

NCSEA

# NORTH CAROLINA SUSTAINABLE ENERGY ASSOCIATION



## 2007-2008 ANNUAL REPORT



[www.energync.org](http://www.energync.org)



**North Carolina Sustainable Energy Association**  
Education - Public Policy - Economic Development

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August 2008

Dear Friends,

Thanks to your support, NCSEA exceeded all expectations for our organizational growth and performance in Fiscal Year 2007-2008. NCSEA excelled in our three practice areas of public policy, education and economic development.

Across the varied landscape of North Carolina this past year, the actions of our members, staff and Board of Directors resulted in unprecedented changes in how we use, generate and think about energy in our economy. This year's Annual Report provides a summary "lay of the land," followed by a more in-depth review of the most recent fiscal year's accomplishments and a preview of what NCSEA must secure funding for and achieve in Fiscal Year 2008-2009 to keep North Carolina moving forward.

Over the last year we achieved dramatic improvements in NCSEA. Our visionary Board of Directors adopted an aggressive yet very achievable five-year strategic plan. We have taken critical steps to make our staff, policies and procedures stronger and more resilient. NCSEA diversified our funding, membership, and many characteristics of staff and the Board of Directors. Our office in Raleigh grew to 8 full-time and 2 part-time staff and five interns, including four Stanback Graduate Interns. NCSEA is delivering greater tangible benefits to our individual and business members, and we will more than double the scope and value of our member benefits in the year to come.

In the pages that follow, a remarkable story unfolds of how North Carolina is fast becoming a leader in the new global energy economy. This is our shared story of the pursuit of sustainability. FY08/09 brings greater opportunities and challenges, and it will take all of us working together to ensure we meet and exceed our goals, including a 50% funding increase in the coming year.

Please continue to give us your support in turning energy challenges into opportunities for the generations to come.

Sincerely,

Ivan Urlaub  
Executive Director

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## **MISSION STATEMENT**

THE NORTH CAROLINA SUSTAINABLE ENERGY ASSOCIATION  
WORKS TO ENSURE A SUSTAINABLE FUTURE BY PROMOTING RENEWABLE ENERGY  
AND ENERGY EFFICIENCY IN NORTH CAROLINA THROUGH EDUCATION, PUBLIC  
POLICY AND ECONOMIC DEVELOPMENT.

# 2007-2008 ENERGY OVERVIEW, CHALLENGES & OPPORTUNITIES

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As a result of NCSEA's collaborative work in FY2007-2008, North Carolina catapulted forward as the Southeast's leader in sustainable energy policy, regulation and development. The General Assembly made a historic paradigm shift in state energy policy, by amending North Carolina's energy policy to diversify the economy away from its heavy dependence on electricity coming from coal and nuclear power, and toward a more cost-effective mix of renewable energy and energy saving solutions.

Our State is no longer resigned to being a mere high-paying importer and consumer of conventional fuels and nuclear cost-overruns. This single decision triggered a sustained rippling through state and local government regulation and procedures, industry and market development, and electric and natural gas utility business practices.

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## FINANCIAL OVERVIEW

Fiscal Year Ending June 30, 2008

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<b>INCOME</b>	<b>\$722,367.51</b>
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Grants	\$593,700.00
Donations	\$33,252.55
Sponsorships	\$11,015.00
Membership Dues	\$48,102.10
Other Income	\$25,169.22
Indirect Public Support	\$5,661.14
Advertising Income	\$5,467.50

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<b>EXPENSES</b>	<b>\$594,580.55</b>
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Wages & Benefits	\$308,677.93
Contract Services	\$81,160.54
Printing & Postage	\$22,413.66
Travel & Meetings	\$53,969.52
Rent & Office Supplies	\$61,979.52
Miscellaneous	\$20,475.57
Membership Admin	\$5,704.17
Advertising	\$10,199.40
Reserve Account Deposit	\$30,000.00

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With this new day in sustainable energy opportunity in North Carolina has come a tripling in NCSEA's public policy workload, a need to rapidly establish and scale-up our market development practice, and find efficient ways to educate various audiences and populations across the state.

Our recent success is attributable to our unique organizational design of addressing policy, education and market development in an integrated approach that enables simultaneous adaptation of our government and economy to the new global energy economy. NCSEA has now established itself as the "go-to" non-profit for turning North Carolina's greatest energy challenges into robust, sustainable economic opportunities.

# PUBLIC POLICY ACCOMPLISHMENTS

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The dramatic improvements we have accomplished in NCSEA's organizational structure, staffing and institutionalization have expanded NCSEA's capacity and knowledge base in ways unimaginable just a few years ago. After years of only having one paid policy staff member and a team of dedicated pro-bono policy experts and attorneys, NCSEA built a policy staff team in FY07/08 that enables NCSEA to better leverage our pro bono experts to have a permanent and lasting impact on North Carolina's energy policy.

In September 2007, NCSEA added a highly accomplished policy, economics and climate expert, Rosalie Day, to lead our policy team as Policy Director. NCSEA's success in making high-level policy changes has created a need for more technical regulatory and financial analysis to make further progress. To address these needs, NCSEA hired utility engineer and policy analyst Elizabeth Brown and accomplished attorney Kurt Olson. Under Rosalie's leadership, NCSEA strives to be a reliable expert resource and respected, accurate partner for state and local government, business, community leaders and electric service providers seeking opportunity at the forefront of our energy challenges.

Under the leadership of Paul Quinlan, Sr. Policy Associate, NCSEA's work also expanded in FY07/08 to identify community-based energy needs and support local government learning and decision-making. Specific policy accomplishments are listed below.

## **North Carolina General Assembly**

Along with intervening in dockets before the Utilities Commission, NCSEA spends a significant amount of time educating legislators and decision-makers on issues and bills of importance. In FY2007-2008, NCSEA spent less than 5% of our time successfully lobbying for several renewable energy and energy efficiency bills to compliment and further advance the progress we made at the Utilities Commission. These bills include:

### **Renewable Energy and Efficiency Portfolio Standard (REPS) Law (SB3):**

The 2006 REPS study paved the way for the passage of the NC REPS law in 2007, sponsored by Sen. Charlie Albertson. Session Law 2007-397, which includes the REPS law, creates a 12.5% Renewable and Efficiency Portfolio Standard for investor-owned utilities to achieve by 2021 (10% for other power providers), including set-asides for solar, hog waste and poultry litter incineration. (S.L. 2007-397)

### **Solar Access Law (SB670):**

Sponsored by Sen. Janet Cowell, this law prohibits local ordinances, deed restrictions or covenants from prohibiting solar panels in certain instances on single family homes beginning October 1, 2007. (S.L. 2007-279)

### **Energy Conservation in State Buildings (SB668):**

Sponsored by Sen. Janet Cowell, this new law requires new and renovated state-owned buildings (including university and community colleges) to be constructed to meet high performance building standards and reduce water consumption. Also requires the state to conduct energy audits every 5 years, and requires life-cycle cost analysis for state building projects. (S.L. 2007-546)

### **North Carolina Utilities Commission**

The NC Utilities Commission (NCUC) is a 7-member commission that oversees utility regulation in the state. Proceedings, called “dockets”, include all requests, complaints, and requirements set forth through North Carolina General Statute as it relates to the public utilities of the state. On several different occasions, NCSEA’s “intervention” in a docket before the Utilities Commission helped this appointed body rule in favor of a more sustainable energy future.

**Renewable Energy and Efficiency Portfolio Standard (REPS) Rulemaking:** *2007/2008, Docket No. E-100, SUB113; NCSEA filed comments and successfully overcame opposition to a renewable energy certificate tracking system. Working Rules were adopted February, 2008.*

**Interconnection Standard:** *Docket No. E-100, SUB101; Closed.*

The 2007 “Freeing the Grid” scorecard report assigned NC’s interconnection standard a grade of ‘F’. In response, NCSEA successfully negotiated to include direction in Session Law 2007-397 for the NCUC to increase the NC simplified interconnection standard to apply to renewable energy systems of 10 Megawatts capacity and adopt the FERC general interconnection standard or better. NCSEA filed comments in Docket E-100, SUB101. We achieved improvements that elevated NC interconnection standard to at least a grade of ‘B’.

**Net Metering:** *Docket No. E-100, SUB83; filed comments and reply comments in Spring 2008, and expert testimony in the evidentiary procedural schedule set to start in Summer/Fall 2008.*

### **A look back at History – The NC REPS Law**

NC did not become the Southeast leader in sustainable energy overnight. The REPS law was years in the making.

2005 – NCSEA drafted an REPS study bill. Passes both chambers, but unrelated gun provision stalls bill in conference.

2005/6 – NCSEA works with the NC Utilities Commission (NCUC) and the Environmental Review Commission (ERC) to study NC sustainable energy potential. ERC voted for a study of an REPS law, NCUC agreed to conduct and pay for study.

Results published in late 2006, find North Carolina could meet 10% of estimated electricity demand with sustainable energy for \$500 million less than building new coal, natural gas and nuclear power plants. Also finds 14% of estimated 2017 electric demand can be met with efficiency costing less than 5 cents/kilowatt hour!

2007 – NCSEA convenes several broad coalitions and collaborative groups to design, draft, and negotiate REPS law. Utility opposition demands and gets financing provision for new nuclear and coal power plants.

**Electricity Rate Reform:** 2008 Docket No. E-100, SUB116; Intervened, filed extensive research and in-depth analysis of policy and rate reform options in initial comments, comments, and reply comments.

### **Utility Energy Efficiency & DSM Program Proposals:**

- **Duke Save-a-Watt:** 2007 Docket E-7, SUB831; Intervened, participated in coalition of negotiators.
- **Progress Energy EE & DSM Proposal:** 2008 Docket No. E-2, SUB926, 928, 931; Intervened; filed comments.
- **Public Benefits Fund:** 2008 Docket No. E-100, SUB120; Intervened; will file comments.

**2007 Utility Integrated Resource Planning (IRP):** NCSEA saw the first fruits of its 2005 energy efficiency campaign, which asked Duke Energy and Progress Energy to begin including energy efficiency in their long-term Integrated Resource Plans and to rewrite the rules for this planning process. After successfully revising the rules for utility IRPs in 2006, both regulated monopoly utilities included their first meaningful amounts of energy efficiency measures in over a decade in their 2007 IRPs filed with the NCUC.

## **Local Government**

### **Wind Power Siting and Permitting:**

Through its collaborative leadership in forming and leading the NC Wind Working Group, NCSEA staff Paul Quinlan led the drafting of a model wind energy ordinance and participated in community wind energy forums statewide. The model ordinance provides critical assistance to counties striving to balance economic development opportunities in sustainable energy with local concerns over wind power technology that is new to North Carolina.

### **Authorizing Legislation for Local Energy Actions:**

- **Building Permit Rebates/Reductions (SB581):** Sponsored by Sen. Dan Clodfelter, this law authorizes Charlotte and possibly all local governments to provide building permit reductions or rebates to builders who build to a nationally recognized green building standard, such as LEED or Green Globe. (S.L. 2007-381)
- **Comm. Coll./Participate in Energy Loan Program (HB177):** Sponsored by Rep. Joe Tolson, this law authorizes community colleges to obtain energy improvement loans. (S.L. 2007-476)
- **Local Energy Efficiency Incentives (HB1097):** Sponsored by Rep. Verla Insko, this law allows Asheville, Charlotte, Wilmington, Carrboro and Chapel Hill to provide development incentives, such as allowing higher density development, in exchange for significant energy conservation measures. (S.L. 2007-241)

- **Raleigh/Contracts Exemption (SB530):** Sponsored by Sen. Janet Cowell, this law facilitates Raleigh's pilot program to install high efficiency LED lighting by exempting them from competitive bidding requirements. The bill also allows Raleigh to raise vehicle tax from \$5 to \$20. (S.L. 2007-333)

### **Appointments & Leadership**

NCSEA's Executive Director, Ivan Urlaub continued to serve on the NC Legislative Commission on Global Climate Change and on the state Climate Action Plan Advisory Group. Through these positions, NCSEA's voice is amplified in the policy discussion and helps shape North Carolina's energy and climate future.

Paul Quinlan, Sr. Policy Associate, contributes to the NC Wind Working Group, which includes Federal and State agencies, non-profit organization, industry professionals, and other stakeholder interests in this collaborative process.

#### **A look back at NC History: The great efficiency debate**

2003 – NCSEA initiates Public Benefits Fund campaign

2005/6 – NCSEA Starts Citizen and Business Efficiency Campaign, allocates resources in 9-month IRP process (Docket No. E-100, SUB103)

2006/7 – NCSEA Files Consumer Complaint against Duke Energy for ignoring energy efficiency (Docket No. E-100, SUB110)

2006 – Duke creates collaborative efficiency work group to address consumer complaints

2007 – NCSEA tries to help Duke Energy design efficiency program

2007 – NCUC disapproves Duke proposed 800 MW coal power unit (E-7, SUB 790), orders 1% of revenues to go to efficiency

2008 – NCSEA opposes Save-a-Watt (E-7, SUB831), files more economical alternatives (E-100, SUB116)

What's next? Duke Save-a-Watt violates the public interest. Once disapproved, Duke Energy will need to seriously consider utility rate structure reform that also satisfies the public's interests, including rate decoupling, inclining block rates, and creation of a Public Benefits Fund.



# EDUCATION AND OUTREACH ACCOMPLISHMENTS

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NCSEA made improvements to existing educational programs in FY07/08, while laying the groundwork to offer more than six new educational tools and publications in FY08/09 for citizens, business and government decision-makers.

## **NC Green Building and Solar Tour:**

NCSEA further expanded the annual tour in 2007 to three more local tours and 15 additional communities. A variety of renewable resources were showcased, including active and passive solar, energy efficiency, wind, geothermal, micro-hydro, methane capture and small-scale biodiesel. NCSEA increased attendance by more than 40% at the 2007 event, including 15 local tours across 50 communities. The 2007 NC Green Building and Solar Tour was the 4<sup>th</sup> largest tour in the nation.

## **Green Building Pavilion:**

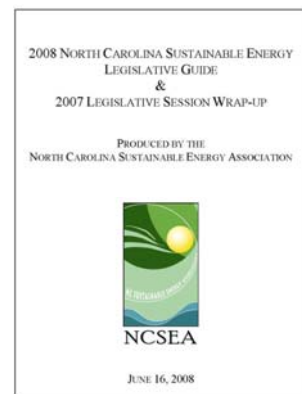
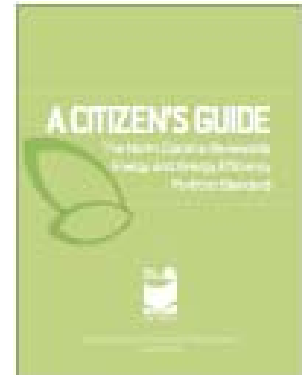
NCSEA continued its fruitful partnership with the Southern Home Show to host the “Green Building Pavilion” at the Spring Charlotte Spring & Garden Home Show and Fall Raleigh Southern Home Show. The Pavilion connects dozens of exhibiting NCSEA business members with over 50,000 consumers in the span of just a few days. The Pavilion has been not only a successful educational opportunity for visitors to experience the NCSEA “green home” constructed onsite, but for market development as businesses book several months worth of new sales and generate new leads.

At the 2007 Fall Raleigh Southern Home Show, McCayne Miller, Director of Business & Community Relations, won “Best in Show” for leading the concept and building of the on-site Green Model Home, providing visitors with a hands-on green structure exhibiting multiple sustainable energy solutions as a whole system.

## **Sustainable Energy Conference and Annual Membership Meeting:**

In December 2007, NCSEA held its annual conference at Catawba College in Salisbury, NC. The event also provided an opportunity to update NCSEA members on policy, education, and economic development initiatives. At this event NCSEA members elected new Board Directors Chris Senior from Wilmington, Masaki Furakawa from Durham and Kim Beer of Chapel Hill. David Kirkpatrick of Durham was voted Chair-elect, Bob Kingery of Raleigh was re-elected as Treasurer, and Joe Lemanski of Raleigh was elected Secretary.

### **Featured NCSEA Publications**



# ECONOMIC DEVELOPMENT ACCOMPLISHMENTS

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The passage of Senate Bill 3, creating the first REPS law in the Southeast United States, immediately opened vast market development opportunities for North Carolina's budding sustainable energy industry. In December 2007, in anticipation of a successful REPS rulemaking at the NC Utilities Commission, NCSEA decided to make a formal strategic and programmatic commitment to economic development in two ways:

- **Strategic Commitment to Market Development:** The Board of Directors adopted a new Strategic Plan in March 2008 outlining goals, objectives and performance metrics for the creation of a robust sustainable energy industry in North Carolina; and
- **Programmatic Commitment to Market Development:** Research and Policy Analyst Paul Quinlan was promoted to Senior Policy Associate to achieve the Board of Director's strategic directive, becoming the first employee in NCSEA's 30 years dedicated to design and implement a forward-looking market development strategy.

## **Market Development Research and "Green Jobs"**

The promise of "green jobs" is a message of hope inspiring the search for a more economically sustainable approach to our energy challenges that will retain domestic employers and attract new green employers. North Carolina decision-makers put their faith in the promise of "green jobs" as part of their reasoning for supporting the first REPS law in the Southeast.

However, at the time the REPS law was passed creating the new market opportunity, North Carolina had no idea how many jobs we already have in energy efficiency and renewable energy. Even worse, the term "green jobs" has been applied so vaguely and inconsistently across the United States that it is a useless term to informing policy, regulatory and market decision-making on complex energy issues.

### **Sustainable Energy Industry Census, 2008:**

In January 2007, NCSEA set out to define "renewable energy and energy efficiency jobs" for North Carolina, and design a survey to quantify the number of these jobs in North Carolina. Paul Quinlan, with the assistance of Abbie Turiansky, Stanback Graduate Intern for Energy Market Research, and various experts, designed a survey and circulated it to 486 renewables and efficiency businesses across NC – receiving 166 responses by the end of FY07/08. A final report will be released in early September 2008, outlining the number of firms in this industry and their revenues, number of people employed, and expected industry growth in 2009.

## **Study of Direct Economic Impact of the NC REPS Law:**

In May 2008, NCSEA contracted with La Capra Associates to conduct a study of the direct economic impact of utility compliance with the NC REPS Law. La Capra is the same firm that conducted the NC Utilities Commission's 2006 cost-benefit and feasibility study of a 10% REPS. While expensive, NCSEA believes this study will provide very conservative estimates for the number of jobs decision-makers can expect to see from the Renewable Energy Certificates generated to comply with the REPS law. This study does not include the far more robust green building, energy efficiency and distributed generation markets that are experiencing rapid growth exclusive of the new REPS law. A final report will be released in early September 2008.

## **Workforce Development**

Foreseeing the coming expansion in renewable energy and energy efficiency project development in North Carolina, NCSEA began designing a workforce development research program to identify North Carolina's sustainable energy workforce needs. Through a 3 month vetting process with industry, local and state decision-makers from the executive and legislative branches, the financial community and likely adopters of these technologies, NCSEA created a workforce development program.

### **Solar and Building Sciences Workforce Development:**

The program will initially focus on the two fastest growing sustainable energy industries in the State – solar photovoltaics / solar thermal and building sciences. The program will facilitate industry in identification of workforce development needs, existing training delivery programs, and convene a collaborative stakeholder process to develop a North Carolina roadmap of recommendations on how to fulfill the identified workforce needs.

Participation in the program will include large and small industry firms, the NC Department of Commerce, the NC Institute for Emerging Issues, several regional economic development partnerships, the NC community college and university systems, the several university energy centers, State Energy Office, Advanced Energy Corporation and other key stakeholders.

### **A look back at NC History: Building Sciences, Education & Consumer Choice**

1990's – NCSEA conducts its first public Solar Tour of homes powered using the sun.

2006 – NCSEA helps pass law to expand authority and strength of NC low-income energy assistance programs.

NCSEA works with HBA of Durham, Orange and Chatham to add sustainable energy options to Multiple Listing Service system.

NCSEA aggressively expands our Green Building & Solar Tour to 12 local tours across 35 communities.

NCSEA hosts first award-winning "Green Building Pavilion" for the Southern Home Show in Charlotte and Raleigh.

2007 & 2008 – NCSEA further expands Tour to 15 local tours across 50 communities, thousands attend; Continues Green Building Pavilion.

NCSEA conducts survey of NC Energy Raters on Fannie Mae EE Home Mortgage

2008 – NCSEA develops workforce development program to ensure long-term success of sustainable energy industry in North Carolina.

NCSEA will conduct industry focus groups in August 2008, followed by two stakeholder workgroups to create a collaborative roadmap for workforce development, and then present the roadmap recommendations at NCSEA's forum "Making Energy Work" in February 2009 at the new Raleigh Convention Center.

## **Energy Poverty Research**

NCSEA research conducted by Paul Quinlan and Stanback Graduate Interns in 2006 through 2008 identified a serious and possibly devastating energy problem facing more than 150,000 households in North Carolina – the challenge of energy poverty.

In 2004, NC households at 50% of the poverty level were paying more than 40% of their annual household income on home energy costs. NCSEA's literature survey in 2008 found the amount paid by these households for energy increased to 51% of their annual household income.

This population has had little to no voice in NC's energy debate. However, any energy path pursued by North Carolina's decision-makers cannot be called "sustainable" energy if it leaves this voiceless population behind.

<b>ENERGY POVERTY IN NC</b>	
<b>Poverty Level</b>	<b>Percent of Annual Income Spent on Home Energy Needs</b>
Below 50%	59.3%
50-74%	23.8%
75-99%	17.1%
100-124%	13.3%
125-149%	10.8%
150-185%	8.9%

The rapid rise in energy costs of natural gas (30% in June/July 2008 alone), electricity (expected to be 10% this year), transportation and materials to make their homes more energy efficient will become a financially insurmountable barrier for many of these households beginning in the winter of 2008/2009.

NCSEA worked to raise awareness and understanding of North Carolina's serious energy poverty challenge in our work with communities, community development corporations, local governments and legislators.

NCSEA is seeking funding to help decision-makers create a Public Benefits Fund to support a critical, aggressive home weatherization and energy efficiency education program for those most affected by rising energy costs and least able to absorb these costs.

# MOVING FORWARD IN 2008-2009

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As a result of rapid success in achieving NCSEA's high level public policy and market development goals during FY07/08, the organization has moved up its strategic timelines by 8 to 12 months depending on the specific objective.

## **Near-Term Big Picture for NC's Energy Economy and NCSEA**

Over the next five years, North Carolina must figure out how to transform its regulatory environment for energy and create a robust sustainable energy industry. We must find a path that once and for all will begin to align the electric utilities' interests with the public's economic, environmental and societal interests. This is going to be a difficult, multi-faceted path requiring unprecedented collaboration, research and analysis, and further step-wise transformational changes to the way we regulate, pay for, generate and use electricity in North Carolina.

Over the next five to ten years, new economic dynamics are going to evolve in our energy markets that NC must understand and prepare our infrastructure, regulation and markets to benefit from. Adding to our already complex energy challenges, the national push for oil independence has begun to blur the traditional lines separating natural gas, petroleum and electricity in several ways, such as upstream and downstream technologies, state and local regulation, and consumer choice and behavior.

As the clear Southeast leader in taking concrete actions to address our energy challenges, North Carolina's decisions will continue to have sweeping ramifications for the entire Southeastern economy, as it shares the same energy challenges North Carolina is successfully confronting and the rapidly growing North Carolina sustainable energy industry accelerates its expansion into other Southeast and Midwest states.

As a result of these many dynamics, NCSEA faces its own challenges. Our experience and success is evident in an increasing number of decision-maker and advocate requests from across the Southeastern United States for NCSEA to help apply our lessons learned and expertise to their own form of the same energy challenges we have confronted. With so much opportunity ahead for NCSEA, it is critical to reflect on this accounting of FY2007-2008 and remain focused on addressing North Carolina's most critical, fundamental needs that will lead to the creation of sustainable energy economy in the next five years.

**Public Policy in 2008-2009** – NCSEA plans to conclude the next implementation phase of several multi-year public policy initiatives in FY08/09, including:

- **Electronic RECs Tracking System:** (Docket No. E-100, SUB113)

- **Electricity Rate Reform:**
  - **Public Benefits Fund** – With the anticipated rejection of Duke Energy’s economically harmful Save-a-Watt program, NCSEA anticipates renewed interest in creation of some form of a Public Benefits Fund. (Docket No. E-100, SUB120)
  - **Inclining Block Rates** – This is a logical, low-cost market mechanism that would incentivize ratepayers to adopt significantly more energy efficiency solutions than the quantity currently proposed by Duke Energy and Progress Energy through their own programs. (Docket No. E-100, SUB116)
- **Utility Energy Efficiency and Renewable Energy programs:** NCSEA will continue to work with Utilities to refine their energy efficiency and renewable energy program proposals to achieve a truer balance of serving both utility interests and the public interest (Docket Nos.E-2, SUB926, 928 & 931; E-7, SUB831 & 856). Any changes in the electricity rate structure will have significant impact on proposed utility programs, requiring utilities to re-design programs prior to NCUC approval.
- **Interconnection:** The NCUC is expected to adopt a significantly improved simplified interconnection standard that could likely be one of the best in the United States.
- **Net Metering:** NCSEA will have to expend significant financial and staff resources working with the Utilities and Public Staff to adopt a fair net metering rule for distributed generation systems up to 1 Megawatt in size. (Docket e-100, sub 83)
- **Local Wind Power Siting and Permitting:** NCSEA will continue to work with the diversity of coastal and mountain counties who are doing the difficult work of balancing varied local community and stakeholder concerns with the economic development opportunities presented by wind power.

**Market Development in 2008-2009** – NCSEA will implement the first phase of our market development program plan, including workforce development, industry research, and energy poverty. Market development is an intensive work plan that will likely require minor staff expansion in FY08/09.

**Educational Programs in 2008-2009** – NCSEA’s educational programs have maintained a limited focus on green building for several years. In 2008-2009 NCSEA will provide at least six new publications on myriad aspects of the NC energy economy, reaching over a dozen new non-traditional audiences that NCSEA has identified with critical gaps in their energy knowledge and understanding. Achievement will depend upon:

- Providing basic energy education for citizen consumers, taxpayers, ratepayers, leaders, innovators and entrepreneurs;
- Information to enable our existing workforce and industries to transition into the new energy economy; and
- Research and analysis to provide state and local decision-makers with information they need to continue removing barriers to the economic use of energy efficiency, renewable energy, high performance building, and climate mitigation measures.

# BOARD OF DIRECTORS AND STAFF

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**AUGUST 2008**

## NCSEA Board of Directors

**Chair**

**Blair Kendall**

Southern Energy Management  
Durham, NC

**Chair-Elect**

**David Kirkpatrick**

Founder and Managing Director  
SJF Ventures  
Durham, NC

**Past Chair**

**Dr. Ed Cox**

Consultant  
Durham, NC

**Treasurer**

**Bob Kingery**

Co-Owner, Southern Energy Management  
Raleigh, NC

**Permanent**

**Steve Kalland**

Director, NC Solar Center  
Raleigh, NC

**Secretary**

**Joe Lemanski**

Greenfire Development  
Raleigh, NC

**John Delafield**

Landmark Renovation & Building  
Apex, NC

**Hon. Fountain Odom**

Of Counsel  
The Odom Firm, PLLC  
Charlotte, NC

**Shari Harris**

Associate Vice President for  
Finance/Capital Projects  
UNC-General Administration  
Chapel Hill, NC

**Kristel Dorion**

Energetix, LLC  
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**Richard Harkrader**

CEO, Carolina Solar Energy  
Durham, NC

**Fred Hutchison**

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**Kim Beer**

International Health Care Consultant  
Chapel Hill, NC

**Masaki Furukawa, LEED AP**

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