



U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

“Window of Opportunity” Highly Insulating (R-5) and Low-e Storm Windows Volume Purchase Program Grassroots Marketing Campaign

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- R-5 and Low-e Storm Windows: A Great Candidate
- Grassroots Marketing Campaign
- Regional Workshops
- Marketing Material





Great Products at the Right Time

R-5 and Low-E Storm Windows offer both superior cost and energy savings and are arriving on the mainstream market at the right time:

- The American Recovery and Reinvestment Act (ARRA)
 - HUD's Neighborhood Stabilization Program (NSP)
 - DOE's Weatherization Program
 - DOE's Increased R&D Funding for Windows
- The White House Middle Class Task Force
 - "Recovery through Retrofit" Initiative
- Focus of the White House
 - President Obama wants to weatherize one million homes annually
- The Energy Tax Credit
 - \$1,500 tax credit for qualified products
- The Homestar Program (still under consideration)
 - Instant \$1,500 or \$3,000 tax rebate
- The Green Edge the public is looking for





Our Message

Our message will be consistent and memorable to the public:

The Windows Volume Purchase Program offers a “Window of Opportunity” with new ways for consumers to save money and energy.





“Boots on the Ground”

A strong grassroots organization will be crucial so that our message is delivered to the decision makers at the local level. This “Boots on the Ground” strategy will consist of national, state, local partnerships with key stakeholders.



Over the past year, the Volume Purchase has developed strong working relationships with various stakeholders that represent key buyer groups. These key stakeholders will help develop our “boots on the ground” strategy with their members, partners, and stakeholders.



Our Partners

- Pierce and Associates
- Commonwealth of Massachusetts
- Apartment and Office Building Association of Metropolitan Washington (AOBA)
- Building America Industrialized Housing Partnership (BAIHP)
- Clayton Homes
- Curtain Wall Design & Consulting (CDC)
- Davis Energy Group
- Fenestar
- IBACOS, Inc.
- NP Group, Inc
- Palm Harbor Homes
- The Window Man
- ZETA
- Jordan, Knauff & Company
- Consortium for Energy Efficiency (CEE)
- Energy Trust of Oregon
- Habitat for Humanity
- Midwest Energy Efficiency Alliance (MEEA)
- Northwest Power and Conservation Council
- Systems Building Research Alliance (SBRA)
- Youthbuild USA
- Community and Economic Development Association of Cook County, Illinois (CEDA)
- National Community Action Foundation (NCAF)



Our Audience: Buyer Groups

- Homebuilders
- Contractors
- Weatherization agencies
- Apartment owners/operators
- Non-profit agencies
- State/local governments
- Light commercial building owners
- Public and private education facility managers
- Public housing authorities
- Department of Defense/Other Federal Agencies



Working with Partners to Host 3 Regional Workshops

- 3 regional workshops will take place in targeted regions: Midwest, Northeast, Mid-Atlantic
- Each facilitated workshop will include:
 - Key presenters
 - Industry partners
 - Marketing partners
 - Buyer Groups
 - A press conference
- An effort will be made to educate the local media through multiple press releases and contacts
- Each event will be documented and updated to the Volume Purchase web site
- Current cities under consideration
 - Chicago, IL
 - Boston, MA
 - Harrisburg, PA





Products to Grab Attention from Consumers

- **Fact Sheets**
 - Getting the Most Bang for your Buck from the Windows Volume Purchase Program
 - A Success Story: Supporters of the Volume Purchase Program
 - Windows Cost-Effective piece for weatherization agencies
- **Web sites** (www.windowsvolumepurchase.org and <http://www1.eere.energy.gov/buildings/windowsvolumepurchase>)
 - Continued updates and announcements
 - Continued enhancement for further educate our audience
- **Regular updates with media and trade publications**
 - Articles and cross-links to Volume Purchase web sites
 - Publications Partners include: National Building Institute (NBI), American Architectural Manufacturers Association (AAMA), Earth Advantage Institute, BuilderOnline, eBuild, Door and Window Manufacturer Magazine, CleanEfficientEnergy.org and more
 - Press releases for important Volume Purchase Events

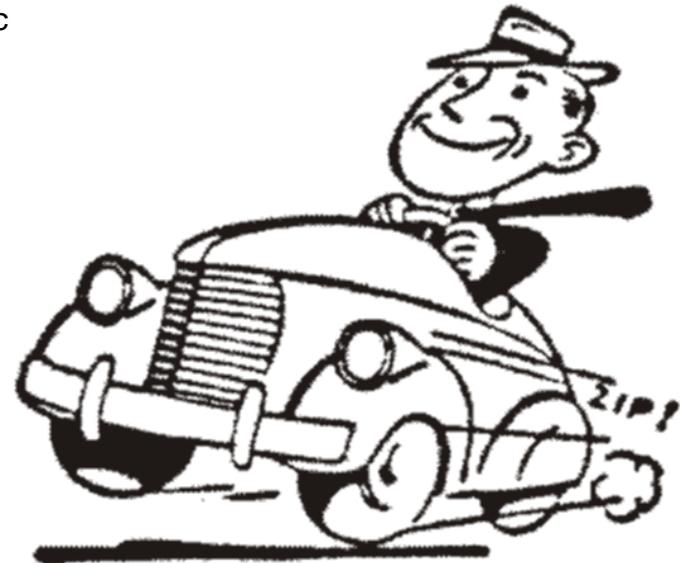




Marketing on the Road

The Volume Purchase Team will be attending important workshops and conferences for targeted audiences:

- American Homeowner Association
- American Institute of Architects
- Apartment Building Owners and Managers Association of Illinois
- Apartment and Office Building Association of Metropolitan Washington
- National Association of Counties
- Associated Builders & Contractors
- Association for Homeowners Across America
- Association of Condominium, Townhouse, and Homeowners Assoc
- Association of College and University Housing Officers
- Council of Large Public Housing Authorities
- International City/County Management Association
- National Association of Home Builders
- National Association of Residential Property Managers
- National Governors Association
- National League of Cities
- National Multi Housing Council
- National Property Management Association
- Public Housing Authorities Directors Association





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Questions?