



Law

Confidentiality

Solutions

Ethics

Advice

Contracts

Counsel

Results

A green-tinted illustration of a globe held by two hands, with the text of the forum overlaid on it.

**2018 ACEEE
Hot Water Forum
Portland, Oregon
March 20-22**

Joshua C. Greene, Esq.
Vice President
Government & Industry Affairs

THANK YOU

Long Standing partners in advancing water heating efficiency, technology, and market transformation



ACEEE Hot Water Forum



THE RIGHT PRODUCT FOR EVERY APPLICATION

The inventive minds at A. O. Smith provide more options to meet hot water demands than ever before! From standard water heaters to innovative gas, electric, solar and hybrid technologies, A. O. Smith has the right water heater to handle real life.



VERTEX™ WATER HEATER FAMILY

- Easy to install with standard gas and water connections
- 96% thermal efficiency
- Recovery rate of 129 gallons per hour means endless hot water

PROMAX® RESIDENTIAL ELECTRIC LOWBOY

- NAECA III compliant 48-gallon water heater
- With dimensions of 26-1/2" diameter and 34" tall, it retains the same steel jacket dimensions of the model it replaces
- Offers premium features such as high energy factor, CoreGuard™ anode rod, blue Diamond® glass coating and a 6-year warranty

CYCLONE® Mxi COMMERCIAL WATER HEATER

- Up to 98% thermal efficiency dramatically lowers operating costs
- Modulating models adjust firing rate to the specific demand, further increasing efficiency and money savings
- Our exclusive advanced electronic control with built-in diagnostics is network ready for remote monitoring

TANKLESS

- Designed with higher quality materials for fewer call-backs
- Highly efficient (up to .95 EF)
- Industry-leading 15-year warranty

More options. Including the right one for your next job.

For more information on all the water heaters A. O. Smith has to offer, please visit www.hotwater.com.



CURRENT STATE OF PLAY - Regulatory

Federal

- Final Rule on new Commercial Boiler efficiency standard (Stalled in litigation)
- Commercial Water Heater Efficiency Standard (Delayed)
- NAECA IV (Information “RFI” modeling)
- Unfired Hot Water Storage Tanks (potential new standard)
- Connected water heaters
- Test procedures

International

- NRCan standards for residential and commercial water heating products
- Trade policy (tariffs, bilateral agreements & standard harmonization)

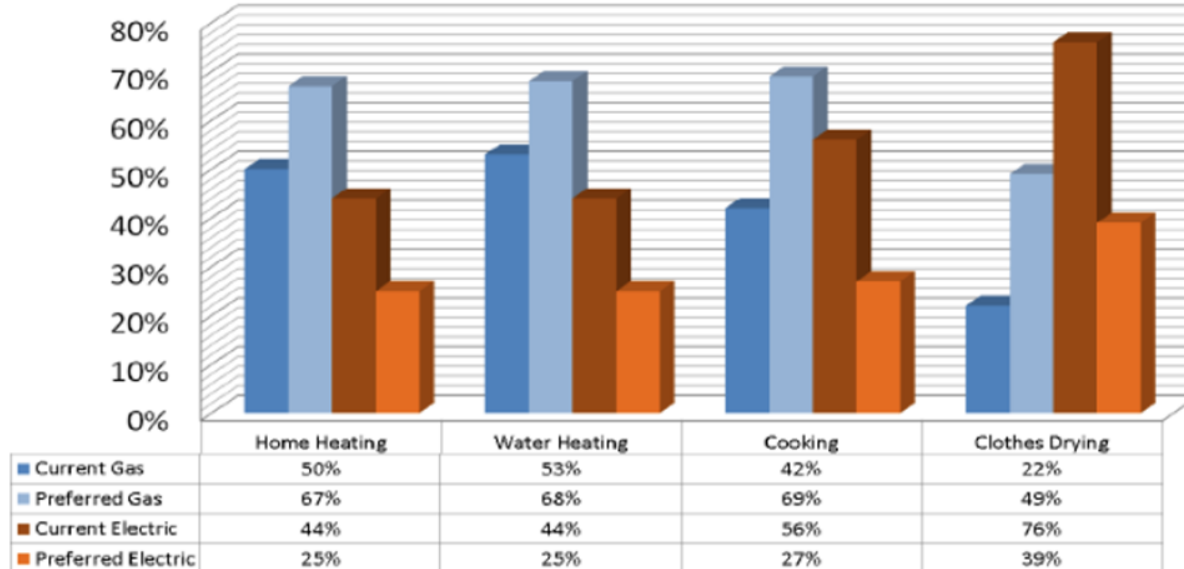
State & Municipalities

- California – Title 24, 2019 Amendment process (Jan 1, 2020)
- Zero-Net-Energy (ZNE) buildings
- Cities moving on climate policies – building market transformation



Customer Preferences

- Energy Solutions Center Report, “New Homeowner Energy Preference Survey Closings March 2015 through February 2016,” reveals:
 - Consumers prefer gas appliances to electric for residential space heating, water heating, cooking and clothes drying.
 - Consumers that have gas like it, and those that don’t have it wish they did, and this preference increased from 2011 to 2016.



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67 STARTUPS MAKING YOUR HOME SMARTER



II. Zero Net Energy (ZNE)

CONSIDERATIONS/QUESTIONS

● Short Term

- Business impacts over the next four years due to political uncertainty
- State and Municipal policy and regulatory activity
- International policy impacts
- Ensuring our customers have the product mix they want/need
- Price

● Longer Term

- Speed and pace of technology disrupting our industry
- The connected environment (home energy management systems)
- Machine learning, IoT, aggregation of data
- Building electrification
- Thermal storage

OEMs need runways and business certainty



Your actions speak so loud, I can't hear what you say
-Ralph Waldo Emerson

