



NC Sustainable  
Energy Association

# Annual Report



# 2011

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## Message from the Executive Director

For nearly seven years, I have had the honor of leading the North Carolina Sustainable Energy Association (NCSEA). This past year we were fortunate enough – thanks to the generosity of our donors and supporters – to double our staff. We are now positioned to cast a broader net and meet our constituents where they are at, enabling them to drive market growth with less need for public policy.

### Growth

In 2011, we increased our communications efforts, providing us with more avenues to tell the success stories of our members, our partners and our state. We have expanded our



policy and regulatory team – a move that gave us the bandwidth we have needed for so long to better engage with our elected officials and other key stakeholders to develop the laws and policies needed to ensure an affordable, secure and prosperous energy future for our state.

### Looking to the Future

In 2012, NCSEA will strive to defend our critical market-based policies, such as the REPS, against attack, as well as increase options for people to save energy, generate their own power and gain more control over their energy use and energy bills.

Thank you to our members, our funders and our Board of Directors for enabling NCSEA to become the leading organization enabling others to grow our clean energy economy.

*Ivan Urlaub, Executive Director*

## 2011: NCSEA BY THE NUMBERS

**34** Number of NCSEA events & policy convenings

**3,939** Number of people who attended NCSEA events & committee meetings

**58,763** Number of website visits in FY 2010-11

**93,210** Number of people educated by events, presentations and the website

**16** Number of major reports and fact sheets: Data Book, Industries Census, Legislative Guide and Rate Impact Papers

**14 and 3** Number of full and part time employees

**6** Number of summer graduate student interns

**100** Percent growth in staff & budget

## Stakeholder Engagement: NCSEA's Outreach & Education

### Statewide Reach

NCSEA grew into a truly statewide association in 2011 with the addition of four Outreach Team members who lead the charge in the support and education of current and future members and North Carolina's ever-growing clean energy economy. Each of them serve as Community Education Relations Specialists across the state.

#### Triad & Triangle Regions Charles Adair

Prior to joining NCSEA, Charles worked as the executive director for the Piedmont Environmental Alliance. He holds a master of Environmental

Management from Duke University and a BA from William & Mary.

[charles@energync.org](mailto:charles@energync.org)

#### Charlotte Region Mike Davis

Before coming to NCSEA, Mike was the Charlotte business manager for Southern Energy Management and has a master of Media Arts

from the University of South Carolina as well as a BA in Political Science from Winthrop University.

[mike@energync.org](mailto:mike@energync.org)



#### Western Region Sara Day Evans

Sara Day comes to NCSEA from the NC Department of Commerce Division of Community Assistance.

She has a BS from the University of Kentucky with Graduate coursework in Hydrogeology.

[saraday@energync.org](mailto:saraday@energync.org)



#### Eastern Region Suzanne Murphy Gooding

Also a member of the adjunct faculty at UNC-Wilmington, Suzanne holds a Master of Public Administration from

UNC-Wilmington and a BA from UNC-Chapel Hill.

[suzanne@energync.org](mailto:suzanne@energync.org)

### Signature Events

This year, NCSEA played host to more than 30 events, including major conferences, lobby days, webinars and regional networking receptions across NC. Each one enlightened its participants while promoting the state's clean energy economy. Top three 2011 NCSEA events:

#### ASES National Solar Conference

**May 17-21**

More than 5,000 people attended this

event at the Raleigh Convention Center. It is the longest-running educational event in the U.S. for solar/clean energy professionals.

#### Asheville Networking September 8

Almost 200 people joined NCSEA to celebrate the growth in Western North Carolina's clean energy businesses and clusters.

#### Making Energy Work 2011 November 9

NCSEA's premiere event hosted more than 400 clean energy and energy efficiency experts, economic developers, stakeholders, elected officials and others to share success stories from across the state.



ASES Solar Conference 2011

**On the Cover:** Strata Solar (Jason Guthrie, Photographer); Alicia Ravetto Architect PA and Carolina Country Builders (Seth Tice-Lewis, Photographer); CHP plant Fort Bragg; Making Energy Work 2011 and Jennette's Pier (Ray Matthews, Photographer)

## Market Intelligence

In 2011, NCSEA's market intelligence and economic development work achieved multiple notable successes.

### 2011 North Carolina Clean Energy Data Book

A first-ever comprehensive look at North Carolina's clean energy landscape from resource potential to existing infrastructure.

### 2011 North Carolina Renewable Energy & Energy Efficiency Industries Census

The fourth consecutive year this valuable resource has been available. The 2011 Census featured a new layout designed to visually highlight the impact of the

clean energy industries in the state.

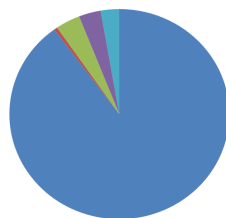
Visit [energync.org/publications](http://energync.org/publications) to download these and other NCSEA publications.

### Other Advances

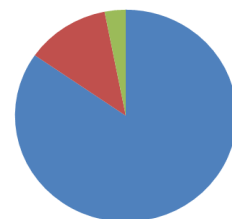
Also in 2011, NCSEA received a one-year license grant for ESRI's ArcINFO geospatial analysis software, which has enabled NCSEA to visualize the clean energy landscape in ways that previously were not possible, such as mapping the locations of all registered renewable energy and energy efficiency projects in North Carolina.

## Financials

June 1, 2010 to July 30, 2011



Revenue	FY 2011
Foundations *	\$1,626,100
Contributions	\$8,855
Membership Dues	\$65,690
Event Income	\$58,616
Other Income	\$49,235
<b>Total</b>	<b>\$1,808,496</b>



Expenses	FY 2011
Program	\$650,497
Management & General	\$94,160
Fundraising	\$23,667
<b>Total</b>	<b>\$768,324</b>

\* \$900,000 grant will be expended in 2012

## Public Policy: NC General Assembly & NC Utilities Commission



Making Energy Work 2011: State and Federal Clean Energy Public Policy Forum

Two historic events with wide-ranging implications for North Carolina's energy policy landscape had a considerable impact on NCSEA's work in 2011.

Approximately one-third of the 170 legislators in the House and Senate were serving their first term — most of which had little, if any, knowledge of renewable energy resources and energy efficiency solutions. In addition, Duke Energy announced its intent to acquire Progress Energy. If approved, the combined company would become the single largest electric utility in the United States.

### Education & Intervention

In response to these developments, NCSEA continued to educate new members of the General Assembly about the economic value of

increasing clean energy use as part of a more diversified, affordable and reliable electricity portfolio.

As part of its education efforts, NCSEA hosted three Clean Energy Lobby Days and a series of in-district and Raleigh legislative meetings. NCSEA also launched an online Legislative Action Center that connects members and the public with local legislators and provides sample talking points for emails or phone calls.

NCSEA is also involved in the Duke Energy-Progress Energy merger proceedings. In its filings before the North Carolina Utilities Commission, NCSEA continues to work on including a Public Benefits Fund to invest in renewable energy and energy efficiency programs and pilot programs for on-bill financing and the direct third-party sale of renewable electricity to energy users as part of any final merger agreement.

### Legislative Successes

In addition to educating new legislators about sustainable energy and engaging in the Duke Energy-Progress Energy merger proceedings, NCSEA's policy team played a major role in developing updated energy-efficient building codes for new construction.

The new codes, which take effect January 1, 2012, will

reduce energy consumption by 15 percent for new homes, and 30 percent for new commercial buildings.

### Continued Progress

Looking forward to 2012, NCSEA plans to continue pressing for the adoption of policies and regulations that provide NC ratepayers with access to affordable energy and greater control over their energy bills.

### NCSEA's 2011 Top Accomplishments

- Published the Fourth Annual 2011 North Carolina Renewable Energy & Energy Efficiency Industries Census; the first-ever North Carolina Clean Energy Data Book; and Residential Electricity Rate Impact Report
- Named Triangle Business Journal's 2011 Green Nonprofit Business of the Year
- Intervenor in the Proposed Duke Energy-Progress Energy Merger
- Leader in the Initiative for the Passage of Increased NC Building Codes Standards, Saving Consumers as much as \$100 a Month in Energy Costs
- Added Outreach Staff in Every Region of the State

## NC Clean Energy Economy Grows as NCSEA Grows

For the third time in six years, NCSEA doubled its staff and budget, delivering more public policy research and initiatives, economic development strategies and education and outreach programs.

### Greater Influence

In addition to growing its outreach team, NCSEA added staff members in key positions including policy and regulatory work, market intelligence and communications.

Having double the staff and budget has given NCSEA the means to triple its influence. This year's growth sets the stage for NCSEA to build on its accomplishments and bring more accurate and trustworthy reports and insights in 2012.

### NC Clean Energy Milestones

NCSEA's growth coincided with the advancement of the state's clean energy



City of Raleigh and Progress Energy's solar-powered electric vehicle charging station in Downtown Raleigh opened in the Winter of 2011.

sector. The following is a look at just some of the successes over the past few years.

- Asheville and Raleigh opened the first solar-powered electric vehicle charging stations in the state.
- North Carolina's clean energy sector accounts for 14,800 full time equivalent employees.
- The clean energy sector

conservatively generated more than \$3.1 billion in North Carolina annual gross revenue.

- North Carolina's clean energy sector grew by 18.4 percent.
- Over 1,700 registered solar PV, solar hot water and geothermal systems statewide.
- Over 2,800 MW of registered renewable energy generating capacity.
- Over 1,500 registered and certified energy efficient commercial buildings, accounting for over 129.5 million square feet.
- NC is a global hub of the fast-growing smart grid industry.
- NC's REPS, the first in the Southeast, is costing less than expected and is ahead of schedule.

### 2011 Board of Directors

Maria Kingery, Chair  
Zoe Gamble Hanes, Chair Elect  
Joe Lemanski, Past Chair  
John Ganzi, Treasurer  
Sascha Struckmeyer, Secretary  
Steve Kalland, Permanent  
Jennifer Burris  
Carrie Cullen Hitt  
Jessica Graber  
Richard Harkrader  
Randy Lucas  
Brownie Newman  
Olee "Joel" Olsen  
Reginald Speight  
Rick Waechter  
Jim Wood

### 2011 NCSEA Staff

Ivan Urlaub  
Paul Quinlan  
Julie Robinson  
Dina Crosby  
Rich Crowley  
Michael Youth  
Jim Kennerly  
Miriam Makhayoun  
Victoria Somol  
Dotti Prince  
Mike Davis  
Suzanne Murphy Gooding  
Sara Day Evans  
Charles Adair  
Kathleen Fleming  
Stacey Gill  
Amneris Solano  
Andrew Ruigrok

### The Word on NCSEA

"NCSEA continues to be the most relevant information source on energy-related state legislation. When I need to objectively learn about state energy policy, I go to them straight away."

– **Maggie Ullman**, Sustainability Director, City of Asheville

"The North Carolina Sustainable Energy Association plays a vital role in the growth and diversification of our state's energy economy. Their organization provides an array of services that help North Carolina businesses grow value-added energy sector jobs and bring new energy resources to the market."

– **David Swenson**, Senior Vice President Charlotte Regional Partnership

"The Market information provided by NCSEA in annual publications, such as the Industries Census and Data Book, empower economic development organizations to implement data-centric strategies to help grow the region's cleantech economy."

– **Lee Anne B. Nance**, Senior Vice President, Strategic Initiatives, Research Triangle Regional Partnership

"NCSEA is the Frontline for sustainable energy policy work here in NC."

– **Bruce Freeman**, President Skyward Solar Power Company, LLC

"NCSEA has been a great partner in helping the City of Raleigh become a nationally-recognized hub for sustainability."

– **Julian Prosser**, Assistant City Manager, City of Raleigh

### SUPPORT NCSEA

NCSEA is a nonprofit 501(C)(3) membership organization. Your tax-deductible donation enables NCSEA to be a leader in creating a secure, affordable and prosperous energy economy for North Carolina.

**Send your contribution:** PO Box 6465, Raleigh, NC 27628

**Donate online:** [energync.org/contribution](http://energync.org/contribution)

THANK YOU FOR YOUR SUPPORT!

