

GROWING NORTH CAROLINA'S GREEN ENERGY ECONOMY:

Learning, Connecting & Creating Opportunities Together



October 8th & 9th 2009
Charlotte, North Carolina



NCSEA 2009 Member Meeting

Agenda

1. Welcome & Board of Directors Update
David Kirkpatrick, Chairman of the Board
2. Executive Director's Report
Ivan Urlaub, Executive Director
3. NCSEA Charlotte Regional Office Update
Joel Olsen, Acting Charlotte Regional Director
4. Treasurer's Annual Report
John Ganzi, Treasurer
5. Election of 2010 Board Directors
Joe Lemanski, Chair-Elect and Nominating Committee Chair
6. 2009 Awards
Ivan Urlaub, Executive Director



NCSEA

Welcome & Board of Directors' Update

David Kirkpatrick, Chairman of the Board
North Carolina Sustainable Energy Association

NCSEA Annual Members Meeting
Charlotte Convention Center, NC
October 9, 2009



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Executive Director's Report

Ivan Urlaub, Executive Director
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NCSEA

Overview

- Your Organization
- Leadership & Results 2008 – 2009
- Looking Ahead to 2010



NCSEA

The NC Sustainable Energy Association

Your Organization 2008 – 2009



NCSEEA's Mission

*“To ensure a sustainable future
by promoting renewable energy
and energy efficiency in North Carolina
through education, public policy and
economic development”*



Quick Facts about NCSEA

- Founded in 1978
- Statewide 501(c)3 non-profit
- Headquartered in downtown Raleigh
- Membership of 800+ individuals and business
- 7 full-time + 2 part-time staff
- Programs span public policy, economic development and energy education
- Board of Directors – 1/3 elected each year



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How We Work on Energy Challenges

Policy, Market, Information Feedback Loop

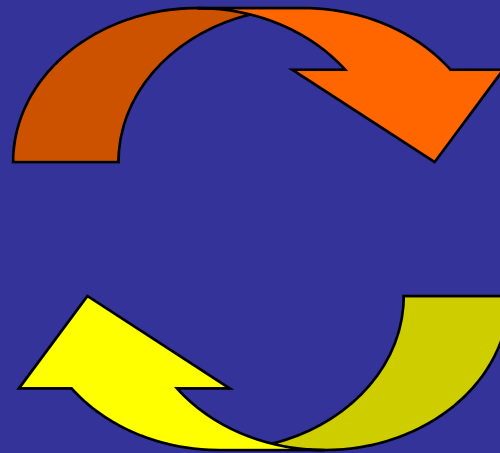
A. NCSEA members & partners identify problems and barriers

B. Policy team + experts analyze problems / barriers

E. Government programs adapt to growing green energy economy

NCSEA identifies remaining / next barriers

Consumer & utility behaviors change



C. NCSEA & partners work with government to improve policies, regulations

D. Green energy economy advances, NCSEA measures & evaluates



NCSEEA's Evolving Programs

Approach through two lenses at same time

A. Techno-centric perspective on the “Green Economy”:

“Do we have the know-how and resource potential in NC?”

- Energy Efficiency First
- Renewable Energy
- High Performance Building
- Smart Grid

B. Economic-centric perspective on the “Green Economy”:

“Sustainable Energy works, why aren't we doing more of it?”

- Remove Barriers: Align Utility Regulation & Public Interest (“Push”)
- Marketing & Finance: Supply, Demand & Capital (“Pull”)
- Facilitate the market through State & Local Government Programs, Incentives, Technology Deployment, and Policies
- Provide Information, Education, Public-Private Comm & Partnership



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Near-term Desired Outcomes

Public Policy Program

Policymakers create a supportive legislative and regulatory environment for sustainable energy.

Economic Research & Development Program

North Carolina producers and implementers offer competitive products and services.

Education / Outreach Program

Create a diverse and engaged constituency of advocates for sustainable energy policy that make informed choices in the marketplace.



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The NC Sustainable Energy Association

Leadership and Results in 2008 – 2009



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NCSEA Leadership in Action

- Legislative Climate Change Commission
- NC Wind Working Group
- Environmental Management Commission
 - Wind Power Technical Advisory Group
 - Biomass Technical Advisory Group
- NC Utilities Commission NC-RETS Working Group
- Economic Development Board workforce & innovation committee
- State Energy Sector Partnership, NC Div. of Workforce Dev.
- Charlotte USA New Energy Capital Task Force
- Institute for Emerging Issues
 - Energy Steering Committee
 - Utility Regulatory Reform Working Group
 - Business Committee on Energy
- NC Green Business Fund advisory committee



NCSEA Milestones

2008 - 2009

- 3rd state-dedicated industries census in U.S.
- Workforce development program
- Five NC county wind ordinances
- “Making Energy Work” Forum in Feb 2009
- NC Renewable Energy Tracking System
- Legislature passed 15 energy bills in 2009
- Bi-weekly e-newsletter
- Utilities Commission regularly cites NCSEA’s evidence and arguments in positive decisions
- Initiated Phase 1 of Smart Grid Program



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The NC Sustainable Energy Association 2010



Strengthening NCSEA in 2010

Internal Next Steps

- Clarified and improved member benefits
- New website
- Hiring Outreach Associate this Fall
- Diversify all forms of funding
- More learning, networking, sponsorship, and advisory opportunities
- Stronger state, regional, national and high performance building partnerships
- New NCSEA committees
- Clarify NCSEA's role in the Southeast



Where is NCSEA headed?

- Economic Development: Assist Governor and state with how to support / grow our green energy economy
- Public Policy: Will spend \$250,000 next year to ensure success of REPS
- Smart Grid: First 8 months of program a success, will expand in 2010
- Southeast: frequent regional requests for NCSEA's strategic / technical assistance
- National: Federal legislation passes, then what? Real work begins, and NCSEA's experience will be needed



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Likely Initiatives

2010

- REPS utility compliance
- Rural opportunities in sustainable energy
- Manufacturing / cluster development potential
- Electricity regulatory rate structure reform
- Federal carbon regulation and NC
- Finance, stimulus & leveraging capital
- Workforce development
- Advancing smart grid for efficiency and DG
- Public-private communication
- Resource to gov't for turning green into gold
- Clarify regulation vs. policy-making



Vision

Optimize economic development and job creation, and minimize long-term energy costs by integrating public, business, and utility energy interests for first time in NC and the Southeast

If goal achieved, NC will realize significant economic development results that are in the public's best interests

- \$10's of billions in new energy investments
- More than 20,000 net new jobs over next three years
- Energy costs will vary less and stabilize over long-term
- New innovation clusters & centers of excellence
- Attract energy entrepreneurs & hold-on to our skilled labor
- We will not import as much coal, uranium, oil and natural gas
- We will provide more of our own energy solutions, jobs here



NCSEA Staff

Public Policy



Rosalie Day, MA, Policy Director (*Sep '07*)

19 years: USEPA, KPMG, Reliant, APX

Utility regulation, climate change, economics, RECs tracking and trading, RPS implementation, regional transmission operations, natural gas, strategic planning



Elizabeth Brown, MPP, Sr. Technical Analyst (*June '08*)

6 years: Electric Utility, Solar Decathlon

Policy analysis, energy efficiency, utility programs, distributed generation, transmission grid, engineering, building codes, reliability, power quality, statistics



Kurt Olson, JD, Energy Policy Counsel, part-time (*June '08*)

24 years: Maupin Taylor/Williams Mullen

Energy law, environmental law and litigation, legislative activities, negotiations, international trade



NCSEA Staff

Economic Research & Development



Paul Quinlan, MEM, MPP, Dir. Econ Research & Dev (*Jan '07*)

4 years: NCSEA, Int'l Center for Trade & Sustainable Dev.

Public policy, workforce development, market research,
wind power, local government, statistics, manufacturing,
climate change

Governance, grant writing, budgeting, strategic planning



NCSEA Staff

Communications and Education



Julie Robinson, BA, Dir. Marketing & Communications
(Aug '08)

13 years: NC Speaker of the House, US House Minority Leader, Sen. Max Cleland, Congressional Reps. Pelosi, Gephardt, Turner

Communications, policy and government relations, marketing, event management, crisis management, legislative process, media relations, strategic planning, event coordination, web production, budgeting, advertising, public speaking, publications, journalism

This month NCSEA will release a job announcement for an “Outreach Associate” to join our Communications team



NCSEA Staff

Operations & Fundraising



Nichole Campbell, AB, Office Manager (Oct '07)

41 years: American Electric Power, various

Records management, human resources management, accounting functions, office management, insurance, network administration, publications, master gardener



Van Crandall, BS, Development Director (Jul '08)

26 years: IBM, Pioneer Electronics, Lighthouse Digital Media

Sales, marketing, management, digital media production, multimedia development, web design, energy technologies, budgeting



Natalie Burlison, BA, Admin. & Member Services (Nov '07)

2 years: NCSEA

Database management, record keeping, membership services, event coordination, administrative support



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Thank You!

Ivan Urlaub
Executive Director
NC Sustainable Energy Association
919.832.7601 ext. 102
ivan@enegync.org



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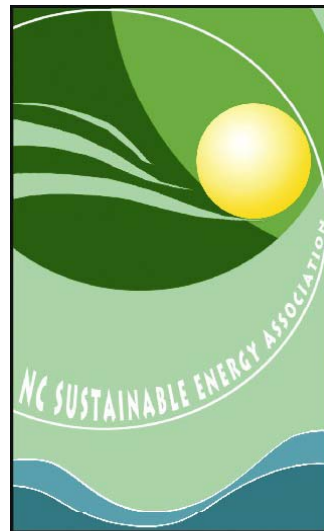
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Treasurer's Report

*John Ganzi, NCSEA Treasurer
2009 Annual Membership Meeting*

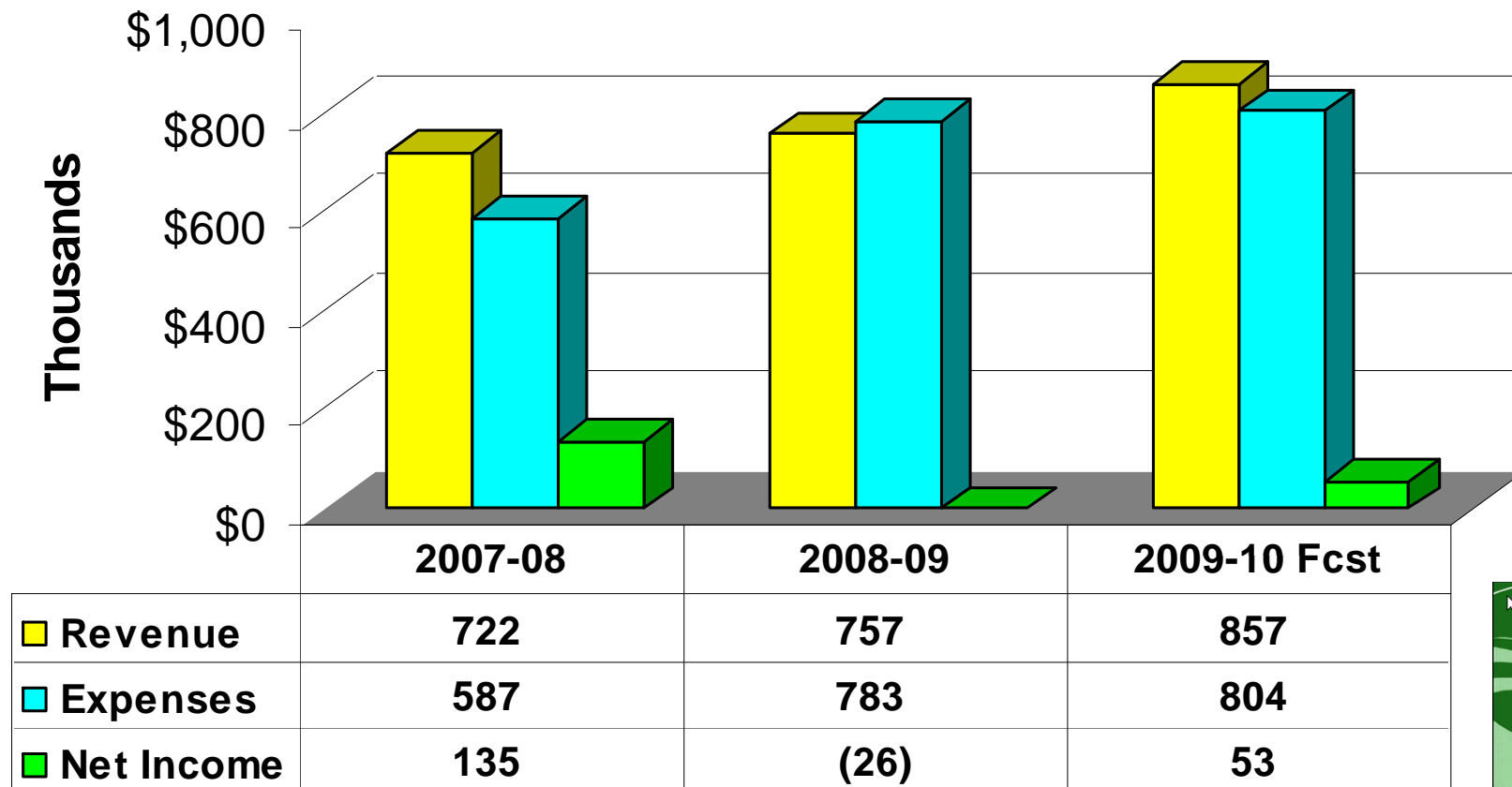
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NCSEA

Past Two Fiscal Years & Current Fiscal Year Forecast

- This year's revenue is expected to exceed last fiscal year's revenue by 13 percent, ensuring adequate financial support for upcoming work



NCSEA

Fiscal Year 2009-2010 Forecast, Committed, To Be Raised

	Forecast	Committed & Received	Still To Be Raised
Revenue	\$ 856,850	\$ 605,400 (71%)	\$ 251,450
Expenses	\$ 803,599		
Net Income	\$ 53,251		



NCSEA

Fiscal Year 2009-2010

☐ Revenue FY 2009-2010

☐ Grants (<i>Public & Private</i>)	\$ 703,500
☐ Membership, Donations & Sponsorships	\$ 131,700
☐ Other Income	\$ 21,650

☐ Expenses FY 2009-2010

☐ Wages & Benefits	\$ 523,368
☐ Meetings, Travel, Marketing, Meetings	\$ 83,150
☐ Other Program & Admin. Expenses	\$ 195,081



Fiscal Year 2009-2010

□ Revenue details

	Forecast	To Be Raised
□ Membership	\$ 57,000	\$ 32,400
□ Donations	\$ 45,600	\$ 33,500
□ Sponsorships	\$ 29,100	\$ 1,500
□ TOTAL	\$ 131,700	\$ 67,400

□ *NCSEA (we) still need to raise 50+% of these funds*



Working Together to Strengthen NCSEA Financially

What can we do as individuals and as an organization to make NCSEA stronger financially?

- Invite business colleagues & friends to become members**
- Identify potential sponsors for future events**
- Connect NCSEA staff and Board with potential donors**
- Help increase awareness of NCSEA and the opportunities we are creating together for our state's future**
- Credit NCSEA's information and work when you use it in your own personal and professional life**



Questions?

Thank You!



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2009 Election Board of Directors

Presented by: Joe Lemanski

- Record # of nominees!
- 13 candidates for 7 Board positions
 - Introduction of Board candidates, bios available
- First year offering online voting
- Record # of votes cast
- Goals: diversify areas of expertise, geographic location, gender, race
- Submit your vote by 10:15am to registration
- New Board Directors will be announced at lunch by David Kirkpatrick



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NCSEA Awards

2009

Solar Hall of Fame

Community Leadership Award

Student Organization of the Year