings, and targeting and tracking performance in new construction.

Organizations receiving this award have demonstrated:

1. A strong program design with clear goals, a strategy for overcoming market barriers, and outreach to program participants and/or consumer education.
2. Incorporation of the ENERGY STAR platform—messaging, tools, and strategies—into the initiative.
3. Qualitative and quantitative data supporting market change, or likely upcoming market change, as a result of the initiative. Examples of market effects include:
 - Increase in sales or market share of ENERGY STAR qualifying products.
 - Energy savings, peak demand reductions, and air pollution reductions achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR.
 - Increase in use of the EPA energy performance rating system, increase in buildings earning the ENERGY STAR label, and achievement of ENERGY STAR Leaders recognition for commercial buildings by program participants.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Program Delivery.

Partner of the Year—Energy Management

This award recognizes ENERGY STAR partners from commercial, industrial, institutional, and other organizations that demonstrate enhanced energy performance of buildings and facilities through superior energy management—as proven by work completed and energy savings—during the 2007 calendar year. Applications are evaluated in three categories:

1. Management Practices—Use of best practices in managing energy, as verified through:
 - Implementation of each fundamental element of superior energy management described in the ENERGY STAR Guidelines for Energy Management.
 - Utilization of ENERGY STAR tools and resources.
 - Designation as an ENERGY STAR building or plant, or ENERGY STAR Leader.
 - Organizational achievements expressed through environmental, financial, and business equivalents.

2. System-Wide Improvements—Actual energy performance improvements achieved during 2007, taking into account both the magnitude of improvements (measured via change in energy intensity across the portfolio) and current energy performance relative to organizational peers.
3. Promotional and Communications Success—Demonstrated ability to:
 - Promote the value of energy efficiency, both internally and externally.
 - Raise awareness of energy use in their organizations and communities.
 - Share achievements with staff and stakeholders.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence in Energy Management.

Partner of the Year—Home Energy Rater

This award recognizes ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets. Home Energy Raters receiving this award have demonstrated:

1. A direct contribution to market transformation as measured through:
 - Increased number of ENERGY STAR qualified homes.
 - Education and recruitment of new builders and developers.
 - Efforts to build consumer awareness.
 - Participation in ENERGY STAR outreach efforts.
 - Coordination with other ENERGY STAR partners and local associations.
2. Successful use of ENERGY STAR promotion as shown through effective utilization of the ENERGY STAR mark and messaging for marketing and sales activities, such as point-of-sale, advertising, Web site materials, sales staff training, events, and promotions.
3. Measured business impacts of partnership as shown through:
 - Improved customer recognition of ENERGY STAR.
 - Actual home performance.

- Additional ENERGY STAR coverage in local press and media.
- Business and revenue growth.

Partner of the Year—Lighting Showroom

This award recognizes ENERGY STAR partner lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures. Applicants are evaluated in four categories:

1. Product selection, based on the rigorous goals for:
 - Increasing stock of ENERGY STAR qualified light fixtures (e.g., increases in number of stock-keeping units [SKUs] or percentage of SKUs).
 - Efforts to work with vendors to meet the goals.
 - Reported progress in meeting the stated goals.
2. Sales associate training measured through:
 - Integration of ENERGY STAR into the training strategy and in all existing training vehicles.
 - Coordination with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
 - Progress in implementing the outlined plan and achieving stated goals.
 - Reach of training materials as documented through the number of stores using the materials, as well as the number of employees reached.
3. In-store ENERGY STAR marketing efforts based on:
 - Number of participating stores.
 - Number of impressions (e.g., store traffic).
 - Content and co-sponsorship of materials.
 - Duration of effort.
4. Out-of-store ENERGY STAR marketing efforts, such as broadcast, print, direct mail, and Web promotions, measured through distribution, duration, co-sponsorship, and impressions.

Partner of the Year—Product Manufacturer

This award recognizes ENERGY STAR partners who manufacture qualified products and have furthered the goals of ENERGY STAR through their active participation.

Applications are evaluated in two categories:

1. Product Qualification Efforts:

- Number of ENERGY STAR qualified models/units.
- Percentage of product line that is ENERGY STAR qualified.
- Percentage of total sales from ENERGY STAR qualified products.
- Availability of information concerning new ENERGY STAR products qualified or in development in 2007.
- Innovation in product design for energy efficiency.

2. Accomplishments—Description of the partner's activities and accomplishments to support ENERGY STAR's objective to reduce greenhouse gas emissions through superior energy efficiency using the following channels:

- Labeling efforts.
- Sales force and employee training.
- Sales and marketing, including co-marketing activities with retailers and/or utility/state efficiency program sponsors to demonstrate ENERGY STAR qualified products in exhibits, presentations, and other gatherings, and leadership of or participation in promotions.
- Consumer/end-user education, including community outreach activities, advertising, public relations efforts, and special events or promotions.
- Other efforts across ENERGY STAR that have been incorporated into company practices, such as participation or leadership in discussions of new or revised ENERGY STAR specifications, participation in the development of data tools such as Find-A-Product, commitment to organization-wide facility energy improvements, procurement of energy-efficient and/or ENERGY STAR qualified products, participation in EPA's Computer and Power Management Initiative, and giving preference to ENERGY STAR labeled buildings when leasing space.

Partners who have been awarded the Partner of the Year distinction for multiple years and gone above and beyond the criteria needed to qualify for recognition are honored with the award for Sustained Excellence for Product Manufacturing.

Excellence in ENERGY STAR Promotion—New Home Builder

This award recognizes ENERGY STAR home builder partners who have committed to constructing 100 percent of their homes to the ENERGY STAR performance guidelines, have effectively integrated the ENERGY STAR mark and message into their marketing efforts and sales processes, and have helped establish a significant market presence for ENERGY STAR qualified homes.

Builders receiving this award have demonstrated use of ENERGY STAR sales/marketing materials and consumer education supporting:

1. Increased consumer awareness and understanding of ENERGY STAR, and the features and benefits of ENERGY STAR qualified homes.
2. Effective training of sales staff and realtors on the features and benefits of qualified homes, and development of internal systems integrating ENERGY STAR messaging into the sales process.
3. Increased presence of ENERGY STAR in local media through publicized events, TV and newspaper stories, advertising, and consumer outreach.

Excellence in ENERGY STAR Promotion

This award recognizes organizations who have planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large.

Organizations receiving this award must have executed a promotion, consumer awareness, or social marketing campaign that demonstrates:

1. Leveraging of a national ENERGY STAR product or practices campaign.
2. Proper use of the ENERGY STAR label to increase consumer recognition and understanding of its meaning.
3. Consumer education defining the ENERGY STAR as a government-backed label associated with energy efficiency and environmental protection.
4. Visual consistency with the national ENERGY STAR identity.
5. Tactics that work to create repeat sales in a sustainable manner and, ultimately, influence market share (by pairing

any price incentives with educational materials conveying product benefits and values).

6. Evidence of retail sales staff training on ENERGY STAR, where appropriate.
7. Media activities that enhance relevant consumer understanding of ENERGY STAR.

Excellence in Affordable Housing

This award recognizes governments, non-profits, non-governmental organizations, or utilities that have made exceptional or market-leading contributions toward advancing energy efficiency in affordable housing through the use of ENERGY STAR qualified products and appliances or ENERGY STAR's residential construction guidelines.

Organizations receiving this award have leveraged funding sources to pay for energy efficiency features in affordable housing for low-income families, and have:

1. Demonstrated quantifiable success in their affordable housing program as measured through:
 - The number of built or rehabbed homes and residences that were verified to meet ENERGY STAR residential guidelines.
 - The number of homes, or residential units, where ENERGY STAR qualified products or appliances were installed.
 - Cost-benefit data describing the expenditures associated with the ENERGY STAR-related features promoted by the program and the savings benefits of those features.
2. Utilized ENERGY STAR products and/or residential energy efficiency guidelines to effect significant and lasting institutional changes as demonstrated through:
 - Changes in purchasing and procurement policies.
 - Capital planning.
 - Operations and management procedures.
 - Competitive funding criteria.

Other Excellence Awards

1. **Excellence in Product Labeling.** This award recognizes important contributions to raising ENERGY STAR visibility through consistent, high-profile placement of the ENERGY STAR logo on millions of products.

2. **Excellence in Retail Commitment.** This award recognizes retailers who display exceptional commitment to ENERGY STAR across their corporate strategy, product selection, sales associate training, marketing, public relations, and evaluation.

3. **Excellence in Appliance Retailing.** This award recognizes excellence in promoting ENERGY STAR qualified appliances throughout product selection, sales associate training, marketing, and public relations efforts.

Special Recognition

This award recognizes organizations that have made significant contributions toward advancing energy efficiency in specific areas of the marketplace.

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