



ENERGY STAR

# Profiles in Leadership

2011 ENERGY STAR® Award Winners



Partner of the Year



## ENERGY STAR Award for Sustained Excellence

---

3M	Ford Motor Company	Pacific Gas and Electric Company (PG&E)
Advantage IQ, Inc.	GE Appliances & Lighting	Pella Corporation
APS (Arizona Public Service)	Gresham-Barlow School District	PepsiCo, Inc.
ArcelorMittal	Hines	Raytheon Company
Austin Energy	ITW Food Equipment Group – North America	Saint-Gobain
Bentall Kennedy (U.S.)	J. C. Penney Company, Inc.	Servidyne
Bosch Home Appliances	Joint Management Committee	Southern Energy Management
CalPortland Company	KB Home	Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP)
CB Richard Ellis	Lowe’s Companies, Inc.	Sunoco, Inc.
CenterPoint Energy	Merck	TIAA-CREF
Community Housing Partners	Nashville Area Habitat for Humanity	Toyota Motor Engineering & Manufacturing North America, Inc.
Energy Education, Inc.	New York State Energy Research and Development Authority (NYSERDA)	TRANSWESTERN
Energy Inspectors	New York-Presbyterian Hospital	USAA Real Estate Company
Energy Trust of Oregon	Oncor	Whirlpool Corporation
EnergyLogic	OSRAM SYLVANIA	Wisconsin Focus on Energy
Food Lion Family, Bloom and Bottom Dollar Food		

## ENERGY STAR Partner of the Year

---

Above and Beyond Energy	Gainesville Regional Utilities (GRU)	Nissan North America, Inc.
AEP Texas	Hanesbrands Inc.	NVR, Inc.
Andersen Corporation	HEI Hotels & Resorts	Panasonic Home & Environment Company
Citi	Home Creations	PNM
Cleveland Clinic	John B. Sanfilippo & Son, Inc.	Public Service Company of Oklahoma (PSO)
Colgate-Palmolive Company	Jones Lang LaSalle	Questar Gas Company
ComEd	Kohl’s Department Stores, Inc.	Samsung Electronics Co., Ltd.
Constellation Energy/Baltimore Gas and Electric Company (BGE)	KPPC – Kentucky Pollution Prevention Center	Sears Holdings Corporation
Continental Refrigerator	LG&E and KU	Staples, Inc.
Design Tech Homes	Loudoun County Public Schools	TexEnergy
Efficiency Vermont	Manitowoc Foodservice	The Boeing Company
Electrolux Major Appliances	Meritage Homes	The E Group, a Division of FirstEnergy Solutions Corp.
EnergyCAP, Inc.	Momentum, LLC	Wells Real Estate Funds
Evergreen Public Schools	New Jersey Board of Public Utilities	Xcel Energy
FSL Home Improvements dba FSL Home Energy Solutions	New Mexico Gas Company	

## ENERGY STAR Award for Excellence

---

ASUSTeK Computer Inc.	Long Island Power Authority (LIPA)	North Carolina Housing Finance Agency
Canon U.S.A., Inc.	Menards	Orange County Environmental Protection Division
Coachella Valley Housing Coalition	Metro Lighting	San Antonio Housing Authority
DIRECTV	National Grid	Scotsman Ice Systems
Habitat for Humanity of Elkhart County	National Housing Trust	Sharp Electronics Corporation
Habitat for Humanity of Metro Denver	Nationwide Marketing Group	Southern California Edison Company
Lennox Industries Inc.	New Hampshire CORE Utilities	Utah Building Energy Efficiency Strategies

*Please turn to page 75 for a listing of where these companies and organizations are mentioned in this report.*

# Profiles in Leadership: 2011 ENERGY STAR Award Winners

---

<b>Overview</b> .....	<b>1</b>
<b>Overview of Awards</b> .....	<b>3</b>
<b>Award Winner Profiles</b> .....	<b>10</b>
Sustained Excellence .....	10
Partner of the Year .....	33
Excellence .....	55
Special Recognition .....	66
<b>Appendix: ENERGY STAR Award Criteria</b> .....	<b>68</b>
<b>Companies and Organizations Mentioned in the Report</b> .....	<b>75</b>

## List of Figures and Tables

Figure 1. Since 2000, ENERGY STAR Benefits Have More Than Tripled .....	2
Figure 2. Geographic Distribution of Winners .....	3
Table 1. Overview of the 2011 ENERGY STAR Award Winners .....	5
Table 2. Award Winners by Category .....	6





# Overview

## Recognizing Energy Efficiency Leaders

**ENERGY STAR Award Winners Lead by Example.** In 2011, 111 organizations, selected from more than 20,000 program partners, are being recognized for their leadership, accomplishments, and commitment to energy efficiency. In the face of ongoing economic challenges, these organizations remain dedicated to investing in energy efficiency solutions and answering the U.S. Environmental Protection Agency's (EPA's) call to action. This report celebrates the bold steps partners have taken to improve their own energy efficiency and help revolutionize the market for cost-effective, energy-efficient products and services. Across the country, award winners are:

- Offering consumers new energy-efficient products for the home or office.
- Designing and constructing efficient new homes and commercial buildings.
- Improving the efficiency of existing homes, commercial buildings, and industrial facilities.
- Communicating the benefits of energy efficiency to their customers, employees, and communities.

**Their Actions Benefit All of Us.** Global climate change continues to be one of the most pressing environmental issues. The scientific consensus is that greenhouse gases (GHGs) in the atmosphere, such as carbon dioxide (CO<sub>2</sub>), threaten the public health and welfare of current and future generations.<sup>1</sup> Our homes, buildings, and industries cause more than two-thirds of the nation's CO<sub>2</sub> emissions—the primary GHG contributing to climate change.<sup>2</sup> But we have a solution. Across the residential, commercial, and industrial sectors many of our buildings could use up to 30 percent less energy through money-saving investments in energy efficiency. The more efficiently we use energy, the fewer GHG emissions we release into the atmosphere from the burning of fossil fuels at power plants. By adopting and promoting energy-efficient



strategies, practices, and products—and seeing them through to results—these organizations are helping themselves, their communities, and all of us reap the benefits.

### Their Achievements Show Us What's Possible.

Investments in energy efficiency provide some of the best available paths to economic recovery, energy security, and environmental protection. These improvements represent some of the fastest, cheapest, and largest untapped solutions for reducing energy use, lowering energy bills, and preventing GHG emissions. Implementing cost-effective, energy-saving strategies would cover more than half the expected growth in energy demand over the next 20 years and save more than \$100 billion annually.<sup>3</sup> They also strengthen energy security, create new jobs, and spur economic growth. Through their energy-saving strategies and innovative solutions, ENERGY STAR award winners give us a glimpse of the future and show how we can get there.

**EPA Brings These Leaders Together.** Since EPA launched ENERGY STAR in 1992, the program has helped dramatically increase the use of energy-efficient products and practices throughout the country, helping us protect the environment while saving money. From its modest beginnings with a few manufacturers offering energy-efficient office equipment, the ENERGY STAR program has expanded over the years into a broad platform that partners with more than 20,000 organizations, impacts energy use at work and at home, and is now recognized by more than 80 percent of Americans. ENERGY STAR is not just a product-labeling program; its national reach encompasses thousands of businesses and public organizations and millions of consumers, all of whom have implemented widespread efficiency improvements in the nation's housing, buildings, and industrial facilities.

The ENERGY STAR program has proven success in showcasing and implementing cost-effective energy efficiency solutions across the commercial, industrial, and residential sectors. Joined in this effort by the U.S. Department of Energy (DOE) since 1996, EPA has overcome many market barriers to achieve impressive results (see Figure 1). In 2010 alone, Americans, with the help of ENERGY STAR, prevented 170 million metric tons of greenhouse gas emissions<sup>4</sup>—equivalent to the annual emissions from 33 million vehicles—and saved about \$18 billion on their utility bills. Savings are expected to

1. For more information, see "EPA: Greenhouse Gases Threaten Public Health and the Environment." EPA Press Release: 12/07/2009. U.S. Environmental Protection Agency (EPA).

2. EPA. 2010. ENERGY STAR and Other Climate Protection Partnerships 2009 Annual Report. Available online at [http://www.energystar.gov/ia/partners/annualreports/annual\\_report\\_2009.pdf](http://www.energystar.gov/ia/partners/annualreports/annual_report_2009.pdf)

3. National Action Plan for Energy Efficiency. 2008. National Action Plan for Energy Efficiency Vision for 2025: A Framework for Change. Available at: [www.epa.gov/eeactionplan](http://www.epa.gov/eeactionplan)

4. Million metric tons of carbon dioxide emissions.

grow substantially in the coming years as more households, businesses, and organizations rely on ENERGY STAR for guidance on investing in energy-efficient products, practices, and policies.

**Anyone Can Be a Leader.** The 2011 ENERGY STAR award winners are a diverse group, reflecting the breadth of ENERGY STAR partners. They include large and small organizations from across the country (see Figure 2), both those with long track records of success and those quickly excelling in their new partnership with ENERGY STAR. These award recipients are leaders across many different sectors of our economy. They are setting an example for others—making even greater efficiency improvements so that our nation can achieve the significant savings that energy efficiency offers in the fight against climate change.

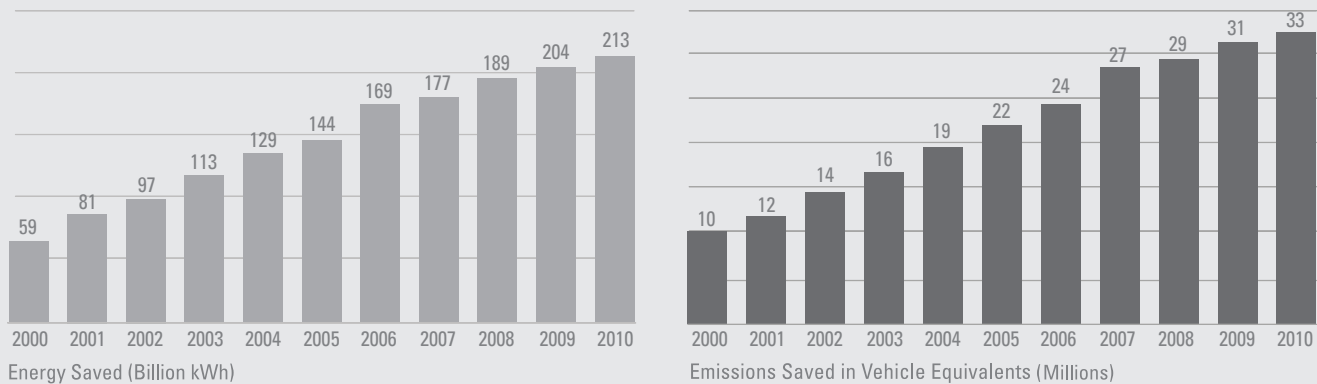
The award categories include:

- **Sustained Excellence.** 46 organizations are recipients of this most prestigious ENERGY STAR award for their long-term commitment to protecting our environment through superior energy efficiency. These winners exhibit outstanding leadership and achievements year after year.

- **Partner of the Year.** 44 organizations are recognized as Partner of the Year. This award honors partners for strategically and comprehensively managing their energy use and promoting ENERGY STAR products and practices in their own operations, and/or providing efficient products and services to consumers and within their communities.
- **Excellence.** 21 organizations are recognized for a specific activity to promote energy-efficient products, homes, or buildings and thereby helping to expand the reach of the ENERGY STAR program.

The 2011 award winners are exemplary models as we continue to invest in energy efficiency and safeguard the environment. The profiles in this report (starting on page 10) are offered to honor the organizations that have earned national recognition for their leadership and accomplishments, as well as to highlight the successful approaches and practices as examples for others. In the years ahead, we look to these partners to lead the way with investments in new “green” jobs, ever more efficient products, and new energy-saving practices.

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



# Overview of Awards

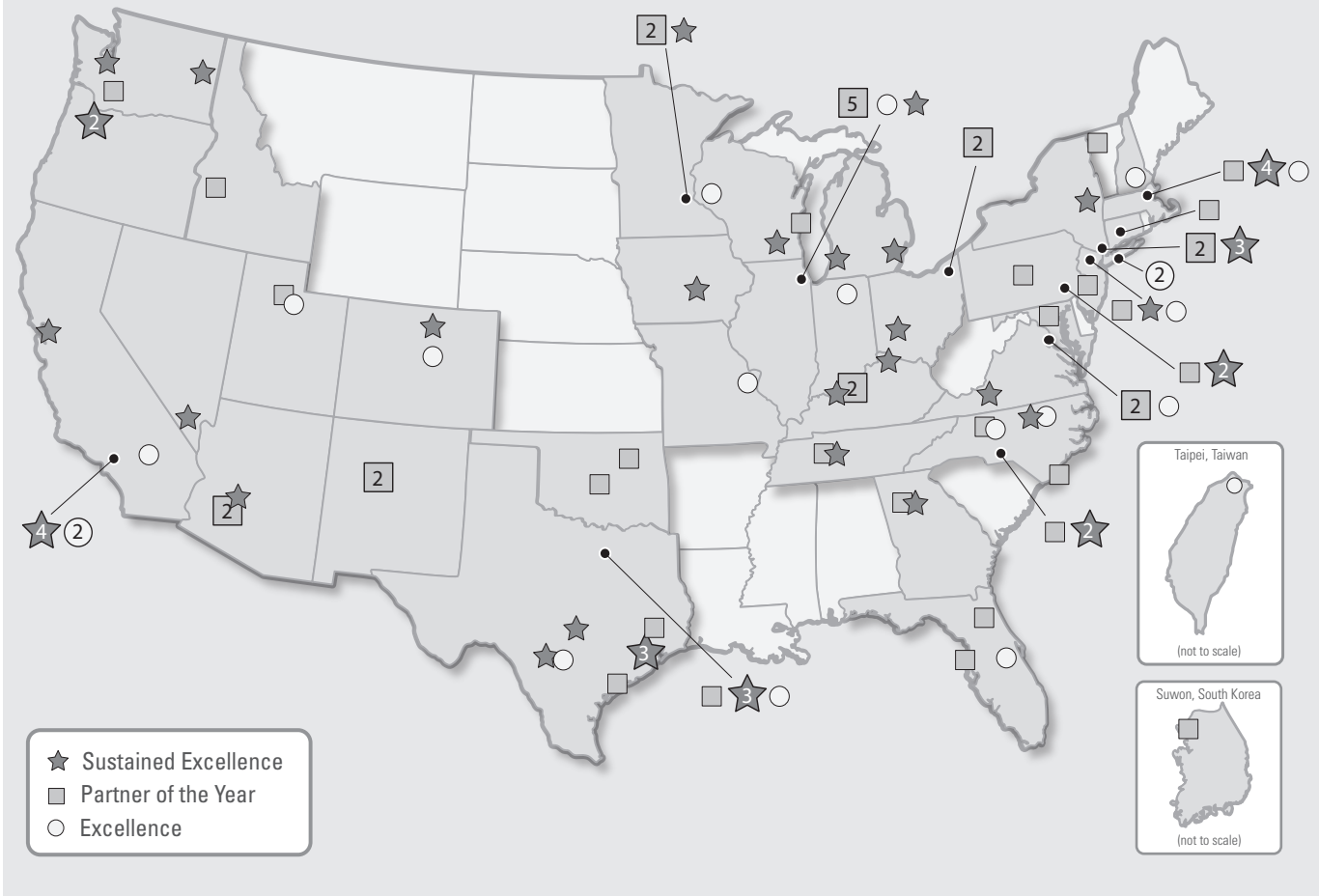
## Inspiring Through Real Results

The success of the ENERGY STAR program depends on the efforts of its more than 20,000 public- and private-sector partners. These partners are a diverse group of organizations taking meaningful steps to advance energy efficiency in their businesses and day-to-day activities across the United States. The top-performing partners being recognized with ENERGY STAR awards in 2011 include:

- Affordable Housing Stakeholders.** These 8 partners lead the way for the housing finance agencies, state and local governments, public housing authorities, asset management companies, builders, developers, and building owner partners who incorporate ENERGY STAR measures into new and existing housing. Such improvements provide a long-term value proposition benefiting investors' bottom line and the well-being of the community and our environment.

- Builders of New Homes.** 5 builders out of more than 8,400 partners across all states who construct new homes to the beyond-code efficiency levels required by ENERGY STAR rise to the top for their exceptional dedication to energy efficiency.
- Energy Efficiency Program Delivery Sponsors.** These 30 partners offer education, technical assistance, and incentives across their customer classes to help them save energy. Together, they set the standard for the utilities, nonprofits, and state and local government entities administering energy efficiency programs that service 85 percent of U.S. households.
- Home Energy Raters and Providers.** 6 exemplary partners stand out in a pool of more than 900 home energy raters and providers who offer third-party verification of ENERGY STAR qualified new homes through onsite testing and inspections.

**Figure 2. Geographic Distribution of Winners\***



\* Each point represents one company as defined in the legend. Points with numbers represent more than one company in that location.

- **Industrial Firms.** These 15 leading firms—along with more than 650 automobile manufacturing, cement manufacturing, chemicals, refining, pharmaceuticals, food processing, and other 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. Many of the industrial partner profiles in this report highlight the significance of the energy savings achieved despite the economic downturn. These savings are important because many industrial firms cannot turn off their machines, regardless of changes in demand.
- **Product Manufacturers.** 18 manufacturers break new ground for the more than 1,600 partners across the country using the ENERGY STAR label on energy-efficient products to help consumers easily identify models that will save them money and help protect our environment.
- **Public and Private Sector Organizations.** These 19 organizations are trailblazers for the states, municipalities, counties, schools, commercial real estate firms, hotels, hospitals, grocery stores, retailers, and others who are taking the ENERGY STAR Challenge to set building energy-savings goals of 10 percent or more. They assess the efficiency of their buildings, implement strategies to achieve their goals, and apply to have their most efficient buildings certified as ENERGY STAR, both to realize the cost-saving and environmental benefits this provides and to show others what can be accomplished through robust energy management practices.
- **Retailers.** These 5 retailers lead the way for the nearly 1,500 partners at the national, regional, and local level who train sales associates, provide in-store information, and run special campaigns to help their customers find ENERGY STAR qualified products.
- **Service and Product Providers.** These 5 organizations are pioneers for the service and product providers in the commercial sector that educate their customers, help them achieve ENERGY STAR performance levels, and build a robust marketplace for energy efficiency. A complete list of the 2011 ENERGY STAR award categories and additional information on the criteria used to assess the winners can be found in the Appendix (starting on page 68).



**Table 1. Overview of the 2011 ENERGY STAR Award Winners**

Sector/Type of Organization	Sustained Excellence	Partner of the Year	Excellence in ENERGY STAR Promotion	Excellence in Other ENERGY STAR Areas
<b>Energy Efficiency Program Delivery</b> (including administration of programs in the areas of appliances and lighting, commercial building, Home Performance with ENERGY STAR, multifamily and public housing, and new homes)	10	14	6	—
<b>Energy Management</b> (for buildings and industry, including commercial real estate, industrial firms, and schools)	20	14	—	—
<b>New Home Construction</b> (including sponsors of affordable housing programs, new home builders, and home energy raters)	6	7	—	6
<b>Product Manufacturing</b> (for products, including appliances, commercial appliances, electronics, home lighting, HVAC, office equipment, windows, and energy efficient product design)	6	6	—	6
<b>Retail</b> (including appliances, electronics, home improvement, and lighting)	1	1	—	3
<b>Service and Product Providers</b> (for commercial buildings)	3	2	—	—
<b>Total 2011 ENERGY STAR Award Winners</b>	<b>46</b>	<b>44</b>	<b>6</b>	<b>15</b>

**Table 2. Award Winners by Category**

Sustained Excellence		
Energy Efficiency Program Delivery	APS (Arizona Public Service) <i>Phoenix, AZ</i>	New Homes/Home Performance with ENERGY STAR
	Austin Energy <i>Austin, TX</i>	Home Performance with ENERGY STAR
	CenterPoint Energy <i>Houston, TX</i>	New Homes
	Energy Trust of Oregon <i>Portland, OR</i>	Home Performance with ENERGY STAR
	Joint Management Committee <i>Lexington, MA</i>	New Homes
	New York State Energy Research and Development Authority (NYSERDA) <i>Albany, NY</i>	Commercial Building Benchmarking/Home Performance with ENERGY STAR/Products
	Oncor <i>Dallas, TX</i>	New Homes
	Pacific Gas and Electric Company (PG&E) <i>San Francisco, CA</i>	Commercial Building Benchmarking
	Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP) <i>Lexington, MA</i>	Appliances/Home Lighting
	Wisconsin Focus on Energy <i>Madison, WI</i>	Commercial Building Benchmarking/Home Performance with ENERGY STAR
Energy Management	3M <i>St. Paul, MN</i>	Technology Research and Development
	ArcelorMittal <i>Chicago, IL</i>	Iron and Steel
	Bentall Kennedy (U.S.) <i>Seattle, WA</i>	Commercial Real Estate
	CalPortland Company <i>Glendora, CA</i>	Cement Manufacturing
	CB Richard Ellis <i>Los Angeles, CA</i>	Commercial Real Estate
	Food Lion Family, Bloom and Bottom Dollar Food <i>Salisbury, NC</i>	Grocery
	Ford Motor Company <i>Dearborn, MI</i>	Vehicle Manufacturing
	Gresham-Barlow School District <i>Gresham, OR</i>	Schools
	Hines <i>Houston, TX</i>	Commercial Real Estate
	J. C. Penney Company, Inc. <i>Plano, TX</i>	Retail
	Merck <i>Whitehouse Station, NJ</i>	Pharmaceuticals
	New York-Presbyterian Hospital <i>New York, NY</i>	Healthcare
	PepsiCo, Inc. <i>Purchase, NY</i>	Food and Beverage
	Raytheon Company <i>Waltham, MA</i>	Aeronautics
	Saint-Gobain <i>Valley Forge, PA</i>	Flat Glass Manufacturing
	Sunoco, Inc. <i>Philadelphia, PA</i>	Petroleum Refineries
	TIAA-CREF <i>New York, NY</i>	Commercial Real Estate
	Toyota Motor Engineering & Manufacturing North America, Inc. <i>Erlanger, KY</i>	Vehicle Manufacturing
	TRANSWESTERN <i>Houston, TX</i>	Commercial Real Estate
	USAA Real Estate Company <i>San Antonio, TX</i>	Commercial Real Estate

Sustained Excellence (continued)			
New Home Construction	Community Housing Partners	Christiansburg, VA	Affordable Housing
	Energy Inspectors	Las Vegas, NV	Home Energy Rater/Provider
	EnergyLogic	Berthoud, CO	Home Energy Rater/Provider
	KB Home	Los Angeles, CA	New Home Builder
	Nashville Area Habitat for Humanity	Nashville, TN	Affordable Housing
	Southern Energy Management	Morrisville, NC	Home Energy Rater/Provider
Product Manufacturer	Bosch Home Appliances	Huntington Beach, CA	Home Appliances
	GE Appliances & Lighting	Louisville, KY	Home Appliances/Lighting
	ITW Food Equipment Group – North America	Troy, OH	Commercial Food Service Equipment
	OSRAM SYLVANIA	Danvers, MA	Home Lighting
	Pella Corporation	Pella, IA	Windows and Doors
	Whirlpool Corporation	Benton Harbor, MI	Home Appliances
Product Retailer	Lowe's Companies, Inc.	Mooreville, NC	Retail
Service and Product Providers	Advantage IQ, Inc.	Spokane, WA	Commercial Buildings
	Energy Education, Inc.	Dallas, TX	Commercial Buildings
	Servidyne	Atlanta, GA	Commercial Buildings
Partner of the Year			
Energy Efficiency Program Delivery	AEP Texas	Corpus Christi, TX	New Homes
	ComEd	Chicago, IL	Residential/Commercial Products
	Constellation Energy/Baltimore Gas and Electric Company (BGE)	Baltimore, MD	New Homes/Products
	Efficiency Vermont	Burlington, VT	New Homes
	FSL Home Improvements dba FSL Home Energy Solutions	Phoenix, AZ	Home Performance with ENERGY STAR
	Gainesville Regional Utilities (GRU)	Gainesville, FL	Home Performance with ENERGY STAR
	KPPC – Kentucky Pollution Prevention Center	Louisville, KY	Commercial Building Benchmarking
	LG&E and KU	Louisville, KY	New Homes
	New Jersey Board of Public Utilities	Trenton, NJ	New Homes/Home Performance with ENERGY STAR
	New Mexico Gas Company	Albuquerque, NM	New Homes
	PNM	Albuquerque, NM	New Homes
	Public Service Company of Oklahoma (PSO)	Tulsa, OK	New Homes
	Questar Gas Company	Salt Lake City, UT	New Homes
	Xcel Energy	Minneapolis, MN	New Homes

**Partner of the Year (continued)**

Energy Management	Citi	<i>New York, NY</i>	Commercial Real Estate
	Cleveland Clinic	<i>Cleveland, OH</i>	Healthcare
	Colgate-Palmolive Company	<i>New York, NY</i>	Personal Care Products
	Evergreen Public Schools	<i>Vancouver, WA</i>	Schools
	Hanesbrands Inc.	<i>Winston-Salem, NC</i>	Retail
	HEI Hotels & Resorts	<i>Norwalk, CT</i>	Hospitality
	John B. Sanfilippo & Son, Inc.	<i>Elgin, IL</i>	Food and Beverage
	Jones Lang LaSalle	<i>Chicago, IL</i>	Commercial Real Estate
	Kohl's Department Stores, Inc.	<i>Menomonee Falls, WI</i>	Retail
	Loudoun County Public Schools	<i>Broadlands, VA</i>	Schools
	Nissan North America, Inc.	<i>Franklin, TN</i>	Vehicle Manufacturing
	Staples, Inc.	<i>Framingham, MA</i>	Retail
	The Boeing Company	<i>Chicago, IL</i>	Aeronautics
	Wells Real Estate Funds	<i>Norcross, GA</i>	Commercial Real Estate
New Home Construction	Above and Beyond Energy	<i>Wilmington, NC</i>	Home Energy Rater/Provider
	Design Tech Homes	<i>Spring, TX</i>	New Home Builder
	Home Creations	<i>Moore, OK</i>	New Home Builder
	Meritage Homes	<i>Scottsdale, AZ</i>	New Home Builder
	Momentum, LLC	<i>Boise, ID</i>	Home Energy Rater/Provider
	NVR, Inc.	<i>Reston, VA</i>	New Home Builder
	TexEnergy	<i>Irving, TX</i>	Home Energy Rater/Provider
Product Manufacturer	Andersen Corporation	<i>Bayport, MN</i>	Windows and Doors
	Continental Refrigerator	<i>Bensalem, PA</i>	Commercial Food Service Equipment
	Electrolux Major Appliances	<i>Charlotte, NC</i>	Appliances
	Manitowoc Foodservice	<i>New Port Richey, FL</i>	Commercial Food Service Equipment
	Panasonic Home & Environment Company	<i>Secaucus, NJ</i>	HVAC
	Samsung Electronics Co., Ltd.	<i>Suwon, South Korea</i>	Appliances/Electronics
Product Retailer	Sears Holdings Corporation	<i>Hoffman Estates, IL</i>	Retail
Service and Product Providers	EnergyCAP, Inc.	<i>State College, PA</i>	Commercial Buildings
	The E Group, a Division of FirstEnergy Solutions Corp.	<i>Akron, OH</i>	Commercial Buildings

### Excellence in ENERGY STAR Promotion

Long Island Power Authority (LIPA)	<i>Uniondale, NY</i>	Home Performance with ENERGY STAR
National Grid	<i>Waltham, MA</i>	Products
New Hampshire CORE Utilities	<i>Manchester, NH</i>	Home Performance with ENERGY STAR
Orange County Environmental Protection Division	<i>Orlando, FL</i>	Commercial Building Benchmarking/Products
Southern California Edison Company	<i>Rosemead, CA</i>	Products
Utah Building Energy Efficiency Strategies	<i>Salt Lake City, UT</i>	Commercial Building Benchmarking

### Excellence in Other ENERGY STAR Areas

Affordable Housing	Coachella Valley Housing Coalition	<i>Indio, CA</i>	Affordable Housing
	Habitat for Humanity of Elkhart County	<i>Goshen, IN</i>	Affordable Housing
	Habitat for Humanity of Metro Denver	<i>Denver, CO</i>	Affordable Housing
	National Housing Trust	<i>Washington, DC</i>	Affordable Housing
	North Carolina Housing Finance Agency	<i>Raleigh, NC</i>	Affordable Housing
	San Antonio Housing Authority	<i>San Antonio, TX</i>	Affordable Housing
Energy Efficient Product Design	ASUSTeK Computer Inc.	<i>Taipei, Taiwan</i>	Electronics
	Canon U.S.A., Inc.	<i>Lake Success, NY</i>	Electronics
	DIRECTV	<i>El Segundo, CA</i>	Electronics
	Lennox Industries Inc.	<i>Richardson, TX</i>	HVAC
	Scotsman Ice Systems	<i>Vernon Hills, IL</i>	Commercial Food Service Equipment
	Sharp Electronics Corporation	<i>Mahwah, NJ</i>	Electronics
Retailing	Menards	<i>Eau Claire, WI</i>	Home Improvement
	Metro Lighting	<i>Brentwood, MO</i>	Lighting
	Nationwide Marketing Group	<i>Winston-Salem, NC</i>	Appliances/Electronics





# Award Winner Profiles: Sustained Excellence

## ENERGY EFFICIENCY PROGRAM DELIVERY



### APS (Arizona Public Service)

Phoenix, Arizona

APS (Arizona Public Service), Arizona's largest electric utility, serves more than 1.1 million customers. APS is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to ENERGY STAR qualified new homes and Home Performance with ENERGY STAR. Key accomplishments include:

- Offering incentives to encourage the construction of 1,655 new homes that have earned the ENERGY STAR in 2010, for a total of more than 8,200 since 2006.
- Increasing builder participation, with 44 builders committing over 18,000 lots to be built to ENERGY STAR standards.
- Achieving an ENERGY STAR market share of 55 percent for new homes built in the APS service territory during 2010, making the APS territory a leading region in the nation for ENERGY STAR market share.

- Securing 12 builders to participate in its new ENERGY STAR + Solar Homes program, which requires builders to meet all ENERGY STAR requirements in order to be eligible for APS solar rebates.
- Working proactively to prepare the Arizona new homes market for the transition to the ENERGY STAR Version 3 specification through various events, including a full-day forum with participating HERS raters.
- Entering the market with a low-cost, direct-install energy audit to evaluate which homes could benefit from participating in Home Performance with ENERGY STAR.
- Providing incentives and marketing to motivate homeowners to make energy efficiency improvements including duct sealing, high-efficiency HVAC equipment, air sealing, attic insulation, and window shading. These efforts helped the Arizona Home Performance with ENERGY STAR program improve 800 homes in 2010.



### Austin Energy

Austin, Texas

Austin Energy is a municipal electric utility with more than 330,000 residential customers in Austin, Texas. The company is receiving ENERGY STAR Sustained Excellence recognition for its sustained commitment to the Home Performance with ENERGY STAR program. Key accomplishments include:

- Achieving remarkable results by exceeding its Home Performance with ENERGY STAR retrofit goals by completing more than 2,600 retrofits in 2010—and over 11,000 since 2006.

- Saving approximately 5.8 million kWh and 5.3 MW in 2010 through its loan and rebate programs, an increase of 20 percent over the previous year.
- Increasing the number of homes that completed three or more energy efficiency measures (of the basic four recommended) to almost 1,600—an increase of 170 homes over 2009.
- Hosting Affordable Comfort, Inc.'s (ACI) National Home Performance Conference in 2010, which exceeded attendance expectations.



## CenterPoint Energy

Houston, Texas

CenterPoint Energy is an electric transmission and distribution utility serving more than 5 million customers in the Houston metropolitan area. CenterPoint Energy is receiving ENERGY STAR Sustained Excellence recognition for outstanding delivery of ENERGY STAR qualified homes to its customers. Key accomplishments include:

- Adding six new builder partners in 2010.
- Expanding education and outreach efforts, including adding information on the ENERGY STAR Version 3 specification for new homes.
- Saving almost 27 million kWh in 2010, for a total savings of over 202 million kWh since the program's inception in 2001.
- Continuing sales training efforts for the realtor community by partnering with several builders to host a continuing education course titled, "Be a Star with ENERGY STAR," which educates realtors on the benefits of ENERGY STAR qualified homes.
- Continuing to aggressively incentivize the construction of 10,000 new homes that have earned the ENERGY STAR in 2010, for a total of more than 95,500 homes since launching the effort in 2001.



## Energy Trust of Oregon

Portland, Oregon

Energy Trust of Oregon is a nonprofit organization dedicated to helping Oregonians save energy and use renewable energy resources. Energy Trust of Oregon is receiving ENERGY STAR Sustained Excellence recognition for its delivery of Home Performance with ENERGY STAR. Key accomplishments include:

- Improving the efficiency of nearly 800 homes through home retrofits and saving more than 950,000 kWh and 140,000 therms in 2010.
- Serving over 3,300 homes under Energy Trust of Oregon's Home Performance with ENERGY STAR program since 2006.
- Increasing contractor awareness and participation by raising the number of trade ally contractors 134 percent.
- Educating consumers by distributing Energy Saver Kits containing inserts promoting Home Performance with ENERGY STAR. To date, over 645 Energy Saver Kits have been distributed, with almost 300 requests for a Home Energy Review.



### Joint Management Committee Lexington, Massachusetts

The Joint Management Committee, the sponsor of Massachusetts New Homes with ENERGY STAR, is a multi-utility and energy efficiency service provider effort, including Berkshire Gas, Cape Light Compact, Columbia Gas of Massachusetts, New England Gas, National Grid Gas & Electric, NSTAR Gas & Electric, and Western Massachusetts Electric Company. This joint effort is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to ENERGY STAR qualified homes. Key accomplishments include:

- Delivering more than 2,000 ENERGY STAR qualified new homes to the Massachusetts residential market.
- Increasing the number of installed ENERGY STAR qualified CFLs to over 45,000.

- Increasing the market share of ENERGY STAR qualified homes to 30 percent, a 4 percent increase over 2009.
- Saving an estimated 335 kW of summer and 285 kW of winter peak demand in Massachusetts in 2010.
- Implementing new pilot programs to address barriers to energy efficiency that exist in multifamily new construction, major renovations, and lighting design, as well as a pilot program to prepare the market for the next evolution of ENERGY STAR qualified homes—Version 3.



### New York State Energy Research and Development Authority (NYSERDA) Albany, New York

The New York State Energy Research and Development Authority (NYSERDA), a public benefit corporation, administers a number of programs, which are designed to support the transition to a more competitive electricity market, reduce New York's dependence of foreign fossil fuels, and reduce the State's overall energy consumption. NYSEDA is receiving ENERGY STAR recognition for Sustained Excellence in delivering its Home Performance with ENERGY STAR program, commercial sector programs, and ENERGY STAR qualified products program. Key accomplishments include:

- Improving more than 6,100 homes under the Home Performance with ENERGY STAR program in 2010 for a total of nearly 35,000 projects to date with a cumulative savings of 23 million kWh and 1.2 MMBtus.
- Benchmarking a total of more than 50 million square feet of office and hotel space since 2006 through its Focus programs for the Commercial Real Estate and Hospitality sectors.
- Assisting nearly 1,000 K-12 school buildings in 224 districts reduce energy consumption by an average of 21.5 percent per square foot, a 47 percent reduction in CO<sub>2</sub> emissions since 2003. One hundred fifty-one buildings earned the ENERGY STAR—representing more than 89 million square feet—and 12 school districts achieved ENERGY STAR Leader milestones.
- Training more than 1,800 students through NYSEDA energy efficiency workforce development initiatives to help build the infrastructure for Home Performance with ENERGY STAR and New York ENERGY STAR Homes.
- Partnering with more than 1,300 ENERGY STAR retailers to sell and promote ENERGY STAR qualified products—including 288 new retail partners in 2010—delivering over 102 million kWh in energy savings and over \$12 million in energy bill savings to New Yorkers through September 2010.



**Oncor**  
Dallas, Texas

Oncor is a regulated electric utility operating the largest transmission and distribution system in Texas, delivering power to approximately 3 million homes and businesses in urban, rural, and suburban areas of the state. Oncor is receiving ENERGY STAR Sustained Excellence recognition for its continuous commitment to the ENERGY STAR for New Homes program. Oncor also supports Home Performance with ENERGY STAR. Key accomplishments include:

- Sponsoring the construction of more than 1,800 ENERGY STAR qualified single-family homes in 2010, and yielding an estimated 3.5 MW and nearly 4 million kWh of annual energy savings.
- Demonstrating continued success one year after the launch of the Oncor ENERGY STAR Low-Rise Multi-Family program by receiving over 3,500 unit requests for incentives and

collecting more than 1,174 certificates for ENERGY STAR qualified units. This has provided over 363 kW and 1.5 MWh of savings in 2010.

- Redesigning much of its ENERGY STAR training and outreach materials to focus on the cost savings associated with homes that have earned the ENERGY STAR—reflecting the economic concerns of program partners, including builders, developers, real estate professionals, manufacturers, and distributors of building materials.
- Sponsoring the improvement of 623 homes through Home Performance with ENERGY STAR, yielding over 550 kW and 960 MWh of energy savings.
- Recruiting and training over 45 Home Performance with ENERGY STAR contractors in 2010.



**Pacific Gas and Electric Company (PG&E)**  
San Francisco, California

Pacific Gas and Electric Company (PG&E) is one of the largest combination natural gas and electric utilities in the United States, serving about 6 million customers across 70,000 square miles in northern and central California. PG&E has a long history of promoting ENERGY STAR to raise consumer awareness of energy efficiency. Building frameworks like its Trade Ally Network, PG&E is able to enhance the effectiveness of its energy efficiency portfolio through proactive, focused relationship building and program support. PG&E is receiving ENERGY STAR Sustained Excellence recognition for exemplary efforts in using energy performance information to enhance its commercial program delivery. Key accomplishments include:

- Adding more than 1,400 buildings as users of PG&E's automated benchmarking system in 2010, for a total of nearly 4,000 buildings since 2007.
- Incorporating benchmarking information in segment-specific factsheets and Web pages, rebate catalogs, and sales presentations.

- Offering "You've Benchmarked Your Building: What Next?" customer workshops to use benchmarking information to provide energy management solutions.
- Expanding its internal and external training and support tools to make automated benchmarking both scalable and user-friendly.
- Participating actively as an industry leader by guiding peer utilities through the implementation of automated benchmarking.
- Working with retailers through its Trade Ally Network to deliver energy savings of 30.8 MW, 155 GWh, and 3.4 M therms in 2010 alone.



Northeast Energy Efficiency Partnerships

## Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP)

Lexington, Massachusetts

The Northeast Retail Products Initiative is a regional effort facilitated by Northeast Energy Efficiency Partnerships (NEEP), whose mission is to promote energy efficiency in homes and businesses in the Northeast through regionally coordinated programs that increase the use of ENERGY STAR qualified products, services, and practices. NEEP and its sponsoring organizations—Cape Light Compact, National Grid (Massachusetts, Rhode Island), NSTAR Electric, Western Massachusetts Electric Company (WMECO), NHTSaves (National Grid, Unitil, Public Service of New Hampshire, New Hampshire Electric Co-op), Efficiency Vermont, Efficiency Maine, Connecticut Light & Power, The United Illuminating Company, Long Island Power Authority (LIPA), and New York State Energy Research and Development Authority (NYSERDA)—are receiving ENERGY STAR recognition for their tradition of regional collaboration to drive market transformation for energy efficiency through ENERGY STAR, and their ability to refresh their efforts every year, continually improving programs to deliver deeper energy savings and behavior change over time. Key accomplishments include:

- Leveraging more than \$14 million in combined manufacturer and retailer discounts to promote the sale of nearly 9.5 million ENERGY STAR qualified CFLs and 111,000 ENERGY STAR qualified light fixtures.
- Leveraging more than \$8.8 million in direct consumer incentives to promote the sale of more than 174,000 appliances that have earned the ENERGY STAR, increasing market penetration of ENERGY STAR qualified products in the region—market share for qualified washers increased from 58 percent in 2009 to 71 percent in 2010.
- Working with more than 4,200 lighting and/or appliance retailers—including big box and membership warehouse chains, pharmacies, hardware stores, and grocery chains—to train their staff about the benefits of stocking and purchasing products that have earned the ENERGY STAR; this is an increase of more than 1,000 retailers since 2009.
- Helping nearly 750 retail locations offer CFL recycling at no cost to consumers.
- Conducting a comprehensive advertising and marketing campaign employing radio, television, Web, print, and in-store advertising; sponsoring a variety of community and retailer events; and leveraging the Change the World, Start with ENERGY STAR campaign.
- Saving more than 5 million MWh through its activities (lifetime savings from measures installed in 2010).



**focus on energy**<sup>™</sup>

Partnering with Wisconsin utilities

## Wisconsin Focus on Energy

Madison, Wisconsin

Wisconsin Focus on Energy is a statewide energy efficiency program that works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency measures and renewable energy projects. Wisconsin Focus on Energy is receiving ENERGY STAR Sustained Excellence recognition for delivering its Home Performance with ENERGY STAR program and its commercial sector programs. Key accomplishments include:

- Participating in the Building Performance with ENERGY STAR Pilot Program while expanding its target efforts in the retail market; as part of the pilot program, participants compete with other retail organizations to achieve the highest ENERGY STAR score across their Wisconsin portfolio over 12 months.
- Developing “Energy Team Kits” that leverage ENERGY STAR tools to support customers in starting their own energy teams and pursuing a strategic approach to energy management.
- Completing more than 3,000 energy audits that resulted in 1,800 whole-home retrofit projects in 2010, involving more than 400 trade allies and 70 contractors.
- Saving nearly 4 million therms of natural gas, more than 40 million kWh in electricity, and \$97 million in energy costs since 2001 through the state’s Home Performance with ENERGY STAR program.
- Generating over 13 million impressions through marketing and outreach activities in 2010.



## ENERGY MANAGEMENT



### 3M

St. Paul, Minnesota

3M is a diversified technology company with operations in more than 65 countries and a global commitment to energy management. 3M sets aggressive energy goals that are supported by senior management and monitors progress by tracking monthly energy use at 212 locations worldwide. 3M is receiving ENERGY STAR Sustained Excellence recognition for its continuing energy management and sustainability efforts. Key accomplishments include:

- Improving global energy efficiency by 4.5 percent compared to 2009, saving more than \$18 million in energy costs.
- Improving energy intensity by 25 percent since 2005.
- Designating \$1 million to fund and launch additional energy projects to support 3M's commitment to continuous energy improvement.
- Completing 153 energy efficiency projects in 2010, saving \$7.77 million.
- Forming research and business partnerships and awarding \$150,000 in grants to academicians to address energy and renewable energy issues.
- Incorporating energy efficiency into the designs for the new headquarters facilities being constructed in Italy and New Zealand.
- Qualifying key suppliers for energy efficiency prior to awarding work to new engineering service providers and contractors. The company also evaluates major raw material suppliers in managing energy use and costs, and assists them in reducing the energy footprint of materials they sell to 3M.



ArcelorMittal

### ArcelorMittal

Chicago, Illinois

ArcelorMittal is the world's leading steelmaker and provides high-quality steels to the automobile, construction, household appliance, and energy markets. ArcelorMittal is receiving ENERGY STAR Sustained Excellence recognition for its advancement of new strategies in energy management. The company's accomplishments include:

- Attaining a 7.3 percent reduction in energy intensity across U.S. operations compared to 2009.
- Expanding the energy program to 90 percent of its U.S. sites using the ArcelorMittal Energy Management System Model, which is based on ENERGY STAR best practices.
- Hosting an energy roundtable of the company's North and South American energy champions to share case studies and solve difficult energy problems.
- Undertaking significant energy projects at various plants, including tuning boilers to reduce natural gas consumption for savings of \$50,000 per month, establishing refined procedures for shutting down and restarting equipment systems during production delays, which resulted in more than \$70,000 in electricity cost savings, and formalizing its Steam Distribution System Management Program, estimated to save \$2.4 million annually.
- Building the capacity for a high-quality workforce by training newly hired engineers and plant personnel in energy management.
- Communicating the value of energy efficiency and ENERGY STAR through its 2010 campaign, which reached more than 700,000 readers in 14 advertisements and appeared in local newsprint where 300,000 subscribe and 10,000 employees live and work.



**Bentall Kennedy**  
Seattle, Washington

Bentall Kennedy—headquartered in Toronto, Canada, with U.S. headquarters in Seattle—is a full-service registered real estate investment advisor with \$23 billion of assets under management, including \$7.8 billion in the United States. Bentall Kennedy (formerly Kennedy Associates) is receiving ENERGY STAR Sustained Excellence recognition for a continuous commitment to improve the energy performance of its portfolio through the use of ENERGY STAR tools and resources. Key accomplishments include:

- Benchmarking all eligible office and industrial buildings monthly, including 88 office buildings (more than 75 percent of its office portfolio) and 47 warehouses, representing 19.3 million square feet.
- Increasing the average ENERGY STAR score to 77 across the building portfolio from a 73 during the same period in 2009.
- Reducing energy use by 5.4 percent in 2010 over the previous year, resulting in an estimated \$940,000 in energy cost savings.
- Earning ENERGY STAR certification for 65 buildings, representing \$1.6 billion in market value, 11.2 million square feet, and 58 percent of its benchmarked portfolio.
- Expanding Bentall Kennedy's program to medical office buildings, targeting a 15 percent increase in energy efficiency as demonstrated in Portfolio Manager.
- Promoting its partnership with ENERGY STAR and the value of energy efficiency to its employees, clients, and tenants.



**CalPortland Company**  
Glendora, California

CalPortland Company is a major producer of cement, ready mix concrete, aggregate, asphalt, and other building materials and provides construction services across the western United States and Canada. CalPortland is receiving ENERGY STAR Sustained Excellence recognition for advancing comprehensive energy management across its energy value chain. Key accomplishments include:

- Reducing overall energy intensity by 4.6 percent, resulting in the prevention of nearly 33,000 metric tons of CO<sub>2</sub> emissions and decreasing absolute energy consumption by 1.1 TBtu, a 14 percent reduction over the previous year. Since 2007, the company has improved energy intensity by 10.6 percent.
- Conducting 144 energy efficiency projects expected to save more than 21 million kWh or an estimated \$2.3 million per year.
- Working with senior executives in national building materials manufacturing associations to encourage energy efficiency practices and participation in the ENERGY STAR program among their members.
- Being instrumental in engaging the ready mix industry in ENERGY STAR and supporting the development of energy management tools to aid this industry.
- Promoting the value of strategic energy management practices and ENERGY STAR to more than 139,000 individuals through the sponsorship of community events, plant tours, open houses, school presentations, and the company's annual Energy Management Summit.
- Implementing a fleet energy management program to reduce truck idle times and improve the fuel efficiency of its mobile equipment.
- Working downstream within the company's energy value chain to assist customers in managing energy in their operations.

# CBRE

CB RICHARD ELLIS

## CB Richard Ellis Los Angeles, California

CB Richard Ellis (CBRE) is a global leader in real estate services, managing nearly 2 billion square feet of property worldwide. CBRE is receiving ENERGY STAR Sustained Excellence recognition for its continued efforts to drive energy and sustainability solutions for clients while using ENERGY STAR as the cornerstone of its approach. Key accomplishments include:

- Increasing the number of CBRE-managed properties benchmarked in Portfolio Manager to nearly 1,400, representing 95 percent of all CBRE-managed office buildings.
- Earning the ENERGY STAR for 198 buildings in 2010, bringing CBRE to a total of 447 certified buildings since 2002.
- Reducing energy intensity by almost 7 percent across 136 million square feet of managed office property.
- Piloting a new Web portal to promote continuous monitoring and environmental performance improvement for commercial properties, and fully integrating this tool with Portfolio Manager to facilitate benchmarking.
- Expanding its training activities, in partnership with the Building Owners and Managers Association (BOMA) International, to include real estate professionals from other commercial management firms that share the same clients. More than 2,100 people were trained in 2010, for a total of nearly 10,000 training attendees since 2006.
- Continuing its role as a Change the World, Start with ENERGY STAR pledge driver, reaching more than 40,000 occupants in CBRE-managed office buildings since 2007 and encouraging them to take small steps that will help collectively avoid more than 100 million pounds of greenhouse gas emissions.



## Food Lion Family, Bloom and Bottom Dollar Food Salisbury, North Carolina

Food Lion Family, Bloom and Bottom Dollar Food comprises several leading supermarket chains, with more than 1,300 stores in 11 southeast and mid-Atlantic States and 74,000 associates. The company takes great pride in its energy program and considers energy management to be a cornerstone of its operational strategy. Food Lion Family, Bloom and Bottom Dollar Food is receiving ENERGY STAR Sustained Excellence recognition for its consistent reductions in energy consumption and strong commitment to strategic energy management practices. Key accomplishments include:

- Reducing energy consumption by more than 2.69 trillion Btus, trimming energy use by more than 25 percent, and adding more than \$59 million to its bottom line since 2000.
- Earning the ENERGY STAR for 66 additional stores in 2010, for a total of 1,044 certified stores.
- Partnering with Coca-Cola bottlers to place only ENERGY STAR qualified vending machines in new and remodeled store areas.
- Executing a successful pilot program to measure the impact of installing glass doors on medium-temperature cases, reducing energy consumption for the refrigeration system by more than 30 percent with a net neutral sales impact.
- Educating customers and the general public about the value of energy efficiency by speaking at energy-related conferences and events, highlighting the company's ENERGY STAR partnership on announcements over store public address systems, and sponsoring Charlotte, NC's annual Earth Day expo.
- Increasing its portfolio-wide average ENERGY STAR score by five points over 2009 to 84 with 89 percent of eligible stores scoring over a 75 on EPA's ENERGY STAR energy performance scale.



## **Ford Motor Company** Dearborn, Michigan

Ford Motor Company, a global automotive industry leader based in the United States, manufactures or distributes automobiles across six continents. The company's consistent focus on energy-efficient best practices and creative solutions to energy-related challenges has resulted in Ford receiving ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Continuing to reduce energy use and increasing its efficiency from 13.6 percent in 2009 to 15.7 percent in 2010 compared to a 2006 baseline. This represents approximately 6.4 million MMBtu of avoided energy consumption and approximately 500,000 metric tons of CO<sub>2</sub> emissions.
- Earning the ENERGY STAR for nine commercial facilities and assembly plants—adding two over the previous year.
- Implementing measures and new technologies that reduce the energy use of plant air pollution control equipment.
- Upgrading more than 50,000 lighting fixtures to energy-efficient models that will reduce electricity consumption by over 18 million kWh through a performance contract that eliminated the need for upfront capital.
- Rolling out the 3-Wet painting process to Ford plants around the world. This process eliminates one oven and consolidates the spray booth processes into a smaller footprint that uses less energy to operate.
- Employing innovative energy-saving designs and technologies as part of the renovation of the Michigan Assembly Plant.
- Launching a global Sustainability Strategy for its manufacturing plants outside the United States by incorporating the ENERGY STAR Guidelines for Energy Management as an element of these programs.



A WORLD-CLASS EDUCATION  
FOR ALL STUDENTS

## **Gresham-Barlow School District** Gresham, Oregon

Gresham-Barlow School District (Gresham-Barlow), the tenth largest district in Oregon out of almost 200 districts statewide, consists of 11 elementary schools, 5 middle schools, and 3 high schools serving approximately 12,000 students. The school district is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to reaching ambitious energy performance goals through its dedicated energy management program. Key accomplishments include:

- Reducing energy consumption in 2010 by 6.1 percent compared to 2009 despite a significant reduction in buildings staff.
- Reaching its goal of 50 percent cost avoidance when measured against the baseline year of 1997 – 1998.
- Earning the ENERGY STAR for all of the district's 19 schools and increasing its portfolio-wide average ENERGY STAR score to 93 in 2010—a 3-point improvement over 2009.
- Continuing to work with the Oregon Department of Energy as a model for other school districts by emphasizing the success of engaging people in energy efficiency efforts, ensuring that new equipment and controls are properly operated, and working to eliminate energy waste as key components to a successful energy management program.
- Achieving an annual savings of more than \$1.5 million, equivalent to the salaries of 27 teachers.
- Working to develop a training program to help other Oregon school districts learn about and experience Gresham-Barlow's successful program.

# Hines

## Hines Houston, Texas

Hines is a privately owned, international real estate firm with more than 120 million square feet of property under management. In 2011, Hines is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to proven energy management best practices, as well as the application of new and innovative strategies to drive energy savings for clients. Key accomplishments include:

- Earning the ENERGY STAR for 24 facilities in 2010, for a total of 205 buildings earning certification or recertification 658 times since 1999. To date, 77 percent of all actively benchmarked, Hines-managed properties have earned, or have reached qualifying scores for ENERGY STAR certification—saving \$1.20 per square foot, or \$93 million per year, compared to the national average.
- Reducing energy consumption by more than 7 percent across more than 70 million square feet of commercial property.
- Continuing to expand the Hines GREEN OFFICE® (HinesGO®) program by working with more than 680 tenants representing 78 million square feet. In 2010, Hines helped its tenants to achieve over 25 million square feet of GREEN OFFICE designated space.
- Creating the ENERGY STAR Management Group, a network of leaders from every Hines business region to raise the profile and uptake of ENERGY STAR across the organization through resources such as a comprehensive benchmarking guide.
- Participating in the development of an ENERGY STAR score for data centers, which involved sharing data from multiple properties and providing insight and feedback throughout the process.
- Exploring creative approaches to communicating energy management activities, such as the online “Diary of a Rising STAR,” which details how Hines is using the ENERGY STAR Guidelines for Energy Management at the individual building level and tracking progress along the way.



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

J. C. Penney Company, Inc. is one of America’s leading retailers, operating more than 1,100 stores throughout the United States and Puerto Rico. J. C. Penney is receiving ENERGY STAR Sustained Excellence recognition for incorporating ENERGY STAR into all aspects of its energy management program and has achieved impressive results year after year. Key accomplishments include:

- Implementing an aggressive 5-year energy strategy to reduce the company’s energy consumption 20 percent by 2015.
- Participating in EPA’s National Building Competition, and earning third place by reducing energy use by 28.4 percent in its Orange, CA store.
- Earning the ENERGY STAR at 99 stores in 2010 for a total of 204 certified stores since 2007.
- Yielding impressive results through its Advanced Energy Management program, with 52 newly participating stores reducing energy consumption by 8.9 percent over the energy strategy baseline year of 2008.
- Expanding its energy program to include distribution and logistics centers.
- Displaying the ENERGY STAR mark on all J. C. Penney sales receipts and placing ENERGY STAR door decals at every store entrance.
- Engaging employees through energy awareness campaigns, company-wide environmental events, and visibly posted energy performance reports showcasing each store’s ENERGY STAR score and comparing scores across facilities.





## **Merck**

### **Whitehouse Station, New Jersey**

Merck is a global research-based pharmaceutical and health care company. Since merging with Schering-Plough in 2009, the company has successfully integrated energy programs to pursue its vision of becoming “the most energy-efficient company in the pharmaceutical industry.” Merck is receiving ENERGY STAR Sustained Excellence recognition for its continued improvement and expansion of its energy management efforts. Key accomplishments include:

- Improving energy intensity by 2.7 percent over the previous year and by 31 percent between 2004 and 2009.
- Earning the ENERGY STAR for three manufacturing sites and two corporate headquarter buildings, including one with a major data center. The company also introduced in 2010 a global real estate program, MerckSpace, to increase energy productivity in its office space.
- Responding to the ENERGY STAR Challenge for Industry by achieving a 10 percent reduction goal for the first three pharmaceutical manufacturing sites in the United States.
- Securing more than 7.7 million kWh a year in energy savings by upgrading its Kenilworth site’s gas turbine.
- Establishing an Energy Efficiency Capital Fund to further drive implementation of energy projects.
- Publishing the Merck Energy Handbook, “You Can Make a Difference,” for employees that promotes ENERGY STAR at home and work.
- Supporting the ENERGY STAR program through public forums and mentoring ENERGY STAR partner companies.

## **NewYork-Presbyterian**

The University Hospital of Columbia and Cornell

### **New York-Presbyterian Hospital**

#### **New York, New York**

New York-Presbyterian Hospital (NYP) is the nation’s largest nonprofit, non-sectarian hospital and encompasses 33 buildings and 8.6 million square feet, making it among the top 2 percent of energy users in the New York City metropolitan area. NYP is receiving ENERGY STAR Sustained Excellence recognition for its ongoing excellence in energy management. Key accomplishments include:

- Reducing energy use by 5.6 percent in 2010, for a savings of over \$7.7 million system-wide.
- Installing a cogeneration plant at Weill Cornell, contributing to an increase in the facility’s ENERGY STAR score from 73 in 2009 to 99 in 2010.
- Reducing energy use by 18.2 percent across the entire NYP portfolio since 2002.
- Continuing its participation in the Change the World, Start with ENERGY STAR campaign; NYP affiliates pledged to reduce greenhouse gas emissions by 3.9 million pounds, exceeding their goal by more than 125 percent.
- Purchasing 2,000 computers that have earned the ENERGY STAR and implementing a policy to encourage employees to turn off monitors when not in use.



## PepsiCo, Inc.

Purchase, New York

PepsiCo, Inc. is a leading global food and beverage company. PepsiCo is receiving ENERGY STAR Sustained Excellence recognition for its long-term commitment to energy efficiency as part of the company's sustainable growth strategy, known as "Performance with Purpose." Key accomplishments include:

- Attaining an 8.5 percent improvement in energy efficiency over 2009 while holding absolute energy use flat despite an increase in production of 10 percent. The company saved nearly \$100 million in 2010 from long-term energy management investments.
- Undertaking significant energy projects, including replacing old boiler technology with more efficient gas-fired units to save 42,500 MMBtu and \$300,000 annually, capturing biogas from wastewater treatment to reduce natural gas use by 12,500 MMBtu per year, and improving condensate return to boilers for 18,000 MMBtu and \$340,000 in annual savings.
- Continuing to build upon the successful PepsiCo Supplier Sustainability Outreach program to align U.S.-based suppliers with ENERGY STAR and to assist suppliers in managing energy consumption. More than 150 PepsiCo suppliers are now part of ENERGY STAR—an increase of 60 over 2009, and the suppliers reporting to PepsiCo have achieved an 11 percent reduction in energy intensity since 2008.
- Supporting the industrial energy service and product provider market in the United States by sharing its experience with other manufacturers through ENERGY STAR profiles.
- Enabling improved measurement and evaluation of plant energy efficiency by engaging PepsiCo suppliers in the development of an ENERGY STAR plant energy performance indicator for cookie and cracker plants.

# Raytheon

## Raytheon Company

Waltham, Massachusetts

Raytheon Company is a technology and innovation leader specializing in defense, homeland security, and other government markets. The company operates 57 major locations in the United States and has made employee engagement the hallmark of its successful energy program. Raytheon employee involvement in energy management starts with the CEO and extends through a team of 26 energy professionals to a network of 1,500 Energy Champions and 37,000 Raytheon Energy Citizens. Raytheon is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to energy efficiency and support of the ENERGY STAR program. Key accomplishments include:

- Reducing energy intensity by 3 percent in 2010 and by 22 percent since 2007.
- Cutting more than 2 million kWh in 2010 while preventing 3 million pounds of CO<sub>2</sub> emissions.
- Expanding participation in its Energy Citizens program by 10,000 employees over the previous year's levels to engage more than 50 percent of the company's 72,000 employees.
- Integrating ENERGY STAR resources and campaigns into employee training while promoting the ENERGY STAR program externally through conference presentations and other events.
- Instituting new systems to bring real-time energy data to operators at key sites to ensure optimal energy performance.
- Creating a competitive environment amongst sites and business units to save more energy through the use of a scorecard system.



### **Saint-Gobain**

Valley Forge, Pennsylvania

Saint-Gobain operates in 64 countries and is a leading manufacturer of energy-efficient systems, glass containers, high-performance materials, and flat glass. Saint-Gobain is receiving ENERGY STAR Sustained Excellence recognition for its commitment to building an energy-efficient future and reducing the environmental impact of its operations. Key accomplishments include:

- Reducing energy intensity by 3.8 percent, equivalent to the energy required to produce roofing shingles for more than 1.2 million homes, and preventing nearly 132,000 metric tons of CO<sub>2</sub> emissions. Since 2008, the company has improved energy intensity by 8.5 percent.
- Achieving a corporate goal to engage all U.S. plants, buildings, and business units and its Canadian fiberglass operations in the company's energy program.
- Undertaking capital investments to improve energy performance. Specific measures include: providing incremental capital to improve efficiency in glass furnaces during scheduled rebuilds, upgrading boilers, investing in efficient compressed air systems and motors, and allocating funding for increased energy metering.
- Initiating a communications campaign around the ENERGY STAR Change the World pledge. The company exceeded its goal with 1,150 employees and their families participating, yielding potential reductions of more than 12 million kWh valued at almost \$1.8 million and saving nearly 23 million pounds of greenhouse gas emissions.
- Leading the insulation industry by issuing a personal communication from the President of Saint-Gobain subsidiary CertainTeed Insulation to industry executives recommending they take advantage of ENERGY STAR energy management resources.



### **Sunoco, Inc.**

Philadelphia, Pennsylvania

Sunoco, Inc. is a leading manufacturer and marketer of petroleum and petrochemical products and metallurgical-grade coke for steel production. Sunoco is receiving ENERGY STAR Sustained Excellence recognition for the continuous growth of its energy management program and the company's commitment to energy efficiency and ENERGY STAR. Key accomplishments include:

- Achieving a 6 percent reduction in energy intensity for its chemical operations and a 1 percent improvement (normalized to 80 percent plant utilization) for its refining and supply business. Since 2007, the company has improved the energy intensity of its refineries by 6 percent (normalized to 80 percent utilization).
- Completing 51 energy and yield improvements to its refineries and chemical plants in 2010 for a reduction of 1.6 TBtu.
- Pledging to improve energy efficiency in each of its three refineries by 10 percent through the ENERGY STAR Challenge for Industry, the first oil company to make this commitment.
- Building a transformative energy management work process system for plant operators and shift organizations that defines measurement and review so that these employees can make greater contributions to energy management.
- Establishing a best practice for lighting in its retail stores by upgrading 43 stores in 2010 for an estimated 10 percent reduction in electric use, equivalent to saving 2.1 million kWh; the company plans to improve 50 more stores in 2011.
- Communicating the value of energy efficiency and ENERGY STAR to the public through a public service announcement on the monitors at its pumping stations.



**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 investments in Class A office space, multifamily units, retail properties, and other real estate asset types. TIAA-CREF is receiving ENERGY STAR Sustained Excellence recognition for the organization's integration of ENERGY STAR tools, resources, and practices into its comprehensive energy management program. Key accomplishments include:

- Benchmarking 100 percent of its office and multifamily properties, and all wholly-owned retail properties, using Portfolio Manager—including both energy and water.
- Reducing energy intensity in its office portfolio by 4.4 percent compared with the previous 12 months, for a total of 11.3 percent adjusted energy reduction since 2006, the baseline year.
- Achieving a 10.3 percent adjusted energy reduction across the multifamily portfolio since the 2007 baseline.
- Earning ENERGY STAR certification for 86 buildings one or more times since 1999.
- Leveraging EPA's Change the World, Start with ENERGY STAR campaign to distribute free CFLs to tenants for 3 consecutive years.
- Promoting ENERGY STAR and the benefits of energy efficiency to employees, property managers, tenants, and the real estate industry via speaking engagements, ENERGY STAR communication initiatives, strategic partnerships, and presentations.

# TOYOTA

## **Toyota Motor Engineering & Manufacturing North America, Inc.**

Erlanger, Kentucky

Toyota Motor Engineering & Manufacturing North America, Inc. is the manufacturing headquarters for 15 vehicle, engine, and parts plants. Toyota is receiving ENERGY STAR Sustained Excellence recognition for maintaining strong support for managing energy across its operations and is continuously refining its energy program. Key accomplishments include:

- Reducing energy intensity by more than 9 percent in 2010 and 16 percent since 2002.
- Reducing the company's carbon footprint by engaging Tier 1 suppliers. Twenty-five percent were trained to conduct plant energy assessments and provided access to tools, support from its engineers, and encouragement to join ENERGY STAR for further support.
- Certifying two assembly plants for the ENERGY STAR by scoring in the top quartile nationally using EPA's assembly plant energy performance indicator.
- Leading the auto industry in an expanded benchmarking program to identify best practices and opportunities for improvement with ENERGY STAR.
- Strengthening corporate energy management by completing an in-depth analysis of response time to information collected by the company's metering system. Reporting time delays from manual data collection are being addressed in a pilot project.
- Studying the potential savings of eliminating steam from the paint air make up units in assembly plants. If applied in all North American plants, the company estimates savings would exceed 1 million MMBtu.
- Completing a paint shop energy minimization analysis for opportunities to shift a portion of fixed energy use to variable, making consumed energy more proportional to vehicle production; the company identified reduction opportunities of 185,000 MMBtu, which are underway.



## **TRANSWESTERN**

Houston, Texas

Transwestern is a diversified operating company active in the real estate service, development, and investment management business. The firm currently manages and leases over 255 million square feet of commercial real estate nationwide. Transwestern is receiving ENERGY STAR Sustained Excellence recognition for demonstrating continual commitment to leadership and expansion of its energy management programs, including the use of ENERGY STAR tools and resources. Key accomplishments include:

- Increasing its average ENERGY STAR score from 80 to 83 between 2009 and 2010 across more than 250 benchmarked properties representing 54 million square feet.
- Reducing energy consumption by 5.2 million kWh compared with the previous 12 months.
- Earning 2010 ENERGY STAR certification for 126 properties.
- Establishing an Innovation and Quality Assurance Group to ensure quality and consistency regarding benchmarking practices—turning regional best practices into corporate policy.
- Developing an internal ENERGY STAR Best Practices manual and creating an action plan tailored for each individual benchmarked property.



**USAA Real Estate Company**

## **USAA Real Estate Company**

San Antonio, Texas

USAA Real Estate Company owns, manages, and develops more than \$6 billion in commercial real estate assets across the United States. USAA Real Estate Company is receiving ENERGY STAR Sustained Excellence recognition for continuing to improve the energy performance of its portfolio and offer energy efficiency leadership to the real estate industry. Key accomplishments include:

- Reducing energy consumption by more than 38 percent and utility costs by nearly \$16 million since partnering with ENERGY STAR in 2000, saving over \$1.9 million in 2010 alone.
- Exceeding its portfolio-wide 2010 energy and water efficiency goal of 5 percent by saving over 5 percent on energy and 17 percent on water.
- Achieving ENERGY STAR Leaders recognition in 2010 for the seventh consecutive year.
- Benchmarking all of its office, hotel, and multifamily properties, with 92 percent of its office building portfolio receiving an ENERGY STAR score of 75 or higher.
- Improving its ENERGY STAR score across its entire portfolio by 81 percent since 2000.
- Communicating the financial, tenant comfort, and environmental benefits of ENERGY STAR regularly, both internally and externally.



## NEW HOME CONSTRUCTION



community  
housing  
partners

### Community Housing Partners

Christiansburg, Virginia

Community Housing Partners (CHP) is a nonprofit community development corporation that manages more than 5,000 energy-efficient, affordable housing units in four states. CHP is receiving ENERGY STAR Sustained Excellence recognition for a sustained commitment to reducing the household energy costs of low-income families. Key accomplishments include:

- Helping low-income families save money through energy efficiency by weatherizing more than 900 homes using ENERGY STAR qualified appliances and equipment in 2010.
- Developing 245 ENERGY STAR qualified low-rise multifamily affordable housing units in 2010—a 36 percent increase over 2009—as well as 10 single-family ENERGY STAR qualified homes which were sold to income qualified homebuyers.
- Providing all CHP clients—homebuyers and renters—a “green” maintenance manual that explains how to maintain energy-efficient features in their homes, how to save money on energy costs, and how to reduce their carbon footprint.
- Opening a state-of-the-art training facility in Virginia, where over 2,800 housing professionals from 17 states received energy efficiency training during the first 9 months of operation.
- Installing ENERGY STAR qualified products in all developments, both new construction and substantial rehab, since 2003.



ENERGY  
INSPECTORS

### Energy Inspectors

Las Vegas, Nevada

Energy Inspectors is a residential energy efficiency consulting, home energy rating, and residential construction quality assurance company with offices in Nevada, California, Arizona, Utah, and Idaho. Energy Inspectors is receiving ENERGY STAR Sustained Excellence recognition for accomplishments related to its home energy rating services. Key accomplishments include:

- Adding over 100 new ENERGY STAR builder partners in 2010—the highest ever—for a total of more than 300 builder partners across five states.
- Verifying more than 9,200 homes in 2010, a 70 percent increase over the previous year, for a total of more than 80,000 ENERGY STAR qualified homes verified since 2000.
- Conducting over 75 field and classroom training sessions for builders on the ENERGY STAR Version 3 specification for new homes, which will become effective in 2012.
- Modeling more than 3,600 home design plans for ENERGY STAR compliance, including plans for builders who have adopted ENERGY STAR on a national basis.



## **EnergyLogic**

**Berthoud, Colorado**

EnergyLogic is a full-service home energy rating provider organization in Colorado, offering services to over 80 ENERGY STAR builders across the Berthoud market. EnergyLogic is receiving ENERGY STAR Sustained Excellence recognition for its accomplishments as an ENERGY STAR rater partner. Key accomplishments include:

- Verifying more than 1,600 ENERGY STAR qualified homes directly in 2010, equal to about 16 percent of all homes built in Colorado, for a total of more than 5,000 since 2006.
- Overseeing 27 ENERGY STAR rater partners under its providership; these partners verified more than 900 ENERGY STAR qualified homes around the nation in 2010.
- Offering free training to builders on the ENERGY STAR Version 3 specification for new homes, which will become effective in 2012.
- Certifying over 40 RESNET Home Energy Raters in 2010, bringing the total number of Raters certified to over 200 since 2006.



## **KB Home**

**Los Angeles, California**

KB Home is one of the nation's largest site-built home builders with operations in 30 markets across the nation. KB Home is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to the ENERGY STAR for New Homes program. Key accomplishments include:

- Constructing over 7,000 ENERGY STAR qualified homes in 2010, for a total of more than 60,000 qualified homes since partnering with ENERGY STAR in 2001.
- Making ENERGY STAR the cornerstone of its company-wide sustainability initiative called My Home, My Earth, which empowers homebuyers to mitigate their impact on the environment. As part of this initiative, all employees are required to take sustainability training, which contains information about the features and benefits of ENERGY STAR qualified homes and products.
- Installing more than 8,600 appliances that have earned the ENERGY STAR in the qualified homes constructed in 2010.
- Continuing to educate buyers about the benefits of purchasing an ENERGY STAR qualified home; in 2010 the majority of KB Home sales, design center, and customer service staff completed training that focused on how to effectively help homebuyers understand the environmental and financial benefits of homes that have earned the ENERGY STAR.
- Conducting an energy use study in Riverside, CA which showed that, on average, homes that earn the ENERGY STAR have annual energy expenditures that are 50 percent lower than homes that are not ENERGY STAR qualified.



## Nashville Area Habitat for Humanity

Nashville, Tennessee

Nashville Area Habitat for Humanity, an ENERGY STAR partner since 2006, develops and constructs affordable homes for low-income families. Nashville Area Habitat for Humanity is receiving ENERGY STAR Sustained Excellence recognition for its ongoing dedication to providing ENERGY STAR qualified new homes to low-income families. By doing so, Nashville Area Habitat for Humanity empowers families to generate wealth through successful long-term homeownership thereby breaking the generational cycle of poverty. Key accomplishments include:

- Constructing 54 ENERGY STAR qualified homes in 2010—an 86 percent increase over the previous year—for a total of 201 ENERGY STAR qualified homes built since 2006.
- Collectively saving homeowners a total of more than \$168,000 per year on their utility bills and reducing their energy use by 42 percent, allowing families to utilize funds for other necessities.
- Building about 41 percent of its new homes to earn the ENERGY STAR.
- Incorporating ENERGY STAR messages into its HomeWORKS educational program for all new homeowners and their children.
- Altering purchasing and procurement policies to give preference to vendors offering ENERGY STAR qualified products.



## Southern Energy Management

Morrisville, North Carolina

Southern Energy Management is a North Carolina-based sustainable energy company serving the Southeast with energy efficiency and solar power for homeowners, residential and commercial builders, companies, nonprofits, and government clients. Southern Energy Management is receiving ENERGY STAR Sustained Excellence recognition for its continued commitment to the ENERGY STAR for New Homes program. Key accomplishments include:

- Verifying more than 2,000 ENERGY STAR qualified homes and adding 52 new builder partners in 2010.
- Training realtors and builder sales staff on marketing the environmental and financial benefits of ENERGY STAR.
- Donating ENERGY STAR verification services to affordable housing organizations including Habitat for Humanity and other faith-based housing groups as well as community development corporations. In 2010, 16 multifamily projects with more than 800 units were qualified as ENERGY STAR.
- Working with a number of major builders that have committed to constructing 100 percent of their new homes to earn the ENERGY STAR.
- Coordinating with Appalachian State University and other key organizations to form the North Carolina Energy Efficiency Alliance (NCEEA), whose mission is to educate consumers, builders, realtors, lenders, and appraisers on the true value of ENERGY STAR qualified homes.

## PRODUCT MANUFACTURER



# BOSCH

Invented for life

### **Bosch Home Appliances** Huntington Beach, California

Known worldwide for raising standards in efficiency, Bosch Home Appliances is the only U.S. appliance manufacturer with entire product lines of ENERGY STAR qualified dishwashers, washers, and refrigeration. Bosch is receiving ENERGY STAR Sustained Excellence—a distinction honoring Bosch for its commitment to the ENERGY STAR specification process. Key accomplishments include:

- Being the only U.S. manufacturer with 100 percent of its major appliances ENERGY STAR qualified in 2010; this line-up includes 48 dishwashers, clothes washers, and refrigerator models.
- Lowering the average energy use of its dishwashers to only 250 kWh/year—a 9 percent improvement over 2008.
- Offering the most water-efficient dishwashers in the United States, including multiple models that use Bosch's ActiveWater™ technology to complete a cycle using as little as 1.57 gallons of water.
- Improving the energy use of all its 27" washers. With the launch of Vision™ Laundry, Bosch's most efficient 27" front-load washer model achieved an energy use of just 120 kWh/year in 2010.
- Offering the EcoAction® option on various dishwasher models and clothes washer models in 2010; EcoAction is a feature that reduces energy usage by up to an additional 25 percent for dishwashers and 20 percent for washers, per cycle.
- Reducing energy consumption in its manufacturing facilities by 14 percent since 2005.
- Engaging consumers since fall 2010 through Green Technology Inside, a microsite that communicates the water and efficiency features of Bosch products and links consumers directly to the ENERGY STAR Change the World Pledge.



### **GE Appliances & Lighting** Louisville, Kentucky

GE Appliances & Lighting is an \$8 billion global business and industry leader in major appliances and lighting. GE is receiving ENERGY STAR Sustained Excellence recognition for its commitment to produce and promote ENERGY STAR qualified lighting products and appliances. Key accomplishments include:

- Expanding the number of lighting models that have earned the ENERGY STAR by adding 57 SKUs in 2010 for a total of 350, a 19 percent increase over 2009.
- Introducing the first omni-directional LED lamp in an A19 standard shape; this product was the very first A19 LED lamp to earn the ENERGY STAR.
- Continuing its "Plant a Bulb" promotion which educates consumers about energy-efficient lighting; every video watched results in a flower bulb being planted, with more than 91 million impressions in 2010.
- Introducing 131 new ENERGY STAR qualified appliances in 2010, increasing the number of base models 6 percent over last year.
- Training more than 36,000 retail customer sales associates face-to-face about ENERGY STAR and GE appliances with a focus on the ENERGY STAR message of efficiency.
- Promoting ENERGY STAR qualified GE appliances on national television programs such as *PBS This Old House*, *CBS Sunday Morning*, and *CBS News*.

## **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, Wittco, and Wolf—designs and manufactures commercial equipment for foodservice and food retail customers. ITW is receiving ENERGY STAR Sustained Excellence recognition for its continued innovation in developing a full suite of energy-efficient commercial food equipment, and its ongoing innovative marketing on the benefits of ENERGY STAR qualified equipment. Key accomplishments include:

- Offering a total of 368 ENERGY STAR qualified units in 2010, increasing the energy and water efficiency of units across entire product categories.
- Promoting energy efficiency by prominently displaying the ENERGY STAR on its qualified product packaging, websites, catalogs, and promotional brochures.
- Integrating energy management education and ENERGY STAR messaging into sales force and employee training, and encouraging them to promote ENERGY STAR qualified products to end-users, dealers, and consultants during national sales meetings, presentations, and other sales opportunities.
- Featuring ENERGY STAR at 11 trade shows, focusing on three initiatives aimed at increasing ENERGY STAR awareness: hosting a sustainability networking event, encouraging the purchase of ENERGY STAR qualified products via the “Look Up” campaign, and launching a new ENERGY STAR product.
- Launching a new sustainability website in 2010 to educate consumers and end-users about ways to create a more sustainable operation to reduce costs and decrease impact on the environment. The site highlights the energy cost and environmental savings associated with using ENERGY STAR qualified equipment.



### **OSRAM SYLVANIA**

Danvers, Massachusetts

OSRAM SYLVANIA is the second largest light and materials company in the world, employing about 11,350 people in the United States, Canada, Puerto Rico, and Mexico. OSRAM SYLVANIA is receiving ENERGY STAR Sustained Excellence recognition for consistent demonstration of the effectiveness of collaboration with efficiency programs to help transform the market for ENERGY STAR qualified CFLs. Key accomplishments include:

- Adding more than 100 new CFL models that have earned the ENERGY STAR in 2010 for a total of over 340 models, expanding its micro-mini product line using T2 technology, and extending lamp life to 12,000 hours for many models.
- Joining 40 utility sponsors and 50 retailers to present programs in all classes of trade, resulting in nationwide retail distribution/outreach to more than 2,000 retail locations in 2010.
- Garnering over 153 million media impressions promoting ENERGY STAR via print, radio, and internet placements in 2010—a 900 percent increase over the previous year due to aggressive promotion of a 40th Anniversary of Earth Day contest.
- Continuing to exemplify its commitment to ENERGY STAR through its participation in the Change the World, Start with ENERGY STAR campaign and creating an on-hold message at the customer service center encouraging thousands of customers to take the pledge. More than 4.2 million people are exposed to ENERGY STAR and the Change the World messaging throughout the year.
- Being one of the first manufacturers to earn the ENERGY STAR for LED lamps.
- Hosting a booth with interactive educational demonstrations communicating ENERGY STAR messaging to approximately 30,000 people each at Lightfair International in Las Vegas, NV and Greenbuild conference in Chicago, IL.



## Pella Corporation

Pella, Iowa

Pella Corporation is a leader in designing, testing, manufacturing, and installing quality windows and doors for new construction, remodeling, and replacement applications. Pella is receiving ENERGY STAR Sustained Excellence recognition for its commitment to making ENERGY STAR qualified windows available to consumers and for outstanding promotional efforts. Key accomplishments include:

- Growing its ENERGY STAR qualified product sales to 98 percent of total sales in 2010, a 1 percent increase over 2009.
- Continuing to offer 100 percent of its product line as either ENERGY STAR qualified or able to be upgraded to ENERGY STAR.
- Continuing its outstanding promotion of the ENERGY STAR brand through labeling, training, sales and marketing, tradeshow and exhibits, public relations, and consumer/end-user education efforts—totaling more than 3 billion impressions in 2010 alone—a 50 percent increase over 2009.
- Continuing to develop new products and improve existing products to expand the ENERGY STAR qualified product selection throughout all four climate zones.
- Expanding cross-cutting environmental and energy efficiency efforts across the country, resulting in 6.3 million kWh saved and a reduction of more than 12,000 tons in greenhouse gas emissions.



## Whirlpool Corporation

Benton Harbor, Michigan

Whirlpool Corporation is a global home appliance industry leader, marketing some of the world's most recognized appliance brands—including *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht*, and other major brand names—to consumers in nearly every country around the world. The company is receiving ENERGY STAR Sustained Excellence recognition for its outstanding efforts to design, produce, and market ENERGY STAR qualified appliances. Key accomplishments include:

- Offering more than 450 models in 2010 that earned the ENERGY STAR, an increase over the previous year and more than any other appliance manufacturer.
- Enhancing its suite of appliances that have earned the ENERGY STAR label in 2010 with products such as the *Whirlpool* brand *Cabrio* clothes washer and the *Whirlpool* brand *Resource Saver*™ refrigerator. Assembled in Clyde, Ohio, the *Cabrio* ENERGY STAR qualified washer has an available *Eco Monitor*™ that shows the eco-friendliness of each cycle or option and uses more than 70 percent less water and energy per load, while the *Resource Saver*™ refrigerator exceeds minimum federal standards by 30 percent and uses less energy annually than a 60-watt light bulb operated continuously.
- Continuing to offer its exemplary support to the Habitat for Humanity® program by donating an ENERGY STAR qualified refrigerator to every new Habitat home built in the United States; through this program, more than 125,000 appliances have been donated globally.
- Demonstrating its corporate commitment to energy efficiency by reducing overall energy use by nearly 10 percent since 2007 at its manufacturing facilities.
- Providing a hands-on training and learning experience for retail associates in fall 2010. During a 7-week tour in more than 70 cities across the country, associates learned the latest product innovations and key selling points for ENERGY STAR qualified appliances.



## PRODUCT RETAILER



### **Lowe's Companies, Inc.** Mooresville, North Carolina

Lowe's Companies, Inc. is a FORTUNE® 50 company that serves about 15 million customers each week at more than 1,725 home improvement stores in the United States, Canada, and Mexico. Lowe's is receiving ENERGY STAR Sustained Excellence recognition for its continued leadership in integrating ENERGY STAR across all its strategic marketing efforts and customer and other stakeholder touch points. Key accomplishments include:

- Integrating ENERGY STAR into its national corporate marketing strategy through the Efficient Home and "Build Your Savings" programs that have represented the retailer's go-to-market platform for addressing the growing energy and water efficiency consumer market.
- Continuing to expand its selection of ENERGY STAR qualified products—including appliances, lighting, windows and doors, and more—where the sales of these products from 2009 to 2010 saved customers more than \$1 billion in their energy bills over the products' lifetimes.
- Engaging its employees in nationwide ENERGY STAR training programs, in particular, its Life Track health and wellness program's Life Track Goes Green campaign, resulting in more than 238,000 impressions among Lowe's associates and their families.
- Continuing to build its utility program to plan and execute rebate and education events with more than 46 utilities in 2010.
- Securing billions of ENERGY STAR impressions in a wide variety of media including in-store marketing, advertising, public relations, and online.
- Sponsoring ENERGY STAR-themed events such as the Earth Day Build and Grow clinic and the October 31 Days, 31 Ways to Save campaign—both of which featured Change the World, Start with ENERGY STAR where Lowe's drove enough pledges to save over 8 million pounds of greenhouse gases and more than \$670,000 in energy costs.
- Launching the Energy Center—a 4-bay in-store display featuring numerous ways that customers can save energy—in 60 stores across the country.

## SERVICE AND PRODUCT PROVIDER



### **Advantage IQ, Inc.** Spokane, Washington

Advantage IQ, Inc. offers comprehensive expense management services that provide transparency to better manage enterprise-wide utility, telecommunications, and other expenses associated with business facilities. Advantage IQ is receiving ENERGY STAR Sustained Excellence recognition for integrating EPA's automated benchmarking services into its comprehensive reporting system to provide a seamless integration with Portfolio Manager. Key accomplishments include:

- Providing ENERGY STAR scores for more than 38,000 buildings—an 11 percent increase over 2009—and delivering more than 184,000 building scores to clients throughout 2010.
- Helping clients earn the ENERGY STAR for 309 buildings in 2010 and assisting 28 client buildings in improving their ENERGY STAR scores by 10 or more points.
- Encouraging several new companies to integrate ENERGY STAR benchmarking into their energy management strategies; Advantage IQ now has over 75 clients using automated benchmarking services to track building energy performance.
- Continuing to promote the importance of energy management through a monthly webinar series called the "Energy Game Plan," including one month focused solely on ENERGY STAR.
- Writing three articles placed in retail industry publications and presenting at four industry conferences about the importance of benchmarking building energy performance using EPA's ENERGY STAR energy performance scale.



### **Energy Education, Inc.**

Dallas, Texas

Energy Education, Inc. builds customized, comprehensive, people-driven energy conservation programs that help K-12 school districts, higher education, health care, and ministerial organizations substantially reduce energy and water consumption through sustainable changes in organizational and human behavior. Energy Education is receiving ENERGY STAR Sustained Excellence recognition based on its success capturing and recognizing substantial energy savings for thousands of client buildings. Key accomplishments include:

- Assisting more than 800 buildings earn the ENERGY STAR in 2010 for a cumulative total of 2,485 certifications since 2000.
- Supporting 28 K-12 school districts that achieved ENERGY STAR Leaders recognition in 2010.

- Helping clients improve their ENERGY STAR score by 10 points or more in 130 portfolios in 2010 and 250 overall.
- Aiding more than 1,100 clients nationwide to save more than \$2.2 billion in utility costs over 25 years, including more than \$265 million in reported savings in 2010.
- Training 150 Energy Education Specialists in 2010—for a total of more than 2,000—to conduct ongoing energy audits, benchmarking, reporting, and training to ensure that client savings continue over time.
- Making ENERGY STAR partnership a priority for clients by requesting that all clients submit a Partnership Letter.



### **Servidyne**

Atlanta, Georgia

Servidyne provides comprehensive energy efficiency and demand response solutions, sustainability programs, and other products and services that significantly enhance the operating and financial performance of existing buildings. The company is receiving ENERGY STAR Sustained Excellence recognition for its continued and expanded engagement with customers in promoting whole-building energy efficiency. Key accomplishments in 2010 include:

- Helping clients to earn the ENERGY STAR for 150 buildings.
- Assisting 45 customer buildings to increase their ENERGY STAR scores by 10 points or more.

- Helping three portfolio customers to maintain ENERGY STAR Leaders recognition with a portfolio average ENERGY STAR score of 75 or higher.
- Working with customers to enter their buildings into utility and state programs that offer benchmarking services that interface with Portfolio Manager.
- Continuing its commitment to promote ENERGY STAR tools and resources for building and real estate professionals at conferences and educational sessions nationwide.
- Promoting energy efficiency through social media platforms including the “My Energy Coach” blog, based on blogs and videos created by Servidyne for EPA’s National Building Competition.



# Award Winner Profiles: \_\_\_\_\_

## Partner of the Year

### ENERGY EFFICIENCY PROGRAM DELIVERY



A unit of American Electric Power

#### AEP Texas

##### Corpus Christi, Texas

AEP Texas is a subsidiary of American Electric Power and part of the AEP Texas operating unit. AEP serves more than 649,000 residential customers in 219 cities and towns across 44 counties. AEP is receiving ENERGY STAR recognition for its outstanding delivery of the ENERGY STAR New Homes program. Key accomplishments include:

- Delivering 350 new homes that have earned the ENERGY STAR in 2010—a 127 percent increase since the program began in 2008.
- Attracting almost 100 new builders in 2010, which is more than triple the number of builders in 2008.
- Registering 13 new raters in 2010 to help qualify homes as ENERGY STAR across the region and supporting the professional development of raters by holding roundtables that reviewed new ENERGY STAR Version 3 guidelines.
- Holding a series of builder-oriented workshops that showcased the value of upgrading to ENERGY STAR Version 3.
- Educating real estate agents, mortgage lenders, homebuilder associations, and building supply companies on the financial and environmental benefits of ENERGY STAR qualified homes through the continuing education course, “Be a Star, with ENERGY STAR.”



An Exelon Company

#### ComEd

##### Chicago, Illinois

ComEd, a unit of Chicago-based Exelon Corporation—one of the nation’s largest electric and gas utilities—provides service to approximately 3.8 million northern Illinois electric customers. ComEd is receiving ENERGY STAR recognition for its success in leveraging ENERGY STAR and utilizing a market-friendly approach to promote energy-efficient products and energy saving practices to residential and business customers. Key accomplishments include:

- Promoting ENERGY STAR qualified residential lighting through 800 retail locations, educating more than 13,000 retail staff about the benefits of ENERGY STAR qualified lighting, and conducting 260 customer education demonstrations.
- Selling more than 9.4 million ENERGY STAR qualified CFLs and 81,000 qualified fixtures in its service territory in 2010, with estimated gross annual energy savings of more than 390,000 MWh.
- Partnering with three major home improvement chains to accept and properly dispose of CFLs at no charge, resulting in proper disposal of more than 60,000 CFLs.
- Collecting more than 30,000 aging refrigerators, freezers, and room air conditioners for proper recycling including recovery of ozone-depleting substances in accordance with the best practices of EPA’s Responsible Appliance Disposal (RAD) program.
- Leveraging the Change the World, Start with ENERGY STAR campaign in creative new ways to spur customer behavior change and action. One particularly effective e-mail marketing effort involved promoting the ENERGY STAR Pledge with the ENERGY STAR EZ Wizard Tool, a free tool to help customers easily put their computers in sleep mode when not in use. On the first day of the promotion, EPA received nearly 1,700 new pledges.
- Helping consumers save more than 448 million kWh (net) of electricity in 2010, exceeding its statutory goals by nearly 50 percent—at least 40 percent of these savings come from incentives tied directly to ENERGY STAR.



## **Constellation Energy/Baltimore Gas and Electric Company (BGE)**

Baltimore, Maryland

Baltimore Gas and Electric (BGE) serves more than 1.2 million business and residential electric customers and more than 630,000 gas customers in an economically diverse, 2,300 square-mile area encompassing Baltimore City and all or part of 10 Central Maryland counties. BGE offers residential energy efficiency programs through its Smart Energy Savers Program<sup>SM</sup> (SESP). BGE is receiving ENERGY STAR recognition for its success in delivering ENERGY STAR qualified homes and ENERGY STAR qualified products to the marketplace. Key accomplishments include:

- Partnering with nearly 370 retailers to sell more than 2.8 million light bulbs and over 41,000 appliances that have earned the ENERGY STAR since summer 2009.
- Partnering with 355 HVAC contractors to install more than 23,000 products that have earned the ENERGY STAR since April 2009, resulting in energy savings of more than 4,300 kW, 11.8 million kWh, and over 47,000 therms.
- Completing the construction of 1,555 new homes that have earned the ENERGY STAR since 2009 with the help of 40 builder partners and more than 15 rater partners.
- Conducting a pilot study to proactively prepare for the implementation of the ENERGY STAR Version 3 requirements for new homes; the results of which include development of training criteria and guidance materials.
- Implementing an energy efficiency marketing campaign through a variety of outreach and promotional vehicles including inserts in print publications, television and radio spots, outdoor billboards, point-of-purchase signage, online advertising, and direct mailings.
- Highlighting the ENERGY STAR mark on all program marketing and outreach materials including the website, television spots, outdoor billboards, point-of-purchase material, and print and online advertising—garnering 185 million impressions.



## **Efficiency Vermont**

Burlington, Vermont

Efficiency Vermont is an independent, nonprofit 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 its exceptional delivery of the ENERGY STAR New Homes program. The organization also supports the Home Performance with ENERGY STAR program. Key accomplishments include:

- Enrolling over 570 homes in the Vermont ENERGY STAR Homes program in 2010, with nearly 310 of those homes completed.
- Partnering with 34 additional builders in 2010 for a total of more than 350.
- Leveraging working relationships to increase ENERGY STAR messaging; the Vermont Association of Realtor's website now includes information on searching for a home based on its energy efficiency rating and ENERGY STAR qualification.
- Improving the energy efficiency of 600 homes in 2010 through the work of over 60 contractors who participate in the Home Performance with ENERGY STAR program.



FSL Home  
Energy Solutions

### **FSL Home Improvements dba FSL Home Energy Solutions** Phoenix, Arizona

FSL Home Energy Solutions, together with APS (Arizona Public Service), launched the Arizona Home Performance with ENERGY STAR program. FSL Home Energy Solutions is the implementing partner for Arizona's Home Performance with ENERGY STAR program and is receiving ENERGY STAR recognition for its outstanding delivery of this emerging program. Key accomplishments include:

- Maintaining the Southwest Building Science Training Center, Arizona's premier weatherization training facility, to quickly expand contractor participation to more than 75 participating contractors who are offering services in all 15 of Arizona's counties.
- Completing over 2,200 energy audits and maintaining a 39 percent conversion rate with the average homeowner installing two or more energy efficiency measures.
- Facilitating more than 870 home retrofits in the program's first year with 165 of these homes receiving onsite quality assurance evaluations.
- Establishing an energy audit incentive program for homeowners and offering participating homeowners various rebates for energy-efficient home improvements such as duct sealing, energy-efficient HVAC installations, air sealing, attic insulation, and shade screens.



### **Gainesville Regional Utilities (GRU)** Gainesville, Florida

Gainesville Regional Utilities (GRU), the fifth largest municipal electric utility in Florida, serves approximately 90,000 retail and wholesale customers. It is the first utility in Florida to develop a Home Performance with ENERGY STAR program and is receiving ENERGY STAR recognition for its outstanding delivery of the program to homeowners throughout its service territory. Key accomplishments include:

- Maintaining relationships with partnering contractors under challenging economic conditions by offering free and/or reduced-cost technical training.
- Establishing a third-party verification program for duct-leak repairs.
- Improving 730 homes in 2010—a 60 percent increase over 2009.
- Continuing its rebate program to offset initial homeowner investment and helping homeowners determine which improvement package best fits their needs.
- Leveraging the ENERGY STAR brand to form partnerships with retailers and financial institutions to offer rebates and special low-interest financing for the purchase of ENERGY STAR qualified products and equipment.
- Partnering with the University of Florida and the Florida Solar Energy Center to offer a variety of courses in energy efficiency and building science.



## **KPPC – Kentucky Pollution Prevention Center** Louisville, Kentucky

KPPC – Kentucky Pollution Prevention Center is a state-mandated, environmental technical-assistance resource center designed to help Kentucky's businesses, industries, and other organizations stay environmentally sustainable in a competitive global market. Established by the Kentucky state legislature in 1994, the Center is based at the University of Louisville's J.B. Speed School of Engineering. KPPC is receiving ENERGY STAR recognition for helping clients build self-sustaining, energy management programs through onsite assessments, training, technical support, and recognition. Key accomplishments include:

- Enrolling 100 percent of the State's 174 school districts in the Kentucky Energy Efficiency Program for Schools (KEEPS); 68 school districts are now ENERGY STAR partners and more than 80 K-12 schools have earned the ENERGY STAR, 51 of which were certified in 2010.
- Recognizing KEEPS school districts that use ENERGY STAR tools and resources, such as Portfolio Manager, and publicizing their successes statewide through websites, newsletters, press releases, and award ceremonies.
- Having 20 commercial and industrial facilities pledge their commitment to continued energy management improvement, with a goal of reducing energy use by 2.5 percent each year for 10 years, by using ENERGY STAR tools, such as Portfolio Manager and Target Finder.
- Conducting more than 600 workshops, seminars, and training sessions. Over 33,000 attendees have benefitted from these learning opportunities, which promote the ENERGY STAR Guidelines for Energy Management.



## **LG&E and KU** Louisville, Kentucky

LG&E and KU is a diversified energy services company. The company owns and operates Louisville Gas and Electric Company, a regulated utility that serves 321,000 natural gas and 397,000 electric customers in Louisville and 16 surrounding counties, and Kentucky Utilities Company, a regulated electric utility in Lexington, KY, that serves 546,000 customers in 77 Kentucky counties and five counties in Virginia. The company is receiving ENERGY STAR recognition for outstanding delivery of the ENERGY STAR New Homes Program. Key accomplishments include:

- Overseeing the construction of nearly 900 ENERGY STAR qualified new homes in 2010 for a total of more than 1,050 qualified new homes completed since 2009, increasing market share to 23 percent—a 3 percent improvement over 2009.
- Enrolling more than 200 builders into the program to date, with over 115 builders completing at least one ENERGY STAR qualified home.
- Developing marketing materials for and providing marketing assistance and training to builders, realtors, and architects to promote the environmental benefits of ENERGY STAR qualified homes.
- Providing ongoing outreach efforts to builders and raters to support and enhance program participation, including training to educate program stakeholders about the benefits of designing, building, selling, and owning an ENERGY STAR qualified home.





## New Jersey Board of Public Utilities

Trenton, New Jersey

The New Jersey Board of Public Utilities (NJBPUB) is a regulatory authority with a statutory mandate to ensure safe, adequate, and proper utility services at reasonable rates for customers in New Jersey. It is receiving ENERGY STAR recognition for its commitment to ENERGY STAR qualified homes through its New Jersey ENERGY STAR Homes program. NJBPUB also supports Home Performance with ENERGY STAR. Key accomplishments include:

- Working with builder partners to construct more than 3,000 new homes that earned the ENERGY STAR in New Jersey in 2010, bringing the total number of ENERGY STAR qualified homes built to over 45,000 since the New Jersey program began in 2001.
- Increasing the market share of ENERGY STAR qualified homes to 34 percent, an increase of 5 percent over 2009, despite a depressed housing market.
- Implementing a co-op advertising campaign that provides incentives to builders to promote the New Jersey ENERGY STAR Homes program and help drive demand for homes that have earned the ENERGY STAR.
- Supporting the growth of Home Performance with ENERGY STAR by providing contractor training and education as well as financial incentives, leading to over 4,500 audits completed and over 3,100 projects completed in 2010.



## New Mexico Gas Company and PNM

Albuquerque, New Mexico

New Mexico Gas Company (NMGC) and PNM are receiving ENERGY STAR recognition for superior delivery of the ENERGY STAR New Homes program. NMGC provides natural gas services to more than 500,000 customers throughout New Mexico. PNM, New Mexico's largest electricity provider, serves nearly 500,000 customers. Key accomplishments include:

- Recruiting 22 home builders and 5 HERS raters to partner with the ENERGY STAR New Homes program in 2010 for a cumulative total of 66 builders and 27 raters since June 2009.
- Sponsoring the construction of approximately 650 homes that have earned the ENERGY STAR—an 18 percent increase over 2009.
- Incentivizing 34 percent of all homes constructed in the NMGC and PNM service territories to earn the ENERGY STAR.
- Developing a special incentive tier to encourage builders to construct higher-performing homes in light of more stringent building codes.
- Training homebuilders, trade contractors, and market allies on the features and benefits of ENERGY STAR qualified homes, including special workshops focused on ENERGY STAR Versions 2.5 and 3.



**PUBLIC SERVICE  
COMPANY OF  
OKLAHOMA**

*A unit of American Electric Power*

**Public Service Company of Oklahoma (PSO)**

Tulsa, Oklahoma

The Public Service Company of Oklahoma (PSO) is an electric utility that serves approximately 527,000 customers in 230 cities and towns across 30,000 square miles of eastern and southwestern Oklahoma. PSO is receiving recognition for its outstanding efforts to increase the availability and demand for ENERGY STAR qualified homes. Key accomplishments include:

- Recruiting 24 new builders to partner with the ENERGY STAR New Homes program for a total of 50 home builders.
- Sponsoring the construction of about 650 ENERGY STAR qualified homes in 2010—an 18 percent increase over 2009—yielding over 713 kW and nearly 1,675 MWh of energy savings.
- Achieving a 22 percent market penetration of homes that earned the ENERGY STAR in the PSO service area, a 4 percent increase over 2009.
- Offering an additional incentive tier for builders who meet ENERGY STAR guidelines and install geothermal heat, meet NAHB Green requirements, or meet LEED requirements; this incentive encourages homebuilders to further increase the energy savings associated with each home while providing a financial incentive to offset the 2-year Oklahoma Tax Credit moratorium.
- Sponsoring Tulsa Habitat for Humanity to ensure all homes constructed in 2010 are ENERGY STAR qualified.



**Questar Gas Company**

Salt Lake City, Utah

Questar Gas Company is a natural gas utility serving almost 900,000 customers in Utah, southwestern Wyoming, and a small portion of southeastern Idaho. Questar is receiving ENERGY STAR recognition for outstanding delivery of its ENERGY STAR qualified homes program. Key accomplishments include:

- Recruiting 124 new production builders to the ENERGY STAR New Homes program in 2010—a 180 percent increase over 2009—for a total of nearly 260 builders.
- Sponsoring the construction of more than 2,500 ENERGY STAR qualified single family homes and more than 1,620 ENERGY STAR qualified multifamily properties in 2010, for a cumulative total of more than 8,300 single family and over 2,340 multifamily homes qualified to date.
- Maintaining a 35 percent market share of homes that have earned the ENERGY STAR during 2010 with housing permits in the market growing only 4.5 percent.
- Providing financial incentives to builders who display marketing collateral and signage, provided by Questar, that promote the benefits of ENERGY STAR homes and energy-efficient appliances.
- Providing technical as well as sales and marketing training to approximately 200 builders, contractors, real estate professionals, architects, and engineers covering ENERGY STAR requirements and effective marketing strategies.



## Xcel Energy

### Minneapolis, Minnesota

Xcel Energy serves 3.4 million electricity customers and 1.9 million natural gas customers in eight Western and Midwestern states: Colorado, Michigan, Minnesota, North Dakota, South Dakota, Texas, and Wisconsin. Xcel Energy is receiving ENERGY STAR recognition for exceptional delivery of its ENERGY STAR qualified homes program. Key accomplishments include:

- Recruiting new builders and rating companies for a total of 300 builders and 30 rating companies participating in the ENERGY STAR Homes programs in Minnesota and Colorado.
- Achieving a 50 percent market penetration of ENERGY STAR qualified homes in Minnesota and a 40 percent market penetration in Colorado.
- Sponsoring the construction of more than 3,600 ENERGY STAR qualified homes in 2010 for a total of over 9,000 ENERGY STAR qualified homes sponsored since Xcel Energy's ENERGY STAR Homes program began.
- Sponsoring a free training seminar for builders and realtors to help prepare them for the changes in ENERGY STAR Version 3; this seminar also educated the nearly 200 participants on how to construct and sell qualified homes.

## ENERGY MANAGEMENT



## Citi

### New York, New York

Citi maintains a real estate portfolio that includes approximately 12,500 locations and almost 80 million square feet of real estate across 100 countries. Citi is receiving ENERGY STAR recognition for its success in implementing an organization-wide energy management program based on proven ENERGY STAR strategies. Key accomplishments include:

- Expanding its benchmarking program to more than 4,000 properties worldwide, including over 1,000 facilities in the United States. This comprises more than 65 million square feet of benchmarked buildings globally, almost 30 million of which are in the United States.
- Implementing an internal automated benchmarking system (ABS) to send energy data directly from Citi's internal environmental database to Portfolio Manager.
- Reaching a 5 percent energy reduction across more than 21 million square feet of corporate office property worldwide and reducing the energy consumption of its global portfolio by over 7 percent compared to 2009.
- Earning the ENERGY STAR for 12 new facilities in 2010, for a total of 67 certified facilities since 2008.
- Using benchmarking results to identify energy management best practices that can be shared across the portfolio, and to prioritize buildings for capital improvements and retrofits.
- Using the value of the ENERGY STAR brand, combined with friendly competition, to mobilize property managers across the globe to pursue energy savings.
- Incorporating specific energy management and ENERGY STAR goals into Citi's 2010 Citizenship Report, which is prominently displayed on the organization's website.

## **Cleveland Clinic**

### **Cleveland Clinic** Cleveland, Ohio

Cleveland Clinic is a nonprofit healthcare system with a 23.2 million square feet portfolio of community hospitals and family health centers in Ohio, Florida, and Nevada. Its 40,000 employees view the energy program as a direct contributor to the overall health of their communities and a natural extension of their mission, PATIENTS FIRST. The Cleveland Clinic is receiving ENERGY STAR recognition for implementing a comprehensive program that utilizes both technology and behavioral change to save energy. Key accomplishments include:

- Benchmarking and continually tracking the energy performance of its portfolio.
- Creating an Energy Committee that controls a substantial annual capital budget used solely for energy improvements, with over \$8.8 million dedicated in 2010.
- Reducing electricity and natural gas use by 5 and 8 percent, respectively, despite the addition of more than 219,000 square feet to its portfolio and saving over \$4.1 million in energy costs in 2010.
- Earning the ENERGY STAR for two buildings in 2010, for a total of six certifications.
- Participating in EPA's National Building Competition with its Solon Family Health Center placing sixth in the competition, based on energy use reductions of about 14 percent.

## **COLGATE-PALMOLIVE COMPANY**

### **Colgate-Palmolive Company** New York, New York

Colgate-Palmolive Company is a consumer products company with recognized global brands that are sold in more than 200 countries and territories. The company's commitment to corporate energy management is an important part of its global environmental sustainability efforts. Colgate-Palmolive is receiving ENERGY STAR recognition for its energy management strategy and approach. Key accomplishments include:

- Improving energy efficiency by 2.6 percent over 2009.
- Constructing a solid energy management structure based on the ENERGY STAR Guidelines for Energy Management and building numerous company-specific resources to enable successful implementation.
- Enabling energy projects by designating a minimum percentage of each facility's 2010 capital expenditure budget—actual implementation of this capital funding policy resulted in nearly twice the minimum invested on average.
- Impacting the company's energy value chain strategically by reducing the energy required to manufacture its products.
- Building capacity among employees for energy management through training sessions on topics such as conducting energy assessments and creating energy action plans.
- Supporting other industrial companies in their quest to improve energy management at the corporate level.



Evergreen Public Schools

## Evergreen Public Schools

### Vancouver, Washington

Evergreen Public Schools is the fifth largest district in the State of Washington and serves more than 26,000 students in 35 schools. Evergreen Public Schools is receiving ENERGY STAR recognition for expanding its energy management program and continually setting new energy efficiency goals. Key accomplishments include:

- Saving \$1.6 million in 2010 alone as a result of its energy management initiatives for a total of \$2.7 million since November 2008—equivalent to the resources required to employ 45 teachers.
- Achieving recognition from EPA as an ENERGY STAR Leader again in 2010 for improving its portfolio-wide energy use by more than 30 percent from its 2008 baseline, and increasing the average portfolio-wide ENERGY STAR score to 76—a 39-point improvement in two years.
- Earning the ENERGY STAR for four additional buildings in 2010, for a total of 18.
- Enhancing its previous competitive six-grant model by expanding it into a district-wide incentive program. This expansion provides every school in the district with funds to implement energy management activities and additional incentives to schools that become more active partners.
- Continuing to educate its Board of Directors; administrators; staff; maintenance, facilities and custodial staff; and students about the financial and environmental benefits of energy management through in-person presentations and meetings.

## HANES *Brands Inc*

### Hanesbrands Inc.

#### Winston-Salem, North Carolina

Hanesbrands Inc. is a leading manufacturer of everyday apparel essentials under some of the world's strongest brands. The company has launched a long-range corporate initiative to promote sustainable business practices including reductions in energy usage, broader incorporation of sustainable materials, and recycling of waste streams. Hanesbrands is receiving ENERGY STAR recognition for its commitment to energy efficiency and the ENERGY STAR partnership, and promotion of sustainable energy management practices. Key accomplishments include:

- Achieving an energy efficiency improvement of 16.5 percent since 2007, with 9.5 percent attained in 2010. The company's greenhouse gas emissions intensity has improved by 26.8 percent since 2007, with 14.9 percent of this reduction achieved in 2010 as a result of energy efficiency improvements and increased procurement of renewable energy.
- Building on the principle of continuous improvement in its energy management system to engage employees at all levels—from the President's monthly operational reviews to regional and plant level benchmarking for the identification of performance gaps and opportunities for improvement.
- Creating an energy management focus and culture within Hanesbrands through use of ENERGY STAR resources. Three of the company's U.S. plants have taken the ENERGY STAR Challenge for Industry, and two have already improved an average of 8 percent.
- Formulating a strategic program to advance energy efficiency within Hanesbrands' energy value chain by aiding suppliers' energy performance improvements and recognizing their successes.
- Mentoring and benchmarking with ENERGY STAR industrial partners and the textile industry.
- Launching a multimedia advertising campaign to communicate Hanebrands' sustainability strategy, resulting in 235.4 million impressions. Two portions of the campaign, focused on business-to-business wholesalers and consumers, shared the benefits of energy efficiency, and encouraged participation in ENERGY STAR.



## **HEI Hotels & Resorts**

Norwalk, Connecticut

HEI Hotels & Resorts is a leading hospitality investment company that acquires, develops, owns, and operates full-service, upper-scale, and luxury hotels and resorts. It has a current portfolio of 36 hotels totaling more than 8 million square feet throughout the United States. HEI is receiving ENERGY STAR recognition for innovative energy management practices that sustain year-over-year energy savings and expand the energy conservation culture at all levels of the organization. Key accomplishments include:

- Improving company-wide energy consumption by more than 6 percent in 2010 for an impressive 30.5 percent improvement since 2006.
- Developing and launching a mandatory orientation for new and existing managers that introduces HEI's energy conservation program, including the company's conservation history, the benefits of conservation, and how to participate.
- Rolling out its Enhanced Energy Program, which provides the "Fab 4"—Chief Engineer, Executive Chef, Executive Housekeeper, and Banquet Manager—at each hotel with specific tools to impact energy use in their departments, which account for 90 percent of energy consumed at hotels.
- Enhancing its company-wide, performance-based incentive program by having hotels compete to improve energy performance in three groups based on their 2009 ENERGY STAR score, and awarding substantial prizes to the most improved properties.
- Competing in EPA's first ever National Building Competition and contributing multiple blogs to share best practices with other competitors and building owners and managers, on topics such as engaging employees and sustaining energy management initiatives.



## **JOHN B. SANFILIPPO & SON, INC.**

### **John B. Sanfilippo & Son, Inc.**

Elgin, Illinois

John B. Sanfilippo & Son, Inc. (JBSS) processes, packages, markets, and distributes over 2,000 nut products under the Fisher, Orchard Valley Harvest, and Sunshine Country brands and for private label distributors. Inspired and mentored by PepsiCo, who introduced JBSS to ENERGY STAR, the company's executive management launched its strategy to establish a world-class energy management program in 2008. JBSS is receiving ENERGY STAR recognition for adopting the ENERGY STAR approach to energy management, establishing aggressive energy reduction goals, and cultivating an organizational culture focused on efficiency. Key accomplishments include:

- Improving energy intensity by 7 percent over the prior year, a savings equivalent to \$200,000.
- Establishing a robust energy program across the entire company in a relatively short period of time.
- Exceeding the ENERGY STAR Challenge for Industry goal by reducing the energy intensity of 60 percent of its plants between 17 to 26 percent.
- Conducting annual energy assessments at each plant and engaging all JBSS employees in identifying opportunities for improvement.
- Training all employees on energy efficiency and management that is reinforced through regular energy awareness communications.
- Managing the company's energy value chain by implementing measures to reduce greenhouse gas emissions associated with the distribution of its products.





*Real value in a changing world*

## **Jones Lang LaSalle**

Chicago, Illinois

Jones Lang LaSalle (JLL) is a leading global provider of commercial real estate services, including property and corporate facility management services for approximately 1.8 billion square feet worldwide. JLL is receiving recognition for its continued integration of ENERGY STAR resources to drive portfolio-wide savings, as well as its comprehensive efforts to promote strategic energy management to staff, clients, and tenants alike. Key accomplishments include:

- Reaching 100 percent benchmarking participation across all investor-owned and retail mall properties, and significantly expanding benchmarking activity across corporate client properties.
- Establishing an automated benchmarking link between JLL's internal energy tracking system and Portfolio Manager to streamline data entry and reporting.
- Earning the ENERGY STAR for 118 managed properties representing over 43 million square feet, including such high-profile buildings as the Empire State Building in New

York City and the Aon Center in Chicago. This is an increase of more than 25 percent over 2009 certification activity, and brings the firm's total to 267 certified properties over the past three years.

- Reducing energy consumption by 5 percent across more than 150 million square feet of managed properties.
- Directing more than 200 property management personnel to LAUNCH™, JLL's tutorial on energy management best practices and ENERGY STAR resources. This helps ensure that the ENERGY STAR strategic approach to energy management is being implemented at individual properties.
- Encouraging more than 11,000 employees to take the Change the World, Start with ENERGY STAR pledge in 2009-10, with the potential to save 144 million pounds of greenhouse gas emissions.



## **Kohl's Department Stores, Inc.**

Menomonee Falls, Wisconsin

Kohl's Department Stores, Inc. is a family-focused, value-oriented specialty department store, operating more than 1,000 stores in 49 states. Kohl's is receiving ENERGY STAR recognition for its continued commitment to maximizing energy efficiency and for communicating the value of environmental stewardship to customers and the general public. Key accomplishments include:

- Continuing to track and verify data accuracy for all Kohl's stores, distribution centers, and corporate buildings using Portfolio Manager.
- Earning the ENERGY STAR at 196 stores in 2010 for a total of 563 certified sites.
- Surpassing its 2 percent energy reduction goal for 2010 by reducing energy use on a Btu per square foot basis by 2.4 percent compared to 2009.

- Upgrading Energy Management Systems at a total of 150 stores, thereby decreasing the number of unnecessary "emergency" lighting overrides, and reducing energy use by 1.5 million kWh annually.
- Initiating a nine-month Energy Challenge for all of its electric utility representatives, with the goal of identifying energy- and money-saving opportunities and improving ENERGY STAR scores in stores.
- Educating employees, customers, and the general public about energy efficiency and its ENERGY STAR partnership through public presentations, press releases, participation in environmentally focused events, and in-store messaging such as screensavers and receipts.



## **Loudoun County Public Schools**

### **Broadlands, Virginia**

Located outside the Washington, DC metropolitan area, Loudoun County Public Schools (LCPS) is the fourth largest school district in the Commonwealth of Virginia and continues to grow rapidly. It serves more than 63,000 students across 12 high schools, 13 middle schools, 54 elementary schools, a technology center, and an alternative education school—representing more than 9.3 million square feet. LCPS is receiving ENERGY STAR recognition for its continued commitment to increasing energy efficiency and educating students, staff, and parents about the importance of saving energy. Key accomplishments include:

- Saving more than \$323,000 in electricity and natural gas costs in 2010, equivalent to hiring 7.5 first-year teachers at LCPS. Over the past 17 years, LCPS has saved more than \$38 million in energy costs and prevented the emissions of almost 700,000 metric tons of CO<sub>2</sub>.
- Earning the ENERGY STAR for 36 schools in 2010.
- Continuing to use EPA's Target Finder tool to ensure that all new school buildings are Designed to Earn the ENERGY STAR; the most recent school design received an ENERGY STAR score of 84.
- Promoting the fiscal and environmental benefits of energy efficiency using ENERGY STAR tools and resources through presentations within LCPS, as well as at the local, state, and national level.

# **NISSAN**

## **Nissan North America, Inc.**

### **Franklin, Tennessee**

Nissan North America, Inc. is the manufacturing headquarters for two vehicle assembly plants and one powertrain plant in the United States and two assembly plants in Mexico, along with marketing, sales, and distribution operations. The company is guided by a corporate vision to promote sustainability and takes active steps to minimize the impacts of its business on the environment. Participation in ENERGY STAR has helped Nissan strengthen its energy management efforts and supports its focus on continuous improvement of energy performance. Nissan is receiving ENERGY STAR recognition for the achievements of its energy management program and continued leadership in promoting energy efficiency among diverse audiences. Key accomplishments include:

- Improving enterprise energy intensity by 13 percent in 2010.
- Earning the ENERGY STAR for both of its U.S. assembly plants and corporate headquarters building. The company maintains the annual goal of achieving an ENERGY STAR energy efficiency score within the top quartile nationally for these plants.
- Mentoring and sharing best practices with other ENERGY STAR partners, and demonstrating how to build a corporate culture on energy efficiency.
- Leveraging ENERGY STAR effectively to increase energy awareness among employees and the communities in which Nissan operates.
- Assisting suppliers to improve their energy performance by providing ENERGY STAR tools and resources and promoting participation in the ENERGY STAR Challenge for Industry.
- Providing technical assistance and a professional engineer's certification to enable the first three schools in Mississippi to earn the ENERGY STAR.



that was easy.<sup>sm</sup>

## Staples, Inc.

Framingham, Massachusetts

Staples, Inc. is the world's largest office products retailer with 2009 sales of \$24 billion, serving businesses of all sizes and consumers in 26 countries throughout North and South America, Europe, Asia, and Australia. Staples is receiving ENERGY STAR recognition for its commitment to and success in increasing the energy efficiency of its buildings and its dedication to promoting the importance of energy efficiency to employees and customers. Key accomplishments include:

- Earning the ENERGY STAR for more than 135 buildings including stores, warehouses, and distribution centers in 2010, making significant progress toward the corporate goal of 500 ENERGY STAR certified buildings by 2012.
- Improving retail store energy intensity (kBtu per square foot) by more than 14 percent since 2009.
- Starting an energy awareness and management initiative in its 200 distribution centers by holding regional kick-off meetings that trained 1,200 facilities staff on ENERGY STAR practices and energy efficiency.
- Promoting energy efficiency to its associates by incorporating its energy efficiency mascot, Inspector Wattson, into posters, newsletters, and bulletin board announcements; hosting a Bring Your Green to Work energy fair at the Staples corporate headquarters on Earth Day; and recognizing the facility managers of the first 100 buildings that earned the ENERGY STAR at a special awards ceremony.
- Offering more than 600 retail products that have earned the ENERGY STAR through its retail stores, Staples.com, and Staples Advantage.



## The Boeing Company

Chicago, Illinois

The Boeing Company, the world's largest aerospace company, employs 159,000 and owns more than 70 million square feet of space. The company is committed to protecting the environment through a robust corporate energy management program supported by its senior executives. Boeing is receiving ENERGY STAR recognition for its energy management program and innovative methods for deploying energy improvements and cost savings across the enterprise. Key accomplishments include:

- Achieving a 5.1 percent energy intensity reduction and an absolute energy reduction of 1.1 percent equivalent to more than 133,000 MMBtu.
- Investing \$6.6 million in energy efficiency improvements through an investment fund that requires sites to dedicate 3 to 5 percent of their annual utilities budgets for energy and environmental projects.
- Building a strong energy management strategy and culture that reduces the environmental footprint of Boeing operations by using resources efficiently and removing waste.
- Meeting the ENERGY STAR Challenge for Industry at two of its sites and earning the ENERGY STAR for four of its office buildings, including its corporate headquarters.
- Conveying the value of energy efficiency and productivity improvements to employees, customers, and communities through innovative outreach and ENERGY STAR awareness campaigns.



*Your future ... Our passion®*

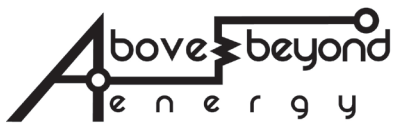
## **Wells Real Estate Funds**

**Norcross, Georgia**

Wells Real Estate Funds (Wells)—a nationwide purchaser and manager of a multibillion-dollar portfolio of Class-A office properties—manages over 120 office properties in 28 states and the District of Columbia, encompassing nearly 27 million square feet. Wells is receiving ENERGY STAR recognition for successfully implementing a portfolio-wide benchmarking and energy management program based on the ENERGY STAR Guidelines for Energy Management and communicating achievements to staff, tenants, and investors. Key accomplishments include:

- Improving portfolio-wide energy efficiency by 6.7 percent in 2010, exceeding the organization's target and putting Wells on track to meet the ENERGY STAR Challenge goal of 10 percent improvement by the end of 2011.
- Earning the ENERGY STAR for 24 properties in 2010 (9 new certifications and 15 recertifications), for a total of 55 certified buildings since 2007.
- Undertaking 230 energy improvement projects across the portfolio, with a focus on low-cost operational enhancements in addition to capital investments.
- Implementing a dedicated initiative to work with tenants at triple-net leased buildings to obtain the energy consumption data necessary to benchmark in Portfolio Manager.
- Working toward a goal of creating online certified building profiles for 50 buildings that have earned the ENERGY STAR.
- Promoting a wide range of ENERGY STAR campaigns to tenants, such as the ENERGY STAR Challenge and Bring Your Green to Work.
- Communicating energy management activities and achievements to the broader investment community via annual reports.

## **NEW HOME CONSTRUCTION**



## **Above and Beyond Energy**

**Wilmington, North Carolina**

Above and Beyond Energy (ABE) is a small home energy rating company that strives to help homeowners minimize their carbon footprint through improved efficiency and durability. ABE is receiving ENERGY STAR recognition for its outstanding commitment to verifying ENERGY STAR qualified homes. Key accomplishments include:

- Verifying 132 homes that have earned the ENERGY STAR in 2010—a 31 percent increase over 2009—with 32 different builders.
- Offering free training sessions on ENERGY STAR Version 3 to ensure that builders are prepared to construct new homes that meet the new requirements.
- Promoting the financial and environmental benefits of ENERGY STAR qualified homes by offering marketing training sessions and distributing "Builder Packets."
- Providing ENERGY STAR new home verification services pro-bono to the local Habitat for Humanity affiliate, Cape Fear Habitat for Humanity.



## Design Tech Homes

Spring, Texas

Design Tech Homes is one of the largest privately owned custom home builders in Texas, building homes for families throughout Houston and San Antonio. Design Tech Homes is receiving ENERGY STAR recognition for its outstanding commitment to ENERGY STAR qualified homes. Key accomplishments include:

- Constructing 120 new homes that have earned the ENERGY STAR in 2010 alone, for a total of more than 800 ENERGY STAR qualified homes built since becoming a partner in 2001.
- Committing to build 100 percent of its homes to meet ENERGY STAR new home specifications.
- Discussing program specifications in weekly staff meetings with construction managers and new home consultants and inviting an ENERGY STAR representative or home energy rater to attend quarterly meetings.
- Promoting ENERGY STAR in almost every advertising medium including TV and radio. For example, Design Tech Homes' CEO discusses the benefits and features of ENERGY STAR on his weekly radio program.



## Home Creations

Moore, Oklahoma

Home Creations is the largest volume home builder in Oklahoma. The company is receiving ENERGY STAR recognition for its outstanding commitment to building ENERGY STAR qualified homes. Key accomplishments include:

- Building more than 2,000 homes that have earned the ENERGY STAR from 2007 to 2010.
- Committing to build 100 percent of its homes to earn the ENERGY STAR since 2007.
- Training sales staff to include the benefits of purchasing an ENERGY STAR qualified home as one of the company's three unique selling propositions.
- Providing extensive ENERGY STAR training to builder and subcontractor staff including, supervised field training.
- Promoting ENERGY STAR qualified homes in marketing efforts, including over 200 advertisements and social media messages delivered through outlets such as YouTube.



## **Meritage Homes**

Scottsdale, Arizona

Meritage Homes is the ninth largest homebuilder in the United States, with 12 divisions across the country, every one of which is an ENERGY STAR partner. Meritage Homes is receiving ENERGY STAR recognition for a company-wide commitment to ENERGY STAR qualified homes. Key accomplishments include:

- Being one of the first large, national builders to construct 100 percent of its homes to earn the ENERGY STAR with more than 3,800 homes built in 2010.
- Constructing 14 Meritage Green Learning Centers across the United States that serve as education centers to teach stakeholders about energy-efficient lighting, insulation, windows, HVAC, and appliances using ENERGY STAR as a platform. The interactive displays and demonstrations educate architects, code officials, realtors, politicians, and Meritage Homes' employees about the value of energy efficiency.

- Developing local and national best management plans and guidance documents for code officials to align and educate local regulators about the construction of ENERGY STAR qualified homes.
- Taking a comprehensive green approach to communities by including features such as renewable energy, EPA WaterSense labeled products, and the EPA Indoor airPLUS package.



## **Momentum, LLC**

Boise, Idaho

Momentum, LLC is the second largest home energy rater in Idaho, helping make this state one of the top-performers in the Northwest in 2010. Momentum is receiving ENERGY STAR recognition for its outstanding commitment to providing verification services for ENERGY STAR qualified homes. Key accomplishments include:

- Verifying more than 440 homes and partnering with 48 new builders since July 2008.
- Promoting the construction of ENERGY STAR qualified new homes to builders, in partnership with BuildIdaho.com, through an innovative marketing campaign that includes posting videos such as "ENERGY STAR Home of the Week" and "ENERGY STAR Tip of the Week" on its website.

- Encouraging two of the largest builders in Idaho to commit to building 100 percent ENERGY STAR qualified homes.
- Training realtors about the benefits of purchasing a home that has earned the ENERGY STAR and providing realtors with information to help educate potential homebuyers.
- Partnering with Habitat for Humanity affiliates in Boise Valley and Canyon County to provide verification services for the construction of ENERGY STAR qualified homes.





## **NVR, Inc.**

Reston, Virginia

NVR, Inc.'s homebuilding business segment sells and constructs homes under the brands Ryan Homes, NV Homes, Rymarc Homes, and Fox Ridge Homes. NVR is receiving ENERGY STAR recognition for its outstanding commitment to ENERGY STAR qualified homes. Key accomplishments include:

- Developing classroom, field, and self-guided training curriculum to educate sales teams on the benefits associated with using "environmental" building practices, including energy efficiency and the value of ENERGY STAR qualified homes.
- Committing to build 100 percent of its new homes to earn the ENERGY STAR and successfully designing, promoting, and building more than 9,700 homes that earned the ENERGY STAR.
- Promoting ENERGY STAR through its website, print advertisements, community signage, and model home displays; its print advertising campaign garnered 100 million impressions in 2010 alone.
- Transforming every NVR community in 25 different markets to build to ENERGY STAR specifications.

# **TexEnergy**

**Solutions**

## **TexEnergy**

Irving, Texas

TexEnergy is an accredited HERS provider and one of the leading providers of verification services for ENERGY STAR qualified homes in Texas. The company is receiving ENERGY STAR recognition for its outstanding commitment to verifying ENERGY STAR qualified homes. Key accomplishments include:

- Verifying over 16,000 ENERGY STAR qualified homes since 2002.
- Obtaining commitments from builders to build almost 1,500 homes that meet ENERGY STAR Version 2.5 specifications and providing technical support to prepare builders for the transition to the ENERGY STAR Version 3 new homes specification.
- Providing home energy rater services to the Dallas Area Habitat for Humanity, helping them build 40 homes that are both ENERGY STAR and Indoor airPLUS qualified.
- Being a leader in bringing ENERGY STAR to multiple multi-family low-rise and high-rise projects.

## PRODUCT MANUFACTURER



### **Andersen Corporation** Bayport, Minnesota

Andersen Corporation, a privately owned window and door manufacturer known for its 107-year history of leadership in energy-efficient design and environmental stewardship, employs more than 9,000 people at over 20 locations. Andersen Corporation, an ENERGY STAR partner since 1998, is receiving ENERGY STAR recognition for its commitment to making ENERGY STAR qualified products available to consumers and the quality of its cross-cutting environmental efforts. Key accomplishments include:

- Offering 201 window and door models that have earned the ENERGY STAR across nine different product lines—a 5 percent increase over 2009.
- Qualifying 87 percent of all window and door models as ENERGY STAR with the standard glazing option and 95 percent through offered upgrades despite more stringent ENERGY STAR specifications.
- Continuing to achieve impressive sales of ENERGY STAR qualified products, with 92 percent of its 2010 sales attributable to products that have earned the ENERGY STAR.
- Expanding its promotion of ENERGY STAR through joint-sales and marketing activities, tradeshow, and exhibits with retailers and dealers, resulting in more than 659 million impressions—a 20 percent increase over the previous year.
- Promoting ENERGY STAR to consumers and end users, educating them about the energy-saving benefits of Andersen's ENERGY STAR qualified products through a multimedia campaign that generated more than 1 billion impressions.

## Continental

Refrigerator

### **Continental Refrigerator** Bensalem, Pennsylvania

Continental Refrigerator, an industry leader in the manufacture of commercial refrigeration products that are offered worldwide, has been an ENERGY STAR partner since 2001. Continental Refrigerator is receiving ENERGY STAR recognition for its innovation and leadership in energy-efficient commercial refrigeration. Key accomplishments include:

- Offering over 250 models that have earned the ENERGY STAR based on the updated, more stringent specifications; since partnering with the program in 2001, it has increased its offering of ENERGY STAR qualified products by 51 percent.
- Continuing to offer the most ENERGY STAR qualified products in the commercial refrigeration sector.
- Redesigning its product line, resulting in energy reductions of 6.5 to 15 percent.
- Garnering more than 100,000 impressions in 2010 catalogs, brochures, qualified products, and product displays.
- Integrating energy management and ENERGY STAR messaging into its sales force and employee training, educating more than 10,000 national sales associates, distributors/dealers, and food industry consultants on the environmental and financial benefits of products that have earned the ENERGY STAR.
- Enabling the development of enhanced energy-efficient products, including 2010 changes to production methods, process control, equipment controls, sensors and thermal insulation through Continental's new energy testing laboratory.

# Electrolux

## Electrolux Major Appliances

Charlotte, North Carolina

Electrolux Major Appliances (EMA) is a leading global manufacturer of household appliances. Electrolux is receiving ENERGY STAR recognition for increasing its selection and shipment of ENERGY STAR qualified models and prominently featuring ENERGY STAR in sales, marketing, and communications efforts. Key accomplishments include:

- Increasing shipments of ENERGY STAR qualified appliances to 4.9 million in 2010, nearly a 12 percent increase from 2009.
- Offering over 30 refrigerators that are ENERGY STAR qualified and exceed the minimum standards by 30 percent or more.
- Encouraging consumers to recycle old appliances and replace them with ENERGY STAR qualified appliances through the Swap and Save program, which so far, has saved U.S. consumers more than \$240 million in energy savings and over 7.4 billion gallons of water.
- Supporting projects that promote energy efficiency and ENERGY STAR products through collaborations with the University of Kansas, St. Jude's Dream Homes, and Northwest ENERGY STAR Homes.
- Promoting ENERGY STAR through its Ultra Efficient Kitchen at major industry events, through point-of-purchase materials, in print, and on the Web.
- Implementing its Green Spirit Initiative at factory locations to raise awareness of the importance of energy-efficient products, including ENERGY STAR appliances in applicable categories, promote a range of environmentally friendly products, and target a 15 percent companywide reduction of energy by 2012.

# Manitowoc

## Manitowoc Foodservice

New Port Richey, Florida

Manitowoc Foodservice, a division of The Manitowoc Company, Inc., designs, manufactures, and supplies food and beverage equipment for the global foodservice market. The company has a portfolio of brands including, Manitowoc® Ice, Frymaster®, Dean, Cleveland, Delfield®, Jackson, Garland®, and others. Manitowoc Foodservice is receiving ENERGY STAR recognition for its continued innovation in developing energy-efficient commercial food equipment across all participating brands, and innovative training and marketing efforts. Key accomplishments include:

- Developing the technologies that will most effectively support future sustainability efforts and meet the newest set of standards for the ENERGY STAR program.
- Qualifying additional units in 2010, joining its ENERGY STAR portfolio for a total of 187 qualified products—through innovative new products, product line extensions, and “upgrading” existing models.
- Increasing the sales of ENERGY STAR qualified products despite tough economic conditions, including two brands that led the team—59 percent of Frymaster sales were ENERGY STAR qualified units and 53 percent of Manitowoc sales were ENERGY STAR qualified units.
- Continuing innovation of the Manitowoc Ice technology, shortening the ice making harvest time thus reducing the energy needed to produce equivalent capacity.
- Implementing portfolio-wide smart controls which offer improved energy performance, reduced idle energy loss, provide energy consumption reporting, and enable remote monitoring for optimum energy and equipment performance.
- Prominently displaying the ENERGY STAR on all products, packaging, advertising, literature, websites, and sales tool collateral.
- Continuing its hands-on training about ENERGY STAR qualified equipment at the Manitowoc University.
- Developing and marketing a corporate sustainability report detailing information regarding its environmental and social performance across the company.

# Panasonic

## ideas for life

### **Panasonic Home & Environment Company** Secaucus, New Jersey

Panasonic Home & Environment Company (PHEC), a unit company of Panasonic North America, is the hub of Panasonic's U.S. marketing, sales, service, and research and development operations for ventilation, and offers an advanced line of high-performance ventilation fans. PHEC is receiving ENERGY STAR recognition for these products and the corresponding high-quality marketing and training efforts. Key accomplishments include:

- Continuing to be an industry leader by qualifying 100 percent of its eligible Panasonic line ventilation fans as ENERGY STAR and offering the highest efficiency among currently qualified products of these types.
- Introducing new ENERGY STAR qualified vent fan products in 2010 for a total selection of 35, representing an 8 percent increase over 2009.
- Achieving 89 percent of company sales from products that have earned the ENERGY STAR—a 122 percent increase over 2009.
- Introducing seven new WhisperCeiling and WhisperLite models that maintain their industry-leading performance and quiet operation under increased static pressure.
- Continuing innovative communications efforts including distributing weatherization kits, participation in the National Capitol Home Energy Makeover, Universal Design Living Laboratory, and PUNCHouse 234 project.
- Increasing the number of ENERGY STAR media placements by 47 percent over 2009, and garnering more than 12 million impressions, expanding the audience reached by 59 percent.



### **Samsung Electronics Co., Ltd.** Suwon, South Korea

From its beginning as a small export business in Taegu, Korea, Samsung has grown to become one of the world's leading electronics companies. Today, Samsung Electronics Co., Ltd., a global leader in high-tech electronics and digital media, holds approximately 20 percent of the U.S. television market as well as the top global market share position for 13 of its products, including semiconductors, TFT-LCDs, monitors, and CDMA mobile phones. Samsung is receiving ENERGY STAR recognition for bringing a broad range of ENERGY STAR qualified products to the market and teaming with a full suite of partners to promote efficiency. Key accomplishments include:

- Educating its customers by actively supporting the Change the World, Start with ENERGY STAR campaign; its efforts included driving ENERGY STAR pledges with the addition of an LED TV sweepstakes, engaging young people through the Boys and Girls Club of America partnership, and promoting the concept of efficiency and the campaign across the nation with Samsung's RV Tour 2010.
- Offering 930 ENERGY STAR qualified models, including 100 percent of Samsung televisions, clothes washers, dishwashers, refrigerators, computers, and multifunction devices.
- Driving further savings in TVs with LED backlighting and Automatic Brightness Controls, reducing energy consumption by up to 20 percent and 30 percent, respectively.
- Teaming with retail and utility partners to get the word out about the benefits of efficiency and the ENERGY STAR program; partnering with a major consumer electronics retailer to display a video demo of a Samsung LED TV, highlighting its ENERGY STAR qualification and consumer savings.
- Using ENERGY STAR as the focus of its Sharing the Vision annual environmental celebration, attended by leading cross-industry representatives.
- Participating in EPA's Low Carbon IT campaign and Green Power Partnership.
- Offsetting 80 percent of its Rancho Dominguez location's energy consumption with solar panels and using these panels to power its electric vehicle charging stations.

## PRODUCT RETAILER

### SEARS HOLDINGS

#### Sears Holdings Corporation

Hoffman Estates, Illinois

Sears Holdings Corporation is the nation's fourth largest broadline retailer with approximately 3,900 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, consumer electronics, and automotive repair and maintenance. Sears is receiving recognition for its leadership in merchandising a broad selection of ENERGY STAR qualified products and promoting ENERGY STAR through a variety of customer channels. Key accomplishments include:

- Increasing its selection of products that have earned the ENERGY STAR, such as products in its Home Theatre in a Box, DVDs, TVs, refrigerators, and dishwashers, as well as its Craftsman C3 and Kenmore lines, and Trim a Home Seasonal decorative light strings. Sears was also able to increase sales in most categories, particularly home appliances (HA) where more than 4 million qualified units were sold in 2010 compared to 3 million in 2009.
- Continuing its best-in-class ENERGY STAR training program, including supplementing traditional training programs with an ENERGY STAR overview program that went to

over 100,000 associates. Furthermore, Sears initiated the development of a green consultation program for its Home Appliance showrooms with an aim to eventually expand to its Full Line stores.

- Increasing ENERGY STAR messaging and promotions to educate and encourage customers to purchase ENERGY STAR products primarily through events (nationwide trade-ins), social media channels, and clear identification on products available for rebate—including the ENERGY STAR/energy-efficient interactive "Experience" pilot that showcases a variety of ENERGY STAR products available for purchase.
- Garnering nearly 50 billion impressions for ENERGY STAR in 2010 print and broadcast impressions alone.
- Creating the ambitious Big Switch campaign that leveraged EPA's Change the World, Start with ENERGY STAR campaign and empowered customers to make the switch to ENERGY STAR qualified products. The effort generated more than 600,000 referrals to the ENERGY STAR website in October alone (more than Google), and drove over a billion pounds of pledged greenhouse gas reductions.

## SERVICE AND PRODUCT PROVIDERS



#### EnergyCAP, Inc.

State College, Pennsylvania

EnergyCAP, Inc. (ECI), an industry leader in energy management software, provides online and installed software to track, analyze, and report energy consumption. ECI is receiving ENERGY STAR recognition for delivering ENERGY STAR benchmarking to a growing network of customers and business partners by leveraging EPA's Automated Benchmarking System (ABS). ECI incorporates ENERGY STAR into all versions of its software, marketing materials, websites, sales proposals, and value statements. Key accomplishments include:

- Communicating the benefits of ENERGY STAR through 1,100 software licenses to owners representing

300,000 buildings, and to another 100,000 building owners each year through five informational websites.

- Including the benefits of ENERGY STAR benchmarking and recognition in CEO presentations to more than 1,000 energy decision makers.
- Highlighting the value of ENERGY STAR in customer outreach activities including trade show booths, white papers, software brochures, energy savings recommendations, and five company product websites.
- Benchmarking nearly 4,000 customer buildings and enabling automated benchmarking to help nearly 2,000 of those buildings to be benchmarked more than once.



**The E Group, a Division of FirstEnergy Solutions Corp.**  
Akron, Ohio

The E Group, a division of FirstEnergy Solutions Corp., provides energy management services to governmental, multisite commercial, and industrial clients across the United States—managing more than 165,000 client accounts and a total energy portfolio in excess of \$1.2 billion. By using EPA's automated benchmarking system, The E Group has integrated ENERGY STAR scores into its eTrends reporting tool. The E Group is receiving ENERGY STAR recognition for helping clients improve the energy performance of their buildings through benchmarking. Key accomplishments include:

- Increasing the number of client buildings using automated benchmarking to 4,400—an increase of 300 percent in just 12 months. At least half of its clients are benchmarking at least one building in Portfolio Manager.
- Helping 76 client buildings earn the ENERGY STAR and over 130 buildings improve their ENERGY STAR score by at least 10 points in 2010.
- Recruiting two Fortune 500 companies—a large banking company and a national retailer—to partner with ENERGY STAR.
- Enabling clients and utility affiliates to reduce electric load and avoid fees through a list of potential energy-saving recommendations after onsite audits.
- Encouraging clients to incorporate ENERGY STAR into their Energy Efficiency and Conservation Block Grants and to use ENERGY STAR to help quantify the efficiencies they implemented as a result of state or local government mandates.





# Award Winner Profiles: Excellence

## ENERGY STAR PROMOTION



Long Island Power Authority

### Long Island Power Authority (LIPA)

Uniondale, New York

Long Island Power Authority (LIPA) is a nonprofit municipal electricity provider delivering electricity to more than 1 million customers in Nassau and Suffolk counties and the Rockaway Peninsula in Queens, NY. LIPA is receiving ENERGY STAR recognition for outstanding sponsorship and promotion of Home Performance with ENERGY STAR. Key accomplishments include:

- Completing more than 1,500 home retrofits in 2010—a 125 percent increase over 2009—for a total of more than 2,600 retrofits since the program was launched in 2006.
- Reducing electricity demand by 253 kW and electricity use by 2 million kWh in 2010.
- Continuing the Home Performance Direct (HPD) program enhancement that combines direct installation and energy audit services; in 2010, 50 percent of HPD participants elected to have additional efficiency measures installed, a 10 percent increase over the previous year.

## nationalgrid

THE POWER OF ACTION

### National Grid

Waltham, Massachusetts

National Grid is an energy delivery company serving about 3.4 million customers in Massachusetts, New Hampshire, New York, and Rhode Island. National Grid is receiving ENERGY STAR recognition for its continued promotion and delivery of ENERGY STAR qualified products. Key accomplishments include:

- Supporting the Change the World, Start with ENERGY STAR campaign by launching a unique pilot program, Lighting the Community, that targeted a difficult-to-reach audience in Worcester, MA by partnering with local artists and youth centers to develop public art displays.
- Holding Go Green Nights, where National Grid donated ENERGY STAR CFLs and cookies to be sold in a fundraiser held at each event—allowing 100 percent of the proceeds to go toward energy-efficient projects within the community.
- Facilitating the sale of nearly 1.8 million lighting products that earned the ENERGY STAR through negotiated cooperative promotions, instant coupons, and online catalogs, and nearly 20,000 ENERGY STAR qualified appliances and electronics through retailer partnerships and mail-in rebates.
- Promoting products that have earned the ENERGY STAR and energy-efficient practices through bill inserts in three states and sending a bilingual direct mailer to more than 30,000 Hispanic customers; customers who responded to the direct mailer were sent two qualified CFL bulbs and information on ENERGY STAR rebate incentive programs.
- Providing contractor training to approximately 6,000 retail sales associates on a variety of ENERGY STAR and program-specific subjects. Training was provided on the benefits of ENERGY STAR qualified lighting and appliances; rebate applications; energy-saving potential of programmable thermostats; and proper use and disposal of CFLs.



### **New Hampshire CORE Utilities** Manchester, New Hampshire

New Hampshire CORE Utilities is a multi-utility energy efficiency service provider effort, which includes Granite State Electric Company d/b/a National Grid, New Hampshire Electric Cooperative, Inc., Public Service Company of New Hampshire, and Unil Energy Systems, Inc. This joint effort is receiving ENERGY STAR recognition for its outstanding work as a Home Performance with ENERGY STAR sponsor. Key accomplishments include:

- Weatherizing more than 680 homes, conducting more than 250 quality assurance inspections in 2010, and expanding its contractor base from four partners to 16.
- Developing a screening tool to help customers determine whether their home will qualify for a home energy audit,

resulting in a project closure rate of over 80 percent; the tool has been so successful that it has been replicated in neighboring states.

- Partnering with local New Hampshire Community Colleges to develop and implement a training program to increase the quality, capabilities, and quantity of certified auditors in the state.
- Creating a revolving loan fund that offers Home Performance customers an interest-free loan for up to seven years. The loan repayment is included on the customer's monthly utility bill.



### **Orange County Environmental Protection Division** Orlando, Florida

The Orange County Environmental Protection Division in central Florida serves a community with more than 1 million residents and thousands of businesses. Orange County Environmental Protection Division is being recognized for successfully leveraging the ENERGY STAR brand to help homeowners and building owners achieve greater energy performance, while simultaneously engaging local leaders to promote energy efficiency throughout the Central Florida region. Key accomplishments include:

- Forming the Central Florida Energy Efficiency Alliance (CFEEA), a diverse group of stakeholders—including professional and trade organizations, local governments, academia, and utilities—that are committed to the implementation of environmentally and socially responsible energy and building management practices.

- Launching the Central Florida Kilowatt Crackdown Challenge, which encourages businesses to track energy use in Portfolio Manager and improve energy efficiency by 10 percent annually for three years. Since 2009 more than 1,670 buildings have registered to participate.
- Launching Orange County Home Owner's Energy Efficiency Program (OCHEEP!), an educational outreach program that helps homeowners find opportunities to save energy and money, raises awareness throughout its neighborhoods, promotes the ENERGY STAR Pledge to encourage energy use behavior changes, and provides access to rebate incentives.



An EDISON INTERNATIONAL® Company

## Southern California Edison Company Rosemead, California

Southern California Edison (SCE) Company, an investor-owned utility with nearly 14 million people in its service territory, is a national leader in delivering electrical energy efficiency solutions to customers. SCE is receiving recognition for employing the ENERGY STAR brand to help drive customers toward immediate and persistent energy savings; delivering education, training, and community outreach to encourage energy-efficient techniques and behaviors; and to drive long-term market transformation for energy efficiency. Key accomplishments include:

- Fielding a comprehensive co-branded marketing campaign showcasing and promoting ENERGY STAR that employed mass market television commercials, targeted direct communications, and community events that engaged customers in an ongoing dialogue about the benefits of ENERGY STAR qualified products.
- Creating an internet presence for this campaign by developing a Web landing page to educate customers on energy-efficient products, with direct links to the ENERGY STAR website for additional information.
- Leveraging and expanding partnerships with retailers and offering a retail point-of-sale campaign highlighting ENERGY STAR qualified products. This campaign included training for retail store personnel to help them engage and educate customers on the advantages of purchasing ENERGY STAR qualified products.
- Using its Mobile Energy Unit (MEU), a large recreational vehicle outfitted with displays and educational material to educate customers about energy efficiency and ENERGY STAR—communicating with local communities at over 230 events, with more than 50,000 visitors to the MEU.



## Utah Building Energy Efficiency Strategies Salt Lake City, Utah

Utah Building Energy Efficiency Strategies (UBEES) is a coalition of government agencies, members of the building industry, and key stakeholders who support Utah's energy efficiency and renewable energy goals to improve energy efficiency 20 percent by 2015 and to provide 20 percent of Utah's energy from renewable sources by 2025. UBEES is receiving recognition for advancing ENERGY STAR as a way to promote cost-effective energy savings to Utah businesses and consumers. Key accomplishments include:

- Adopting policy committing the state to track energy use and resulting greenhouse gas emissions of all state buildings using Portfolio Manager. Fifty percent of state buildings have been benchmarked by the end of 2010, a 50 percent increase over 2009.
- Providing energy management training to small businesses and congregations on utilizing ENERGY STAR tools and participating in Utah's Utility Energy Efficiency Incentive Programs.
- Hosting the 2010 Utah Energy Summit, Building a Better Future for Utah, with approximately 300 key building industry stakeholders in attendance.
- Sponsoring the Change the World, Start with ENERGY STAR home exhibit in fall 2010, coinciding with the 2010 Utah Energy Summit. These simultaneous events gained visibility with Utah Governor Gary R. Herbert, local media and the public, and the home builders and contractors that UBEES trains on energy efficiency.

## AFFORDABLE HOUSING



*Building Community Since 1982*

### **Coachella Valley Housing Coalition**

Indio, California

The Coachella Valley Housing Coalition (CVHC) is a nonprofit housing development corporation dedicated to helping low- and very low-income families improve their living conditions through advocacy, research, construction, and operation of housing and community development projects. CVHC is receiving ENERGY STAR recognition for its commitment to making housing more affordable for low-income families by constructing ENERGY STAR qualified homes and retrofitting existing housing with ENERGY STAR qualified products. Key accomplishments include:

- Constructing 45 ENERGY STAR qualified affordable single-family homes in 2010 and beginning the development of 205 additional homes, all of which are expected to earn the ENERGY STAR.
- Installing appliances—such as refrigerators, air conditioners, dishwashers, and clothes washers—that have earned the ENERGY STAR in 271 units in two new affordable housing developments.
- Replacing existing appliances with products that have earned the ENERGY STAR in over 80 percent of its rental developments.
- Educating housing clients on the benefits of energy efficiency and how to successfully utilize ENERGY STAR qualified products through post-purchase classes for homeowners and instruction from property management for renters.



### **Habitat for Humanity of Elkhart County**

Goshen, Indiana

Habitat for Humanity of Elkhart County works with low- to moderate-income families from all walks of life to provide quality, sustainable affordable housing. The organization is receiving ENERGY STAR recognition for its leadership in providing energy-efficient, affordable homes to lower-income families by constructing ENERGY STAR qualified homes. Key accomplishments include:

- Building eight new homes that have earned the ENERGY STAR in 2010 for a total of 22 qualified homes since 2008.
- Updating two existing homes to be more energy efficient by installing products that have earned the ENERGY STAR, such as refrigerators, ceiling fans, and clothes washers.
- Making a commitment to construct 100 percent of its homes to qualify for the ENERGY STAR.
- Lowering the average monthly household utility bill of housing clients to under \$50, or less than 20 percent of the average monthly mortgage payment.



### **Habitat for Humanity of Metro Denver** Denver, Colorado

Habitat for Humanity of Metro Denver (HFHMD) believes that everyone everywhere deserves a decent place to live and empowers lower-income families who are willing to work hard to achieve their dream of homeownership. HFHMD is receiving ENERGY STAR recognition for its commitment to building ENERGY STAR qualified homes and providing lower-income families with a more energy-efficient, affordable home. Key accomplishments include:

- Constructing 32 new homes that have earned the ENERGY STAR in 2010, providing affordable, energy-efficient housing to more than 120 adults and children; HFHMD has built nearly 275 ENERGY STAR qualified new homes since 1997.
- Installing products that have earned the ENERGY STAR, such as refrigerators, clothes washers, and CFLs.
- Educating partner families during a detailed walk-through of their home about the value of energy efficiency, how to control energy costs, and the importance of regular maintenance.
- Lowering average monthly utility bills an estimated 30 to 40 percent compared to non-ENERGY STAR qualified homes.



### **National Housing Trust** Washington, District of Columbia

The National Housing Trust is the nation's leading expert in preserving and revitalizing affordable rental housing to ensure that it is sustainable and provides a better quality of life for the families and elderly who live there. National Housing Trust is receiving ENERGY STAR recognition for its outstanding efforts to benchmark energy use across its existing portfolio of projects and incorporate ENERGY STAR and other green measures into redevelopment initiatives. Key accomplishments include:

- Using Portfolio Manager to analyze and benchmark energy performance and identify properties it owns with high energy-intensity.
- Hiring a Sustainability Development Manager to oversee initiatives and to improve the energy efficiency of existing properties and new projects.
- Educating tenants about energy efficiency by distributing ENERGY STAR qualified CFLs and ENERGY STAR promotional materials during an Earth Day event at an affordable housing community in Washington, DC.
- Launching a new website with resources for policymakers, developers, affordable housing advocates, and resident services managers to help them preserve and improve the energy efficiency of existing affordable housing.



## North Carolina Housing Finance Agency

Raleigh, North Carolina

The North Carolina Housing Finance Agency (NCHFA) is a self-supporting public agency that effectively creates and maintains affordable housing opportunities for North Carolinians whose housing and financing needs are not met by the market. NCHFA is receiving ENERGY STAR recognition for incorporating energy efficiency standards, including the construction of ENERGY STAR qualified homes, into its affordable housing program requirements. Key accomplishments include:

- Financing the construction of more than 210 ENERGY STAR qualified single-family homes and almost 1,300 rental units in 2010.
- Financing the installation of products that have earned the ENERGY STAR in 150 owner-occupied rehabilitated homes and more than 525 rehabilitated rental units.
- Making the construction of ENERGY STAR qualified homes a requirement and condition for developers to receive funding or financial incentives.
- Influencing other organizations to change their production processes to construct ENERGY STAR qualified homes, including dozens of Habitat for Humanity affiliates and community development corporations.



## San Antonio Housing Authority

San Antonio, Texas

The San Antonio Housing Authority (SAHA), the largest landlord in San Antonio, owns 6,175 public housing units at 70 properties and is committed to building and maintaining affordable housing for its community. SAHA is receiving ENERGY STAR recognition for incorporating energy efficiency into its mission of providing safe, affordable housing to families of modest means. Key accomplishments include:

- Installing ENERGY STAR qualified appliances, light fixtures, doors, and windows in four new multifamily developments, consisting of 835 units, and a comprehensive modernization of a multifamily building totaling 119 units, which earned the ENERGY STAR.
- Installing ENERGY STAR qualified HVAC equipment in 208 multifamily units and 16 single-family homes.
- Providing training to all staff on the purchase of ENERGY STAR qualified products, and developing a sustainability policy that includes conservation of energy and water, as well as improving indoor air quality.



## ENERGY EFFICIENT PRODUCT DESIGN



### ASUSTeK Computer Inc.

Taipei, Taiwan

ASUSTeK Computer Inc. (ASUS) is one of the world's top three consumer notebook vendors and maker of award winning motherboards. It is a leading enterprise in the new digital era. ASUS is receiving ENERGY STAR recognition for its innovative, energy-efficient product design that meets the requirements for ENERGY STAR qualified products. Key accomplishments include:

- Introducing 130 notebooks/netbooks and 47 displays that have earned the ENERGY STAR in 2010, representing 87 and 84 percent, respectively, of the models it introduced that year.
- Designing an internal training course to educate staff about ENERGY STAR; the training is required for employees involved in product design, product promotion, and customer service.
- Promoting ENERGY STAR through marketing materials, industry tradeshow presentations, and prominent display on the ASUS website.
- Introducing innovative product design features such as low carbon footprint bamboo casings for notebooks, LCD monitors with fewer lamps, and the Super Hybrid Engine to automatically scale notebook power consumption according to the needs and habits of users.



### Canon U.S.A., Inc.

Lake Success, New York

Canon U.S.A., Inc. is a world class leader in professional and consumer imaging equipment and information systems. Canon is receiving ENERGY STAR recognition for further expanding its energy-efficient product platform resulting in substantial energy savings. Key accomplishments include:

- Adding 57 new ENERGY STAR qualified models to its suite of products for a total of 296 models that have earned the ENERGY STAR. One hundred percent of Canon's suite of copiers, printers, scanners, and fax machines, and over 99 percent of its multifunction devices have earned the ENERGY STAR.
- Expanding its imageRUNNER ADVANCE series, a document services platform that is developed using the company's Life Cycle Assessment product design system—which reduces CO<sub>2</sub> emissions by more than 30 percent by redesigning each phase of development, including manufacturing, energy use, and logistics; its monochrome imageRUNNER ADVANCE 8000 Series and 6000 Series use 1W or less in sleep mode.
- Introducing new software that enables users to track and monitor devices, and perform a comprehensive environmental assessment of their activities, maximizing the energy and resource savings of their products.
- Expanding customer awareness about the ENERGY STAR program by including discussions about ENERGY STAR in sales training and dealer and customer presentations.
- Reducing facility electricity usage by 5 percent, saving 1.35 million kWh, in part through EPA's Low Carbon IT Campaign, as well as through additional energy-saving measures, including upgrading to more efficient light bulbs and timing parking lot lights. Having met its corporate energy efficiency goal early in 2010, Canon increased its energy efficiency target by an additional 5 percent for the year.



## **DIRECTV**

**El Segundo, California**

DIRECTV is the nation's number one satellite television service provider, serving more than 19 million Americans. DIRECTV is receiving ENERGY STAR recognition for offering millions of customers nationwide energy-efficient satellite boxes, and for paving the way for even greater consumer savings in the future. Key accomplishments include:

- Designing and deploying more than 20 million ENERGY STAR receivers to its customers.
- Highlighting the ENERGY STAR qualification of 18 DIRECTV satellite boxes at [www.directv.com](http://www.directv.com).
- Offering even greater customer savings through Whole-Home DVR solutions that enhance the consumer experience while reducing typical satellite box energy consumption in a four TV household by about 30 percent.

- Advancing technology for home networked television entertainment as a founding member of the RVU Alliance; the Alliance is also working toward the goal of dropping associated energy use by another one third in the future.
- Training tens of thousands of employees and contractors about the value of its ENERGY STAR qualified satellite boxes.
- Developing "multi-pack" containers for its products that reduced packing 75 percent from the previous year.
- Standardizing its satellite dish mount, allowing for reuse of the original mount even when a customer upgrades.



## **Lennox Industries Inc.**

**Richardson, Texas**

A recognized leader in residential and commercial comfort systems, Lennox Industries Inc. distributes its full line of residential and light commercial heating, cooling, and indoor air quality systems to over 7,000 North American dealers. Lennox is receiving ENERGY STAR recognition for continued innovation in energy-efficient heating and cooling products. Key accomplishments include:

- Manufacturing all 17 SEER+ Lennox cooling units that have earned the ENERGY STAR with on-board, solar-ready modules to accept solar panels.

- Utilizing self-diagnostics and digital communications in residential HVAC equipment to make commissioning easier and to maintain the efficiency of installed HVAC systems.
- Completing its Energence® line of high-efficiency commercial roof top units, allowing large national account customers to switch more easily to ENERGY STAR qualified units.
- Increasing sales of Lennox commercial ENERGY STAR units from 59 percent of units sold in 2009 to 74 percent in 2010.

# Scotsman®

## Ice Systems

### Scotsman Ice Systems

Vernon Hills, Illinois

Scotsman Ice Systems is one of the world's largest manufacturers of ice systems, with the broadest line of ice machines, storage bins, and ice and water dispensers. Scotsman Ice Systems is receiving ENERGY STAR recognition for incorporating innovative designs in its suite of energy-efficient ice machines. Key accomplishments include:

- Offering customers 63 ice machines that have earned the ENERGY STAR.
- Manufacturing smart ice machines with advanced electronic controls and a high-efficiency evaporator that allows the machines to use less energy and water than traditional cube ice machines.
- Improving the efficiency of its products continuously; for example, Scotsman nugget and flake ice machines use 15 percent less energy and up to 50 percent less water than cube machines.
- Engineering ENERGY STAR qualified commercial cube ice machines so they are 15 percent more water efficient and 20 percent more energy efficient than traditional units, saving users \$710 annually, on average.
- Increasing the sales of ENERGY STAR qualified products from 57 percent in 2009 to 65 percent in 2010, despite tough economic conditions.
- Educating distributors, dealers, sales representatives, and media about the advantages of using ENERGY STAR qualified equipment and the multiple benefits associated with increased energy and water efficiency.
- Incorporating efficiency attributes and highlighting ENERGY STAR qualified products in its training, marketing, and product labeling initiatives.

# SHARP®

### Sharp Electronics Corporation

Mahwah, New Jersey

Sharp Electronics Corporation (SEC) is a subsidiary of Japan's Sharp Corporation, a manufacturer of products for the home, business, and solar electricity markets. SEC is receiving ENERGY STAR recognition for offering consumers an array of exceptionally efficient, fully featured electronics. Key accomplishments include:

- Delivering to the market low energy AQUOS Quattron televisions—65 percent more efficient than current LCD CFL backlight models—which are also mercury free.
- Offering consumers 51 ENERGY STAR qualified TVs, including new 60-inch models that meet the same ENERGY STAR requirements as smaller TVs—using just 108 watts.
- Achieving ENERGY STAR qualification for its professional monitors for the first time; 100 percent of its LCD monitor models have earned the ENERGY STAR.
- Offering consumers ENERGY STAR qualified products in nine categories: televisions, room air conditioners, air purifiers, fax machines, audio products, DVD players, and copiers, printers, and multifunction devices; SEC currently manufactures 153 products that have earned the ENERGY STAR.
- Educating dealers, retailers, and consumers on the importance of efficiency.
- Providing recycling for Sharp branded products in all 50 states, in coordination with partners.
- Supporting more environmentally friendly manufacturing—in Osaka, Japan: generating solar power, using LED lighting, using 100 percent recycled processing water for LCD manufacturing, and discharging zero waste to the landfill; in Memphis, TN: installing a 150 kW solar system to complement the existing 50 kW system.

## RETAILING



### Menards

Eau Claire, Wisconsin

Menards is a family-owned and operated home improvement retailer with 254 stores in a 12-state Midwest market that surrounds the Great Lakes. Menards is receiving ENERGY STAR recognition for its extensive integration of ENERGY STAR across all its merchandising and marketing efforts for home improvement products and services. Key accomplishments include:

- Offering consumers an ever-growing assortment of home improvement products that have earned the ENERGY STAR. Nearly 3,490 product models from lighting and appliances to windows, doors, roofing, and more were available in 2010—an increase of over 135 percent over 2009.
- Continuing its strong partnership with vendors to optimize the ENERGY STAR offerings and create consumer demand in all areas.
- Enhancing its ENERGY STAR in-home training through updates and placement on the company's intranet, realizing a 300 percent increase in team member completion over 2009 with 600 participants.
- Increasing its coordination with utilities to deliver value to consumers through ENERGY STAR lighting, appliance, and other rebates.
- Continuing to highlight ENERGY STAR in its marketing efforts, including grand openings, in-store announcements and point-of-purchase signs, direct mail, sales flyers (20 million weekly circulation), and online, print, and broadcast advertising—with 44 TV commercials reaching 33 million homes in 49 markets.



### Metro Lighting

Brentwood, Missouri

Metro Lighting, a family-owned business with a staff of over 130 employees, has grown into Missouri's largest lighting distributor with seven locations serving the greater St. Louis area and Cape Girardeau. Metro Lighting is receiving recognition for excellent promotion of ENERGY STAR in a lighting showroom. Key accomplishments include:

- Expanding its selection to offer consumers more than 175 products that have earned the ENERGY STAR—75 more SKUs than 2009—including lighting fixtures, ceiling fans, LED retrofit cans, exhaust fans, and bulbs.
- Broadening its partnership with Ameren Missouri to help consumers reduce the end cost of purchasing CFLs and lighting fixtures that have earned the ENERGY STAR by offering rebates on these products.
- Continuing to train each member of its 60+ sales force on the benefits of ENERGY STAR qualified products and extending its training to a number of vendors.
- Partnering with Nuvo Lighting to develop a catalog for builders, doubling the sales of these ENERGY STAR qualified lighting products in less than a year.
- Continuing to participate in local festivals and green expos to educate consumers on ENERGY STAR qualified lighting, reaching thousands of consumers.



## **Nationwide Marketing Group**

### **Winston-Salem, North Carolina**

Nationwide Marketing Group (NMG) is a leading U.S. buying and marketing organization with more than 3,000 member companies operating over 10,000 storefronts across the country. NMG is receiving ENERGY STAR recognition for its critical role in supporting its member retailers' appliance and electronics marketing efforts. Key accomplishments include:

- Continuing to increase penetration for every major ENERGY STAR qualified appliance category measured, including washers which increased from 44 to 66 percent, exemplifying the improved mix of qualified products in NMG member retailers' stores. NMG was able to position its member retailers to leverage the appliance state stimulus funding, helping them significantly outperform the market. While industry appliance sales were up just over 9 percent through July, NMG member retailers' sales were up over 16 percent for the same time period.
- Leveraging its PrimeTime! Buying Show and Conference and its MemberNet Intranet system to promote ENERGY STAR and encourage member retailers to carry more qualified products, engage in more sales associate training and sales promotions, and educate their customers about the benefits of energy efficiency. PrimeTime! reached more than 6,000 member retailers and manufacturer partners in 2010 while MemberNet increased communication of ENERGY STAR messaging and training tools to 10,000+ member storefronts and 35,000+ sales associates across the country.
- Enhancing marketing efforts for electronics through the successful launch of an electronics trade-in and recycling program, as well as vendor outreach through its Executive Vendor Conferences, sales associate training, PrimeTime!, MemberNet, and numerous advertising and promotional efforts around electronics equating to more than 38 million print runs.



# Award Winner Profiles: \_\_\_\_\_ Special Recognition

## ENERGY EFFICIENCY PROGRAM DELIVERY

### DTE Energy®



#### DTE Energy

Detroit, Michigan

DTE Energy, an integrated energy company that provides gas and electric utility services to 2.7 million Michigan customers, began its residential lighting and appliance program in mid-2009. Since launching the program, DTE has focused its efforts on increasing ENERGY STAR qualified product purchases using a market-friendly approach to improve both customer and supplier awareness and demand. DTE Energy is receiving special recognition for effectively leveraging ENERGY STAR tools and resources in the roll-out of its efficiency program portfolio. Key accomplishments include:

- Training more than 9,000 retail associates about the benefits of ENERGY STAR qualified products; conducting monthly in-store events at various retail locations including

the Home Depot, Ace Hardware, Meijer, Costco, Sam's Club, Walmart, and ACO Hardware—more than 100 events have been held in 2010 alone.

- Providing incentives to reduce price barriers for ENERGY STAR qualified CFLs and select appliances and electronics—facilitating the sale of more than 5 million ENERGY STAR CFLs and 10,000 appliances since 2009—and implementing pilot initiatives to increase the stocking of select ENERGY STAR televisions, desktop computers, and monitors.
- Saving 260,000 MWh and 423 million pounds of CO<sub>2</sub> in the 16 months it has been in existence.



**MISSOURI**  
DEPARTMENT OF  
NATURAL RESOURCES



#### Missouri Department of Natural Resources

Columbia, Missouri

Under Missouri Department of Natural Resources' (DNR) umbrella partnership with ENERGY STAR, Columbia Water & Light (CW&L) has demonstrated leadership in residential energy efficiency delivery in Missouri through its participation in Home Performance with ENERGY STAR. Although CW&L is a small municipally owned utility serving 45,000 customers, it has increased participation in Missouri DNR's statewide Home Performance with ENERGY STAR by enhancing its rebate structure and adding a low interest financing component. This organization is receiving special recognition for its sponsorship of Home Performance with ENERGY STAR.

Key accomplishments include:

- Completing more than 575 Home Performance with ENERGY STAR retrofits in 2010, for a total of more than 800 since the program launched in 2007.
- Performing quality assurance checks on 100 percent of retrofits to ensure higher savings and customer satisfaction.
- Collaborating with the local community action agency to provide training and certification for participating contractors.



## PROMOTION



### **Midwest Energy Efficiency Alliance (MEEA)**

#### **Chicago, Illinois**

The Midwest Energy Efficiency Alliance (MEEA) advances energy efficiency policies, programs, and priorities in the Midwest. MEEA is receiving ENERGY STAR recognition for working toward a shared vision and supporting young environmental education, through MEEA's support for Lights for Learning (L4L). Key accomplishments include:

- Giving nearly 220 L4L presentations with 20,000 students, teachers, administrators, and parents educated on L4L and the ENERGY STAR message.
- Securing the participation of 165 schools in the L4L fundraiser, where students sold more than 27,600 ENERGY STAR qualified CFLs and raised more than \$57,500 for participating schools and organizations.
- Installing permanent kiosks in 10 Park District and Museum buildings throughout Illinois, which house educator toolkits, ENERGY STAR literature, and a selection of ENERGY STAR qualified lighting products available through the L4L fundraiser. The kiosks allow easy community access to educational materials, and also serve as CFL recycling centers.



# Appendix: \_\_\_\_\_

## ENERGY STAR Award Criteria

### Sustained Excellence

Partners who have received ENERGY STAR recognition 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, New Home Construction, Product Manufacturer, Product Retailer, and Service and Product Providers.

### Partner of the Year—Energy Efficiency Program Delivery

This award recognizes utilities, state agencies, regional energy efficiency nonprofit 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 four 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. Home Performance with ENERGY STAR:
  - a. Emerging Market—programs that recently signed a Partnership Agreement in 2009 and reported at least 50 Home Performance with ENERGY STAR jobs in 2010.
  - b. Established Market—programs that have reported at least a total of 100 Home Performance with ENERGY STAR jobs, and have demonstrated market and program sustainability.
3. 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.

4. Commercial and industrial—programs that deliver improved whole-building energy performance in existing buildings, target and track performance in new construction, and/or achieve facility-wide improvement in industrial plants by using ENERGY STAR tools and resources to overcome market barriers.

Organizations receiving this award have demonstrated:

1. A strong program design with clear goals, a strategy for overcoming market barriers to achieve sustained market change, and discussion of why their approach is a best practice for the market.
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:
  - An 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.
  - An increase in the use of the EPA's ENERGY STAR energy performance scale, increase in buildings earning the ENERGY STAR, and achievement of ENERGY STAR Leaders recognition for commercial buildings by program participants.
  - An increase in percentage of new homes built to ENERGY STAR guidelines and/or growth in percentage of housing starts that later earn the ENERGY STAR.

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 Energy Efficiency 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 2010 calendar year. Applications are evaluated in three categories:

1. Management Practices—use of best practices in managing energy, as demonstrated 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.
2. Organization-wide Improvements—actual energy performance improvements achieved during 2010, 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. Energy savings must also be expressed in business, financial, and environmental metrics.
3. Promoting and Communicating Success—demonstrated ability to promote partnership with ENERGY STAR and communicate energy efficiency to customers, employees, guests, tenants, students, and community through:
  - Use of ENERGY STAR messaging and resources in their communications strategies.
  - Participation in EPA recognition opportunities, such as earning the ENERGY STAR or obtaining ENERGY STAR Leaders recognition.
  - Direct communications with their organization and external stakeholders, and publicizing their efforts to media through various activities such as press releases, internal and external website updates, energy-related events, producing/distributing collateral about ENERGY STAR, reaching out to state and local government officials, etc.
3. Builder Technical Support—demonstration of the organization’s efforts to provide technical training to builders.
4. Innovation—description of the unique approaches that the organization took in implementing and promoting ENERGY STAR in its market.
5. Letter of Recommendation: this letter of recommendation must be from a builder client who is also an ENERGY STAR partner.

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 Home Energy Raters.

### Partner of the Year—New Home Builder

This award recognizes ENERGY STAR home builder partners who have demonstrated excellence and innovation in building and promoting ENERGY STAR qualified homes. Organizations receiving this award are evaluated across the following criteria:

1. Promotional and Marketing Collateral—materials developed to promote and market ENERGY STAR new homes in the organization’s market.
2. New Homes Technical Training—Construction staff and subcontractors prepared to build ENERGY STAR qualified homes.
3. New Homes Sales and Marketing Training—sales employees and real estate professionals are prepared to communicate the benefits of ENERGY STAR qualified homes and promote them to potential homebuyers.
4. Letter of Recommendation—this letter of recommendation must be from the organization’s Home Energy Rater describing his/her experience in working with the builder partner.

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 New Home Builders.

### Partner of the Year—Home Energy Rater

This award recognizes ENERGY STAR Provider and Home Energy Rater partners who have demonstrated excellence and innovation in participating in the ENERGY STAR for Homes program. Home Energy Raters and Providers receiving this award are evaluated on the following categories:

1. Builder Recruitment—contribution to the growth of ENERGY STAR builders and developers in an organization’s market, as measured through the number of builders recruited and ENERGY STAR qualified homes built in the past year.
2. Builder Marketing and Sales Support—demonstration of robust effort to help builders to increase consumer awareness and participation in ENERGY STAR outreach efforts, and presenting training to real estate professionals.

### 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 in the program.

Applications are evaluated in the following 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 2010.
  - Innovation in product design for energy efficiency
2. Labeling Efforts:
    - Minimum labeling requirements are met on products, packaging, website, user manuals, etc.
    - Demonstration of activities that go above and beyond minimum labeling requirements.
  3. Training Efforts:
    - Integration of ENERGY STAR into organization's sales force and employee training.
    - Cooperation with distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in customer product knowledge training.
    - Collaboration with EPA/DOE in the development of training activities.
  4. Sales and Marketing, including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors:
    - Demonstration of ENERGY STAR integration in exhibits, presentations, and other gatherings.
    - Leadership or participation in promotions.
  5. Consumer/End User Education:
    - ENERGY STAR-themed community outreach activities, advertising, public relations efforts, special events, and press releases.
    - Print, radio, television, direct mail advertising, and brochures with ENERGY STAR messages.
    - Point-of-Purchase (POP) materials.
    - Incorporation of ENERGY STAR logo and messaging on organization website.
    - Inclusion of environmental messaging in any of the above activities.
  6. Cross-cutting Efforts Incorporated Into Company Practices:
    - Participation or leadership in discussions of new or revised ENERGY STAR specifications.
    - Offering recycling of products and/or packaging.
    - 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 the Low Carbon IT campaign.
- Implementation of energy efficiency improvements in organization facility and pursuit of ENERGY STAR certification for building. Giving preference to ENERGY STAR certified buildings when leasing space.
- Participation in other EPA partnership programs.
- Innovative product design.

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 Manufacturer.

### **Partner of the Year—Product Retailer**

This award recognizes retailers that have made an extensive commitment to the growing success of ENERGY STAR. These partners have excelled in the following areas:

1. ENERGY STAR strategy:
  - Integrating ENERGY STAR into corporate strategy.
  - Collaborating with EPA at the beginning of the planning cycle to develop a clearly articulated ENERGY STAR plan with specific goals, tactics, schedules, and evaluation.
  - Reporting progress and achieving outlined goals.
2. Product Specification and Stocking:
  - Working to increase stock of ENERGY STAR qualified products through active merchant engagement, development of goals, coordination with vendors, and regular reporting on progress.
3. Sales Associate Training:
  - Integrating ENERGY STAR into existing training tactics across all relevant product categories.
  - Collaborating with EPA at the beginning of the planning cycle to develop a clearly articulated ENERGY STAR training plan with specific goals, tactics, schedules, and evaluation.
  - Working with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
  - Reporting progress and achieving outlined goals.

4. Marketing and Communications:
  - Effective leveraging of all relevant marketing and communications tactics to help educate and promote ENERGY STAR among customers.
  - Participation in EPA's Change the World, Start with ENERGY STAR campaign.
  - Utilizing in-store ENERGY STAR marketing efforts including displays, signage, in-store radio/Muzak/TV, clinics/events, collateral, and more.
5. Evaluation:
  - Cooperation in supporting ENERGY STAR's efforts to evaluate its program success.
  - Conducting evaluative studies relevant to ENERGY STAR, energy efficiency, and the environment from a retailer perspective.
  - Evaluation of ENERGY STAR partnership and the value of ENERGY STAR to marketing efforts and reporting of these results to ENERGY STAR.

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 Retailers.

### Partner of the Year—Service and Product Provider

This award recognizes businesses and organizations that are the catalysts—the ones that provide the products, services, and/or effective outreach efforts to help companies or public sector organizations strategically manage their energy use or to design buildings with superior energy efficiency. Service and Product Providers assist their customers to improve energy performance in existing buildings/manufacturing plants and new building designs. These partners have excelled in the following areas:

1. Energy Performance Metrics—partners provide metrics demonstrating the use of the Portfolio Manager and Target Finder tools, linking them to superior energy performance achievements and new build design projects eligible for an ENERGY STAR energy performance score.
  2. Energy Efficiency Design and Performance Improvement—partners provide examples of energy-efficient design projects and/or energy improvement measures that used ENERGY STAR tools, resources, and/or products; and integration of ENERGY STAR into business offerings for improved energy efficiency in new building design and/or energy performance improvements in existing buildings.
  3. Organizational Commitment—organizations demonstrate a proven track record of aligning their mission with ENERGY STAR goals by using the suite of EPA tools and resources to promote whole-building energy performance targets and/or to enhance energy performance in existing buildings.
4. Education and Outreach Activities—organizations have leveraged ENERGY STAR resources to help make informed decisions about energy design and the value of energy performance and energy management in existing buildings.
    - Leadership Positions—staff hold positions in related industry organizations and promote energy efficiency, environmental performance goals, and ENERGY STAR.
    - Outreach Activities—outreach to staff, professional associations, and commercial, industrial, or institutional markets to promote superior energy efficiency and performance. Organizations also influence customers and other affiliates to become ENERGY STAR partners and integrate ENERGY STAR into their target market strategies.
    - Recognition & Achievements—organizations identify participation in ENERGY STAR Leaders, improvement in building energy performance by 10 percent or better, earning the ENERGY STAR, preparation of success stories, and efforts taken to help building/manufacturing plant owner and managers gain recognition for enhanced energy performance and/or energy efficiency building designs.
    - Marketing Collateral—marketing materials and website include ENERGY STAR logo and messaging.

Partners who have received ENERGY STAR recognition for multiple years and gone above and beyond the criteria needed to qualify for Partner of the Year are honored with the award for Sustained Excellence for Service and Product Providers.

### Excellence—ENERGY STAR Promotion

This award recognizes organizations that 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:

1. Leverages ENERGY STAR's Change the World, Start with ENERGY STAR national campaign messaging.
2. Uses the ENERGY STAR label properly to increase consumer recognition and understanding of its meaning.
3. Distinguishes ENERGY STAR as a government-backed label associated with energy efficiency and environmental protection.
4. Demonstrates visual consistency with the national ENERGY STAR identity.



5. Implements tactics that leverage ENERGY STAR to create repeat sales in a sustainable manner and, ultimately, influence market share.
6. Provides evidence of retail sales staff training on ENERGY STAR, where appropriate.
7. Engages in media activities that enhance relevant consumer understanding of ENERGY STAR.

**Home Performance with ENERGY STAR:** Active Home Performance with ENERGY STAR program sponsors who have successfully promoted the home performance program are also recognized in this award category. Recipients of this award have created an impact through:

1. Improving homeowner and contractor awareness of how a home works as a system and the value of a whole-house assessment.
2. Raising homeowner awareness of the Home Performance with ENERGY STAR program.
3. Recruiting a contractor base to make whole-house improvements and to promote Home Performance with ENERGY STAR.

### Excellence—Affordable Housing

This award recognizes governments, nonprofits, nongovernmental organizations, public housing authorities, or utilities that developed and administered publicly funded, affordable housing programs in 2010 that primarily promoted the use of ENERGY STAR qualified products in existing homes and/or the ENERGY STAR energy efficiency guidelines for residential new construction.

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

1. **Demonstrated Success**—quantifiable success in their affordable housing programs, policies, and projects in 2010 as measured through:
  - A description of energy efficiency milestones and goals that were met or will likely be met in 2010.
  - The number of new ENERGY STAR qualified built homes, verified to meet ENERGY STAR residential guidelines.
  - The number of existing homes, or residential units, where ENERGY STAR qualified products and equipment were installed.

- Total number of homes for which the organization has jurisdiction.
  - Cost-benefit data describing the expenditures associated with the ENERGY STAR-related features promoted by the program and the benefits from those features.
2. **Institutional Change**—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.
  3. **Housing Affordability**—description of the target market for the organization's housing programs and the public funding sources leveraged to pay for energy efficiency improvements and how those funds were sourced and utilized.
  4. **Outreach and Education**—encouraged other organizations to pursue greater energy efficiency as part of their affordable housing efforts. Utilized the ENERGY STAR name and logo in outreach efforts, materials, and at events.

### Excellence—Lighting Retailer or Showroom

This award recognizes lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures, and qualified lamps, of all technologies. These organizations have demonstrated outstanding effort and achieved noteworthy success through the following activities.

1. **Product Selection**—providing goals/targets for increasing stock of ENERGY STAR qualified lighting products and working with vendors to increase stock.
2. **Sales Associate Training**—integrating ENERGY STAR into training strategy and in all existing training vehicles. As appropriate, working with vendors or other local partners in expand sales associate knowledge about ENERGY STAR.
3. **In-Store Marketing**—displaying the ENERGY STAR label and messaging on in-store displays, signage, and at consumer events.
4. **Ex-Store Marketing**—implementing a variety of marketing efforts (broadcast, print, direct mail, Web promotions) to reach audiences beyond the store.



**Other Excellence Awards**

1. Excellence in Energy Efficient Product Design—this award recognizes important contributions to raising the visibility of ENERGY STAR by leading industry in the design and manufacture of ENERGY STAR qualified products across a broad range of categories.
2. Excellence in Retailing—this award recognizes retailers who display exceptional commitment to ENERGY STAR across their corporate strategy, product selection, sales associate training, marketing, public relations efforts, and evaluation.

**Special Recognition**

These certificates recognize organizations that have made significant contributions toward advancing energy efficiency in specific areas of the marketplace.



## Companies and Organizations Mentioned in the Report

3M	6, 15	Loudoun County Public Schools	8, 44
Above and Beyond Energy	8, 46	Lowe's Companies, Inc.	7, 31
Advantage IQ, Inc.	7, 31	Manitowoc Foodservice	8, 51
AEP Texas	7, 33	Menards	9, 64
Andersen Corporation	8, 50	Merck	6, 20
APS (Arizona Public Service)	6, 10	Meritage Homes	8, 48
ArcelorMittal	6, 15	Metro Lighting	9, 64
ASUSTeK Computer Inc.	9, 61	Midwest Energy Efficiency Alliance (MEEA)	67
Austin Energy	6, 10	Missouri Department of Natural Resources	66
Bentall Kennedy (U.S.)	6, 16	Momentum, LLC	8, 48
Bosch Home Appliances	7, 28	Nashville Area Habitat for Humanity	7, 27
CalPortland Company	6, 16	National Grid	9, 55
Canon U.S.A., Inc.	9, 61	National Housing Trust	9, 59
CB Richard Ellis	6, 17	Nationwide Marketing Group	9, 65
CenterPoint Energy	6, 11	New Hampshire CORE Utilities	9, 56
Citi	8, 39	New Jersey Board of Public Utilities	7, 37
Cleveland Clinic	8, 40	New Mexico Gas Company	7, 37
Coachella Valley Housing Coalition	9, 58	New York State Energy Research and Development Authority (NYSERDA)	6, 12
Colgate-Palmolive Company	8, 40	New York-Presbyterian Hospital	6, 20
ComEd	7, 33	Nissan North America, Inc.	8, 44
Community Housing Partners	7, 25	North Carolina Housing Finance Agency	9, 60
Constellation Energy/Baltimore Gas and Electric Company (BGE)	7, 34	NVR, Inc.	8, 49
Continental Refrigerator	8, 50	Oncor	6, 13
Design Tech Homes	8, 47	Orange County Environmental Protection Division	9, 56
DIRECTV	9, 62	OSRAM SYLVANIA	7, 29
DTE Energy	66	Pacific Gas and Electric Company (PG&E)	6, 13
Efficiency Vermont	7, 34	Panasonic Home & Environment Company	8, 52
Electrolux Major Appliances	8, 51	Pella Corporation	7, 30
Energy Education, Inc.	7, 32	PepsiCo, Inc.	6, 21
Energy Inspectors	7, 25	PNM	7, 37
Energy Trust of Oregon	6, 11	Public Service Company of Oklahoma (PSO)	7, 38
EnergyCAP, Inc.	8, 53	Questar Gas Company	7, 38
EnergyLogic	7, 26	Raytheon Company	6, 21
Evergreen Public Schools	8, 41	Saint-Gobain	6, 22
Food Lion Family, Bloom and Bottom Dollar Food	6, 17	Samsung Electronics Co., Ltd.	8, 52
Ford Motor Company	6, 18	San Antonio Housing Authority	9, 60
FSL Home Improvements dba FSL Home Energy Solutions	7, 35	Scotsman Ice Systems	9, 63
Gainesville Regional Utilities (GRU)	7, 35	Sears Holdings Corporation	8, 53
GE Appliances & Lighting	7, 28	Servidyne	7, 32
Gresham-Barlow School District	6, 18	Sharp Electronics Corporation	9, 63
Habitat for Humanity of Elkhart County	9, 58	Southern California Edison Company	9, 57
Habitat for Humanity of Metro Denver	9, 59	Southern Energy Management	7, 27
Hanesbrands Inc.	8, 41	Sponsors of Northeast Energy Efficiency Partnerships, Inc. (NEEP)	6, 14
HEI Hotels & Resorts	8, 42	Staples, Inc.	8, 45
Hines	6, 19	Sunoco, Inc.	6, 22
Home Creations	8, 47	TexEnergy	8, 49
ITW Food Equipment Group – North America	7, 29	The Boeing Company	8, 45
J. C. Penney Company, Inc.	6, 19	The E Group, a Division of FirstEnergy Solutions Corp.	8, 54
John B. Sanfilippo & Son, Inc.	8, 42	TIAA-CREF	6, 23
Joint Management Committee	6, 12	Toyota Motor Engineering & Manufacturing North America, Inc.	6, 23
Jones Lang LaSalle	8, 43	TRANSWESTERN	6, 24
KB Home	7, 26	USAA Real Estate Company	6, 24
Kohl's Department Stores, Inc.	8, 43	Utah Building Energy Efficiency Strategies	9, 57
KPPC – Kentucky Pollution Prevention Center	7, 36	Wells Real Estate Funds	8, 46
Lennox Industries Inc.	9, 62	Whirlpool Corporation	7, 30
LG&E and KU	7, 36	Wisconsin Focus on Energy	6, 14
Long Island Power Authority (LIPA)	9, 55	Xcel Energy	7, 39



For more information visit  
[www.energystar.gov](http://www.energystar.gov) or call  
1.888.STAR.YES (1.888.782.7937)

Printed on Recycled Paper  
(Minimum 50% Post-Consumer Content)