



ENERGY STAR

# Profiles in Leadership

2009 ENERGY STAR® Award Winners

3M ▪ ADVANTAGE IQ, INC. ▪ ANDERSON/VANGUARD HOMES, INC. ▪ AUSTIN ENERGY ▪ BUILDING OWNERS & MANAGERS ASSOCIATION (BOMA) INTERNATIONAL ▪ CALPORTLAND COMPANY ▪ CENTERPOINT ENERGY  
FOOD LION, LLC ▪ FORD MOTOR COMPANY ▪ GE CONSUMER & INDUSTRIAL ▪ GIANT EAGLE INCORPORATED  
GORELL ENTERPRISES, INC. ▪ GRESHAM-BARLOW SCHOOL DISTRICT ▪ HINES ▪ J. C. PENNEY COMPANY, INC.  
▪ MARRIOTT INTERNATIONAL, INC. ▪ MERCK & CO., INC. ▪ NATIONAL GRID ▪ NEVADA ENERGY STAR  
PARTNERS ▪ NEWYORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY (NYSERDA) ▪ NORTH-  
EAST ENERGY STAR PRODUCTS INITIATIVE ▪ ONCOR ▪ OSRAM SYLVANIA ▪ PACIFIC GAS AND ELECTRIC  
COMPANY ▪ PELLA CORPORATION ▪ PEPSICO, INC. ▪ PROVIA DOOR ▪ PROVIDENCE HEALTH & SERVICES  
RAYTHEON COMPANY ▪ SEA GULL LIGHTING PRODUCTS LLC ▪ SOUTHERN CALIFORNIA EDISON COMPANY  
▪ TOYOTA MOTOR ENGINEERING & MANUFACTURING NORTH AMERICA, INC. ▪ TRANSWESTERN ▪ USAA  
REAL ESTATE COMPANY ▪ WHIRLPOOL CORPORATION ▪ WINTON/FLAIR CUSTOM HOMES ▪ WISCONSIN  
FOCUS ON ENERGY ▪ AKRIDGE ▪ APS (ARIZONA PUBLIC SERVICE) ▪ ARCELORMITTAL USA ▪ BOSCH HOME  
APPLIANCES ▪ CB RICHARD ELLIS, INC. ▪ CEMEX USA ▪ COLORADO GOVERNOR'S ENERGY OFFICE ▪ COUNCIL  
ROCK SCHOOL DISTRICT ▪ ENERGY EDUCATION ▪ ENERGY INSPECTORS CORPORATION ▪ ENERGYLOGIC  
ENERGY TRUST OF OREGON, INC. ▪ FOX ENERGY SPECIALISTS ▪ ITW FOOD EQUIPMENT GROUP - NORTH  
AMERICA ▪ THE JOINT MANAGEMENT COMMITTEE REPRESENTING MASSACHUSETTS NEW HOMES WITH  
ENERGY STAR ▪ KENNEDY ASSOCIATES REAL ESTATE INVESTMENT ADVISORS ▪ KIMBERLY-CLARK CORPORA-  
TION ▪ LOWE'S COMPANIES, INC. ▪ MAXLITE ▪ NASH-ROCKY MOUNT PUBLIC SCHOOLS ▪ NJBPU, NEW  
JERSEY'S CLEAN ENERGY PROGRAM ▪ NORTHWEST ENERGY EFFICIENCY ALLIANCE ▪ PUGET SOUND  
ENERGY ▪ ROCKY MOUNTAIN POWER, A DIVISION OF PACIFICORP ▪ SAINT-GOBAIN ▪ SATCO PRODUCTS, INC.  
FEATURING NUVO LIGHTING ▪ SCHERING-PLOUGH CORPORATION ▪ SENERCON ▪ SERVIDYNE ▪ SOUTHERN  
ENERGY MANAGEMENT ▪ SUNOCO, INC. ▪ TECHNICAL CONSUMER PRODUCTS, INC. ▪ TIAA-CREF ▪ WHITE-  
FISH BAY SCHOOL DISTRICT ▪ XCEL ENERGY ▪ ACTUS LEND LEASE ▪ BEST BUY CO., INC. ▪ BLUE HILLS COM-  
MUNITY SERVICES ▪ CITY OF TOPEKA, HOUSING & NEIGHBORHOOD DEVELOPMENT ▪ COSTAR GROUP, INC.  
ENERGY KINETICS, INC. ▪ GEORGIA POWER ▪ ITHACA HOUSING AUTHORITY ▪ IVEY RESIDENTIAL, LLC ▪ KB  
HOME ▪ MARYLAND ENERGY ADMINISTRATION ▪ MENARDS ▪ NASHVILLE AREA HABITAT FOR HUMANITY ▪  
NATIONWIDE MARKETING GROUP ▪ SAMSUNG ELECTRONICS CO., LTD. ▪ SEATTLE LIGHTING AND  
DESTINATIONLIGHTING.COM ▪ VIETNAMESE AMERICAN INITIATIVE FOR DEVELOPMENT, INC.

LEADING OUR NATION TO A BETTER FUTURE

## ENERGY STAR Award for Sustained Excellence

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3M	Hines	PepsiCo, Inc.
Advantage IQ, Inc.	J. C. Penney Company, Inc.	ProVia Door
Anderson/Vanguard Homes, Inc.	Marriott International, Inc.	Providence Health & Services
Austin Energy	Merck & Co., Inc.	Raytheon Company
Building Owners & Managers Association (BOMA) International	National Grid	Sea Gull Lighting Products LLC
CalPortland Company	Nevada ENERGY STAR Partners	Southern California Edison Company
CenterPoint Energy	New York State Energy Research and Development Authority (NYSERDA)	Toyota Motor Engineering & Manufacturing North America, Inc.
Food Lion, LLC	Northeast ENERGY STAR Products Initiative	TRANSWESTERN
Ford Motor Company	Oncor	USAA Real Estate Company
GE Consumer & Industrial	OSRAM SYLVANIA	Whirlpool Corporation
Giant Eagle Incorporated	Pacific Gas and Electric Company	Winton/Flair Custom Homes
Gorell Enterprises, Inc.	Pella Corporation	Wisconsin Focus on Energy
Gresham-Barlow School District		

## ENERGY STAR Partner of the Year

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Akridge	The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR	Satco Products, Inc. featuring Nuvo Lighting
APS (Arizona Public Service)		Schering-Plough Corporation
ArcelorMittal USA	Kennedy Associates Real Estate Investment Advisors	SENERCON
Bosch Home Appliances	Kimberly-Clark Corporation	Servidyne
CB Richard Ellis, Inc.	Lowe's Companies, Inc.	Southern Energy Management
CEMEX USA	MaxLite	Sunoco, Inc.
Colorado Governor's Energy Office	Nash-Rocky Mount Public Schools	Technical Consumer Products, Inc.
Council Rock School District	NJBPU, New Jersey's Clean Energy Program	TIAA-CREF
Energy Education	Northwest Energy Efficiency Alliance	Whitefish Bay School District
Energy Inspectors Corporation	Puget Sound Energy	Xcel Energy
EnergyLogic		
Energy Trust of Oregon, Inc.	Rocky Mountain Power, a Division of PacifiCorp	
Fox Energy Specialists	Saint-Gobain	
ITW Food Equipment Group - North America		

## ENERGY STAR Award for Excellence

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Actus Lend Lease	Ithaca Housing Authority	Samsung Electronics Co., Ltd.
Best Buy Co., Inc.	Ivey Residential, LLC	Seattle Lighting and DestinationLighting.com
Blue Hills Community Services	KB Home	Vietnamese American Initiative for Development, Inc.
City of Topeka, Housing & Neighborhood Development	Maryland Energy Administration	
CoStar Group, Inc.	Menards	
Energy Kinetics, Inc.	Nashville Area Habitat for Humanity	
Georgia Power	Nationwide Marketing Group	

# Profiles in Leadership: 2009 ENERGY STAR Award Winners

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- Overview .....1**
- Description of Award Winners .....3**
- Award Winner Profiles .....9**
  - Sustained Excellence .....9
  - Partner of the Year .....29
  - Excellence .....47
  - Special Recognition .....56
- Appendix: ENERGY STAR Award Criteria .....59**
- Companies and Organizations Mentioned in the Report .....63**

## List of Figures and Tables

- Figure 1. Since 2000, ENERGY STAR Benefits Have More Than Doubled .....2
- Figure 2. Geographic Distribution of Winners .....4
- Table 1. Overview of the 2009 ENERGY STAR Award Winners .....5
- Table 2. Award Winners by Category .....6

*For additional information, please visit the ENERGY STAR Web site at [www.energystar.gov](http://www.energystar.gov).*



# Overview

## Recognizing Energy Efficiency Leaders

**It is a simple proposition.** The more efficiently we use energy, the fewer greenhouse gas emissions we produce, the less carbon dioxide (CO<sub>2</sub>) we release into the atmosphere, the bigger the down payment we make in the fight against global warming, and the more we safeguard the environment for future generations.

**The opportunity is large.** Our homes, buildings, and industries cause more than two-thirds of the nation's CO<sub>2</sub> emissions—the primary greenhouse gas. Many of them could use up to 30 percent less energy through money-saving investments in energy efficiency. These cost-effective, energy-saving opportunities, if implemented, would cover more than half the expected growth in energy demand over the next 20 years, provide savings of more than \$100 billion annually, and significantly reduce greenhouse gas emissions.<sup>1</sup>

**Now more than ever, the importance of energy efficiency is clear.** Volatile energy prices, energy security, global warming, and the current economic downturn are pressing national and global issues. "Green" investments provide one of the best paths available to us for economic recovery, energy security, and environmental protection. Energy efficiency improvements at home and at work represent the quickest, cheapest, and largest untapped solution for reducing energy use, lowering energy bills, and preventing greenhouse gas emissions. Jobs will be created in order to make these efficiency improvements as well as produce and sell the next generation of energy-efficient products.

**ENERGY STAR® makes the proposition actionable.** The ENERGY STAR program has proven success in showcasing and implementing cost-effective energy efficiency solutions across the residential, commercial, and industrial sectors. Since the U.S. Environmental Protection Agency (EPA) introduced the program in 1992, ENERGY STAR has overcome many market barriers. EPA is now joined in this effort by the U.S. Department of Energy (DOE) and through the ENERGY STAR program, thousands of organizations are improving their energy efficiency and providing employees and customers with energy-saving products, practices, and information for use at home and at work. Additionally, American businesses, public organizations, and consumers have implemented



widespread efficiency improvements in the nation's housing, buildings, and industrial facilities. These forward-thinking Americans have already cut their energy use significantly, saved millions of dollars, and helped fight global warming.

### **ENERGY STAR award winners are leading the nation.**

Eighty-nine organizations, selected from more than 15,000 program partners, are being recognized in 2009 for their leadership, accomplishments, and commitment to energy efficiency. By adopting superior management strategies for energy efficiency and seeing the strategies through to results, these organizations are helping themselves, their communities, and all of us reap the benefits. This report celebrates their accomplishments—recognizing not only what they have achieved individually, but also how they are helping revolutionize the marketplace for cost-effective, energy-efficient products and services.

The 2009 ENERGY STAR award winners are a diverse group, reflecting the breadth of ENERGY STAR partners. They include large and small organizations, those with long track records of success, and those excelling quickly in their new partnership with ENERGY STAR. Particularly important in 2009, these award winners represent the leaders in many different arenas of our broad, complex world of energy. They are the ones ready to show others in their sector how to make even greater efficiency improvements so that our nation can achieve the significant savings that energy efficiency offers in the fight against global warming.

The award categories include:

- **Sustained Excellence.** Thirty-seven 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.** Thirty-five organizations are recognized as Partner of the Year. This award honors partners for their commitment to successfully manage energy use and promote ENERGY STAR products and practices within their own organization, or for providing products, services, and education to consumers and their community.
- **Excellence.** Seventeen organizations are recognized for their outstanding work in promoting energy-efficient homes, products, and practices to employees, consumers, and the community at large. By spreading the word in a wide variety of ways, these partners help expand the reach of the ENERGY STAR program, help change behavior and buying habits, and help us all save money and protect our environment.

1. National Action Plan for Energy Efficiency



These award winners are exemplary models for us all as we continue to invest in energy efficiency and safeguard the environment. The profiles in leadership in this report (starting on page 9) are offered both to honor the 89 organizations that have earned national recognition for their leadership and accomplishments and to highlight the approaches and practices that have worked well, as examples for others to use. 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.

### Growing Environmental Benefits and Dollars Saved

Since 1992, the ENERGY STAR program has helped to dramatically increase the use of energy-efficient products and practices throughout the country, helping us reduce greenhouse gas emissions while saving money.

Results through the end of 2008 are impressive. Americans, with the help of ENERGY STAR, prevented 43 million metric tons of greenhouse gas emissions in 2008 alone—equivalent to the annual emissions from 29 million vehicles—and saved more than \$19 billion on their utility bills. Savings are expected to 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.

### ENERGY STAR Today

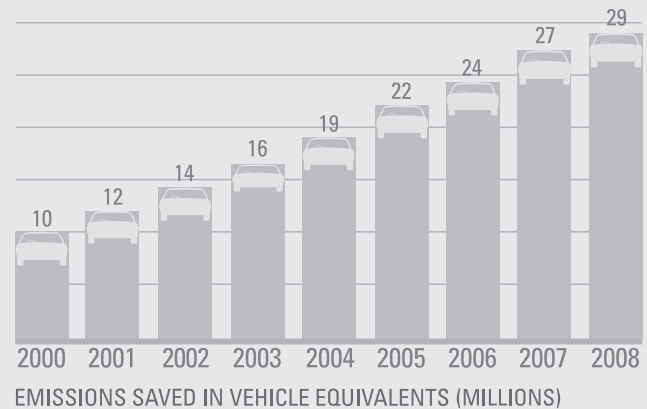
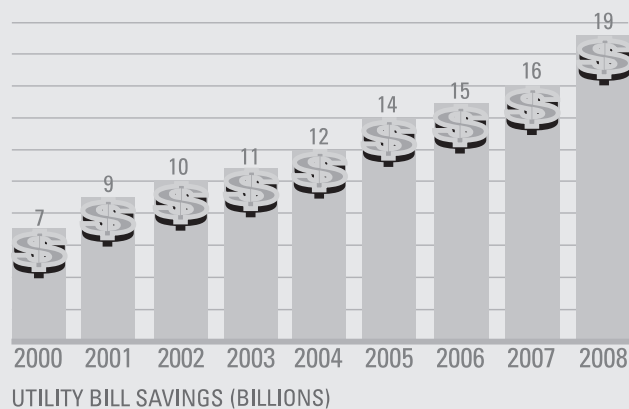
From its modest beginnings with a few manufacturers offering energy-efficient office equipment, the ENERGY STAR program has expanded year after year into a broad platform that now impacts many aspects of energy use at work and at home. It is not just a product-labeling program. Its national reach encompasses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

The program offers unbiased, reliable information and training, standardized energy measurement tools, and a growing suite of services and qualified products for each market sector.

For the commercial and industrial sectors these include:

- Organization-wide energy management best practices.
- A standardized measurement system for assessing the efficiency of buildings, setting improvement goals, and tracking progress in building improvements.
- The ENERGY STAR label to recognize buildings that achieve superior energy efficiency.
- Procurement guidelines for more than 50 product categories to reduce plug load energy use in buildings.
- Industrial initiatives tailored to specific manufacturing sectors.
- Training on energy efficiency approaches and practices.

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



- Initiatives to encourage energy savings in the thousands of small businesses that support the U.S. economy.
- Collaboration and co-promotion with 550 utilities and more than 40 states to bring energy efficiency to building owners and managers.
- Coordination with energy service and product providers, including a directory of services they offer.
- The Designed to Earn the ENERGY STAR designation for buildings designed from the start to be highly efficient.
- Information employees at all levels can rely on to be more efficient at work every day.
- Recognition for leadership and major energy-saving accomplishments.

For the residential sector these include:

- More than 40,000 individually labeled product models across more than 60 different product categories, which offer energy savings up to 75 percent over their non-labeled counterparts.
- Collaboration and co-promotion with the retail partners who bring ENERGY STAR qualified products and educational information to consumers.
- New homes in every state and the District of Columbia that are 20 to 30 percent more efficient than standard homes and bear the ENERGY STAR label.
- Home improvement services that go beyond labeled products to include energy-saving practices for duct sealing and home sealing, online home energy assessment tools, home contractor training, and a whole-home major retrofit initiative.
- Information everyone can rely on to be more efficient at home every day.
- Recognition for leadership and major energy-saving accomplishments.

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

### **ENERGY STAR Award Winners Inspire Through Real Results**

The success of the ENERGY STAR program depends on the efforts of its more than 15,000 public and private sector partners. These partners are a diverse set of organizations taking meaningful steps to advance energy efficiency in their businesses and day-to-day activities across the country.

The 89 top-performing partners being recognized with ENERGY STAR awards include:

- **Affordable Housing Stakeholders.** These 5 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 are incorporating 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.** Five builders lead the way for the more than 6,500 partners across all states who are constructing new homes to the beyond-code efficiency levels required by ENERGY STAR.
- **Energy Efficiency Program Delivery Sponsors.** These 22 partners lead the way for the utilities, non-profits, and state and local government entities administering energy efficiency programs to service more than 65 percent of U.S. households. These partners are offering education, technical assistance, and incentives across their customer classes to help them save energy.
- **Home Energy Raters and Providers.** These 5 partners lead the way for the more than 650 home energy raters and providers who are providing third-party verification of ENERGY STAR qualified new homes through onsite testing and inspections.
- **Industrial Firms.** These 13 firms lead the way for the more than 550 automobile manufacturing, cement manufacturing, chemicals, refining, pharmaceuticals, food processing, and other industrial partners who are working 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 in spite of the economic downturn. These savings remain significant because regardless of changes in demand, many industrial firms cannot turn off their machines.
- **Product Manufacturers.** These 14 manufacturers lead the way for the more than 2,400 nationwide who are using the ENERGY STAR label on highly efficient products to help consumers easily find models that will save them money and help protect our environment.
- **Public and Private Sector Organizations.** These 17 organizations lead the way 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 are assessing the efficiency of their buildings, implementing the steps

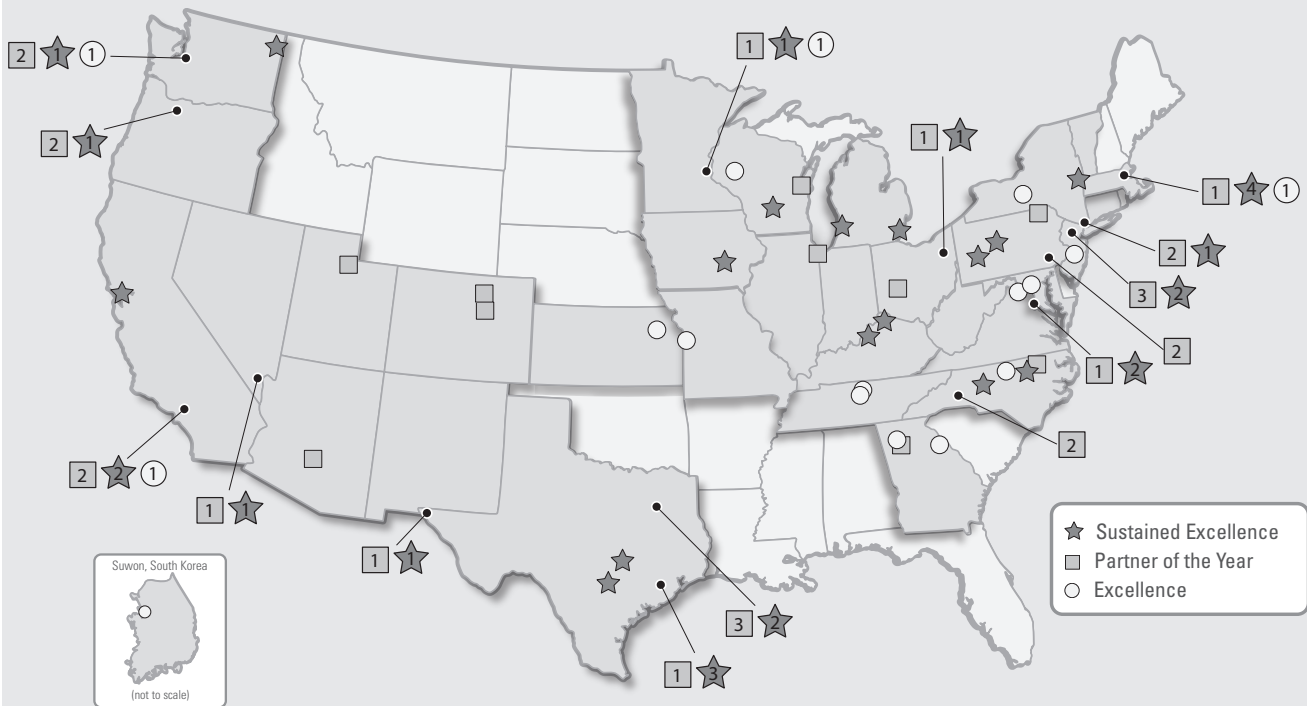
necessary to achieve their goals, and applying to have their most efficient buildings recognized with the ENERGY STAR label, both for the cost-saving and environmental benefits this provides and to show others what can be accomplished through robust energy management practices.

- **Retailers.** These 5 retailers lead the way for the over 1,000 partners at the national, regional, and local level who are training sales associates, providing in-store information, and running special campaigns to help their customers find ENERGY STAR qualified products.

- **Service and Product Providers.** These 3 organizations lead the way for the service and product providers in the commercial sector who are working to educate their customers, help them achieve ENERGY STAR performance levels, and build a robust marketplace for energy efficiency.

*A complete list of the 2009 award categories and additional information on the criteria used to assess the winners can be found in the appendix.*

**Figure 2. Geographic Distribution of Winners**





**Table 1. Overview of the 2009 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 Management</b> (for buildings and industry, including commercial real estate, industrial firms, and schools)	16	13	1	—
<b>New Home Construction</b> (including sponsors of affordable housing programs, new home builders, and home energy raters)	2	5	3	5
<b>Product Manufacturing</b> (for products, including home appliances, home lighting, home windows/doors, and commercial appliances)	7	5	—	2
<b>Program Delivery</b> (including administration of programs in the areas of new homes, appliances and lighting, commercial building, multifamily and public housing, and quality home retrofits)	11	9	2	—
<b>Retail</b> (including home improvement and home electronics and appliances)	—	1	1	3
<b>Service and Product Providers</b> (for commercial buildings)	1	2	—	—

**Table 2. Award Winners by Category**

Sustained Excellence		
	Raytheon Company <i>Waltham, MA</i>	Aeronautics
	CalPortland Company <i>Glendora, CA</i>	Cement Manufacturing
	Hines <i>Houston, TX</i>	
	TRANSWESTERN <i>Houston, TX</i>	Commercial Real Estate
	USAA Real Estate Company <i>San Antonio, TX</i>	
	PepsiCo, Inc. <i>Purchase, NY</i>	Food and Beverage
	Food Lion, LLC <i>Salisbury, NC</i>	
	Giant Eagle Incorporated <i>Pittsburgh, PA</i>	Grocery
Energy Management	Providence Health & Services <i>Renton, WA</i>	Healthcare
	Marriott International, Inc. <i>Washington, DC</i>	Hospitality
	Merck & Co., Inc. <i>Whitehouse Station, NJ</i>	Pharmaceuticals
	J. C. Penney Company, Inc. <i>Plano, TX</i>	Retail
	Gresham-Barlow School District <i>Gresham, OR</i>	Schools
	3M <i>St. Paul, MN</i>	Technology Research & Development
	Ford Motor Company <i>Dearborn, MI</i>	
	Toyota Motor Engineering & Manufacturing North America, Inc. <i>Erlanger, KY</i>	Vehicle Manufacturing
New Home Construction	Anderson/Vanguard Homes, Inc. <i>Cary, NC</i>	New Home Builder
	Winton/Flair Custom Homes <i>El Paso, TX</i>	
Product Manufacturing	Whirlpool Corporation <i>Benton Harbor, MI</i>	Home Appliances
	GE Consumer & Industrial <i>Louisville, KY</i>	Home Appliances and Lighting
	OSRAM SYLVANIA <i>Danvers, MA</i>	
	Sea Gull Lighting Products LLC <i>Riverside, NJ</i>	Home Lighting
	Gorell Enterprises, Inc. <i>Indiana, PA</i>	
	Pella Corporation <i>Pella, IA</i>	Home Windows/Doors
	ProVia Door <i>Sugarcreek, OH</i>	
Program Delivery	Northeast ENERGY STAR Products Initiative <i>Lexington, MA</i>	Appliances and Lighting
	Building Owners & Managers Association (BOMA) International <i>Washington, DC</i>	Commercial Buildings Benchmarking/Improvement
	Pacific Gas and Electric Company <i>San Francisco, CA</i>	
	Austin Energy <i>Austin, TX</i>	Home Retrofits
	CenterPoint Energy <i>Houston, TX</i>	
	Nevada ENERGY STAR Partners <i>Las Vegas, NV</i>	New Homes
	Oncor <i>Dallas, TX</i>	
	Southern California Edison Company <i>Rosemead, CA</i>	
	New York State Energy Research and Development Authority (NYSERDA) <i>Albany, NY</i>	New Homes/ Home Retrofits/ Products/ Commercial Buildings/ Multifamily Housing

Sustained Excellence (continued)		
Program Delivery	Wisconsin Focus on Energy <i>Madison, WI</i>	New Homes/Home Retrofits/Products
	National Grid <i>Waltham, MA</i>	New Homes/Products/Commercial Buildings
Service and Product Providers	Advantage IQ, Inc. <i>Spokane, WA</i>	Commercial Energy Service
Partner of the Year		
Energy Management	CEMEX USA <i>Houston, TX</i>	Cement Manufacturing
	Akridge <i>Washington, DC</i>	
	CB Richard Ellis, Inc. <i>Los Angeles, CA</i>	
	Kennedy Associates Real Estate Investment Advisors <i>Seattle, WA</i>	Commercial Real Estate
	TIAA-CREF <i>New York, NY</i>	
	Saint-Gobain <i>Valley Forge, PA</i>	Flat Glass Manufacturing
	Kimberly-Clark Corporation <i>Irving, TX</i>	Health and Hygiene
	ArcelorMittal USA <i>Chicago, IL</i>	Iron and Steel
	Sunoco, Inc. <i>Philadelphia, PA</i>	Petroleum Refineries
	Schering-Plough Corporation <i>Kenilworth, NJ</i>	Pharmaceuticals
	Council Rock School District <i>Newtown, PA</i>	
	Nash-Rocky Mount Public Schools <i>Nashville, NC</i>	Schools
	Whitefish Bay School District <i>Whitefish Bay, WI</i>	
	New Home Construction	Energy Inspectors Corporation <i>Las Vegas, NV</i>
EnergyLogic <i>Berthoud, CO</i>		
Fox Energy Specialists <i>Fort Worth, TX</i>		Home Energy Rater/Provider
SENERCON <i>El Paso, TX</i>		
Southern Energy Management <i>Morrisville, NC</i>		
Product Manufacturing	ITW Food Equipment Group - North America <i>Troy, OH</i>	Commercial Appliances
	Bosch Home Appliances <i>Huntington Beach, CA</i>	Home Appliances
	MaxLite <i>Fairfield, NJ</i>	
	Satco Products, Inc. featuring Nuvo Lighting <i>Brentwood, NY</i>	Home Lighting
	Technical Consumer Products, Inc. <i>Aurora, OH</i>	
Program Delivery	Northwest Energy Efficiency Alliance <i>Portland, OR</i>	Appliance and Lighting
	Energy Trust of Oregon, Inc. <i>Portland, OR</i>	
	Puget Sound Energy <i>Bellevue, WA</i>	Appliance and Lighting/New Homes

Partner of the Year (continued)		
Program Delivery	APS (Arizona Public Service) <i>Phoenix, AZ</i> Colorado Governor's Energy Office <i>Denver, CO</i> The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR <i>Massachusetts</i>	New Homes
	Rocky Mountain Power, a Division of PacifiCorp <i>Salt Lake City, UT</i> Xcel Energy <i>Minneapolis, MN</i>	
	NJBPU, New Jersey's Clean Energy Program <i>Newark, NJ</i>	New Homes/Home Retrofits/Products
Retail	Lowe's Companies, Inc. <i>Mooresville, NC</i>	National
Service and Product Providers	Energy Education <i>Dallas, TX</i>	Commercial Energy Service
	Servidyne <i>Atlanta, GA</i>	
Excellence in ENERGY STAR Promotion		
Energy Management	CoStar Group, Inc. <i>Bethesda, MD</i>	Commercial Real Estate
New Home Construction	Actus Lend Lease <i>Nashville, TN</i>	New Home Builder
	Ivey Residential, LLC <i>Augusta, GA</i>	
	KB Home <i>Los Angeles, CA</i>	
Program Delivery	Georgia Power <i>Atlanta, GA</i>	Appliance and Lighting
	Maryland Energy Administration <i>Annapolis, MD</i>	Home Retrofits/Products
Retail	Nationwide Marketing Group <i>Winston-Salem, NC</i>	Selling Organization for Independent Dealers
Excellence in other ENERGY STAR Areas		
Affordable Housing	City of Topeka, Housing & Neighborhood Development <i>Topeka, KS</i>	Government
	Ithaca Housing Authority <i>Ithaca, NY</i>	
	Blue Hills Community Services <i>Kansas City, MO</i>	Non-Profit
	Nashville Area Habitat for Humanity <i>Nashville, TN</i> Vietnamese American Initiative for Development, Inc. <i>Dorchester, MA</i>	
Electronics and Appliance Retail	Best Buy Co., Inc. <i>Richfield, MN</i>	Retail
Home Improvement Retail	Menards <i>Eau Claire, WI</i>	Retail
Lighting Retail	Seattle Lighting and DestinationLighting.com <i>Seattle, WA</i>	Lighting Showroom
Product Labeling	Energy Kinetics, Inc. <i>Lebanon, NJ</i>	Boilers
	Samsung Electronics Co., Ltd. <i>Suwon, South Korea</i>	Home Appliances and Electronics

## Award Winner Profiles

### SUSTAINED EXCELLENCE—ENERGY MANAGEMENT

# 3M

**3M**

St. Paul, Minnesota

3M is a **diversified technology company** that produces more than 55,000 products across several business segments and operates in **more than 60 countries** around the world. This is the fifth time 3M has received ENERGY STAR Sustained Excellence recognition. The award honors the company's continuing growth in energy management and its commitment to the environment and global community. Key accomplishments include:

- **Improving energy efficiency by 5.6 percent** in 2008, **saving \$12.6 million last year** and more than **\$100 million since 1990**.
- Increasing assistance to its top 20 energy-using plants to help meet their energy goals; these plants reduced energy use intensity by 1.8 percent in 2008.
- Demonstrating the importance of energy management globally by **increasing the number of energy projects initiated in 2008 by 11 percent**.
- Integrating 17 new facilities into the energy management program.
- Establishing the new 3M Renewable Energy Division to support advancements in renewable energy markets and continuing the company's Alternative Energy Working Group to champion greater use of alternative energy in 3M operations.
- Reducing customers' greenhouse gas emissions by making energy-saving technologies accessible around the world at greater volume and reduced costs.



**CALPORTLAND™**

**CalPortland Company**

Glendora, California

CalPortland Company is a major **supplier of cement, concrete, concrete products, aggregates, and asphalt** in the **western U.S.** CalPortland is receiving ENERGY STAR recognition for continuing to surpass its own high standards for corporate energy management through new initiatives and a continually evolving energy management strategy. This is the third time CalPortland has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Reducing energy use intensity by 6.5 percent** in 2008 and saving the company approximately \$3 million.
- Installing eight 3 MW wind turbines, lowering the electricity need of its Mojave cement plant by generating more than 25 million kWh of clean power.
- Working through its energy value chain to improve the energy footprint of its products by ensuring suppliers provide the most energy-efficient equipment.
- Creating a new full-time corporate engineering position, titled Reliability Engineer, who visits plant facilities in an effort to optimize maintenance procedures and improve reliability.
- Enhancing the quality of plant energy assessments by including experts from specialized areas, such as cement processes and chemistry.
- Communicating the value of energy efficiency and ENERGY STAR, along with the company's energy program, to its industry, local communities, and schools.
- Growing energy management system in tandem with company growth, keeping pace with doubled operation size.
- **Participating in the ENERGY STAR Cement Manufacturing Focus** and ranking cement plants using EPA's energy performance indicator for Cement Manufacturing on a regular basis.
- Hosting instructional plant tours for the Chinese cement industry, helping to ensure energy-efficient practices take root throughout the industry.
- Participating in EPA's Climate Leaders program.





**Food Lion, LLC**  
Salisbury, North Carolina

Food Lion, LLC is a leading **regional supermarket** chain with more than 1,300 stores in the **Southeast and Mid-Atlantic states**. Food Lion is receiving ENERGY STAR recognition for its exceptional success in integrating energy efficiency and environmental protection as key strategies in the company's management approach. This is the sixth time Food Lion has received ENERGY STAR Sustained Excellence recognition, having received this award every year since 2004. Key accomplishments include:

- **Improving energy efficiency by almost 30 percent** since 2000, despite an increase in the total number of stores.
- **Earning the ENERGY STAR for an unprecedented 800 stores**, making Food Lion the owner of the largest number of ENERGY STAR qualified facilities.
- **Saving more than \$1.1 million and 45 billion Btu** across its portfolio in 2008 alone.



**Ford Motor Company**  
Dearborn, Michigan

Ford Motor Company is a recognized leader in the **global automobile industry**, manufacturing and distributing vehicles across six continents. The company is receiving ENERGY STAR recognition for continuing to expand energy management by replicating successful best practices, including many areas not extensively addressed by manufacturers. This is the second time Ford has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Improving energy efficiency by 4.4 percent and saving \$15.5 million** in 2008, despite weakened consumer demand for automobiles; this improvement essentially offset the effect of increased energy prices and brought the company's total **energy efficiency gains to 34 percent since 2000**.
- **Expanding the coverage and reach of its energy management system** to include manufacturing, corporate, data centers, warehousing, key suppliers, and research and development.
- Employing the company's Utility Metering and Monitoring

- Decreasing energy consumption by 4 percent in 2008 across 500 stores that participated in demand control and peak load reduction programs.
- Developing user-friendly monthly reports that detail each store's energy use and capital costs to help employees identify and audit stores that consume high amounts of energy.
- Initiating an energy mentoring program with affiliated chains to promote energy management best practices.
- Communicating its commitment to energy management and environmental protection to customers and employees by displaying stickers on the doors of every store promoting the company's partnership with ENERGY STAR and EPA's Green Chill program.
- Reducing the price of compact fluorescent light (CFL) bulbs during October to celebrate Energy Awareness Month.

System to track electricity and natural gas consumption for all plants and minimize energy use during extended production down periods.

- Focusing on core business by creating efficiencies in production, including a new method of preparing bare sheet metal for prime coatings, replicating the 3-wet painting process, and the Fumes-to-Fuel abatement system, all of which reduced the cost of manufacturing motor vehicles.
- Rolling out the **Ford ENERGY STAR Challenge** with a goal of improving energy efficiency in its Research and Engineering Center by 10 percent; teams achieved 3.9 percent of the goal in 2008.
- Increasing the frequency of plant energy assessments and utilizing EPA's energy performance indicator for Motor Vehicle Manufacturing on a monthly basis to make decisions about plant improvements.
- Extending energy programs to operations in Canada, Mexico, Asia Pacific, and South America.



## Giant Eagle Incorporated

Pittsburgh, Pennsylvania

Giant Eagle Incorporated is **one of the nation's largest food retailers and distributors** with approximately \$8 billion in annual sales. The company is receiving ENERGY STAR recognition for achieving significant environmental benefits and financial savings year after year. This is the fourth time Giant Eagle has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Improving energy efficiency by 3 percent** from 2007 to 2008, for a total improvement of **13 percent since 2003**.
- Developing projects that achieved significant savings, including: 10 percent store wide savings from power monitoring; 85 percent HVAC savings from variable speed fan drives; 62 percent lighting savings from high-efficiency fluorescent lighting; and 10 percent refrigeration savings from variable capacity systems.
- Automating the monthly energy benchmarking of its stores in EPA's Portfolio Manager to identify stores for retrofits and communicate store energy performance to store-level and senior management.
- Participating as a **pledge driver in the Change the World, Start with ENERGY STAR campaign**; as of early 2009, customers had pledged to reduce greenhouse gas emissions by more than 2,400,000 lbs., surpassing the company's goal by more than 450 percent.
- Communicating energy management goals and results to stakeholders and 32,000 corporate team members.



A WORLD-CLASS EDUCATION  
• FOR ALL STUDENTS •

## Gresham-Barlow School District

Gresham, Oregon

Gresham-Barlow School District is one of the largest **school districts** in **Oregon**, serving approximately 12,000 students across 11 elementary schools, five middle schools, and three high schools while representing approximately 1,685,000 square feet of space. Gresham-Barlow School District is receiving ENERGY STAR recognition for successfully growing and expanding its Resource Conservation Management program. The school district has been recognized as an ENERGY STAR Partner of the Year twice, and is receiving ENERGY STAR Sustained Excellence recognition for the first time this year. Key accomplishments include:

- Being the **first organization to be recognized by EPA for achieving 30 percent savings across its entire portfolio of buildings**, and **increasing these savings to more than 48 percent during the 2007-2008 school year**.
- Earning recognition from EPA as an **ENERGY STAR Leader and Top Performer**.
- Earning the ENERGY STAR for 18 of its 19 schools and maintaining this high performance throughout 2008.
- Involving maintenance staff, teachers, principals, students, parents, and the community in energy management efforts by partnering with the Gresham Chamber of Commerce to promote its energy management model to the surrounding community, and partnering with JC Penney stores to recognize students' good energy behaviors.

# Hines

## Hines

Houston, Texas

Hines is a privately owned, **international real estate firm** that manages properties representing more than 120 million square feet. For more than a decade, Hines has successfully partnered with ENERGY STAR to promote energy efficiency and lower operating costs. Hines is receiving ENERGY STAR recognition for its integrated approach to energy management that crosses all of the firm's services and units. This is the second time Hines has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Increasing the number of ENERGY STAR qualified buildings managed by Hines by more than 60 in 2008, for a total of 130; these buildings save more than \$103 million** in energy costs annually.
- Benchmarking over 80 percent of Hines-managed properties using EPA's Portfolio Manager.

- Establishing a Sustainability Task Force charged with developing strategic sustainability goals, recommendations, and policies for consideration by Hines' Executive Committee.
- Integrating ENERGY STAR into the company's design and construction process and achieving **Designed to Earn the ENERGY STAR for nine buildings** comprising over 5 million square feet.
- Establishing HinesGO® (Hines GREEN OFFICE®) in 2008—an internal, worldwide, voluntary program to enhance the sustainable features and operations of its own office space, which complements EPA's outreach effort, Bring Your Green to Work with ENERGY STAR.
- Expanding its Best Practices in Operations & Engineering program, rewarding and recognizing employees who submit innovative energy efficiency ideas.



**Every Day Matters™**  
jcp.com

## J. C. Penney Company, Inc.

Plano, Texas

J. C. Penney Company, Inc. is **one of America's leading retailers** with more than 1,100 stores. The company is receiving ENERGY STAR recognition for weaving energy management into its corporate culture and making energy performance information accessible across the company. JC Penney has been recognized as an ENERGY STAR Partner of the Year twice, and is receiving Sustained Excellence recognition for the first time this year. Key accomplishments include:

- **Earning the ENERGY STAR for 37 retail stores** in 2008 after becoming the first retailer to earn the ENERGY STAR when the label became available for retail stores in 2007.
- Implementing a corporate policy to build all new stores to achieve Designed to Earn the ENERGY STAR.

- Completing a 5-year project in which more than 800 stores received new or updated energy management systems, **resulting in energy savings of almost 6 percent.**
- Providing district and store managers with their monthly energy performance ratings and focusing on performance improvement.
- Implementing lighting retrofits in 74 stores in 2008, for a total of more than 240 stores since 2007.
- **Expanding its Advanced Energy Management pilot program** after realizing **savings of 15 percent** in 10 trial stores.
- Supporting EPA's Change the World, Start with ENERGY STAR Campaign Event Tour by providing furnishings for the Home Exhibit.



**Marriott International, Inc.**  
Washington, District of Columbia

Marriott International, Inc. is a leading **lodging company** with 3,000 properties located nationwide and in **67 countries and territories**. The company is receiving ENERGY STAR recognition for its continued leadership in superior energy management and its proven dedication to protecting the environment. This is the third time Marriott has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Earning the ENERGY STAR at 75 U.S. properties in 2008 for a total of 275 properties**, more than any other hospitality company.
- **Reducing greenhouse gas emissions by 3 percent per available room**, putting Marriott one step closer to its goal of achieving a 6 percent reduction per available room by 2010 under EPA's Climate Leaders program.
- **Realizing savings of \$1.3 million in 2008** as a result of ongoing energy management techniques.
- Launching an aggressive plan to reduce energy and water consumption at managed properties by 25 percent over the next 10 years, compared with the year 2000.
- Meeting a long-term goal of benchmarking the energy performance of all domestic-managed properties using EPA's Portfolio Manager.
- Continuing to develop its industry-leading Marriott Retro-commissioning (MRCX) program, a comprehensive evaluation process to help properties assess building systems and determine a strategic plan for achieving peak operational performance.
- Updating standard operating procedures for energy management on a continuous basis to reflect the best practices that Marriott has identified over the years.
- Working with the American Hotel & Lodging Association to define guidelines for "green" hotels and expanding opportunities for guests to become involved in Marriott's environmental initiatives.



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

Merck & Co., Inc. is a **global, research-driven pharmaceutical company** known for vaccines and medicines. The company is receiving ENERGY STAR recognition for its dedication to finding new ways to improve energy performance. Merck & Co. has been recognized twice as an ENERGY STAR Partner of the Year and is receiving Sustained Excellence recognition for the second time this year. Key accomplishments include:

- **Increasing energy efficiency by 4.4 percent** in 2008 at U.S. sites, compared to 2007, primarily resulting from the use of retrocommissioning studies and assessments of laboratory ventilation.
- **Reducing energy use intensity worldwide by 29 percent**, exceeding its energy reduction goal of 25 percent compared to a 2004 baseline.
- Elevating and reorganizing the central energy management group into the Energy Center of Expertise, which is focused on reducing the company's global environmental footprint.
- Enhancing the company's energy management tools by significantly improving the ability to track, manage, and compare energy data across the entire corporation.
- Undertaking the challenging task of reducing the energy requirements for laboratory ventilation by coordinating extensively across its research sites, conducting detailed technical analyses, and training and engaging company scientists.
- Participating in EPA's Climate Leaders program.



# PEPSICO



## PepsiCo, Inc.

Purchase, New York

PepsiCo, Inc. is a **world leader** in the **convenience food and beverage** markets and is committed to minimizing the impact of its business on the environment through energy management efforts. PepsiCo is receiving ENERGY STAR recognition for successfully managing energy as part of the corporation's long-term business and environmental strategies. This is the second time PepsiCo has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Improving energy use intensity by 30 percent over the past 10 years, and saving over \$90 million in 2008 by reducing absolute energy use almost 1 percent over the previous year.**
- **Promoting energy management and the ENERGY STAR program through the Resource Conservation Outreach Program**, which educates suppliers and encourages them to implement energy management practices.

- Designing a new plant which will run almost entirely on renewable fuels and recycled water.
- Maintaining an energy management system through which plants are required to develop annual action plans that deliver 150 percent of the annual savings needed to meet goals.
- Investing in facility improvements, including installing the largest rooftop solar array in Arizona, upgrading oven energy performance, and constructing a combined heat and power facility.
- Communicating the importance of energy efficiency and ENERGY STAR at annual events, such as the company's Sustainability Summit and EcoFair, which reach both suppliers and employees.

PepsiCo is also an EPA Climate Leaders Partner and, as part of EPA's Green Power Partnership, is recognized as one of the largest green power purchasers in the country.

# PROVIDENCE Health & Services

## Providence Health & Services

Renton, Washington

Providence Health & Services (PH&S) is a **non-profit Catholic health care ministry** of more than 230 healthcare facilities that treat patients in communities **from Alaska to California**. More than 10 years ago, PH&S took on the challenge of reducing emissions and saving energy as a way to uphold the organization's holistic approach to healing both the patient and planet. PH&S is receiving ENERGY STAR recognition for promoting environmental stewardship as a core value and continuing to improve energy efficiency. This is the third time PH&S has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing system-wide energy use by 5.7 percent in 2008, even as the square footage of its facilities increased by 17.4 percent.**

- **Saving over \$13 million** since a formal energy office was established in 2004.
- **Earning the ENERGY STAR for eight facilities** in 2008 across four states for a **total of 12**—more than any other healthcare system in the U.S.
- Promoting employee awareness of energy efficiency by launching a new energy and sustainability Intranet site. The site hosts facility reports, trends, energy performance ratings for financial and construction managers, sustainability news, energy saving tips, and links to ENERGY STAR campaigns.



# Raytheon

**Raytheon Company**  
Waltham, Massachusetts

Raytheon Company is a **technology and innovation leader specializing in defense, homeland security, and other government markets throughout the world**. As a mission-driven organization, Raytheon's Enterprise Energy Team (EET) is focused on the improvement of the company's energy performance. Raytheon is receiving ENERGY STAR recognition for its robust corporate-wide energy program, which continues to improve energy performance while motivating employees to get involved. This is the second time Raytheon has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Reducing energy use intensity by 5.3 percent** in 2008, equivalent to 84 billion Btu and \$20 million in annual revenue; the company has **improved its energy performance by 33 percent since 2002**.
- **Communicating energy efficiency effectively to its 73,000 employees** through its successful Energy Citizen campaign, in which employees are encouraged to practice energy efficiency at work and home. More than 21,000 people were involved in the 2008 campaign, representing more than a quarter of the Raytheon workforce.
- Refining its energy program by issuing a new energy policy

and purchasing alternative energy sources to reduce greenhouse gas emissions.

- Expanding its network of cross-functional, regional energy team members, known as Energy Champions, to 2,000 members.
- Engaging its suppliers and vendors to develop robust energy programs and join partnerships such as ENERGY STAR and Climate Leaders.
- Supporting the ENERGY STAR program by sharing best practices and strategies.
- **Mentoring other ENERGY STAR partners** to assist them in developing and improving their own energy management programs.

Raytheon also participates in EPA's Climate Leaders program, where it has achieved a 38 percent reduction in greenhouse gas emissions (per dollar revenue) through 2008. Raytheon exceeded its 33 percent target one year earlier than committed to through the Climate Leaders program and plans on announcing a new greenhouse gas reduction goal in 2009.



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

A world-renowned **automaker**, Toyota Motor Engineering and Manufacturing North America, Inc. is the **North American** manufacturing headquarters for Toyota automobiles. Founded on the principles of continuous improvement and respect for people, Toyota is receiving ENERGY STAR recognition for continuing to enhance its energy management systems and sharing its expertise with other manufacturers. This is the fifth time Toyota has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- **Reducing energy use by 7.2 percent** on an absolute basis compared to the previous year, despite the 2008 market conditions that caused automobile producers to idle manufacturing capacity.
- Developing a transformative supplier program to teach businesses how to conduct plant energy-savings assessments known as "Treasure Hunts" and how to secure management support for project implementation. The first training session identified 95 energy-reduction opportunities for these companies.

- Continuing to identify new methods for reducing the energy requirements of its manufacturing processes, such as optimizing paint booth conditions.
- Adapting EPA's energy performance indicator (EPI) for Motor Vehicle Manufacturing so that North American and Japanese assembly plants can be evaluated together in a common system.
- **Earning the ENERGY STAR for four of its assembly plants** using EPA's newly revised EPI for these facility types.
- **Sharing its systems, best practices, strategies, and management techniques with other ENERGY STAR partners**, including medium-size companies in need of basic technical assistance, as well as local schools and organizations.
- Maintaining the Toyota Earth Charter, which supports the potential use of renewable energy in its North American facilities.



## TRANSWESTERN

Houston, Texas

Transwestern, a leading **commercial real estate services and development firm**, manages more than 43 million square feet of commercial real estate **nationwide**. The company is receiving ENERGY STAR recognition for making substantial improvements to its managed portfolio's energy performance, while leading the industry through example, innovation, and sustained top-level commitment. Transwestern has received ENERGY STAR recognition six times, and is receiving ENERGY STAR Sustained Excellence recognition for the fourth time this year. Key accomplishments include:

- **Increasing the average energy performance rating to 78** across its portfolio of almost 300 properties and 56 million square feet, **a two-point improvement** over 2007.
- Having 145 buildings qualify for the ENERGY STAR to date.
- **Improving energy performance by an average of 20 percent across its portfolio of buildings**, which translates to a potential increase in client asset value of approximately \$350 million.
- Investing over \$56.2 million in energy efficiency upgrades.

- Hosting lighting seminars and distributing 40,000 CFLs, along with various educational materials, to building tenants.
- Increasing its commitment to sustainability in the face of tough economic times by adding sustainability team members, holding leadership roles in industry associations focusing on environmental issues, and authoring articles that promote energy-efficient products and practices.
- Maintaining 100 percent benchmarking on all eligible properties in its office portfolio each year and communicating each building's score to its tenants.
- Providing ongoing training to its 1,500 team members, educating its 10,000 tenants, and working with vendors to align their practices with Transwestern's programs.



USAA Real Estate Company

## USAA Real Estate Company

San Antonio, Texas

USAA Real Estate Company **owns and manages** more than \$5 billion in **real estate assets across 26 states**. As a key industry leader, USAA Real Estate Company is receiving ENERGY STAR recognition for its proven commitment to superior energy management. USAA has received ENERGY STAR recognition seven times, and is receiving ENERGY STAR Sustained Excellence recognition for the fifth time this year. Key accomplishments include:

- **Reducing average source energy intensity by 4 percent (net) and average site energy use intensity by 6.3 percent (net)** over 2007 levels.
- **Saving over \$2.5 million in energy costs** in 2008, which translates to a potential increase in asset value of \$36 million.

- **Increasing the average energy performance rating across its portfolio of buildings from 48 in 2000 to 82 in 2008**, thus reducing consumption by more than 25 percent and saving almost \$12 million in energy costs.
- Maintaining USAA's 4.4 million-square-foot corporate headquarters as ENERGY STAR qualified, the largest structure to earn the ENERGY STAR as of January 2009.
- Developing and testing a "continuous commissioning" preventative maintenance platform that yielded a 22-percent improvement in the EPA rating of the test building.
- Collaborating with the Building Owners and Managers Association International and the Clinton Climate Initiative to create and pilot an industry-standard energy performance contracting model.

**SUSTAINED EXCELLENCE—NEW HOME BUILDING**
**Anderson/Vanguard Homes**  
 Cary, North Carolina

Anderson/Vanguard Homes, a **home builder** based near **Raleigh-Durham, NC**, has been an ENERGY STAR partner since 2004. Anderson/Vanguard Homes is receiving ENERGY STAR recognition for its outstanding dedication and commitment to building and promoting **ENERGY STAR qualified homes**. Key accomplishments of this company include:

- **Building 100 percent of its new homes ENERGY STAR.**
- **Constructing an innovative “Concept Home,”** an educational and promotional house that **features elements of EPA’s ENERGY STAR and WaterSense programs.** The house allows homebuyers to learn about energy efficiency and savings by viewing the elements at work.
- Increasing awareness of ENERGY STAR qualified homes in the eastern part of the state by extensively marketing their financial and environmental benefits through billboards, signage, radio, and print advertisements.
- **Training its sales agents on the benefits of ENERGY STAR** at energy efficiency classes and seminars led by GreenPros.


**Winton/Flair Custom Homes**  
 El Paso, Texas

Winton/Flair Custom Homes is a custom **home builder in El Paso, TX, and southern New Mexico**, building 100 percent of its homes ENERGY STAR. A partner since 2004, this is the first time Winton/Flair has received ENERGY STAR Sustained Excellence recognition for making significant contributions to the growth of ENERGY STAR qualified homes in its region. Key accomplishments of this company include:

- Expanding into the affordable housing market with a new building company, ACCENT Homes, which experienced sales growth in 2008.
- Raising consumer awareness of the ENERGY STAR program by holding **ENERGY STAR Treasure Tours of Homes**, attracting more than 4,000 people.
- Displaying the ENERGY STAR logo extensively on road signs, company vehicles, letterhead, the company Web site, as well as in magazines, flyers, city bus ads, shopping center kiosks, and sales contracts.
- **Educating nearly 600 realtors and in-house sales agents** on the ENERGY STAR program through regular sales meetings and realtor training sessions.

## SUSTAINED EXCELLENCE—PRODUCT MANUFACTURER



# Consumer & Industrial

## GE Consumer & Industrial Louisville, Kentucky

GE Consumer & Industrial is a **global business and industry leader in major appliances, lighting, and integrated industrial systems**. GE is being honored for the fourth time with ENERGY STAR Sustained Excellence recognition for demonstrating exceptional leadership in the ENERGY STAR program, as well as for its commitment to developing innovative technologies and national marketing initiatives. Key accomplishments include:

- Increasing its focus on both ENERGY STAR qualified appliances and CFLs in conjunction with the company's ecomagination<sup>SM</sup> initiative.
- **Expanding the availability of smaller "T2," Day Light, Dimmable, Sunshine, and Instant-On lamps.**
- **Investing significant resources in the development of new energy-efficient appliances**, such as innovative ENERGY STAR qualified water heaters and front-loading clothes washers.
- Demonstrating leadership in the ENERGY STAR appliance and lighting promotions by supporting multiple product campaigns.
- Generating more consumer awareness for ENERGY STAR products by integrating ENERGY STAR messaging into ecomagination materials and also strengthening the ENERGY STAR content on GE's Web site.



## Gorell Enterprises, Inc. Indiana, Pennsylvania

Gorell Enterprises, Inc. has evidenced its dedication to energy efficiency in **windows manufacturing** during the company's 15 years in business. This is the fourth time Gorell Enterprises has received ENERGY STAR Sustained Excellence recognition, and this award honors its long-standing commitment to promoting ENERGY STAR qualified windows **nationwide**. Key achievements include:

- **Increasing ENERGY STAR qualified sales by 1.1 percent** over last year's already impressive ENERGY STAR qualified sales of more than 94 percent.
- Bringing in over 47 percent more new sales than in 2007, despite a year fraught with adverse economic conditions.
- **Signing on a record 29.3 percent more dealers and distributors in 2008** than in the previous year, bringing the total to 500.
- Offering up to \$20,000 worth of Gorell ENERGY STAR qualified windows through the "Go Green with ENERGY STAR Qualified Windows Sweepstakes."
- Including ENERGY STAR on the company's Web site and in marketing materials.



## OSRAM SYLVANIA

Danvers, Massachusetts

OSRAM SYLVANIA is a **worldwide** leader in **manufacturing energy-efficient lighting sources and systems**. This is the fourth time Sylvania has received ENERGY STAR Sustained Excellence recognition. The award honors its outstanding commitment to promoting ENERGY STAR qualified products. Key accomplishments include:

- Leading the development of compact fluorescent technology, **expanding its line of micro-mini products** using T2 technology, and making impressive reductions in the mercury content of CFLs.
- Demonstrating the depth of its dedication to the ENERGY STAR partnership by participating in the 2008 **Change the**

**World, Start with ENERGY STAR campaign**, including **sponsoring two out of six campaign tour events**.

- Incorporating ENERGY STAR into numerous internal training sessions.
- Highlighting ENERGY STAR in educational and promotional materials both on the Web and through traditional media.
- Working with other ENERGY STAR partners in cooperative promotions around the country.



## Pella Corporation

Pella, Iowa

The Pella Corporation is a family-owned company known for its 84-year history of innovation in **designing and manufacturing energy-efficient windows and doors**. Pella received ENERGY STAR Sustained Excellence recognition for the first time this year. The award recognizes Pella's commitment to promoting the ENERGY STAR program **nationwide** by incorporating new technologies and practicing environmental stewardship. Key achievements include:

- Promoting ENERGY STAR through labeling, training, sales and marketing, trade shows and exhibits, public relations

extensions, and consumer/end-user education efforts—all **equivalent to more than one billion impressions** in 2008.

- **Training 1,000 installers and 10,000 Pella Sales and Showroom personnel and national retail sales associates** on ENERGY STAR.
- Creating numerous innovations in product design, with virtually every Pella product able to be upgraded to ENERGY STAR qualified in most areas of the country.





**ProVia Door, Inc.**  
Sugar creek, Ohio

For the past four years, ProVia Door, Inc. has received ENERGY STAR recognition for its commitment to energy efficiency in **manufacturing doors**. For its outstanding commitment, ProVia Door is receiving the Sustained Excellence award for the second year in a row. Key accomplishments in 2008 include:

- Revising the company's **product catalog to feature only ENERGY STAR qualified products** that meet compliance regulations in nearly all climate zones.

- Increasing ENERGY STAR visibility in product offerings by **doubling the number of products featuring the new ENERGY STAR display unit label**.
- Educating homeowners by distributing 240,000 pieces of point of purchase literature—doubling the amount of distributed literature featuring ENERGY STAR messaging over the previous year.
- Reducing paint-system volatile organic compound emissions by 5 percent.



**sea gull lighting**®

**Sea Gull Lighting Products LLC**  
Riverside, New Jersey

Celebrating its 90th year in business, Sea Gull Lighting has evolved from a specialty lighting store in Philadelphia to become one of the oldest and best-known names in **residential lighting**. The company sees a bright future in energy efficiency, embracing market changes while crafting its direction with technology, design and environmental stewardship. As an ENERGY STAR Sustained Excellence Award Winner, Sea Gull Lighting embraces a company-wide philosophy that promotion of ENERGY STAR qualified lighting requires education, training, marketing support, and enthusiasm. Key accomplishments include:

- **Developing 24 new indoor and outdoor ENERGY STAR qualified fixture families.**
- Training Sea Gull Lighting sales associates and market actors on the benefits of ENERGY STAR through national sales meetings, local one-on-one training seminars, and Webinars.

- Promoting the **ENERGY STAR Advanced Lighting Package** to builders seeking a marketing edge to differentiate their homes from their competitors'. In 2008, Sea Gull Lighting worked with builders to **install more than 1,200 Packages**.
- Proactively seeking out opportunities to support utility program efforts to improve residential lighting efficiency.
- Boosting awareness of ENERGY STAR qualified products through a separate energy-efficient products catalog which explains the benefits of ENERGY STAR.

Year after year, Sea Gull Lighting demonstrates a strong commitment to reducing greenhouse gas emissions through the promotion of energy-efficient light fixtures.



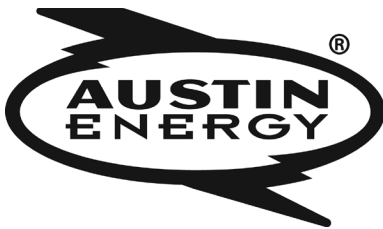
## Whirlpool Corporation Benton Harbor, Michigan

Whirlpool Corporation, a leading **manufacturer and marketer of major home appliances**, has grown to 70,000 employees and maintains 69 manufacturing and technology research centers **around the world**. Whirlpool's commitment to ENERGY STAR and energy and water conservation is evident throughout the company's operations, as Whirlpool continuously promotes the benefits of ENERGY STAR to its trade partners, employees, and consumers. An active ENERGY STAR partner since 1998, Whirlpool is receiving the Sustained Excellence award for the fourth year in a row. Key accomplishments include:

- Supporting the **2008 ENERGY STAR Recycle My Old Fridge** campaign through partnerships with Whirlpool's Gladiator GarageWorks brand.

- **Developing ENERGY STAR-themed national promotions**, which were featured in Whirlpool's Resource Innovations newsletter and on the ENERGY STAR Special Deals Finder.
- **Offering a full line of appliances that meet ENERGY STAR criteria** and are sold across the nation under various high-profile brand names including Whirlpool, Maytag, Kenmore, KitchenAid, Amana, Gladiator, and others.
- Demonstrating leadership in community outreach and education, evidenced by Whirlpool's support for Habitat for Humanity events, and through their regular donation of ENERGY STAR qualified appliances.

## SUSTAINED EXCELLENCE—PROGRAM DELIVERY



## Austin Energy Austin, Texas

Austin Energy is a forward-thinking **electric utility** serving **Austin, TX**. This is the third time Austin Energy has received ENERGY STAR Sustained Excellence recognition for its long-standing sponsorship of Home Performance with ENERGY STAR in the local market. Key accomplishments include:

- Exceeding its 2008 goals by completing **more than 2,000 whole-home retrofits**.
- **Saving more than 4.3 MW of energy** and preventing nearly 6,000 pounds of carbon dioxide through the Austin Energy loan program.
- Collaborating with Texas Gas Service and Austin Water to market the benefits of Home Performance with ENERGY STAR to more than 310,000 homeowners.
- Enrolling and training nine new companies to deliver comprehensive home improvement services, growing from 78 to 87 participating companies.



## Building Owners and Managers Association (BOMA) International Washington, District of Columbia

Building Owners and Managers Association (BOMA) International, a leading **trade association in the commercial real estate industry**, represents nearly 18,000 members who collectively own or manage **80 percent of the U.S. commercial real estate market**. BOMA is receiving ENERGY STAR recognition for expanding and improving the successful BOMA Energy Efficiency Program (BEEP), which delivers innovative operational excellence training and resources to industry professionals. BOMA has received ENERGY STAR recognition twice, and is receiving ENERGY STAR Sustained Excellence recognition for the first time this year. Key accomplishments include:

- **Training nearly 14,000 industry practitioners**, including approximately **5,000 professionals in 2008**, on strategies for improving energy efficiency and using EPA's Portfolio Manager.
- Encouraging members to benchmark and share the energy performance of their buildings with the BOMA BEEP master account; to date, **more than 440 member buildings have been benchmarked**, totaling **almost 160 million square feet** and achieving a portfolio-wide **average energy performance rating of 80**.
- Calling on members to use BEEP as a key resource in supporting the BOMA 7-Point Challenge to achieve a 30-percent improvement in energy efficiency by 2012; more than 100 organizations representing 2 billion square feet have endorsed the 7-Point Challenge.
- Releasing, in partnership with the Clinton Climate Initiative, the BOMA Energy Performance Contract Model, a business model for performing energy retrofits to improve existing buildings' financial and environmental performance.



## CenterPoint Energy Houston, Texas

CenterPoint Energy is an **electric transmission and distribution utility** serving the **Houston metropolitan area**. This is the fourth time that CenterPoint Energy has received ENERGY STAR Sustained Excellence recognition for its long-standing commitment to promoting ENERGY STAR in residential new construction. Key accomplishments of this company include:

- Expanding the ENERGY STAR Homes Program throughout its service territory by **increasing the number of ENERGY STAR builder partners for a total of 38 builders**, and strengthening its relationship with the Home Energy Rating System (HERS) rating community and homebuilder's association through customized sales training, builder outreach, and highly visible advertising campaigns.
- Incentivizing the **construction of 12,000 ENERGY STAR qualified homes** in 2008, nearly matching the record set in 2007, despite the market downturn.
- **Saving a total of 20 MW** in 2008, surpassing its program-wide savings goal of 13 MW, and earning greater energy savings per home than in 2007.

# nationalgrid

The power of action.™

## National Grid

Waltham, Massachusetts

National Grid is an **energy delivery company** serving **Massachusetts, New Hampshire, New York, and Rhode Island**. This is first time National Grid has received ENERGY STAR Sustained Excellence recognition. The award honors its long-standing commitment to energy efficiency demonstrated across a wide range of programs, including ENERGY STAR New Home Construction, Home Performance with ENERGY STAR for home retrofits, and the Whole Building Assessment Initiative for commercial building upgrades. Key accomplishments of this company include:

- **Saving 67 Btu of energy** through its Home Performance with ENERGY STAR program in 2008, a **27-percent increase** since 2007, and providing comprehensive **whole-house retrofits to more than 6,500 homeowners**.
- Benchmarking buildings as a key element of more than 80 comprehensive building energy studies completed through the Whole Building Assessment Initiative since 2007, for an estimated **energy savings of nearly 3 million kWh**.
- Engaging millions of consumers through education and outreach highlighting the value of the ENERGY STAR label as a guide to saving energy and money, and as an important step in the fight against global warming.
- **Securing almost 14 million media impressions** through online, television, and radio placements.
- Moving more than 1.6 million ENERGY STAR qualified lighting products and nearly 8,000 ENERGY STAR appliances through cooperative promotions with retailers; training approximately 6,000 sales associates; and placing over 75,000 point of sale materials at retail.

## NEVADA ENERGY STAR® PARTNERS

### Nevada ENERGY STAR Partners

Las Vegas, Nevada

The **Nevada ENERGY STAR Partners** is a unique **coalition of local homebuilders, home energy raters, utilities, building industry suppliers, and local press**. This is the fifth time this partner coalition has received ENERGY STAR Sustained Excellence recognition. The award honors their outstanding commitment to and success in promoting ENERGY STAR qualified new homes in the greater Las Vegas market. Key accomplishments of the Nevada ENERGY STAR Partners include:

- **Increasing consumer awareness** of the ENERGY STAR brand in the Las Vegas market to **90 percent**.
- Marketing a 3-month awareness-building campaign stressing the importance of energy efficiency as the first step to “going green” with the theme “ENERGY STAR—Your Green Foundation.”
- **Recruiting nearly 35 partners** to actively participate in the 2008 campaign and continuing to strengthen the value of the partnership, despite a significant downturn in the Nevada housing market.
- Leveraging long-term relationships with local newspapers and radio stations to generate campaign sponsorships of more than \$100,000.



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

New York State Energy Research and Development Authority (NYSERDA), a **public benefit corporation**, is being recognized for its continued excellence and leadership in delivering energy efficiency across many sectors of the **New York** economy. Each year, NYSERDA sets and meets higher goals for its portfolio of energy efficiency programs, and 2008 was no exception, with NYSERDA achieving energy savings of 640,000 MWh of electricity and more than 1.7 million Btu of fossil fuels. This is the fourth time that NYSERDA has received ENERGY STAR Sustained Excellence recognition. Key accomplishments in 2008 include:

- Expanding NYSERDA's network of ENERGY STAR home builder and Home Energy Rater partners in New York to more than 600 participants.
- **Constructing more than 1,900 ENERGY STAR qualified new homes** in 2008 for a reduction of nearly \$1.8 million in energy costs and savings of more than 3 million kWh of electricity and over 163 million Btu of fossil fuels.
- Reaching a **market penetration of 20 percent for single-family ENERGY STAR qualified new home construction** in the New York area.
- Completing more than 4,000 whole-house retrofit projects through the Home Performance with ENERGY STAR program, providing significant cost savings to homeowners.
- Benchmarking 90 million square feet of commercial office space through combined commercial real estate initiatives.
- **Helping seven school districts earn the ENERGY STAR for 67 buildings, as well as 12 Leaders Awards.**
- Encouraging nearly 11,000 New Yorkers to pledge to replace their five most frequently used bulbs to ENERGY STAR qualified CFLs, for a change out of more than 100,000 lights. This helped save more than 28 million kWh annually and \$2.6 million in annual energy bill savings, preventing more than 41 million pounds of greenhouse gas emissions.

## Northeast Energy Efficiency Partnerships, Inc.



### Northeast ENERGY STAR Products Initiative Lexington, Massachusetts

Sponsors: Cape Light Compact, Connecticut Energy Efficiency Fund, Connecticut Light & Power, Efficiency Maine, Efficiency Vermont, Long Island Power Authority (LIPA), National Grid (Massachusetts, Rhode Island), New Hampshire Electric Co-op, New Jersey's Clean Energy Program, New York State Energy Research and Development Authority (NYSEDA), NSTAR Electric, Public Service of New Hampshire, The United Illuminating Company, and Western Massachusetts Electric Company

The Northeast ENERGY STAR Products Initiative sponsors, spanning **eight states in the Northeast**, built on a foundation of excellence as they continued to move **ENERGY STAR qualified lighting and appliances** into homes.

Key accomplishments earning the Northeast ENERGY STAR Products Initiative this award include:

- Completing a comprehensive, regional advertising and public relations campaign called "Start Small, Save BIG" in tandem with the national Change the World, Start with ENERGY STAR campaign.

- Garnering **more than 50 million impressions** across the region in 2008 through radio, television, Web, and print advertising placements.
- Elevating public awareness by sponsoring community and retailer events, including **in-store educational promotions and training for more than 3,800 retailers**.
- Securing sizable increases in the percentage of available ENERGY STAR qualified lighting and appliances in stores including an increase in the share of ENERGY STAR qualified dishwashers from 48 percent in 2007 to 87 percent in 2008.
- Leveraging more than \$9 million in manufacturer and retailer discounts in 2008 to **promote the sale of approximately 9 million ENERGY STAR qualified CFLs, 100,000 ENERGY STAR qualified residential light fixtures, and more than 75,000 ENERGY STAR qualified appliances**.





## Oncor Electric Delivery Dallas, Texas

Oncor Electric Delivery is an **electric distribution and transmission business** providing power to more than 3 million homes and businesses, and operating more than 115,000 miles of transmission and distribution lines in Texas. Oncor Electric Delivery is receiving ENERGY STAR recognition for its outstanding commitment to transforming the **Dallas/Fort Worth** new homes construction market to meet strict ENERGY STAR specifications. Key accomplishments of this company include:

- Sponsoring the **construction of more than 5,000 ENERGY STAR qualified homes** in 2008, for a **total of 76,000 qualified homes**, and yielding an estimated **9 MW and 9,800 MWh of energy savings**.
- Achieving significant increases in ENERGY STAR qualified new homes in outlying markets, including Central, East, and West Texas, as well as North Austin, by recruiting experienced and qualified Home Energy Raters into these areas.
- Expanding its training and outreach by offering accredited Mandatory Continuing Education courses to real estate agents, as part of Oncor's ongoing efforts to improve the infrastructure and knowledge base of key market actors in the residential housing industry.



## Pacific Gas and Electric Company San Francisco, California

Pacific Gas and Electric Company (PG&E) is one of the nation's largest **utilities**, serving approximately 15 million customers in **northern and central California**. For more than a decade, PG&E has worked with the ENERGY STAR program to develop and implement energy management strategies, standards, and promotions to help its customers save energy and reduce greenhouse gas emissions. This is the second time PG&E has received ENERGY STAR Sustained Excellence recognition. Key 2008 achievements include:

- **Advancing its Automated Benchmarking Service** for commercial buildings by making it available to all interested customers; the company has automated the transfer of energy data for more than 1,300 buildings.
- **Reducing peak demand by 1.5 MW** through the *More than a Million* initiative, which helps organizations achieve energy savings across their fleet of buildings.
- Securing 15 additional corporate commercial customers, each with a goal of reducing peak demand by 1 MW.
- Participating in the 2008 ENERGY STAR *Recycle My Old Fridge* campaign, recycling more than 40,000 appliances and helping consumers save 23 million kWh in energy use.
- **Sponsoring a Change the World, Start with ENERGY STAR tour event in San Francisco, CA**, which resulted in more than 1,500 people taking the ENERGY STAR Pledge.
- Raising awareness of ENERGY STAR qualified homes by offering a home-buying kit, including video testimonials from ENERGY STAR homeowners, educational brochures describing energy-saving features and functions, and an easy-to-use home finder that maps out ENERGY STAR qualified new homes throughout PG&E's service territory.



An EDISON INTERNATIONAL® Company

## Southern California Edison Company

Rosemead, California

Southern California Edison (SCE) Company is one of the largest **electric utilities** in the U.S. and provides services to **central, coastal, and southern California**. SCE deploys a broad portfolio of programs that leverage the ENERGY STAR brand and promote ENERGY STAR qualified new homes, products, and practices. SCE seeks to further develop builder and retailer partnerships, school outreach and education programs, local government partnerships, and other residential retrofit programs. SCE is receiving ENERGY STAR recognition for its long-standing commitment to promoting ENERGY STAR to single family, multi-family, and low-income homeowners. SCE's innovative and large-scale communications campaigns are designed to help all of their customers understand the value of ENERGY STAR and energy efficiency. Key accomplishments in 2008 include:

- **Saving 6.4 billion kWh across SCE programs** over the last 5 years.
- Participating in the **Change the World, Start with ENERGY STAR campaign** by driving more than **100,000 individuals to take the pledge**, delivering savings of nearly 404 million kWh.
- **Constructing more than 500 ENERGY STAR qualified homes**, despite the housing market downturn.
- Customizing sales agent training for ENERGY STAR builders' sales staff, and providing tips on how to best market ENERGY STAR qualified homes in order to differentiate themselves from competitors.
- Promoting the ENERGY STAR brand and participating ENERGY STAR builders through advertising campaigns and print advertisements in a variety of publications, including *Southern California Homebuyers Guide*, *Building Industry Show Guide*, *2008 Parade of Homes Magazine*, *Green Home Builder*, and *Builder and Developer*.



**focus on energy**™

*The power is within you.*

## Wisconsin Focus on Energy

Madison, Wisconsin

**Wisconsin Focus on Energy** is a **statewide energy efficiency program**. An ENERGY STAR partner since 2001, Wisconsin Focus on Energy has received ENERGY STAR Sustained Excellence recognition four times. This award honors its continued excellence in promoting and delivering energy efficiency programs for new home construction, commercial and industrial products, affordable housing, and home performance. Key accomplishments of this organization include:

- **Saving over 63 million kWh, 7,000 kW, and nearly 2 million therms** across its residential programs.
- Overseeing the construction of nearly **1,500 ENERGY STAR qualified homes in 2008**, for a **total of more than 10,000 homes since 2001**.
- Partnering with 325 builders in 2008 to build ENERGY STAR qualified homes, and increasing market share of ENERGY STAR qualified new homes built in Wisconsin to 14 percent in 2008, despite the downturn in the new housing market.
- Benchmarking 240 buildings, totaling 12.5 million square feet of commercial space, in target markets, including grocery, healthcare, and office buildings as a key step toward implementing the program's strategic energy management approach.
- **Saving commercial buildings over 88 million kWh of electricity**, reducing peak electric demand by over 20 MW, and saving 1,250,000 therms of natural gas between June 2007 and the end of 2008.

## SUSTAINED EXCELLENCE—SERVICE AND PRODUCT PROVIDER



### Advantage IQ, Inc.

Spokane, Washington

Advantage IQ, Inc. provides **sustainable solutions for managing utility expenses to multi-site companies nationwide**. Using Advantage IQ's patented Facility IQ<sup>SM</sup> reporting platform, its customers are able to receive EPA ratings and track, measure, and manage their energy use. Advantage IQ is receiving ENERGY STAR recognition for its continued success in benchmarking client buildings. This is the third time Advantage IQ has received ENERGY STAR Sustained Excellence recognition. Key accomplishments include:

- Providing energy performance ratings for more than 30,000 buildings on a monthly basis and **delivering more than 130,000 individual building ratings** for clients in 2008, representing **a 12-percent increase** over 2007.
- Providing information services to more than 1,000 of the almost 1,500 ENERGY STAR qualified supermarkets, representing two-thirds of the qualified buildings in this sector.
- Helping clients **earn the ENERGY STAR on more than 170 buildings in 2008**, helping seven clients earn ENERGY STAR Leaders recognition in 2008, and supporting several clients that have become ENERGY STAR Partners of the Year.
- Promoting the importance of energy management through Webinars held in partnership with ENERGY STAR.

## PARTNER OF THE YEAR—ENERGY MANAGEMENT

**Akridge**

Washington, District of Columbia

Based in **Washington, DC**, Akridge is a **real estate firm** providing development, construction, leasing, and property management services for a portfolio of more than 12 million square feet of commercial space. Akridge is receiving ENERGY STAR recognition for its progress toward meeting aggressive energy efficiency goals. This is the first time Akridge has received ENERGY STAR recognition. Key accomplishments include:

- Challenging employees and tenants alike to improve portfolio-wide energy performance by 20 percent by 2012.
- Earning recognition as an **ENERGY STAR Top Performer** for having an average **EPA energy performance rating of 75 or greater**.

**ArcelorMittal****ArcelorMittal USA**

Chicago, Illinois

ArcelorMittal USA is the largest **steelmaker** in the world with over 326,000 employees across **more than 60 countries**. The company is receiving ENERGY STAR recognition for the accomplishments of its energy management program and its progress toward meeting energy efficiency goals. The success of ArcelorMittal's energy management program can be attributed to strong goals and leadership, starting with the company's owners and extending through all layers of management. This is the second time the company has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing energy use by 1 percent** in 2008 and **improving energy use intensity by 4.1 percent**, equivalent to \$131 million of annualized savings, over the past 3 years.
- Holding its first in-person meeting of the Energy Knowledge Management Program from operations around the world to increase energy collaboration, benchmarking, and discussion of challenges.
- Conducting an energy audit for each property to identify and implement proven high-return energy efficiency measures.
- **Earning the ENERGY STAR for 10 buildings**, including the company's own headquarters building.
- Assembling a core "Green Team" to integrate ENERGY STAR best practices and further reduce energy consumption across all properties.
- Communicating regularly with tenants about energy efficiency practices at their buildings and how they can help.
- Leading its industry by supporting EPA's **development of the ENERGY STAR Steelmaking Focus**.
- Creating a Clean Technology Fund focused on investing in companies developing clean technology alternatives to fossil fuels for steelmaking and accelerating the pace of bringing these alternatives to market.
- Communicating the value of energy efficiency and the ENERGY STAR program to its nearly 20,000 U.S. employees.
- Investing in facilities' improvements across the country.
- Forming an international research and development group to create a plant-wide energy assessment model, helping to prioritize future capital investments related to energy improvements at plants.
- Sharing its energy management approaches with ENERGY STAR partners and communicating the value of energy efficiency to other industries through publications such as *Purchasing*, *Appliance*, and *Roll Call*.

# CBRE

CB RICHARD ELLIS

**CB Richard Ellis, Inc.**  
Los Angeles, California

As one of the **world's largest commercial real estate services firm**, CB Richard Ellis, Inc. (CBRE) manages more than 1.9 billion square feet of property internationally. As part of its goal to become carbon neutral by 2010, CBRE has committed to working with all of its clients to reduce the environmental impact of its real estate holdings. CBRE is receiving ENERGY STAR recognition for facilitating the adoption of ENERGY STAR tools and resources by the commercial real estate market. Key accomplishments include:

- **Earning the ENERGY STAR for 180 properties**—double the number of labels attained in 2007—with almost 60 additional properties in the process of being qualified.
- Benchmarking almost 1,200 buildings, representing more than 220 million square feet or more than double the number of buildings benchmarked in 2007.
- Supporting the **ENERGY STAR Change a Light, Change the World Campaign** by distributing more than 22,000

**CFLs, resulting in pledges to replace more than 185,000 incandescent bulbs.**

- Adopting the Building Owners and Managers Association International's Energy Efficiency Program to educate more than 5,000 participants on the fundamentals and best practices of benchmarking and improving energy efficiency.
- Developing innovative outreach programs aimed at changing occupant behavior and influencing environmentally responsible choices.
- Achieving significant results across the company by establishing a Sustainability Solutions Group and continuing to rely on its "Green Knights," a nationwide group of more than 100 building leaders who share market victories, help introduce new programs, support the use of ENERGY STAR tools and resources, and help local properties benchmark and design plans for continuous improvement.



Building the future™

## CEMEX USA

Houston, Texas

CEMEX USA is a leading **global producer of construction products**, providing cement and concrete products through 14 cement plants, 50 distribution terminals, 115 aggregate quarries, and more than 370 ready-mix concrete plants. CEMEX is receiving ENERGY STAR recognition for implementing a comprehensive corporate energy management program across all divisions of the company. This is the first time CEMEX has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing absolute energy use by nearly 3 percent** in 2008.
- Committing to reduce its global CO<sub>2</sub> emissions by 25 percent per metric ton of cement by 2015.
- Maintaining CO<sub>2</sub> emissions levels after reducing CO<sub>2</sub> emissions by 2.4 percent in 2007, despite economic conditions affecting the construction market.

• **Earning the ENERGY STAR for five of its cement manufacturing plants.**

- Tracking energy use at all facilities and benchmarking operations using either EPA's energy performance indicator for Cement Manufacturing or an internal system for aggregate and ready-mix plants.
- Communicating the value of energy efficiency and ENERGY STAR to employees through company publications.
- Participating in EPA's cement industry focus and facilitating an industry initiative to develop energy tracking metrics that may be used to stimulate cement plant equipment suppliers to provide equivalent information on the energy use attributes of new and replacement equipment.



## Council Rock School District Newtown, Pennsylvania

Council Rock School District (CRSD) is located in **southeastern Pennsylvania** and serves more than 12,000 students in 17 facilities, totaling 1.8 million square feet of space. This **school district** is receiving ENERGY STAR recognition for its continued progress in improving energy efficiency. The district adopted a formal energy policy in November 2005, including an incentive plan to share savings with individual schools, and quickly surpassed its initial goal of improving energy efficiency by 10 to 15 percent. This is the second time CRSD has received ENERGY STAR recognition for superior energy management. Key accomplishments include:

- **Reducing energy use across the district's building portfolio by more than 30 percent** and being recognized as an **ENERGY STAR Leader** for reaching this important milestone within one year of achieving 20 percent Leaders recognition in 2007.
- **Saving more than \$4.7 million** in energy costs over a 3-year period.
- **Earning the ENERGY STAR for two schools.**
- Continuing its partnership with ARAMARK Education to implement a comprehensive energy reduction program that includes operational improvements, staff training, and equipment repairs and upgrades. The district is also re-commissioning newer buildings and requiring the purchase of ENERGY STAR qualified products when possible.
- Tracking the progress of each building's performance and completing analyses to explore and fine-tune various efficiency efforts.
- Involving students, staff, and the community in energy efficiency efforts. Elementary school students developed a logo and slogan for the program and a scholarship fund was established for middle and high school students for their energy efficiency efforts. A "Green Team" of staff, parents, and energy managers meets periodically to coordinate initiatives and share updates on progress.

## KENNEDY ASSOCIATES Real Estate Investment Advisors *A National Leader in Responsible Property Investing*

### Kennedy Associates Real Estate Investment Advisors Seattle, Washington

Kennedy Associates Real Estate Investment Advisors is a full-service **real estate investment advisor** managing more than \$9.5 billion in assets **nationwide** for the Multi-Employer Property Trust and a select group of separate accounts made up of public, corporate, and Taft-Hartley retirement systems and university endowments. An ENERGY STAR partner since 2005, Kennedy is receiving ENERGY STAR recognition for its commitment to Responsible Property Investing, which considers the social and environmental consequences of real estate decisions beyond traditional fiduciary goals. This is the first time Kennedy has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing energy use by 4.5 percent** over the previous year.
- Benchmarking all eligible office and warehouse buildings each month, representing approximately 24 million square feet.
- **Earning the ENERGY STAR for 12 buildings** in 2008, for a **total of 43 ENERGY STAR qualified buildings** representing approximately 8.2 million square feet.
- Requiring its third-party property management companies to implement operational best practices for increasing energy efficiency, as well as expanding outreach efforts to encourage tenant energy conservation.
- Creating new software tools, guidance manuals, reports, and training for employees to improve its ability to track, analyze, and report ENERGY STAR benchmarking activities.





## Kimberly-Clark Corporation Irving, Texas

Kimberly-Clark Corporation is a leading **global health and hygiene company** that operates in 37 countries and employs more than 55,000 people around the world. Kimberly-Clark is receiving ENERGY STAR recognition for integrating energy efficiency as a key component in the company's sustainability vision. As a company with energy-intensive manufacturing operations, energy efficiency provides the framework for improving energy performance. Key accomplishments include:

- **Improving energy efficiency by 3.2 percent worldwide and 1 percent in the U.S.** in 2008, for a total of improvement of 7.8 percent worldwide and 4.7 percent in the U.S. since 2005.
- **Reducing greenhouse gas emissions from manufacturing activities by 2.2 percent.**
- Increasing the amount of renewable and biomass-based energy sources to 22 percent of total energy consumed.

- Establishing a systematic approach to benchmarking, assessing, and implementing action plans across its operations to drive progress toward energy goals. The company's global energy management program has top-to-bottom support and establishes responsibility for energy use at every level.
- Developing and launching an employee motivation, communication, and awareness program to gain support of key people throughout the company and train staff in implementing energy projects.

Beyond the company's active participation in the ENERGY STAR Pulp and Paper Focus, Kimberly-Clark also actively participates in EPA's Climate Leaders, Green Power, Landfill Methane Outreach Program, and "SmartWay" Transportation partnerships.



## Nash-Rocky Mount Public Schools Nashville, North Carolina

Nash-Rocky Mount **Public Schools** serves more than 18,000 K-12 students in **Nashville, NC**. The district is receiving ENERGY STAR recognition for improving the energy efficiency of its schools while maintaining an exceptional learning environment for its students. To address rising energy costs, the district committed to an energy-reduction program with support from the central office, board of education, maintenance department, and school administrators. This is the first time Nash-Rocky Mount Public Schools has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing energy use by more than 20 percent** across the district's portfolio of buildings and being recognized as an **ENERGY STAR Leader** for reaching this important milestone within one year of achieving 10 percent Leaders recognition in 2006.

- Achieving an average **EPA energy performance rating of 75** or greater, thus earning recognition as a **Top Performer**.
- Earning the ENERGY STAR for 20 of 29 district schools and two district office buildings.
- Becoming the first school district in North Carolina with an ENERGY STAR qualified school.
- Saving more than \$250,000 and avoiding an additional \$4.3 million in energy costs over 4 years.
- Taking a leadership role in the school community by involving and educating other districts through Webinars, public television and radio interviews, and professional conferences.



### Saint-Gobain

Valley Forge, Pennsylvania

Saint-Gobain employs approximately 207,000 people **globally** and is the world's largest **manufacturer and distributor of flat glass, building products, glass containers, and high-performance materials**. Saint-Gobain is receiving ENERGY STAR recognition for committing to achieve a 20-percent energy use reduction during the period of 2006 to 2011. This is the first time Saint-Gobain has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing energy use intensity by 2.3 percent in 2008**, despite the impact of the economic downturn on the building materials industry.
- Establishing an expansive network of Energy Champions supported by senior management and spanning across all major business units. More than 95 percent of the company's energy use is supervised by its Energy Champions.

- Utilizing energy metering across operations and disseminating results to employees to teach them how to manage energy more efficiently.
- **Helping EPA develop energy performance indicators for the container and fiber glass industries.**
- Sharing components of its energy management program and best practices with other ENERGY STAR partners.
- Communicating the importance of ENERGY STAR and energy efficiency through targeted employee outreach and the ENERGY STAR *Change a Light, Change the World* Campaign.
- Teaching local communities about the benefits of glass recycling and taking part in an outreach effort that involved an animated children's feature.



### Schering-Plough Corporation

Kenilworth, New Jersey

Schering-Plough Corporation is a science-centered **global health care company** that applies its research and development to human prescription, animal health, and consumer health care products. Schering-Plough is receiving ENERGY STAR recognition for its vision of strategic energy management. The company has established twin goals of reducing energy consumption by 10 percent at each site by 2011 and attaining a 5-percent absolute reduction of CO<sub>2</sub> emissions by 2012 from 2002 levels. Key accomplishments include:

- **Improving energy use intensity by 3.7 percent in 2008** under a newly-launched strategic energy management initiative.
- Installing a 1.7 MW solar photovoltaic system, one of the largest in the U.S., to reduce CO<sub>2</sub> emissions by approximately 1,000 tons per year.
- Building a Web-based global energy data management system to monitor and control energy use across its worldwide sites, representing more than 16 million square feet of facility space.

- Engaging its workforce by executing a strategic communication plan to raise awareness of energy issues and educate employees throughout the company.
- **Leading the pharmaceutical industry's support for the completion of EPA's new energy performance indicator (EPI) for pharmaceutical manufacturing plants** in the U.S.; the company also actively participates in the ENERGY STAR Pharmaceutical Manufacturing Focus and laboratory benchmarking initiative.
- Using EPA's EPI for Pharmaceutical Manufacturing to rate the efficiency of its plants and Portfolio Manager to rate the efficiency of its other buildings and warehouses nationally; these EPA ratings helped the company set improvement goals.

In addition to these accomplishments, Schering-Plough's commitment to protecting the environment is further demonstrated by its participation in EPA's Climate Leaders program and Green Power Partnership.



**Sunoco, Inc.**  
Philadelphia, Pennsylvania

Sunoco, Inc. is a leading **manufacturer and marketer of petroleum and petrochemical products as well as high-quality metallurgical-grade coke for the steel industry**. The company has embraced the philosophy that corporations have a responsibility for the environment and must conduct all aspects of their business as responsible stewards. Sunoco is receiving ENERGY STAR recognition for demonstrating a commitment to protecting the environment in its comprehensive focus on energy management across its operations. This is the first time Sunoco has received ENERGY STAR recognition. Key accomplishments include:

- **Improving energy use intensity by 4 percent** in 2008 across petroleum-refining operations, which represents three-quarters of the company's energy use.
- **Reducing greenhouse gas emissions by 8.5 percent** since 1998.
- Creating an internal plant energy assessment process

that has identified nearly 300 capital and 140 non-capital projects in the company's refining business alone.

- Participating in the ENERGY STAR Petroleum Refining and Petrochemical Manufacturing Focuses as well as sharing its program successes with the pulp and paper and glass industries.
- Communicating the value of energy efficiency and ENERGY STAR to its employees and communities through targeted company publications.
- Managing energy use across all operations: petroleum refining, petrochemical production, coking, marketing/retail, and professional services.
- Considering energy efficiency in future facility expansions and upgrades.
- Evaluating the energy efficiency of the company's administrative buildings using Portfolio Manager and making energy efficiency a major consideration when leasing new office space.



**FINANCIAL SERVICES  
FOR THE GREATER GOOD**

**TIAA-CREF**  
New York, New York

TIAA-CREF is one of the largest **institutional real estate investors in the nation**, with a portfolio of approximately 43 million square feet of Class A office space, 45 multifamily communities, and about 20 million square feet of retail properties. TIAA-CREF is receiving ENERGY STAR recognition for its commitment to using ENERGY STAR tools, resources, and strategies to identify cost-effective energy efficiency improvements. This is the second time TIAA-CREF has received ENERGY STAR recognition. Key 2008 accomplishments include:

- **Reducing energy use by 3.6 percent.**
- **Earning the ENERGY STAR for 35 buildings** in 2008, for a **total of 67 ENERGY STAR qualified buildings** representing approximately 22 million square feet.
- Setting a goal of reducing the energy use of its office

portfolio by 10 percent by 2010 and working toward this goal by coordinating among TIAA-CREF asset managers and 25 third-party property management companies to implement numerous energy efficiency projects.

- Supporting the **Change the World, Start with ENERGY STAR campaign** by giving ENERGY STAR qualified CFLs to each employee of its office tenant companies, its own employees, and the residents of its multifamily units. In total, more than **250,000 CFLs were distributed** to TIAA-CREF's properties across the nation, in support of the Change the World, Start with ENERGY STAR campaign.
- Communicating the business and environmental value of energy efficiency to staff, program managers, and the real estate industry through vehicles such as presentations and press releases.

The Whitefish Bay School District



## Whitefish Bay School District

### Whitefish Bay, Wisconsin

Whitefish Bay **School District** is located in **southeastern Wisconsin** and educates approximately 2,900 students in two elementary schools, one middle school, and one high school. Whitefish Bay School District is receiving ENERGY STAR recognition for adopting an energy management strategy to promote the responsible use of both fiscal and natural resources. The **school district** is also an active participant in the Wisconsin Lieutenant Governor's ENERGY STAR School Challenge. This is the first time Whitefish Bay School District has received ENERGY STAR recognition. Key accomplishments include:

- **Reducing energy use by more than 20 percent** across the district's building portfolio and being recognized as an **ENERGY STAR Leader** for reaching this important milestone.

- Achieving an **EPA average energy performance rating of 75 or greater**, thus earning EPA recognition as a **Top Performer**.
- **Earning the ENERGY STAR for all four of its schools.**
- Saving almost \$1 million since 2003.
- Working with Energy Education, Inc. to develop a behavior-driven energy improvement program that empowered students and staff to help increase the energy efficiency of the district's facilities and control rising energy costs.

## PARTNER OF THE YEAR—HOME ENERGY RATERS



## Energy Inspectors Corporation

### Las Vegas, Nevada

Energy Inspectors Corporation is an **energy services company** providing marketing, home energy rating, and contracting services to builders, homeowners, and utilities in **four western states**. Energy Inspectors is receiving ENERGY STAR Partner of the Year recognition for its dedication to continuing to expand the ENERGY STAR qualified homes market. Major accomplishments of this company include:

- **Adding 63 new ENERGY STAR builder clients** and **verifying nearly 7,000 homes** in 2008.

- Expanding its business aggressively in Nevada, California, Utah, and Arizona.
- Advocating ENERGY STAR as the standard for all green building programs with which Energy Inspectors interfaces.
- Encouraging builder partners to construct 100 percent ENERGY STAR nationwide.



## Energy Logic Berthoud, Colorado

EnergyLogic is a full-service **home energy rating organization** in **Colorado**, working with 150 ENERGY STAR builders across the Berthoud market. EnergyLogic, an ENERGY STAR partner since 2001, has verified more homes than any other organization in Colorado. Key achievements earning EnergyLogic this award include:

- Partnering with Colorado’s Front Range utilities, homebuilders, and developers to launch a public awareness campaign highlighting the unique benefits of ENERGY STAR qualified homes.
- Sponsoring the Energy Summit in Denver for a third year.
- Expanding the market for ENERGY STAR qualified homes and strengthening the Home Energy Rating System infrastructure in Colorado by **training more than 100 energy raters**.
- **Adding 18 new ENERGY STAR builder clients** in its market.

# Hines

## Fox Energy Specialists Fort Worth, Texas

Based in **Texas**, Fox Energy Specialists is an **energy efficiency services company** that provides home energy efficiency inspections, testing, rating, and training services for homebuilders, homeowners, and utility companies. Since partnering with ENERGY STAR in 2002, Fox Energy Specialists has verified over 25,000 homes and has been instrumental to the growth of ENERGY STAR qualified homes in its region. Accomplishments of this company in 2008 include:

- **Verifying more than 4,500 ENERGY STAR homes** in the Fort Worth market.
- Expanding its business into San Antonio, Austin, Tyler, and Midland/Odessa, and **verifying 200 homes during the first year in these markets**.
- Presenting about ENERGY STAR at several conferences, including the Texas Affiliation of Affordable Housing Providers Conference in Austin, Nelrod Company’s Annual Consortium Conference in Las Vegas, and the City of Midland and Odessa Green Building and ENERGY STAR Conference.
- Providing sales and marketing training for construction and sales staff, covering energy-efficient construction practices and how to market the benefits of ENERGY STAR.
- Conducting home energy rater trainings and whole-house diagnostic training workshops.



## SENERCON

El Paso, Texas

SENERCON, a **home energy rating company** serving the **El Paso, TX**, market, has been an ENERGY STAR partner since 2004. SENERCON is receiving ENERGY STAR recognition for being instrumental to the growth of ENERGY STAR qualified homes in its region. Major accomplishments earning SENERCON this award include:

- **Increasing in the number of ENERGY STAR builder partners by 21 percent** in its market by aggressively recruiting builders through ENERGY STAR advertisements, trainings, and marketing materials.
- **Verifying more than 700 ENERGY STAR qualified new homes, up 23 percent** from 2007. ENERGY STAR qualified homes in El Paso now represent more than 30 percent of all new homes in the market.
- Expanding ENERGY STAR awareness by providing seminars to builders and realtors associations, as well as by continuing to provide on-site training for site supervisors, framers, HVAC companies, and architects.



## Southern Energy Management

Morrisville, North Carolina

**North Carolina**-based Southern Energy Management, an **energy efficiency and solar technology services provider**, has been an ENERGY STAR partner since 2003. Southern Energy Management is receiving ENERGY STAR recognition for its dedication to promoting energy efficiency and the ENERGY STAR label. Major achievements earning Southern Energy Management this award include:

- **Verifying more than 1,700 ENERGY STAR homes** in the Triangle and Charlotte metro areas, a **35 percent increase** from 2007.
- **Establishing 32 percent more ENERGY STAR partnerships** in 2008 for a total of 237 builders and/or developers.
- Achieving a 54 percent growth in revenue in 2008 for ENERGY STAR services.
- Showcasing ENERGY STAR in innovative ways through its advertising and marketing materials, as well as donating its ENERGY STAR verification services for a home featured on ABC's "Extreme Makeover: Home Edition."



## PARTNER OF THE YEAR—PRODUCT MANUFACTURER



# BOSCH

Invented for life

### Bosch Home Appliances

Huntington Beach, California

As a **global leader** in **appliance manufacturing**, Bosch Home Appliances is committed to creating innovative solutions that help improve the efficiency of appliances without sacrificing quality or effectiveness. Bosch has received ENERGY STAR recognition for the past 2 years, and this year the company is being awarded Partner of the Year recognition. Key achievements include:

- **Committing to only launch products that meet or exceed ENERGY STAR qualification** criteria in eligible product categories.
- Coordinating national initiatives, such as the 'EcoTour' advertising campaign, a cooperative advertising initiative

with local dealers and large regional retailers focused on educating consumers about ENERGY STAR.

- **Sponsoring several promotions with national retailers while offering incentives on Bosch's ENERGY STAR qualified product line.**
- Enhancing the presence of ENERGY STAR in its internal sales associate training and ensuring that all Bosch sales associates nationwide can speak about the environmental and economic benefits of Bosch's ENERGY STAR qualified products.

## **ITW** Food Equipment Group

ITW Food Equipment Group – North America

Troy, Ohio

ITW Food Equipment Group – **North America**, the parent organization of independent companies including Hobart, Traulsen, Stero, Vulcan, Baxter, and Wittco, **designs and manufactures commercial equipment for foodservice and food retail customers**. ITW continually uses ENERGY STAR qualified products to support its customers in cutting costs and consuming less energy and water. This is the second time ITW has received ENERGY STAR recognition. Key accomplishments include:

- **Increasing the number of manufactured products that qualify for the ENERGY STAR** in 2008—including 94 percent of Vulcan's hot food holding cabinets and 92 percent of Hobart's commercial dishwashers. These are **34-percent and 4-percent increases**, respectively, over the previous year.
- Helping customers in their sustainability efforts by aggressively marketing more than 380 ENERGY STAR qualified products.

- Reaching a total **circulation of more than 1.2 million** through the placement of 35 foodservice-trade advertisements for energy-efficient products.
- Integrating ENERGY STAR messaging into sales and employee training, including courses for more than 3,000 sales representatives to promote ENERGY STAR to equipment dealers and end-users.
- Creating a sustainability Webinar series and expanding the Hobart Center for Foodservice Sustainability grant process to include ENERGY STAR.
- Launching an online Consultant Resource Center as a key resource for foodservice consultants to help their customers design a more sustainable kitchen.
- Continuing to focus on engineering food equipment products that lower the overall long-term cost of ownership.



## Maxlite

Fairfield, New Jersey

For more than 50 years, MaxLite has excelled in **manufacturing and marketing energy-efficient light bulbs and fixtures nationwide**. The company has reaffirmed its position as a manufacturer of energy-efficient products by continuing to qualify 100 percent of its light fixture offerings with ENERGY STAR. MaxLite received ENERGY STAR recognition for its dedication to innovation. Key accomplishments include:

- Developing a low-mercury CFL. Without any sacrifice in quality or performance, MaxLite reduced 13-watt CFL dosing of mercury to only 1.2 mg per lamp.
- **Expanding its selection of GU24-based self ballasted CFLs**—components employed by MaxLite and other industry-leading fixture manufacturers. New products include dimmable and covered CFLs designed to mimic the appearance of incandescent light bulbs.
- Launching the revolutionary Faux Can product, a dimmable, energy-efficient alternative to recessed canister fixtures exceeding ENERGY STAR qualifications and California Title 24 performance requirements for light fixtures.
- Unveiling its Brigantine Collection of ENERGY STAR qualified decorative light fixtures, which combine quality, style, and dimming features.
- **Positioning ENERGY STAR qualified light fixtures in the country's three largest home improvement retail chains.**
- Demonstrating a commitment to environmental protection by launching one of the industry's first turn-key CFL recycling programs and making it available to all MaxLite customers.



## Satco Products, Inc. featuring Nuvo Lighting

Brentwood, New York

Founded in 1966, family-owned and operated Satco Products, Inc. featuring Nuvo Lighting is a premier **supplier of lighting products**. In 2008, the company reached new heights in its commitment to ENERGY STAR with qualified CFLs and Nuvo Lighting fixtures. Satco Products also played an active role at many environmentally focused events **around the country**. For these efforts, Satco Products, Inc. is receiving ENERGY STAR recognition for the first time. Key accomplishments include:

- Greatly **expanding its selection of decorative ENERGY STAR qualified Nuvo Lighting fixtures.**
- Sponsoring the Green Levittown campaign, and helping to convert America's first suburb into America's most energy-efficient suburb.
- Training the Green Levittown campaign outreach staff about ENERGY STAR qualified lighting products. Campaign staff went door-to-door to 17,000 households to spread the word about ENERGY STAR qualified lighting.
- Donating 20,000 specially packaged CFLs to the Green Levittown campaign.
- Developing innovative **ENERGY STAR labeled fixture displays for lighting showrooms and electrical distributors.**
- Educating internal sales staff and retail showroom customers about the benefits of energy efficiency and ENERGY STAR.
- Engaging lighting showrooms and home builder associations to train home builders and lighting designers about the benefits of ENERGY STAR qualified lighting products.
- Sponsoring an Earth Day-themed newspaper supplement distributed in Long Island, NY, about ENERGY STAR qualified lighting products, with a reach of 3 million readers.



## Technical Consumer Products, Inc. (TCP)

Aurora, Ohio

Technical Consumer Products, Inc. (TCP) is one of **the country's largest manufacturers of ENERGY STAR qualified CFLs**, and strives to educate consumers about the benefits of energy-efficient lighting. TCP works to help educate consumers about their products, promote a good product experience, and offer customer-friendly service. By developing clear product packaging and educational Web tools, TCP demonstrates its commitment to energy efficiency, and has earned Partner of the Year recognition for the first time. Key accomplishments in 2008 include:

- **Educating sales staff about the benefits of ENERGY STAR qualified lighting.**

- Increasing consumer awareness of CFL recycling programs.
- Launching two Web sites, N:Vision and SpringLight, to **offer live customer support and interactive guides to help educate customers about CFL purchases and technology.**
- Working with utilities to develop custom packaging and product incentives, resulting in higher consumer awareness of ENERGY STAR qualified CFLs.

## PARTNER OF THE YEAR—PROGRAM DELIVERY



## Arizona Public Service (APS)

Phoenix, Arizona

Arizona Public Service (APS), **Arizona's largest and longest serving electric utility**, has been an ENERGY STAR Partner since 2005. Since its launch in 2006, the APS **ENERGY STAR Homes** program has become the driving force in the Arizona market behind a steady increase in builder awareness and participation in ENERGY STAR. This is the second year that APS has received an ENERGY STAR Partner of the Year Award. Key achievements in 2008 include:

- Achieving impressive results by **overseeing the construction of nearly 3,200 ENERGY STAR qualified homes** (up from 815 in 2007) and **recruiting five of the top 10 builders in the Phoenix metro area.**

- Expanding the APS ENERGY STAR Homes program to rural areas such as Flagstaff, Prescott, and Yuma, and recruiting 15 new builder partners in those areas.
- Offering an extensive array of ENERGY STAR builder outreach and program marketing materials, including a unique two-day construction process training; a builder recruitment video highlighting the benefits of ENERGY STAR; and a builder's guide that educates users on ENERGY STAR.



## Governor's Energy Office

### Colorado Governor's Energy Office Denver, Colorado

The **Colorado Governor's Energy Office** (GEO), an ENERGY STAR partner since 2005, is being recognized for delivering an innovative ENERGY STAR New Homes Program for the state of Colorado. The GEO is receiving ENERGY STAR recognition for implementing the state's featured residential new construction effort, a program that seeks to achieve the greenhouse gas emissions goals outlined in Colorado's Climate Action Plan. Key accomplishments include:

- **Achieving 16 percent market penetration of ENERGY STAR new homes in Colorado**, an increase of 7 percent from 2007.
- **Registering 50 new ENERGY STAR builder partners**, increasing the state's total to nearly 200.
- Developing an implementation strategy for its ENERGY STAR New Homes Program, organizing 46 utilities, non-profits, and local governments to administer regional programs across Colorado, and providing training to more than 900 individuals at 50 ENERGY STAR training sessions.
- Aligning Colorado's green building efforts with the Colorado ENERGY STAR New Homes Program so that going blue with ENERGY STAR is part of the green solution.



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

Energy Trust of **Oregon**, Inc. is a **non-profit organization** dedicated to changing how Oregonians produce and use energy by investing in energy-efficient technologies and renewable resources that protect the environment while saving energy. Energy Trust is receiving ENERGY STAR recognition for its home retrofit program, Home Performance with ENERGY STAR, its ENERGY STAR commercial foodservice program, and other efforts leveraging the ENERGY STAR national brand platform. This non-profit's approach provides a model for other state, utility, and public purpose fund programs throughout the country. Key accomplishments include:

- **Improving the efficiency of more than 1,000 homes through home retrofits**, nearly double the previous year, for total savings of more than **400,000 kWh and 80,000 therms**.
- Increasing sales and elevating awareness of ENERGY STAR qualified equipment: **completing nearly 700 qualified equipment installations** and securing energy savings of more than **3.7 million kWh and over 550,000 therms**.
- Expanding participation in its commercial foodservice program—from four dealers selling ENERGY STAR foodservice equipment in Oregon in 2006 to 12 dealers in 2008.



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

Sponsors: Bay State Gas, Berkshire Gas, Cape Light Compact, National Grid Gas & Electric, New England Gas, NSTAR Gas & Electric, Renewable Energy Trust (formerly Massachusetts Technology Collaborative), Unitil, and Western Massachusetts Electric Company.

The Joint Management Committee representing **Massachusetts** New Homes with ENERGY STAR is a **multi-utility effort** receiving ENERGY STAR recognition for excellence in energy efficiency program delivery. This is the second time this joint effort has received ENERGY STAR recognition. Key accomplishments include:

- **Recruiting more than 400 active homebuilders into the ENERGY STAR program.**
- Launching the Zero Energy Challenge pilot program, which requires ENERGY STAR qualification for homes, to motivate six participant homebuilders to build the most energy-efficient homes in the marketplace.
- **Saving more than 410,000 kWh of energy**, including 615 kW of summer and 885 kW of winter peak demand savings for homeowners in Massachusetts.



## NJBPU, New Jersey's Clean Energy Program Newark, New Jersey

NJBPU, New Jersey's Clean Energy Program under the New Jersey **Board of Public Utilities** is working to support the governor's plan to reduce the state's overall energy use 20 percent by the year 2020. Key to reaching this energy reduction goal are **New Jersey's** integrated educational, advertising, and public relations campaigns that promote New Jersey's ENERGY STAR Homes Program. This is the second time New Jersey's Clean Energy Program has received ENERGY STAR recognition. Key accomplishments include:

- Working with builder partners to **construct nearly 3,000 ENERGY STAR qualified homes** in New Jersey by the end of the third quarter of 2008.

- Enrolling some **3,900 additional new ENERGY STAR qualified homes** into the New Jersey ENERGY STAR Homes program for construction in the fourth quarter of 2008.
- Promoting energy efficiency and the New Jersey ENERGY STAR Homes program by featuring ENERGY STAR qualified homes on NJN News, New Jersey Public Television, as well as in press releases.



**NORTHWEST  
ENERGY  
EFFICIENCY  
ALLIANCE**

**Northwest Energy Efficiency Alliance**  
Portland, Oregon

The Northwest Energy Efficiency Alliance (NEEA) is a **partnership among energy efficiency leaders in Idaho, Montana, Oregon, and Washington** that encourages the development of energy-efficient products and services. NEEA is receiving ENERGY STAR recognition for its contribution to promoting energy efficiency in commercial and residential buildings. Key achievements in 2008 include:

- Utilizing building energy performance competitions to catalyze benchmarking and investment in energy efficiency.
- Partnering with the Building Owners and Managers Association (BOMA) and other stakeholders to benchmark 92 buildings representing more than 28 million square feet.
- Training hospital facility staff on benchmarking through their BetterBricks commercial buildings program and using EPA's Target Finder to set goals for new construction.
- Partnering with regional chapters of BOMA to train 185 Northwest building professionals on EPA's Portfolio Manager, Building Upgrade Value Calculator, and Guidelines for Energy Management.
- Participating in the national 80 PLUS initiative to influence purchases of high-efficiency electronics, resulting in sales of more than 25,000 ENERGY STAR 4.0-qualified power supply units and more than 20,000 additional 80 PLUS-qualified power supply units.
- **Doubling the ENERGY STAR qualified homes market penetration in the NEEA region**, and adding 18 new partners committed to promoting the Northwest ENERGY STAR homes program.
- Training more than 500 market actors, including 300 realtors, to effectively promote the Northwest ENERGY STAR Homes program.
- **Helping 40 buildings earn the ENERGY STAR.**
- Offering a new course targeting appraisers that highlights the increased value of ENERGY STAR qualified homes compared to code-built homes.



**Puget Sound Energy**  
Bellevue, Washington

Puget Sound Energy (PSE) is **Washington's** largest and oldest **energy utility**, serving more than 1 million electric customers and nearly 750,000 natural gas customers. Through its Residential New Construction ENERGY STAR Lighting Program, the utility works to increase demand for qualified lighting products in new, single-family homes. In 2008, PSE doubled its investment in partner outreach as part of its ongoing regional fixture program. Key accomplishments earning PSE this award include:

- Increasing building showroom and distributor participation to more than **30 partnerships through enhanced training**, marketing support, and sales associate incentives.
- Facilitating total installations of **16,000 ENERGY STAR qualified fixtures and 39,000 ENERGY STAR qualified CFLs in new homes**, representing more than **2.7 million kWh in annual energy savings**, a 100 percent increase over 2007 results, and more than 35 million kWh in lifetime energy savings.
- Accelerating adoption of the ENERGY STAR Advanced Lighting Package in new homes through hands-on work with partners, additional incentives for installations, and recognition certificates for partners.





**Rocky Mountain Power, a Division of PacifiCorp**  
Salt Lake City, Utah

Rocky Mountain Power, which operates in PacifiCorp's **Utah electricity service** territory, launched its ENERGY STAR New Homes program in 2005. This is the second time Rocky Mountain Power has received ENERGY STAR recognition for its continued commitment to the construction of energy-efficient homes in its community. Key accomplishments include:

- **Recruiting 22 additional builders to join the ENERGY STAR New Homes program, for a total of 86.**
- Focusing on specialized media outlets by advertising in real estate publications, Homes Illustrated Magazine and The Real Estate Book, as well as on real estate television shows "Homes Today Utah Edition" and "Hot Homes of Utah."
- Hosting the fourth annual Utah ENERGY STAR Summit, addressing current hot topics such as How to Sell Homes in a Down Market and Common Energy Mistakes and How to Avoid Them.
- Providing more than \$68,000 in marketing support for 11 builders for cooperative marketing, an option that encourages builders to use ENERGY STAR and Rocky Mountain's logos in their advertising and promotional materials by funding a third of the cost of marketing projects.
- **Sponsoring the construction of over 1,500 ENERGY STAR qualified homes** in 2008, bringing the total to more than 5,500.



**Xcel Energy**  
Minneapolis, Minnesota

Xcel Energy is a leading **combination electricity and natural gas energy company** servicing **eight western and midwestern states**. An ENERGY STAR partner since 2004, Xcel Energy officially rebranded its homes program to Xcel Energy-ENERGY STAR Homes Program in 2008. Xcel Energy is receiving ENERGY STAR recognition for its achievements in 2008. Key accomplishments include:

- Achieving more than **21 percent market penetration for ENERGY STAR qualified new homes** in Minnesota in the gas service area.
- Providing energy-efficient marketable solutions for builders, realtors, raters, homeowners, and local state authorities by investing more than \$200,000 in market research and value added services improvements.
- Sponsoring ENERGY STAR trainings, including Marketing and Sales of High Performance Homes and Construction/Production Practices of High Performance Homes, as a part of the Energy and Environmental Building Association's Houses That Work Educational Series.
- **Saving nearly 30 billion Btu of energy** through ENERGY STAR in 2008.

**PARTNER OF THE YEAR—RETAILER**

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

Lowe's Companies, Inc., is a FORTUNE® 50 company with more than 1,650 **home improvement stores** in the **U.S. and Canada**. As a seven-time ENERGY STAR award winner, Lowe's consistently demonstrates outstanding commitment to helping customers save energy and help protect the environment through ENERGY STAR. Key accomplishments include:

- Positioning ENERGY STAR as a critical component of Lowe's overarching "Efficient Home" strategy, **guaranteeing inclusion of ENERGY STAR messaging in all marketing and communications activities**.
- Prioritizing ENERGY STAR in vendor relationships, resulting in increased selection of qualified products across all product categories.
- Using all in-store communications vehicles for ENERGY STAR messaging, including signage, Muzak spots, a 16-page *Efficient Home Guide* printed in English and Spanish, as well as other collateral, reaching 14 million weekly store visitors.
- Continuing to place **dedicated ENERGY STAR advertising**, including a 30-second television spot generating nearly **1.5 billion impressions**.
- Maintaining a quarterly ENERGY STAR e-newsletter to which more than a half million customers have subscribed, in addition to featuring the program regularly in its Creative Ideas magazine, weekly circulars, and credit card billing inserts.
- Transforming its "Efficient Home" Web site into an interactive experience that empowers consumers to use ENERGY STAR tips and practices in household projects. In 2008, the site received nearly 300,000 hits, with an average visit time of more than 14 minutes.
- Promoting social behavior change through its participation in EPA's Change the World, Start with ENERGY STAR campaign; it hosted a campaign event in an Atlanta-area store, helping customers learn about steps they can take to become more energy efficient and encouraging them to take the ENERGY STAR Pledge.
- **Increasing sales of ENERGY STAR qualified products by more than 45 percent** from the previous year.

## PARTNER OF THE YEAR—SERVICE AND PRODUCT PROVIDER



Energy Education™  
Empowering Your Vision.

### Energy Education Dallas, Texas

Energy Education **develops comprehensive, behavior-driven programs** to improve the energy performance of **K-12 school districts, community colleges, and large churches** across the **nation**. Energy Education is receiving ENERGY STAR recognition for helping clients improve energy efficiency through better practices. This is the first time Energy Education has received ENERGY STAR recognition. Key accomplishments include:

- Helping almost **400 client buildings earn the ENERGY STAR** and **12 school districts achieve Leaders** recognition in 2008.
- Assisting more than **950 clients save over \$1.6 billion in utility costs in 23 years**, including more than **\$107 million in reported savings in 2008**.
- Encouraging high performance by setting portfolio-wide energy savings goals of 20- to 30-percent sustained improvement for clients; clients typically meet these targets in less than 2 years.
- Requiring clients to hire an Energy Education Specialist to perform ongoing energy audits, verify and report results, and teach staff energy-saving practices. The company has trained more than 1,800 Specialists for this role.
- Providing media kits to clients that earn the ENERGY STAR or Leaders recognition to help them communicate their successes to employees and the community; in 2008, more than **350 newspaper and television news stories** highlighted client successes.



### Servidyne Atlanta, Georgia

Servidyne provides **comprehensive energy efficiency services** to enhance the performance of **existing buildings** for customers **around the world**. Based on the ENERGY STAR Guidelines for Superior Energy Management, the company's methodology uses ENERGY STAR tools to establish energy performance baselines and demonstrate the impacts of energy efficiency improvements. Servidyne is receiving ENERGY STAR recognition for helping its customers lower energy and operating costs while reducing their environmental impacts. This is the seventh time Servidyne has received ENERGY STAR recognition. Key accomplishments include:

- **Helping clients earn the ENERGY STAR for 86 buildings** in 2008, for a total of more than 200 qualified buildings to date.
- Participating in the California Public Utilities Retrocommissioning Programs to find low- and no-cost ways to reduce energy use for program participants; on average, customers **reduced electricity use by almost 5 percent and natural gas use by 10 percent** across more than 4 million square feet of commercial space.
- Completing more than 450 energy performance ratings for commercial buildings in the U.S. in 2008 alone and continuing to reinforce the importance of measuring building energy performance for building upgrades.
- Working with EPA to update the energy performance rating system for hotel space by collecting and providing data from several client locations.
- Promoting ENERGY STAR tools and resources for building professionals and presenting on ENERGY STAR for local and national associations and private company trade shows.

## EXCELLENCE IN ENERGY STAR PROMOTION



### Actus Lend Lease Nashville, Tennessee

Actus Lend Lease, one of the **nation's** leaders in **privatized military housing**, creates master planned, sustainable, and mixed-use communities throughout the country. Actus Lend Lease is receiving ENERGY STAR recognition for its commitment to ensuring that all 40,000 homes in its military housing portfolio are as sustainable as possible and encouraging residents to incorporate ENERGY STAR into their daily lives. Key achievements include:

- Building **100 percent of its new homes ENERGY STAR**.
- **Partnering with DOE to launch ENERGY STAR OPERATION CHANGE OUT—THE MILITARY CHALLENGE** at U.S. military installations, with an

Earth Day 2008 event at Camp Lejeune, NC where Actus changed out light bulbs in 5,000 housing units.

- Garnering community pledges to **replace nearly 400,000 incandescent light bulbs with ENERGY STAR qualified CFLs**; over 230,000 have been changed out to date.
- Developing the Fort Drum Community, the largest community of ENERGY STAR qualified homes in New York.
- Featuring its ENERGY STAR homes and large-scale communities on local news stations, regional newspapers, and national broadcasting stations.
- Educating its residents and community stakeholders about ENERGY STAR through its Saving Your Nation's eNERGY (SYNERGY) incentive-based programs.



### CoStar Group, Inc. Bethesda, Maryland

CoStar Group, Inc. is the largest **provider of information services to commercial real estate professionals** in the **U.S.** and the **United Kingdom**. The company employs approximately 1,300 people worldwide, including the largest professional research organization in the industry. CoStar is receiving ENERGY STAR recognition for studying and promoting environmentally responsible real estate practices. This is the first time CoStar has received ENERGY STAR recognition. Key accomplishments include:

- **Increasing the visibility of buildings that have earned the ENERGY STAR** in the CoStar database of more than 64 billion square feet by highlighting the ENERGY STAR mark prominently for those listings.
- Training CoStar employees to understand the value of energy efficiency, green building attributes, and the

value of ENERGY STAR qualified buildings.

- Heightening awareness about the connection between commercial building asset values and energy efficiency within the commercial real estate industry by sponsoring a study on how ENERGY STAR and the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating System affect key property metrics such as occupancy, rental rates, and sale prices.
- **Educating more than 75,000 brokers, owners, builders, architects, lenders, manufacturers, and developers—and by extension their corporate clients—about ENERGY STAR** through CoStar information services, articles, and numerous presentations at industry conferences.



**Georgia Power**  
Atlanta, Georgia

The largest subsidiary of Southern Company, **Georgia Power** serves 2.25 million customers. In 2008, this **utility** offered a comprehensive promotional campaign to build consumer understanding about the benefits of ENERGY STAR, educate Georgians on specific ways to save money and energy, and inspire them to take action to make a difference. Key accomplishments include:

- Continuing to rank among the **top five ENERGY STAR pledge drivers under the new Change the World, Start with ENERGY STAR** campaign and securing a cumulative total of **more than 175,000 ENERGY STAR pledges** under the **ENERGY STAR Change a Light, Change the World Campaign**. These pledges represent more than \$5 million in energy savings and more than 85 million pounds of greenhouse gas emissions avoided.
- Securing **186 million impressions** through a broad-based all-media campaign.
- Promoting the ENERGY STAR Pledge at local offices, rewarding some 94,000 customers who took the pledge with ENERGY STAR qualified CFLs, and distributing another 30,000 ENERGY STAR qualified CFLs at community and business partner events.
- Promoting Georgia's Energy Efficient Product Sales Tax Holiday by hosting the national Change the World, Start with ENERGY STAR Campaign Tour, as well as hosting consumer events in The Home Depot stores during Energy Month in October 2008.
- Launching a successful direct mail campaign as part of the 2008 ENERGY STAR *Recycle My Old Fridge* campaign, and winning the "Judge's Choice" award in the "Art of Recycling" contest.



**Ivey Residential, LLC**  
Augusta, Georgia

Ivey Residential, LLC, a **new home builder**, joined ENERGY STAR in 2006. This is the second year that Ivey Residential is receiving ENERGY STAR recognition for its significant contribution to the growth of the ENERGY STAR program in **Georgia**, an important emerging market for ENERGY STAR new homes. Key accomplishments in 2008 include:

- **Building 100 percent of its new homes ENERGY STAR.**
- Expanding into Aiken County, SC, and introducing ENERGY STAR to this new market.
- **Achieving a 5 percent market share** for completed new homes in Columbia County, GA.
- Featuring the ENERGY STAR mark prominently on its Web site and in print advertisements, company brochures, media print stories, newsletters, and signage in front of and inside model homes to educate home buyers on the value of ENERGY STAR.
- Training all sales agents to educate home buyers on the benefits of ENERGY STAR through the use of a binder showcasing pictures illustrating the attributes of an ENERGY STAR qualified home.



**KB Home**  
Los Angeles, California

KB Home is one of the largest **site-built home** builders in the country with **markets in 11 states**. Since partnering with ENERGY STAR in 2001, KB Home has built more than 48,000 ENERGY STAR qualified homes. Key accomplishments in 2008 include:

- Showcasing ENERGY STAR extensively through **educational campaigns on ENERGY STAR qualified homes and products** at KB Studios, the large showrooms located in most of KB's markets.
- Highlighting ENERGY STAR as a cornerstone of its *My Home. My Earth.*<sup>™</sup> environmental initiative, which focuses on how KB Home can become a leading environmentally friendly national company.
- **Training all employees on the features and benefits of ENERGY STAR qualified homes and products** using the *My Home. My Earth.*<sup>™</sup> training course available online through KB University.

**Maryland Energy**  
ADMINISTRATION  
*Powering Maryland's Future*

**Maryland Energy Administration**  
Annapolis, Maryland

The Maryland Energy Administration is a **statewide government entity** that works to educate its constituents on maximizing energy efficiency while promoting economic development, reducing reliance on foreign energy supplies, and improving the environment. The Maryland Energy Administration is receiving ENERGY STAR recognition for its dedication to promoting comprehensive home improvement services in **Maryland**. Major accomplishments of this administration include:

- Educating homeowners about the economic and environmental reasons for getting home performance improvements through its Web site, videos, events, public service announcements, TV and radio interviews, and strategic partnerships.
- Attracting more than **54,000 visits to the Maryland Home Performance with ENERGY STAR Web site**—driving interest in the program and contributing to the completion of **150 home retrofit projects** during the program's first year.





## Nationwide Marketing Group Winston-Salem, North Carolina

For more than 30 years, Nationwide Marketing Group, America's foremost **buying and marketing organization**, has helped thousands of independent appliance and electronics dealers compete in today's marketplace. Members of this company benefit from an array of pricing, programs, and services designed to reduce costs and increase sales. Building on its 2008 ENERGY STAR Award, Nationwide continues to increase awareness of the ENERGY STAR program and its benefits among its 2,800 members. Key accomplishments include:

- **Increasing sales and messaging of ENERGY STAR qualified products** by engaging member dealers in ENERGY STAR-specific promotional opportunities, particularly related to utility programs promoting

appliances, and supporting their efforts to educate customers about the benefits of energy efficiency.

- Encouraging member dealers to participate in the Change the World, Start with ENERGY STAR campaign and the 2008 ENERGY STAR *Recycle My Old Fridge* campaign by featuring the campaigns in various communications to members.
- Generating an assortment of broadcast, print, and Web materials for use by member dealers—all featuring ENERGY STAR.
- **Training more than 35,000 sales associates** on the benefits of ENERGY STAR qualified products.

## EXCELLENCE IN AFFORDABLE HOUSING



## Blue Hills Community Services Kansas City, Missouri

Blue Hills Community Services is a **non-profit community development organization** that has been a catalyst for neighborhood development in **Missouri** for more than 34 years. Blue Hills Community Services is receiving ENERGY STAR recognition for their implementation of ENERGY STAR measures in existing and new owner-occupied homes to reduce the burden of energy costs on low and moderate income homeowners. Major accomplishments of this organization include:

- **Constructing five ENERGY STAR qualified homes** for the Olive Street Homes project, saving each low- and moderate-income homeowner **nearly \$500 per year on utility bills**.
- **Retrofitting 24 homes** using ENERGY STAR qualified products.
- Encouraging the city's Board of Directors to adopt a policy requiring ENERGY STAR standards for all future new construction, rehabilitation, and home repair services.



## City of Topeka, Housing & Neighborhood Development Topeka, Kansas

The **City of Topeka**, Housing & Neighborhood Development is being recognized for its comprehensive approach to promoting energy efficiency in affordable housing. Topeka serves as a model for other cities, both small and large, looking to implement policy changes that will improve energy efficiency in affordable housing. Major accomplishments include:

- **Constructing ENERGY STAR qualified homes that are both accessible and affordable**, and requiring that all housing funded by the Department of Housing and Neighborhood Development be ENERGY STAR qualified.
- Conducting a study to compare the utility costs of ENERGY STAR qualified and non-ENERGY STAR qualified homes, which found that ENERGY STAR qualified homes use 57 percent less electricity and save homeowners 45 percent on electricity bills.
- **Proclaiming October “ENERGY STAR Awareness Month”** as designated by the Mayor of Topeka.
- Conducting public outreach and education activities on energy efficiency.
- Providing contractor education about energy efficiency measures.



## Ithaca Housing Authority Ithaca, New York

**Ithaca** Housing Authority is a **public housing agency** designed to provide affordable housing to low-income residents. By incorporating ENERGY STAR into the housing units it manages and operates, the Ithaca Housing Authority provides truly affordable housing for those in greatest need. Ithaca Housing Authority also encourages other housing authorities to pursue energy efficiency improvements. Major accomplishments of this agency include:

- **Requiring all contractors to use only ENERGY STAR qualified products.**
- Installing **significant energy-saving measures in 341 multifamily public housing units** at its Titus Towers properties for an estimated **savings of more than 2.2 billion Btu and 225,000 kWh** annually, as well as in its Family Sites properties for an estimated **savings of more than 600 million Btu and 37,000 kWh** annually.
- Entering into an energy performance contract with the U.S. Department of Housing and Urban Development in an effort to consume less energy, reduce water usage, save money, improve the comfort of tenants, and protect the environment.



**Nashville Area Habitat for Humanity, Inc.**  
Nashville, Tennessee

An ENERGY STAR partner since 2006, Nashville Area Habitat for Humanity, Inc. is committed to developing and constructing **homes that are as affordable as possible for low-income families**. This is the second time the organization is receiving ENERGY STAR recognition for providing ENERGY STAR qualified homes to low-income families in **Nashville**. These energy-efficient homes free up income for residents to use on other monthly necessities, providing them with greater security against falling back into the cycle of poverty.

Major accomplishments of this organization include:

- **Building 42 ENERGY STAR qualified homes.**
- Collectively **saving homeowners nearly \$100,000 annually** and **reducing their energy use by 46 percent.**
- Generating greater ENERGY STAR awareness among local residents and for-profit home builders.
- Motivating for-profit builders to construct ENERGY STAR qualified homes.



**Vietnamese American Initiative for Development, Inc. (Viet-AID)**  
Dorchester, Massachusetts

The Vietnamese American Initiative for Development, Inc. (Viet-AID) is a **non-profit developer** dedicated to building a strong Vietnamese community in **Dorchester, MA**. Viet-AID is receiving the Excellence in Energy-Efficient Affordable Housing Award for its commitment to making ENERGY STAR qualified housing an integral part of its mission. Major achievements of this organization include:

- Constructing the 1460 Dorchester Avenue Development totaling more than 16,000 square feet, including **43 ENERGY STAR qualified units of multi-family low-rise housing.**

- Developing an operations and maintenance manual, as well as a resident manual, that includes information about ENERGY STAR qualified appliances and other products as a way to educate maintenance staff and residents about the features and benefits of ENERGY STAR qualified homes.

## EXCELLENCE IN ELECTRONICS AND APPLIANCE RETAILING



**Best Buy Co., Inc.**  
Richfield, Minnesota

A **multinational retailer of technology and entertainment products and services**, Best Buy Co., Inc. has demonstrated the company's commitment to becoming a leader in ENERGY STAR qualified electronics, which now make up the bulk of its 40 billion in annual sales revenue. Key achievements earning Best Buy this award include:

- Integrating ENERGY STAR into its "Greener Together" strategy through planning, sales associate training, and consumer outreach—particularly online.
- Working with vendors to make ENERGY STAR central to environmental improvements across the spectrum of consumer electronics and appliance products.
- Making **100 percent of Best Buy's Insignia exclusive-brand TVs ENERGY STAR qualified**, along with 62 percent of its branded TV assortment.
- **Reaching an estimated 35 million consumers in a single year** through a number of signing efforts, including ENERGY STAR signage on 1,000 store entrance doors and sign rails and product certification clings for appliances.
- Featuring ENERGY STAR an average of twice per week in every weekly Sunday insert, including a **fully-dedicated ENERGY STAR page over two weeks that reached 48 million people**.
- Expanding training among sales associates through rigorous, ongoing employee training programs and internal communications channels, as well as adding modules for home theatre, mobile, and computer products.
- Promoting ENERGY STAR online in its Home Office, Home Theatre, and Appliances Web pages, as well as on its "green" page.

## EXCELLENCE IN HOME IMPROVEMENT RETAILING



**Menards**  
Eau Claire, Wisconsin

Menards, a privately held company, is the third-largest **home improvement chain** in the U.S., encompassing some 240 stores across the **Midwest**. In 2008, Menards expanded its commitment to the program, integrating ENERGY STAR messaging into all aspects of its marketing strategy—from product selection to staff training to grand opening events. Key accomplishments include:

- Implementing highly successful CFL recycling programs in Minnesota and Wisconsin.
- **Increasing the selection of ENERGY STAR qualified products** in a variety of categories, including adding a new line of appliances and an additional CFL aisle in all stores.
- Developing ENERGY STAR In-Home Training materials for more than 400 staff members using the program, and incorporating dozens of vendor demonstrations into training operations at new store openings.
- **Featuring ENERGY STAR messaging in broadcast advertising**, including 14 30-second radio spots and 29 television ads, as well as 52 weekly store announcements and in-store signage.
- Maintaining a strong ENERGY STAR presence on the Menards Web page that features multiple ENERGY STAR links, including the ENERGY STAR Pledge, linked directly from the company's main page. Menards is a top retail pledge driver achieving more than 16 million in carbon reductions through customer pledges.
- Prominently featuring ENERGY STAR at grand opening events, where ENERGY STAR games and activities extended the importance of energy efficiency to children and their families.

## EXCELLENCE IN LIGHTING RETAILING

# Seattle Lighting

**Seattle Lighting and DestinationLighting.com**  
Seattle, Washington

The Pacific Northwest has turned to Seattle Lighting and DestinationLighting.com for fine **residential lighting products** since 1917. Seattle Lighting's showrooms in **Washington, Oregon, and Idaho** continue to demonstrate leadership and excellence in lighting retail through its efforts to promote energy-efficient lighting. This is the third time Seattle Lighting has received ENERGY STAR recognition. Key accomplishments include:

- **Doubling stock of ENERGY STAR qualified light fixtures at showroom locations**, with more qualified products available through its e-commerce Web site, destinationlighting.com.
- Exceeding ENERGY STAR qualified fixture sales goals for 2008, while setting even more aggressive goals for 2009.
- Supporting regional green building programs, including utility sponsored incentive programs for the ENERGY STAR Advanced Lighting Package.
- **Replacing approximately 28,000 showroom incandescent bulbs with ENERGY STAR qualified CFLs.**
- Recycling approximately 12,000 CFLs and linear fluorescent bulbs through an in-store recycling program.
- Featuring ENERGY STAR qualified light fixtures in builder magazines and nine regional newspapers, with an overall reach of 6.7 million readers.

## EXCELLENCE IN PRODUCT LABELING



**Energy Kinetics, Inc.**  
Lebanon, New Jersey

Energy Kinetics, Inc. is a **national** manufacturer of innovative, **high-efficiency heating and hot water systems**. Since its inception in 1979, this family-owned and operated company has demonstrated a strong commitment to energy efficiency and the environment. Energy Kinetics is receiving ENERGY STAR recognition for its superior efforts to display and promote the ENERGY STAR label. Key accomplishments include:

- **Qualifying 100 percent of its product line for the ENERGY STAR.**
- **Upgrading its office and warehouse facility to reduce energy consumption by 30 percent.** Energy Kinetics went on to rate its upgraded building with EPA's Portfolio Manager.
- Prominently displaying ENERGY STAR logos on all advertising, literature, shipping cartons, and products.
- Installing a solar voltaic system that generates 34,000 kWh of electricity annually.



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

From its inception as a small export business in Korea, Samsung Electronics Co., Ltd. has been dedicated to making a better world through diverse businesses that span advanced technology, semiconductors, medicine, finance, and more. Samsung Electronics, a **global leader in high-tech electronics and digital media**, is also a leader in delivering energy-efficient products to consumers. Samsung is receiving ENERGY STAR recognition for significantly expanding its offerings of ENERGY STAR qualified products. The company's 2008 accomplishments include:

- Offering ENERGY STAR qualified products in more than a dozen product categories for a total of **more than 600 qualified models**.
- Highlighting the energy saving potential of ENERGY STAR qualified products in all qualified product press releases.
- **Qualifying 100 percent of Samsung's LCD/DLP TV and printer lines.**
- Displaying the ENERGY STAR prominently on products, packaging, Web pages, specification sheets, and brochures.
- Placing advertisements featuring ENERGY STAR in The Washington Post, **reaching more than 10 million readers.**
- Partnering with retailers to market ENERGY STAR offerings and educate consumers.
- Creating an integrated Eco-Management Group dedicated to training on ENERGY STAR features and efficient product development.
- Creating an internal culture of energy savings, and requiring that employees turn off their monitors when away from their computers, turn off all equipment at the end of the day, and drink from reusable mugs.



## SPECIAL RECOGNITION—ENERGY EFFICIENCY IMPROVEMENTS



INDIANAPOLIS MUSEUM OF ART

### Indianapolis Museum of Art Indianapolis, Indiana

The **Indianapolis Museum of Art** (IMA) fosters the exploration of art, design, and the natural environment by offering visitors the opportunity to view over 54,000 works of art and explore an adjacent art and nature park. An ENERGY STAR partner since 2007, IMA has drawn upon a dedicated energy team to establish and pursue a comprehensive energy reduction strategy. IMA is receiving ENERGY STAR recognition for its commitment to improving energy efficiency by following ENERGY STAR Guidelines for Energy Management. Key accomplishments include:

- **Reducing electricity use by 3.6 percent and natural gas use by 20 percent** in 2008 alone, surpassing its initial savings goals of 2 percent for electricity and 5 percent for natural gas.
- Implementing low-cost, high-return measures, such as reviewing the operational condition and settings for each mechanical system, reprogramming air handling units, and identifying efficient ways to operate the museum's heat-recovery chiller and boiler systems.
- Involving staff and visitors in its energy efficiency efforts by posting the museum's average daily energy use online on a monthly basis, promoting its partnership with ENERGY STAR in educational materials, and seeking regular feedback from museum staff; one employee's suggestion resulted in savings of approximately 1 percent of the museum's total energy use for the year.

## SPECIAL RECOGNITION—EXCELLENCE IN ENERGY EFFICIENCY



### West Penn Power Sustainable Energy Fund Greensburg, Pennsylvania

The West Penn Power Sustainable Energy Fund is a **non-profit organization** approved by the **Pennsylvania Public Utility Commission** to **invest in the deployment of clean energy technologies** throughout the West Penn Power service territory. The West Penn Power Sustainable Energy Fund is receiving ENERGY STAR recognition for establishing an excellent foundation for Home Performance with ENERGY STAR in Pennsylvania. The organization's 2008 accomplishments include:

- **Training and certifying more than 50 home energy raters and building analysts.**
- Enlisting over 30 companies across Pennsylvania to provide home performance services to homeowners.
- Conducting a diverse public outreach and marketing campaign that included a Web site, a toll-free hotline, exhibitions at home shows and community events, a joint utility bill insert with Allegheny Power, and TV interviews.

## SPECIAL RECOGNITION—EXCELLENCE IN HOME PERFORMANCE WITH ENERGY STAR



### U.S. Department of Housing and Urban Development Office of Public and Indian Housing Washington, DC

The U.S. Department of Housing and Urban Development (HUD) Office of Public and Indian Housing administers HUD's **public housing program** through 3,100 agencies representing 1.2 million units of low-income housing. The HUD Office of Public and Indian Housing is receiving recognition for its strong commitment to supporting the use of ENERGY STAR construction guidelines and qualified products in new construction and building rehabilitation programs. Key accomplishments include:

- Developing a tool, through partnership with EPA and its ENERGY STAR Multifamily High-Rise Building program, that benchmarks energy and domestic water usage in public housing authorities.
- Encouraging applicants for HUD's HOPE VI grants to construct, rehabilitate, and maintain housing and community facilities using energy-efficient design and operating procedures, including building **ENERGY STAR qualified homes** and **purchasing and using ENERGY STAR qualified products**.
- Promoting and funding ENERGY STAR qualified equipment through energy performance contracting. In 2008, HUD's efforts produced \$570 million in projected energy investments, including ENERGY STAR qualified equipment and more than \$100 million in annual savings.

## SPECIAL RECOGNITION—INNOVATION IN CUSTOMER SERVICE



An Exelon Company

### ComEd Oakbrook Terrace, Illinois

ComEd is a unit of Chicago-based Exelon Corporation, one of the nation's largest **electric utilities**; it provides service to approximately 3.8 million customers across **Northern Illinois**—70 percent of the state's population. ComEd is receiving ENERGY STAR recognition for facilitating building energy performance tracking for customers. Key accomplishments include:

- **Launching a Web-based Energy Usage Data system to provide business customers with improved building data**—addressing a key barrier to measuring and tracking building energy performance by providing this system directly with its customers.
- Empowering building managers to improve energy management practices, benchmark, verify and track progress, and strive to earn the ENERGY STAR for their buildings.
- Partnering with ENERGY STAR to conduct six Green Ribbon workshops, helping to educate more than 1,400 participants about energy efficiency.

## SPECIAL RECOGNITION—PROGRAM DEVELOPMENT



### FetterGroup

Louisville, Kentucky

FetterGroup provides **printing services for automotive, industrial, and consumer paint and coatings companies**. The company is being recognized for integrating ENERGY STAR and its energy management approach into its corporate sustainability strategy. Key achievements in 2008 include:

- Developing its energy management program based on ENERGY STAR tools and resources.
- **Reducing energy intensity by 16 percent** across its printing, office, and warehouse operations.
- Communicating the value of energy efficiency and ENERGY STAR to clients, employees, and surrounding communities.

## SPECIAL RECOGNITION—RETAIL COMMITMENT

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# SEARS HOLDINGS

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### Sears Holdings Corporation

Hoffman Estates, Illinois

Sears Holdings Corporation is the nation's fourth largest **broadline retailer** with more than \$50 billion in annual revenues and approximately 3,800 full-line and specialty retail stores in the **U.S.** and **Canada**. The company is being recognized for its renewed commitment to ENERGY STAR in 2008. Key accomplishments include:

- **Generating 33.7 billion exposures of the ENERGY STAR logo** via Sears print advertising alone and millions more through TV ads, online media, consumer literature, and in-store signage nationwide.
- Selling more than 3.1 million units of ENERGY STAR qualified products through November 2008.
- Maintaining a dominant ENERGY STAR presence on its refrigeration sales floor; proactively introducing dozens of models that meet or exceed the higher standards adopted in 2008.
- Working with consumer electronics suppliers to increase the selection of ENERGY STAR qualified TVs.
- **Reaching about 26,000 associates nationwide by integrating ENERGY STAR in all applicable associate training programs**, including Sales Today, Store Readiness meeting outlines, "Road Show" training sessions, and a dedicated Job Aid distributed to all home electronics sales associates.

## Appendix: ENERGY STAR Award Criteria

### Sustained Excellence

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

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

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

This award recognizes organizations in 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—programs that have submitted an implementation plan, a Signed Partnership Agreement, and an end-of-year activity report.
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 energy performance in buildings and/or industrial plants, including measuring and improving whole-building performance of existing buildings, and targeting and tracking performance in new construction.

Organizations receiving this award have demonstrated:

1. A strong program design with clear goals, a strategy for overcoming market barriers to achieve sustained market change, and outreach to program participants and/or consumer education.
2. Incorporation of the ENERGY STAR platform—messaging, tools, and strategies—into the initiative.
3. Qualitative and quantitative data supporting market change, or likely upcoming market change, as a result of the initiative. Examples of market effects include:
  - 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 use of the EPA energy performance rating system, increase in buildings earning the ENERGY STAR label, and achievement of ENERGY STAR Leaders recognition for commercial buildings by program participants.
  - An increase in percentage of new homes built to ENERGY STAR specifications and/or growth in percentage of housing starts labeled as 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 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 2008 calendar year. Applications are evaluated in three categories:

1. Management Practices—Use of best practices in managing energy, as verified through:
  - Implementation of each fundamental element of superior energy management described in the ENERGY STAR Guidelines for Energy Management.
  - Utilization of ENERGY STAR tools and resources.
  - Designation as an ENERGY STAR building or plant, or ENERGY STAR Leader.
  - Organizational achievements expressed through environmental, financial, and business equivalents.
2. System-Wide Improvements—Actual energy performance improvements achieved during 2008, taking into account

both the magnitude of improvements (measured via change in energy intensity across the portfolio) and current energy performance relative to organizational peers.

3. Promotional and Communications Success— Demonstrated ability to:
  - Promote the value of energy efficiency, both internally and externally.
  - Raise awareness of energy use in their organizations and communities.
  - Share achievements with staff and stakeholders.

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

### **Partner of the Year—Home Energy Raters**

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

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

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

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

Applications are evaluated in two categories:

1. Product Qualification Efforts:
  - Number of ENERGY STAR qualified models/units.
  - Percentage of product line that is ENERGY STAR qualified.
  - Percentage of total sales from ENERGY STAR qualified products.
  - Availability of information concerning new ENERGY STAR products qualified or in development in 2008.
  - Innovation in product design for energy efficiency.
2. Partner's activities and accomplishments in supporting ENERGY STAR's objective to reduce greenhouse gas emissions through superior energy efficiency using the following channels:
  - Effective labeling efforts.
  - Sales force and employee training.
  - Sales and marketing, including:
    - Participation in co-marketing activities with retailers and/or utility/state efficiency program sponsors to demonstrate ENERGY STAR qualified products in exhibits, presentations, and other gatherings.
    - Leadership or participation in promotions.
  - Consumer/end-user education, including community outreach activities, advertising, public relations efforts, special events, or promotions, and incorporation of the ENERGY STAR logo/messaging on the company Web site.
  - Inclusion of environmental messaging in marketing activities.
  - Other efforts across ENERGY STAR that have been incorporated into company practices, including:
    - Participation or leadership in discussions of new or revised ENERGY STAR specifications.
    - Development of data tools such as Find-A-Product.
    - Commitment to organization-wide facility energy improvements.
    - Procurement of energy-efficient and/or ENERGY STAR qualified products.
    - Participation in EPA's Computer and Power Management Initiative.
    - Giving preference to ENERGY STAR labeled buildings when leasing space.

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

### **Partner of the Year—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. Implementation of ENERGY STAR strategy through:
  - Integrating ENERGY STAR into corporate strategy.
  - Collaborating with EPA/DOE 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. Working to increase stock of ENERGY STAR qualified products through development of goals, coordination with vendors, and regular reporting on progress.
3. Incorporation of sales associate training through:
  - Assimilating ENERGY STAR into training strategy across all relevant product categories and in all existing training vehicles.
  - Working with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
4. In-store marketing efforts:
  - Effectively requesting or requiring ENERGY STAR labeling of qualified products by vendors.
  - Utilizing in-store ENERGY STAR marketing efforts including displays, signage, in-store radio/Muzak/TV, clinics/events, collateral, and more.
5. Participation in ex-store marketing through activities such as advertising, direct mail, Web, and public relations.
6. Evaluation of activities and commitment, including support of ENERGY STAR's efforts to evaluate its program success, evaluation of all above activities, and reporting evaluation results to ENERGY STAR.

### **Excellence in ENERGY STAR Promotion— New Home Builder**

This award recognizes ENERGY STAR home builder partners who have committed to constructing 100 percent of their homes to the ENERGY STAR performance guidelines, have effectively integrated the ENERGY STAR mark and message into their marketing efforts and sales processes, and have helped establish a significant market presence for ENERGY STAR qualified homes. Builders receiving this award have demonstrated use of ENERGY STAR sales/marketing materials and consumer education supporting:

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

### **Excellence in ENERGY STAR Promotion**

This award recognizes organizations who have planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large. Organizations receiving this award must have executed a promotion, consumer awareness, or social marketing campaign that demonstrates:

1. Leveraging of a national ENERGY STAR product or practices campaign.
2. Proper use of the ENERGY STAR label to increase consumer recognition and understanding of its meaning.
3. Consumer education defining the ENERGY STAR as a government-backed label associated with energy efficiency and environmental protection.
4. Visual consistency with the national ENERGY STAR identity.
5. Tactics that work to create repeat sales in a sustainable manner and, ultimately, influence market share (by pairing any price incentives with educational materials conveying product benefits and values).
6. Evidence of retail sales staff training on ENERGY STAR, where appropriate.
7. Media activities that enhance relevant consumer understanding of ENERGY STAR.

### **Excellence in Home Performance with ENERGY STAR Promotion**

This award recognizes active Home Performance with ENERGY STAR program sponsors who have successfully promoted the home performance program. Recipients of this award have created an impact through:

1. Improving homeowner 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. Advancing contractor knowledge of how a home works as a system and the value of a whole house assessment.



1. Recruiting a contractor base to make whole-house improvements and to promote Home Performance with ENERGY STAR.

### Excellence in Affordable Housing

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

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

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

### Excellence in Lighting Retailing

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

1. Product selection, based on the rigorous goals for:
  - Increasing stock of ENERGY STAR qualified light fixtures (e.g., increases in the number of stock-keeping units [SKUs] or percentage of SKUs).
  - Efforts to work with vendors to meet the goals.
  - Reported progress in meeting the stated goals.
2. Sales associate training measured through:
  - Integration of ENERGY STAR into the training strategy and in all existing training vehicles.

- Coordination with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
  - Progress in implementing the outlined plan and achieving stated goals.
  - Reach of training materials as documented through the number of stores using the materials, as well as the number of employees reached.
3. In-store ENERGY STAR marketing efforts based on the:
    - Number of participating stores.
    - Number of impressions (e.g., store traffic).
    - Content and co-sponsorship of materials.
    - Duration of effort.
  4. Out-of-store ENERGY STAR marketing efforts, such as broadcast, print, direct mail, and Web promotions, measured through distribution, duration, co-sponsorship, and impressions.

### Other Excellence Awards

1. Excellence in Electronics and Appliance Retailing. This award recognizes excellence in promoting ENERGY STAR qualified appliances and electronics throughout product selection, sales associate training, marketing, and public relations efforts.
2. Excellence in Home Improvement Retailing. This award recognizes retailers who display exceptional commitment to ENERGY STAR across their corporate strategy, product selection, sales associate training, marketing, public relations, and evaluation.
3. Excellence in Product Labeling. This award recognizes important contributions to raising ENERGY STAR visibility through consistent, high-profile placement of the ENERGY STAR logo on millions of products.

### Special Recognition

These awards 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, 9	MaxLite	7, 39
Actus Lend Lease	8, 47	Menards	8, 53
Advantage IQ, Inc.	7, 28	Merck & Co., Inc.	6, 13
Akridge	7, 29	Nash-Rocky Mount Public Schools	7, 32
Anderson/Vanguard Homes, Inc.	6, 17	Nashville Area Habitat for Humanity	8, 52
APS (Arizona Public Service)	8, 40	National Grid	7, 23
ArcelorMittal USA	7, 29	Nationwide Marketing Group	8, 50
Austin Energy	6, 21	Nevada ENERGY STAR Partners	6, 23
Best Buy Co., Inc.	8, 53	New York State Energy Research and Development Authority (NYSERDA)	6, 24
Blue Hills Community Services	8, 50	NJBPU, New Jersey's Clean Energy Program	8, 42
Bosch Home Appliances	7, 38	Northeast ENERGY STAR Products Initiative	6, 25
Building Owners and Managers Association (BOMA) International	6, 22	Northwest Energy Efficiency Alliance	7, 43
CalPortland Company	6, 9	Oncor	6, 26
CB Richard Ellis, Inc.	7, 30	OSRAM SYLVANIA	6, 19
CEMEX USA	7, 30	Pacific Gas and Electric Company	6, 26
CenterPoint Energy	6, 22	Pella Corporation	6, 19
City of Topeka, Housing & Neighborhood Development	8, 51	PepsiCo, Inc.	6, 14
Colorado Governor's Energy Office	8, 41	ProVia Door	6, 20
ComEd	57	Providence Health & Services	6, 14
CoStar Group, Inc.	8, 47	Puget Sound Energy	7, 43
Council Rock School District	7, 31	Raytheon Company	6, 15
Energy Education	8, 46	Rocky Mountain Power, a Division of PacifiCorp	8, 44
Energy Inspectors Corporation	7, 35	Saint-Gobain	7, 33
Energy Kinetics, Inc.	8, 54	Samsung Electronics Co., Ltd.	8, 55
EnergyLogic	7, 36	Satco Products, Inc. featuring Nuvo Lighting	7, 39
Energy Trust of Oregon, Inc.	7, 41	Schering-Plough Corporation	7, 33
FetterGroup	58	Sea Gull Lighting Products LLC	6, 20
Food Lion, LLC	6, 10	Sears Holdings Corporation	58
Ford Motor Company	6, 10	Seattle Lighting and DestinationLighting.com	8, 54
Fox Energy Specialists	7, 36	SENERCON	7, 37
GE Consumer & Industrial	6, 18	Servidyne	8, 46
Georgia Power	8, 48	Southern California Edison Company	6, 27
Giant Eagle Incorporated	6, 11	Southern Energy Management	7, 37
Gorell Enterprises, Inc.	6, 18	Sunoco, Inc.	7, 34
Gresham-Barlow School District	6, 11	Technical Consumer Products, Inc.	7, 40
Hines	6, 12	TIAA-CREF	7, 34
Indianapolis Museum of Art	56	Toyota Motor Engineering and Manufacturing North America, Inc.	6, 15
Ithaca Housing Authority	8, 51	TRANSWESTERN	6, 16
ITW Food Equipment Group - North America	7, 38	U.S. Department of Housing and Urban Development Office of Public and Indian Housing	57
Ivey Residential, LLC	8, 48	USAA Real Estate Company	6, 16
J. C. Penney Company, Inc.	6, 12	Vietnamese American Initiative for Development, Inc.	8, 52
The Joint Management Committee representing Massachusetts New Homes with ENERGY STAR	8, 42	West Penn Power Sustainable Energy Fund	56
KB Home	8, 49	Whirlpool Corporation	6, 21
Kennedy Associates Real Estate Investment Advisors	7, 31	Whitefish Bay School District	7, 35
Kimberly-Clark Corporation	7, 32	Winton/Flair Custom Homes	6, 17
Lowe's Companies, Inc.	8, 45	Wisconsin Focus on Energy	7, 27
Marriott International, Inc.	6, 13	Xcel Energy	8, 44
Maryland Energy Administration	8, 49		



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