



Summer 2009

Dear Service and Product Provider (SPP) Partner:

We hope that you enjoy this quarterly issue of **ENERGY STAR News: Service and Product Provider Edition**. We have selected topics that we hope will be informative and help you in your important role as a service provider to commercial, industrial, and institutional buildings. If there are any other topics that you would like to see addressed in our next newsletter, please contact us. Thank you.

Sincerely,

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Special Announcement

Reminder: Meet the Updated Partnership Requirements by January 1, 2010

With the recent change in partnership requirements for SPPs on June 1, 2009, the SPP directory will feature only companies that are the “Most Active” in delivering ENERGY STAR to their clients. *“Most Active” SPPs are those with demonstrated experience using ENERGY STAR Portfolio Manager to help clients to benchmark commercial buildings, as well as SPPs that have helped client buildings to earn the ENERGY STAR label for superior energy performance.*

SPPs that are currently ENERGY STAR partners serving the existing commercial building market must meet updated partnership requirements by January 1, 2010 to remain connected to the ENERGY STAR network of energy users. Partners not able to meet the requirements when EPA conducts an activity review in January 2010 will no longer be an ENERGY STAR partner, and will be invited to submit a new application for partnership when new requirements have been met.

Please visit the [SPP partnership Web page](#) for detailed requirements or contact spp@energystar.gov for information.

Spotlight on Achievements

ABM Engineering Services Recognized as Featured SPP of the Quarter

EPA recognizes ABM Engineering Services for helping USAA Real Estate Company make significant reductions in energy use throughout USAA's portfolio by using ENERGY STAR tools to support a process of continuous improvement. USAA's commercial portfolio has saved more than \$12 million dollars as it works toward the goal of reducing total energy consumption by 25%.

In one project example, ABM Engineering partnered with USAA to improve operational practices in USAA's FBI Chicago office building. Performance metrics and goals were developed and implemented, leading to annual savings of nearly \$100,000 in energy costs and over 3 million gallons of water, and an energy performance rating improvement from 78 to 95 in two years. [Read more.](#)

Share your own successes with us to gain exposure in the marketplace! [Success stories](#) highlight the valuable relationships that SPPs develop with their clients and how they help improve energy performance of client facilities. If you have a success story you would like to publicize, please contact skhananusit@icfi.com.

2010 ENERGY STAR Award Applications Now Available!

It's not too early to start preparing your application for the 2010 ENERGY STAR Partner of the Year Award. All organizations participating in the ENERGY STAR program are encouraged to apply for recognition. Applications must be received by December 4, 2009.

The ENERGY STAR Partner of the Year Award honors organizations that are catalysts – through their products, services, and effective outreach efforts – in helping client companies or public sector organizations to succeed in strategically managing energy use. These SPPs provide the assistance that allows their customers to improve energy performance in existing buildings, manufacturing plants, and building design.

[Download the application](#) and find out more about the 2010 Awards.

What's Happening: ENERGY STAR Events

ENERGY STAR Quarterly Communications Webinars

Last quarter, we gave you a broad introduction to the ways ENERGY STAR can help you communicate your environmental commitment and success, as well as how to leverage the powerful ENERGY STAR brand – recognized by 75% of Americans as the symbol for energy efficiency.

For our next communications Webinar on September 2, titled “How to Promote Your Organization’s Green Practices with ENERGY STAR,” we will explore more specific techniques and strategies for publicizing your energy efficiency efforts and environmental commitment to your customer base, employees, and other stakeholders. Guest speakers will present relevant case studies from their own experience.

[Registration](#) is required for the September 2 Webinar. Also, if you missed last quarter’s Webinar, a recording is available for viewing [here](#).

NAESCO Board Adds Portfolio Manager Energy Performance Rating to Accreditation Application

At the recent Board of Directors meeting in July of the National Association of Energy Service Companies (NAESCO), the NAESCO Board announced that it will integrate the ENERGY STAR Portfolio Manager energy performance rating into its association Accreditation Application.

All data from NAESCO Accreditation Applications is entered into an ESCO project database maintained by the Lawrence Berkeley National Laboratory (LBNL). Using this data, NAESCO and LBNL publish periodic reports on the state of the ESCO industry, and various issues of interest to the industry and stakeholders.

“Going forward, as we accumulate projects with Portfolio Manager scores in the database, we will be able to include in our reports data and analyses about the relationship between these scores and ESCO projects – information which is of interest and benefit to the industry,” says Terry Singer, Executive Director, NAESCO.

Energy Users Get Busy

National Restaurant Association Launches Conserve / EPA ENERGY STAR Challenge

Carpe Green ‘Em...Seize the Savings! Recognizing that restaurants are five times more energy intensive per square foot than other commercial buildings, the National Restaurant Association (NRA) teamed up with EPA to launch the Conserve / EPA ENERGY STAR Challenge – a call-to-action to restaurant operators, employees, guests, and suppliers to take steps to reduce energy and water consumption.

Encourage your clients in the restaurant sector to sign up for Conserve / EPA ENERGY STAR Challenge. Also, visit NRA’s [Conserve / EPA ENERGY STAR Challenge Web site](#) to download a brochure and checklist of five easy ways to get started helping your clients cut their utility costs and protect the environment.

To learn about other industry associations partnering with ENERGY STAR on energy efficiency initiatives, see the [Spotlight On...Business Opportunities](#) page on the ENERGY STAR Web site.

New ENERGY STAR Senior Care Initiative

This summer, ENERGY STAR is hosting a Senior Care Webinar Series to provide senior care communities and their service providers with tips and tools to manage energy. The Webinar series covers the financial, social, and environmental benefits of reducing energy use and details ENERGY STAR technical resources, communications strategies, and partner-proven best practices that can help along the way.

Also learn about efforts underway to develop a 1-100 energy performance rating for senior care buildings.

Series Schedule:

- [Energy Conservation: The Next Frontier for Senior Care Cost Savings](#) – [Recording from July 2]
- [Is My Senior Care Facility Energy Efficient?](#) – [Recording from July 23]
- [Senior Care: Benchmarking Energy Performance Using EPA's Portfolio Manager](#) – August 13 at 3:00 PM Eastern
- [Engaging Employees and Senior Care Residents to Save Energy](#) – August 26 at 2:00 PM Eastern

See what tools are available to help you build your business in the senior care market. To view past sessions or register for an upcoming session, please click on the links above or visit <https://energystar.webex.com/>.

Latest on State and Local Programs Leveraging ENERGY STAR

Keep an eye on business opportunities! State and local governments across the country are taking bold steps to protect the environment and lower energy costs by adopting policies that leverage ENERGY STAR tools, such as Portfolio Manager, to reduce energy use in commercial buildings.

View a [summary of state and local governments which are leveraging ENERGY STAR](#) through regulatory and voluntary incentive programs on the ENERGY STAR Web site.

Under the American Recovery and Reinvestment Act of 2009 (ARRA), state and local governments will receive substantial funding to implement energy efficiency initiatives in their jurisdictions. Check with your local government and state energy office to see if there are ARRA funding opportunities that you can obtain for client buildings. You can find contact information for state energy offices at the National Association of State Energy Officials Web site at www.naseo.org/members/states/.

For information on more than \$5 billion in funds designated for new construction or retrofits of federal buildings, see GreenBiz.com's [Stimulus Funds Map](#).

ENERGY STAR Web Resources

NEW! Users Guide to Marketing Services and Products with ENERGY STAR

Expanding on the ENERGY STAR Guidelines for Energy Management, EPA has created a [Users Guide to Marketing Services and Products with ENERGY STAR](#) to empower SPPs with tools and resources to: enhance credibility and visibility in the marketplace, help create market demand for energy efficiency services and products, and satisfy that market demand by linking SPPs with the ENERGY STAR network of energy users.



The Users Guide brings together tools from across the ENERGY STAR Web site, and organizes them in a way that makes it easy for SPPs to find the resources you need at each step of the business relationship with clients.

Get Listed in the Professional Engineers Directory

All licensed Professional Engineers (PE) can be listed in the [“Find a Professional Engineer” directory](#) if the PE has performed at least one verification for a building that applied for and received the ENERGY STAR building label.

To be listed, please send the following information to spp@energystar.gov:

- Name of at least one building for which you performed a verification and which subsequently earned the ENERGY STAR. Include full building address and a contact person associated with that building.
- Your full contact information
- States in which you are a licensed PE
- Whether you hold a Green Building Engineer certification from the Association of Energy Engineers

Portfolio Manager Moves Ahead

Important Portfolio Manager Changes on August 31, 2009

The next enhancement to Portfolio Manager – EPA’s free, online energy tracking tool – will be effective August 31, 2009. Updates will also be made to related benchmarking tools including Target Finder for new construction and additions, and the Automated Benchmarking System. Enhancements will include:

- New 1-100 energy performance **rating for Houses of Worship**. Houses of Worship achieving a rating of 75 or eligible will be eligible to apply for the ENERGY STAR.
- Updated energy performance rating **methodology for warehouses** (refrigerated and non-refrigerated) using the most recent market data.
- New **retail eligibility rule** requiring stores to have an exterior entrance to the public to receive a rating.
- Addition of five **optional space characteristics for hotels**.
- New fields to track **on-site solar and wind** energy.
- New tracking for **renewable energy credits**.
- New **fuel and unit choices**.

Additional details on these changes will be available in the “News and Announcements” section when you log-in to your [Portfolio Manager](#) account on or after August 31.

2009 Upcoming Conferences with ENERGY STAR Participation

NALMCO Annual Convention, October 11-14, 2009 in Destin, FL.

Bob Sauchelli, National Program Manager ENERGY STAR SPP Program, will discuss how ENERGY STAR can help SPPs put customers on the road to green, sustainable, and high performing buildings.

[Learn more.](#)

EI National Key Accounts Workshop, November 1, 2009 in Palm Desert, CA.

Aly Quarforth, Program Manager ENERGY STAR Commercial Markets, will participate on a panel with national retailers to share energy management tools and highlight ENERGY STAR partner successes. [Learn more.](#)

AEE World Energy Engineering Congress, November 4-6, 2009 in Washington, DC. SPP partners Johnson Controls Inc., Good Steward Software, ABM Engineering Services, and Advantage IQ will share “Benchmarking Energy Performance Case Studies – Using ENERGY STAR Portfolio Manager”. [Learn more.](#)

American Hotel & Lodging Association Fall Conference, November 6-10, 2009 in New York, NY. [Learn more.](#)

Greenbuild International Conference, November 11-13, 2009 in Phoenix, AZ. Representatives from Wyndham Worldwide and Travelocity will join Aly Quarforth, ENERGY STAR, in presenting “The Value of ENERGY STAR in Implementing and Communicating Your Hotel’s Green Strategy.” [Learn more.](#)

NAESCO Annual Conference, November 17-18, 2009 in Los Angeles, CA. [Learn more.](#)

Ecobuild America, December 8-10, 2009 in Washington, DC. A panel of industry experts, including Bob Sauchelli, ENERGY STAR, will discuss technologies and best practices for achieving energy efficiency in building performance. [Learn more.](#)

About ENERGY STAR

ENERGY STAR is a government-backed program helping businesses, organizations, and individuals protect the environment through superior energy efficiency. Results are adding up. Americans, with the help of ENERGY STAR, saved enough energy in 2008 alone to avoid greenhouse gas emissions equivalent to those from 29 million cars — all while saving \$19 billion on their utility bills. Because a strategic approach to energy management can produce twice the savings — for the bottom line and the environment — as typical approaches, EPA’s ENERGY STAR Partnership offers a proven energy management strategy that helps in measuring current energy performance, setting goals, tracking savings, and rewarding improvements. Learn more at www.energystar.gov.