

RESNET 2005 ANNUAL CONFERENCE  
FEBRUARY 28, 2005



# *Winning with ENERGY STAR*

# Fact or Coincidence?



*He who isn't busy being  
born, is busy dying*

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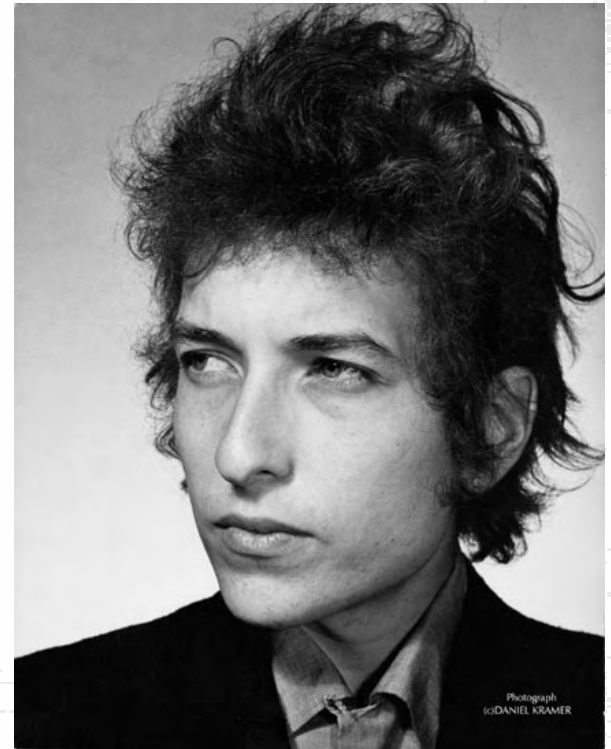


- Known to
  - talk in cryptic, elliptical sentences
    - Ask Steve to explain Fannie Mae underwriting guidelines for energy efficient mortgages
  - take long sabbaticals from recordings
    - Ask Steve what he was doing in Alaska all those years
  - use vivid imagery in song titles
    - "Blower Door in the Wind"
    - "Stuck Inside a Holiday Inn with the RESNET Board Again"
    - "Tangled up in Cyan Blue"
    - "A Simple Twist of fate"
      - A long but true tale of Steve's Relationship with the HERS industry

# Fact or Coincidence?



You decide !



# Overview of Presentation



- The ENERGY STAR Numbers
- And the 2004 ENERGY STAR Award winners are...
- Who you really need to talk to while you are here
- "The times, they are a changing"
- The Big Picture

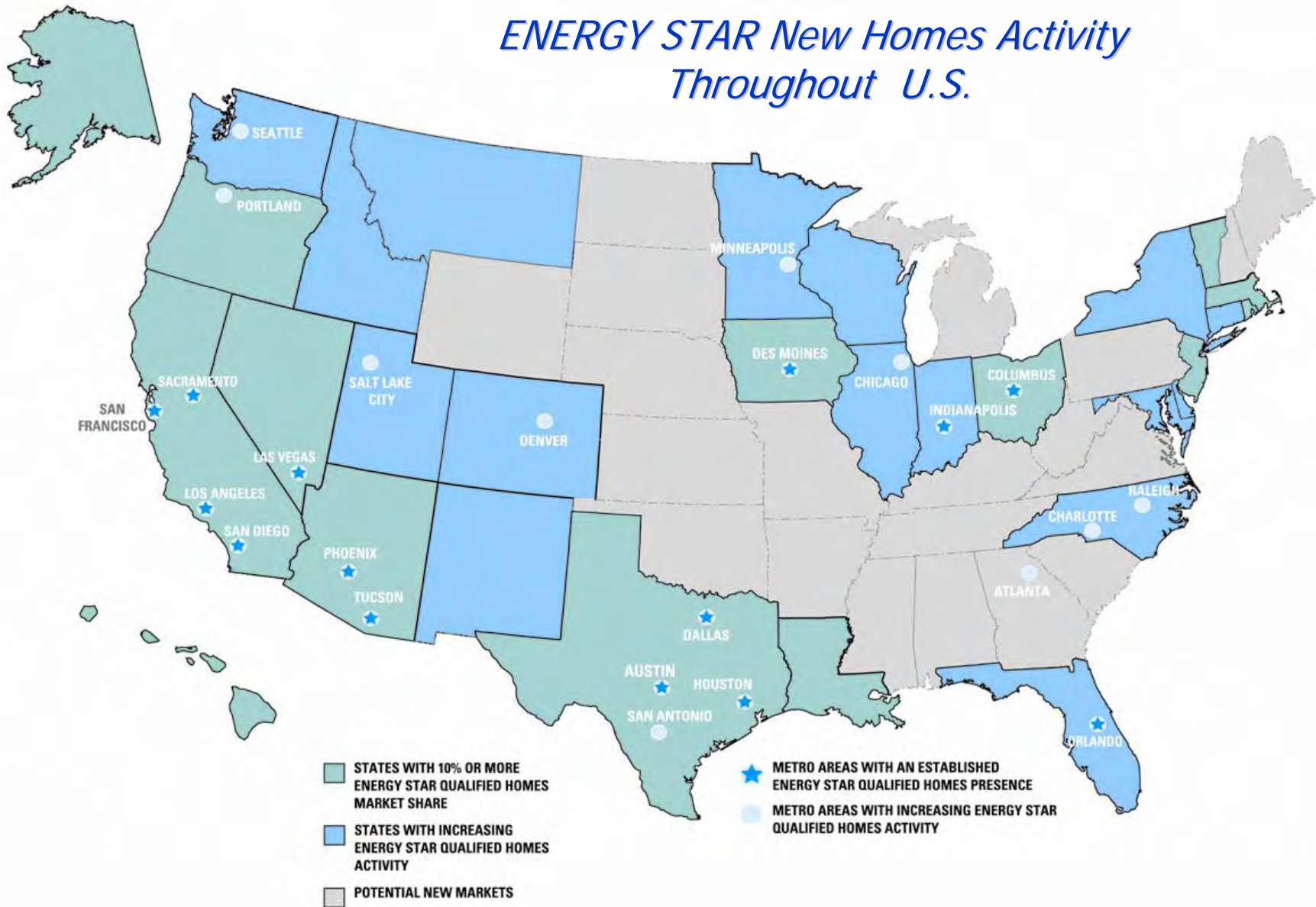
# The ENERGY STAR Numbers



- 130,000 ENERGY STAR Qualified Homes constructed in 2004
- Over 350,000 Qualified Homes in the ground
- Close to 11,000 homes retrofitted under Home Performance with ENERGY STAR



# *ENERGY STAR New Homes Activity Throughout U.S.*





# Home Performance with ENERGY STAR



- First Programs
  - NYSERDA
  - Wisconsin
- Launched in 2003
  - California
  - Kansas City
  - Massachusetts
- DOE grantees
  - Atlanta/Birmingham
  - Austin
  - Idaho
  - Missouri
  - New Jersey
- In development
  - Colorado
  - Minnesota, Twin cities
  - New Jersey, statewide
  - Vermont
- Actively Exploring
  - New Hampshire
  - Illinois
  - Wyoming
  - Oregon
  - Minnesota, statewide
  - Insulation Manufacturers





# ENERGY STAR Numbers

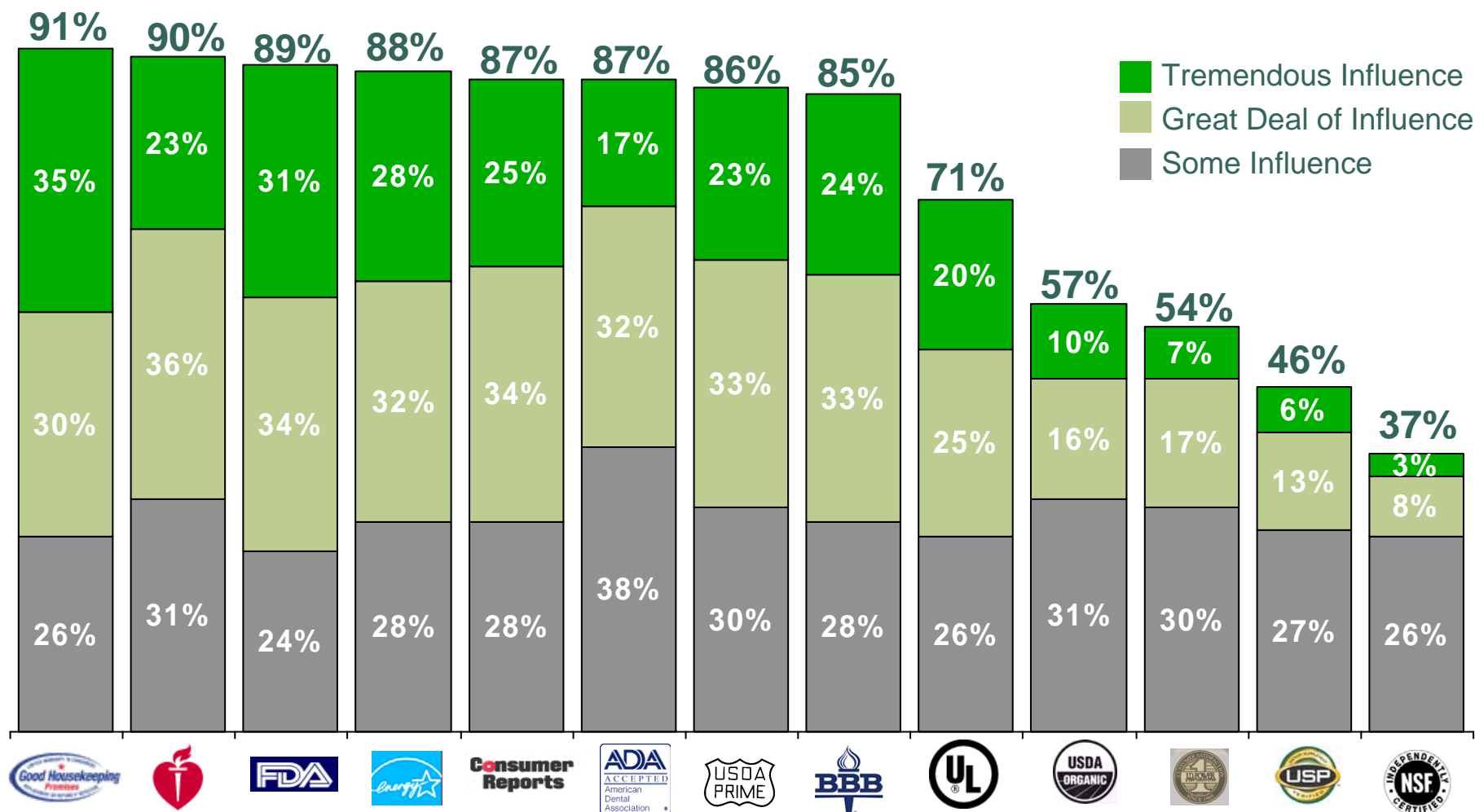


- More than 60 percent of the American public recognize the ENERGY STAR logo



# GOOD HOUSEKEEPING SEAL SURVEY

The GH Seal is at the highest level of influence on product purchase among all consumer emblems!



# Success Due to Many



EEBA

RESNET

NAIMA

NASEO

NAHB

Rating Providers



Utilities

Affordable Comfort

MHRA

State Energy Offices

Building Performance Institute

# 2004 ENERGY STAR Award Winners



## Provider Partner of the Year

- Energy Sense
- Guaranteed Watt Saver Systems-West





# 2004 ENERGY STAR Award Winners



## Homes Partners of the Year

- Astoria Homes
- Cambridge Homes
- David Powers Homes
- D.R. Horton-Sacramento
- Veridian homes



# 2004 ENERGY STAR Award Winners



## Excellence in Energy Efficiency and Environmental Education

- CenterPoint Energy
- TXU Electric Delivery
- MidAmerican Energy
- Maryland Energy Administration
- California Investor Owned Utilities



# 2004 ENERGY STAR Award Winners



- Excellence in Home Improvement
  - Wisconsin Focus on Energy
  - Austin Energy



# 2004 ENERGY STAR Award Winners



- Sustained Excellence
  - Nevada ENERGY STAR Partners
  - Ence Homes
  - Pardee Homes



# 2004 ENERGY STAR Award Winners



Corporate Commitment:

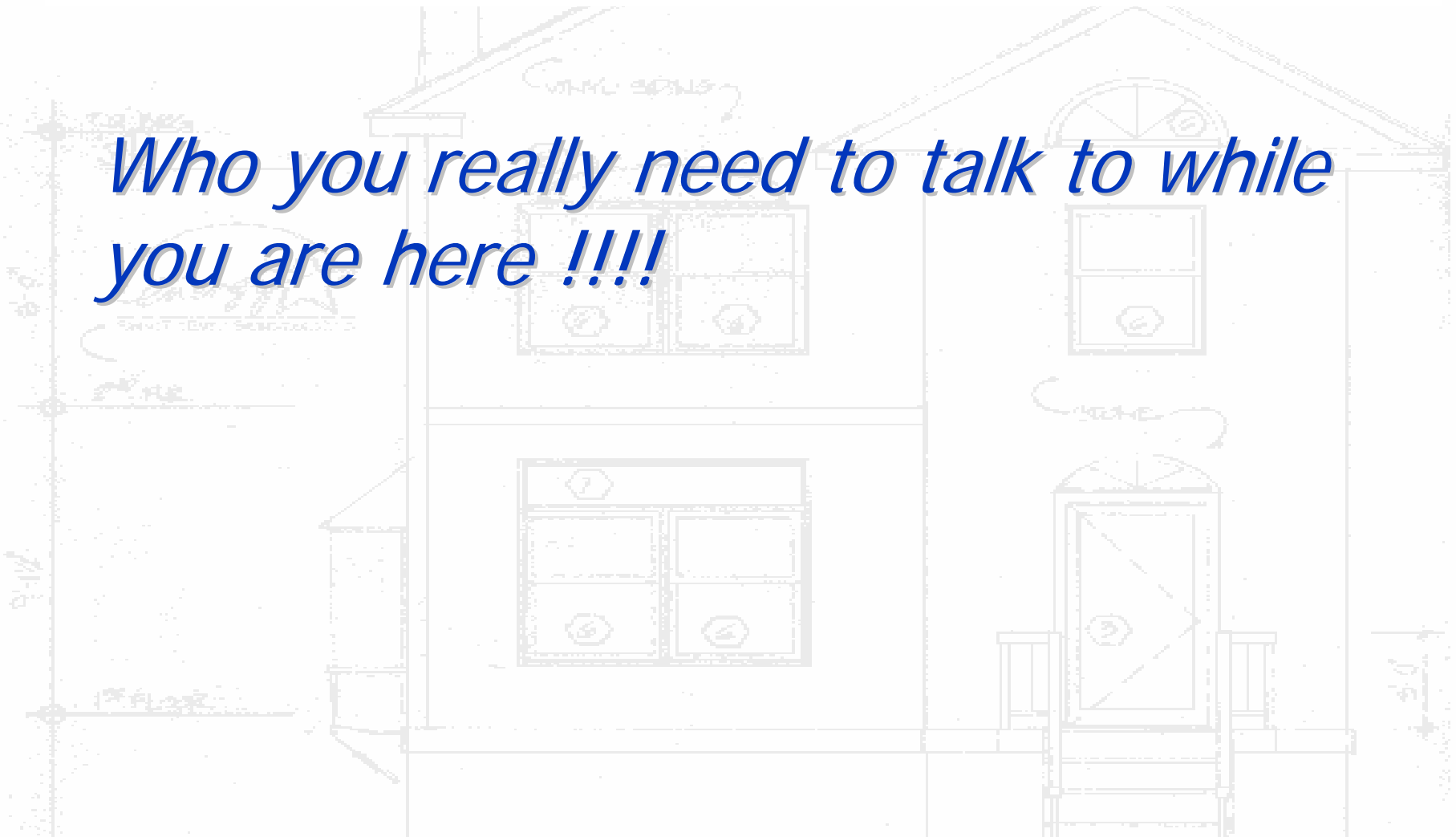
NYSERDA



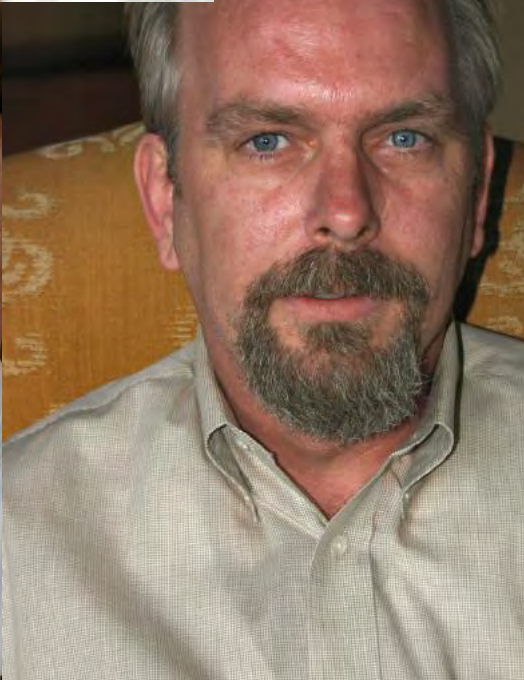


ENERGY STAR

*Who you really need to talk to while  
you are here !!!!*







# The times, they are a changing



- Changing ENERGY STAR New Homes Spec
  - "What It All Means"-Quantifying the Changes, Tuesday, 8:30 to 10:00 AM, Session 3
- Quality Control
  - "Designing Effective Rating Quality control Programs, Tuesday, 1:30 to 3:00 PM, Session 5
- Consumer Complaints
  - "Keeping Things Above Board, Tuesday, 3:30 to 5:00 PM, Session 6

# The times, they are a changing



- New Marketing Material from ENERGY STAR
  - "Let the Word Go Forth", Wednesday, 10:30 to 12:00 PM, Session 8
- Lighting and Indoor Air Quality
  - "New Business Opportunities", Wednesday, 1:30 to 3:00 PM, Session 9

# The times, they are a changing



- Affordable Comfort Track

- The House as a System
- Understanding thermal and Pressure Boundaries
- HVAX diagnostics
- Combustion Safety
- Crawl Spaces
- Establishing home performance contracting business

And....

- *Home Performance with ENERGY STAR*



# The Big Picture

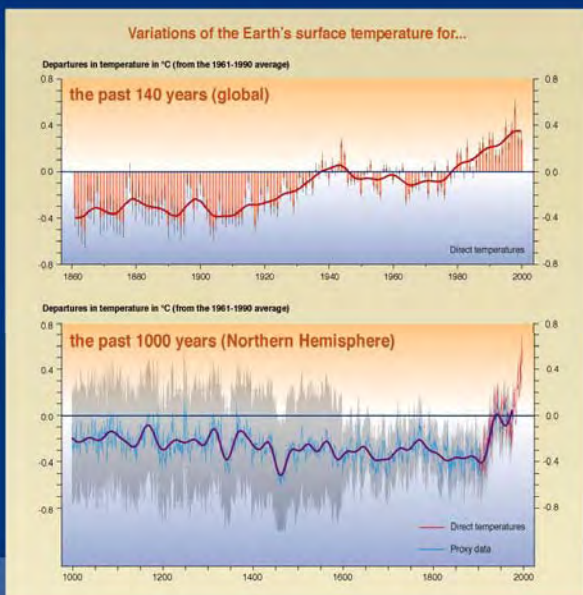
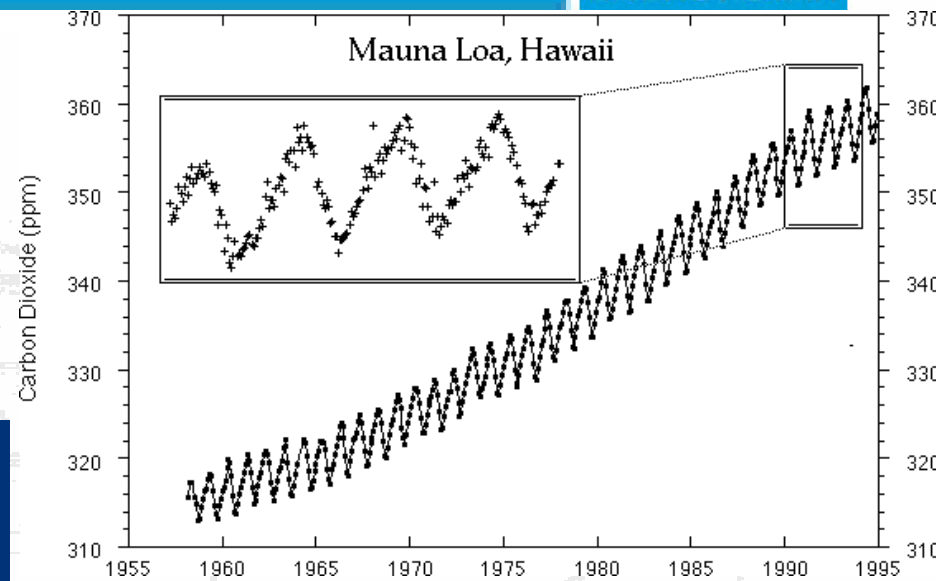


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(NASA)

# The Big Picture



SYR - FIGURE 2-3