

**Costco, Holbrook  
September 17, 2011**

"I conducted the scheduled in-store promotion with my co-worker, Joe. Throughout the day we spoke with LIPA customers and Costco employees about the features and benefits of using ENERGY STAR qualified light bulbs. We assisted customers with any questions in regards to these bulbs and promoted the bulbs marked down in price. Customers were intrigued by the light meter display and surprised to see the difference in wattage when comparing CFLs versus incandescent. Customers also purchased many of the six pack daylight CFLs once they saw the color in our light meter display. We also spoke with customers who had concerns about recycling and mercury found in CFLs. Customers were also educated about the emergence of more LED bulbs being carried by retailers. The Feit LED bulb was referenced and promoted as well. Joe and I spoke with around 75 customers and sold about 750 CFLs. I also sold one LED bulb to a customer. Pictures were taken throughout the day as well." –Stephen



**Home Depot, Valley Stream  
September 17, 2011**

"I set up my table in the lighting aisle, which gave me access to the products more easily. I spent most of my time at the lighting bay rather than my table. Customers kept coming up to me and asking questions about the color temperature and wattages. I helped a few customers purchase the LED downlights, although not many were interest in the All-Pro."

**Home Depot, South Setauket  
September 22, 2011**

"I conducted the scheduled in-store promotion and took pictures throughout the day as requested. I spoke with LIPA customers and Home Depot associates about the features and benefits of using ENERGY STAR qualified lighting products. I promoted the CFLs and LEDs which are currently reduced in price via the LIPA sponsored markdowns. While assisting customers with their bulb purchases, I sold about eight CFLs and 15 LED fixtures. I also spoke with about 35 customers. Many customers were eager to view the wattage differences as displayed in my light meter display. They were also pleased to learn that Home Depot takes back used CFLs to be recycled."



**Home Depot, Patchogue  
September 23, 2011**

“I did an in-store promotion at the Home Depot in Patchogue. I think I did fairly well considering it rained heavily all day and the store was not that crowded. I spoke with about 25 customers and sold 120 CFLs. I also sold nine of the CREE LED down lights, which is the most that I've done at a promotion. While I was there I met with Dave Fernandez, who is the Home Depot district manager. I know Dave had called the Home Depot corporate offices in Atlanta to talk with them about the LIPA co-op advertising program. He never did get an answer, but he said if he can find the time he will call again.”



**BJ's, Valley Stream  
September 23, 2011**

“The store was extremely slow, seemingly due to the bad weather. I spoke with very few customers, but those I did speak with were interested to learn about the energy savings and most purchased a package of the CFLs. The customers who did not purchase the bulbs at least took a lighting brochure to read about the savings and benefits. They said they would consider coming back to make a purchase in the future.”

**BJ's, Farmingdale  
September 23, 2011**

“It was a rainy day so the store was not that busy. We spoke to about 80 customers and sold a total of 120 CFLs. I found that many customers knew all about the CFLs and would pass our table saying, “I already use these,” and grab a pack of CFLs from the aisle. Most of the questions we received were if the CFLs are instant on, where we would explain the process. The store does not carry a large variety of CFLs so a couple of customers were not able to purchase the CFLs that they were looking for, like the candelabra base.”



**BJ's, Westbury  
September 24, 2011**

"I had my table set up in the front of the light bulb aisle, so I got a chance to speak with customers who weren't always coming in to look for bulbs. One woman I spoke with noticed my table while looking for batteries and I ended up selling her a 6-pack of bulbs for her lamps in her bedroom. I helped a few more customers and handed out lighting brochures to every person that walked past my table."



**Home Depot, Shirley  
September 30, 2011**

"I did an in-store promotion at the Home Depot in Shirley. During the promotion I sold about 70 CFLs. I demonstrated the LED down lights, but I did not sell any. I spoke with 23 customers during the promotion."