

**2004 ACEEE/CEE National Symposium on Market Transformation
“Market Transformation: Delivering Results”**

RESIDENTIAL PROGRAMS TRACK

Working Session I *Monday, March 14* *1:30 to 3:00 pm*

R1: Contractor Perspectives on the Business Opportunities in Whole-House Performance

Moderator: *Chandler von Schrader, U.S. Environmental Protection Agency*

Presenters: *Joe Kuonen, Comfort Diagnostics & Solutions*
Richard Kornbluth, EnTherm, Inc.

Description: A small but growing number of contractors are successfully pursuing comprehensive retrofit services as a viable business proposition. In this session, two contractors offer their insights regarding the market for comprehensive retrofit services, how they approach service delivery, and the results of their efforts to date. The presenters will give their perspectives on the attractiveness of market transformation program participation and their impressions of the most valuable forms of assistance from utility, state, and federal programs, as well as the sustainability of the business in the aftermath of program intervention.

Discussion Topics:

- What level of energy savings does your customer usually see? How do you know?
- What sort of internal quality control and/or third-party quality assurance process do you use to verify the work is high quality and consistent with industry best practices?
- The value-added services you provide must cost more than business-as-usual HVAC and insulation services. How do you communicate value to your clients so that you are able to charge a fair price and stay in business?
- What is the best way to encourage other contractors to adopt this approach? In your view, what can states and utilities do to develop both the contractor (supply) and the consumer (demand) market?

Working Session II *Monday, March 1* *3:30 to 5:00 pm*

R2: CFL Sales: Working With Mass Merchandisers

Facilitator: *Glenn Reed, Northeast Energy Efficiency Partnerships*

Presenters: *Peter Feroi, Applied Proactive Technologies*
Pamela Fletcher, Technical Consumer Products

Description: While CFL sales have increased significantly over the past few years, particularly in markets where efficiency program administrators have actively promoted the products, many retailers still carry few, if any, full CFL product lines. In particular, a

number of mass merchandisers—including grocery stores, drug stores, warehouse clubs, and discounters—have been reluctant to stock or promote these products. In aggregate, these market channels represent over 60% of traditional incandescent lamps sales. This session will address why many of these retailers have not actively supported these products, and how these barriers can and have been overcome.

Discussion Topics:

- Inability of national chains to tailor their stocking and promotional activities to support regional market transformation efforts.
- Reluctance of supermarkets and national retail chains to participate in rebate coupon-based programs.
- Role of manufacturers in overcoming barriers to product stocking and promotion.
- Implications of lowering CFL prices—will lower profits/margins serve as a new barrier to mass merchandiser stocking and promotion, or an incentive?
- Retailer provision of sales data to track program effects and to develop market penetration estimates.

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

R3: Increasing Appliance Energy Savings by Looking Beyond ENERGY STAR

Facilitator: [Steven Nadel](#), *American Council for an Energy-Efficient Economy*

Presenters: [Daniel Lee](#), *LG Electronics USA*

[Rick Kallett](#), *Sacramento Municipal Utility District*

Description: In recent years, most appliance programs have focused on promoting ENERGY STAR products with an emphasis on working with trade allies and promoting the ENERGY STAR brand to consumers. As a result of these efforts, ENERGY STAR refrigerators, clothes washers, and room air conditioners accounted for about 25% of product sales and ENERGY STAR dishwashers accounted for about 50% of product sales in 2003. However, cost-effective energy savings are still possible by promoting products that exceed the ENERGY STAR specification. In this session, representatives of an appliance manufacturer and a utility will discuss technical and programmatic opportunities for increasing appliance energy savings by promoting equipment that significantly exceeds current ENERGY STAR qualification levels, but doing so in a way that complements the ENERGY STAR message.

Discussion Topics:

- What levels of cost-effective savings are possible beyond current ENERGY STAR levels?
- Are there marketing “hooks” to promote this equipment such as non-energy benefits?
- What is the program experience to date with promoting efficiency levels beyond ENERGY STAR? What are the lessons from this experience?
- How can ENERGY STAR and beyond ENERGY STAR promotions be combined or at least made complementary?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

R4: Developing a Path to Good/Best Practices in Residential HVAC Systems

*Facilitators: Bill Parlapiano, New York State Energy Research & Development Authority
John Taylor, Consortium for Energy Efficiency*

*Presenters: Pat Murphy, North American Technician Excellence (no .ppt used)
Warren Lupson, Air Conditioning Contractors of America (no .ppt used)*

Description: This session will serve as a forum to discuss key elements of a program model for best practices in residential HVAC system installation. A representative of North American Technician Excellence (NATE) will discuss the importance of technical installation and service training; share his perspective on the value of technician certification options; and explore the role of continuing education, periodic re-certification, and company accreditation. Next, a representative of the Air Conditioning Contractors of America (ACCA) will discuss business management and operations training as it relates to development of a successful best practices model.

Discussion Topics:

- How can a best practices model be incorporated into residential HVAC programs?
- What technical and business management training issues are relevant to a uniform standard?
- How can quality assurance and quality control mechanisms provide value to the contractor's business? The customer?
- What are the best methods for marketing a clear and consistent message to different stakeholder groups? How useful would this be?