



Together We Can Change  
National Markets

May 20, 2005

Linda Sandahl  
Program Manager  
Pacific Northwest National Laboratory  
620 SW Fifth Avenue, Suite 815  
Portland, OR 97204

Dear Linda:

The Consortium for Energy Efficiency (CEE) would like to offer its support for the ***R-CFL Technology Innovation Competition*** being organized by the Pacific Northwest National Laboratory on behalf of the U.S. Department of Energy. We understand that the competition's purpose is to encourage the introduction and sale of improved R-CFLs, reflector products designed specifically for use in airtight recessed can fixtures that are Insulated Ceiling rated.

CEE is a non-profit organization that serves as a forum for energy efficiency program administrators in the U.S. and Canada. We maintain a committee of lighting program managers that convene to address common opportunities to improve lighting efficiency. Members of the CEE Residential Lighting Committee support ENERGY STAR products in their local, state-wide, and regional efficiency programs. Past meetings of the Lighting Committee have included discussion regarding the need for improved R-CFLs. As such, we anticipate a strong interest in any products that would come out of this competition.

We propose to focus programmatic attention on these models through the following activities:

- Disseminate information and increase awareness of the procurement among member efficiency program administrators
- Work with our existing Lighting Committee to discuss an appropriate marketing strategy for promoting these products

CEE has effectively used these approaches in other residential markets including the clothes washer and refrigerator markets, and is confident of their applicability to the area of reflector lamps. We look forward to working closely with PNNL and our members to introduce these new products to the marketplace.

Sincerely,

A handwritten signature in black ink that reads 'Marc Hoffman'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Marc Hoffman  
Executive Director

