

U.S. Environmental Protection Agency • U.S. Department of Energy • Center for Resource Solutions

# 2004 GREEN POWER *Leadership* Awards



# 2004 Green Power Leadership Awards

## 2004 Green Power Leadership Awards

The 2004 Green Power Leadership Awards are hosted by the United States Environmental Protection Agency (EPA), United States Department of Energy (DOE), and the Center for Resource Solutions (CRS). This year, for the first time, U.S. EPA and U.S. DOE will recognize leading green power suppliers in addition to green power purchasers. CRS will recognize leading green power market builders.

The Green Power Leadership Awards for purchasers is a recognition program of EPA's Green Power Partnership, a voluntary program working to reduce the environmental impact of electricity generation by fostering development of the green power market. The Partnership provides technical assistance and public recognition to organizations that commit to using green power for a portion of their electricity needs. Partners in the program include Fortune 500 companies, states, federal agencies, universities, and leading organizations around the country that have made a commitment to green power.

The Green Power Market is rapidly growing. EPA's Green Power Partnership now includes over 500 Partners—collectively purchasing over 2 billion kilowatt hours of green power annually. In avoided emissions, that's roughly equal to taking two hundred fifty thousand cars off the road. The Green Power market now delivers over 1600 MW of new renewable generating capacity with another 400 MW planned this year.

For the 2004 green power supplier and purchaser awards, two panels of seven and eight judges, respectively, reviewed 80 nominations through a competitive review process. Purchaser nominees were evaluated based upon the size of their green power commitment, ingenuity used to overcome barriers, internal and external communication efforts, and overall renewable energy strategy. Purchaser recognition falls into three categories: On-site generation, Green Power Purchasing, and Partner of the Year. Supplier nominees were evaluated on criteria including technologies utilized, total sales, evidence of annual audit to verify procurement and sales, amount of green power supplied, and number of customers served. The four categories of supplier nominees are New Green Power Program, Innovative Use of Renewable Energy Technology, Renewable Energy Technology Supplier, and Green Power Program of the Year. The Market Development Awards recognize individuals, companies, or other renewable energy industry leaders that have helped build the market for green power. The three categories of Market Development Awards are: the Green Power Beacon, for innovative marketing; Green Power Pilot for cutting-edge outreach, and the Green Power Pioneer for continuous achievement.

The 2004 evaluation panels for green power purchaser and supplier awards included the following: Jerry Kotas, David McAndrew, and Linda Silverman of the U.S. DOE, Kurt Johnson, Matt Clouse, and Joe Bryson of the U.S. EPA, Lori Bird and Blair Sweezey of the National Renewable Energy Laboratory, Pam Mendelson of L.S. Gallegos & Associates for U.S. DOE, Terry Peterson of EPRI, Barry Friedman of Platts, and Ed Holt of Ed Holt & Associates. The 2004 Selection Committee for the Market Development Awards included Randy Manion of WAPA, Arthur O'Donnell of Energy Central, Susan Innis of Western Resource Advocates, Barry Friedman of Platts, Diane Zipper and Natalie McIntire of Renewable Northwest Project, Bill Hopwood of Hopwood Foundation, Julie Blunden of Xenergy, Kevin Eber of NREL, Ed Holt of Ed Holt & Associates, Keri Bolding of CRS, David Wooley of the Energy Foundation, and Steve Smith of the Southern Alliance for Clean Energy.

We gratefully thank those who donated their time and resources toward the development of the 2004 Awards ceremony: Jack Jenkins, of the U.S. DOE Central Regional Office for putting the pictures into video format, Pete Simon, by day of the U.S. DOE Golden Field Office and by night providing the voice over for the ceremony video, and Sun Power, Inc. in Denver, Colorado for donating the use of their production studio.



# Speakers

## Kathleen Hogan

*Director, Climate Protection Partnerships Division*  
U.S. Environmental Protection Agency

Kathleen Hogan is Director of the Climate Protection Partnerships Division of the U.S. Environmental Protection Agency. There she manages most of the Agency's partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR® Program and the Green Power Partnership. She has been the Division Director since 1997.

Prior to this, she managed a number of partnership programs designed to reduce emissions of greenhouse gases. She developed and managed programs with the U.S. natural gas industry and the U.S. primary aluminum industry as well as a joint effort with the Russian natural gas industry.

Ms. Hogan has been with EPA for 15 years. Prior to EPA, she worked in consulting and for a water resources planning commission for the Potomac River. She received her doctorate in Systems Analysis and Environmental Engineering from Johns Hopkins University and a Bachelor of Science in Chemistry from Bucknell University.

## Mark Ginsberg

*Member, EERE Board of Directors*  
U.S. Department of Energy

Mr. Mark Ginsberg was appointed by the Assistant Secretary for Energy Efficiency and Renewable Energy (EERE) to serve on a newly created EERE Board of Directors, effective July 1, 2002. In that capacity, Mr. Ginsberg and the Board direct EERE policy, strategies and budgets and serve as ambassadors for EERE.

Mark Ginsberg served as Deputy Assistant Secretary for the Office of Building Technology, State and Community Programs (BTS) from July, 1997 to July, 2002. In that position, Mr. Ginsberg oversaw a comprehensive set of programs to make buildings, equipment and appliances more energy efficient; support state, community and low income energy programs; and pave the way for a healthy and prosperous future through high efficiency research and development, building codes and appliance standards.

From December, 1991, until July 1997, Mark directed the Federal Energy Management Program and, prior to joining DOE in 1991, Mr. Ginsberg served as Director of the Arizona Energy Office.



# Speakers

## Dr. Jan Hamrin

*Executive Director*  
Center for Resource Solutions

Dr. Jan Hamrin is the Executive Director of the Center for Resource Solutions (CRS), a non-profit corporation located at the Presidio in San Francisco, California. CRS designs and operates national and international programs that support the increased supply and use of renewable energy resources and is dedicated to fostering international leadership in sustainability by building the human capacity to meet environmental, economic and cultural needs.

Dr. Hamrin has served as advisor to the G-8 Renewable Energy Task Force as well as to numerous legislatures and regulatory commissions both in the US and internationally. She has co-authored three books for NARUC: *Regulator's Handbook on Tradable Renewable Certificates*, 2003; *Affected with the Public Interest: Electric Industry Restructuring in an Era of Competition*, 1994; and *Investing in the Future: A Regulator's Guide to Renewables*, 1993.

In 1981, Dr. Hamrin founded and served nine years as Executive Director of the Independent Energy Producers' Association (IEP) in California and played a key role in the implementation of the Public Utilities Regulatory Policies Act (PURPA) in California and elsewhere.

Dr. Hamrin received her Ph.D. in Ecology, with emphasis on public policy evaluation of environmental and energy programs, from the University of California, Davis. She also holds Masters degrees in Public Administration and Consumer Science from U.C. Davis as well as a Bachelor of Science from the University of New Mexico.

## Karl R. Rábago

*Group Director, Clean and Renewable Energy*  
Houston Advanced Research Center

Karl R. Rábago is the clean and renewable energy group director with the Houston Advanced Research Center. He joined HARC in December of 2003 and is responsible for maintaining and enhancing HARC's energy programs, including the Center for Fuel Center Research and Applications.

Rábago has broad experience in business, government and non-governmental environmental organizations. As sustainability alliances leader for Cargill Dow, he oversaw business relationships and practices supporting the company's sustainability mission in all its business activities. He has successfully established a consulting business in sustainability issues as managing director at the Rocky Mountain Institute, overseen national research and development programs in clean energy technologies as a deputy assistant secretary at the US Department of Energy, reformed regulation of electric utilities as a commissioner for the Public Utility Commission of Texas, and successfully championed common sense approaches to improvement and preservation of the environment energy program director with the Environmental Defense Fund. He serves in the non-profit community as a member of the board of the internationally recognized Center for Resource Solutions, where he also chairs the national Green Power Board. Rábago serves on the board of the Jicarilla Apache Nation Utility Authority, a novel organization dedicated to building capacity for tribal self-determination in New Mexico, USA.

Karl is an attorney with a bachelor's degree in business from Texas A&M University and a Juris Doctorate with Honors from the University of Texas School of Law. In addition, he holds post-doctorate Master of Laws degrees in Military law and Environmental law. He served as an officer in the United States Army from 1977-1990, is a graduate of the US Army Airborne and Ranger schools, and has served as an Armored Cavalry officer, military criminal attorney and Assistant Professor of Law at the U.S. Military Academy at West Point.

Married with three grown children and a beautiful granddaughter, Karl and his wife Pam live in The Woodlands, Texas.



# Green Power Leadership Awards

## About the Awards

### Green Power Supplier Awards

U.S. EPA and U.S. DOE are recognizing U.S. suppliers of green power based on qualitative and quantitative criteria including their use of innovative technology and programs, number of customers served, benefits offered to customers, and total sales. To be eligible, these products and programs must serve voluntary green power markets.

### Green Power Purchaser Awards

U.S. EPA and U.S. DOE are honoring U.S. organizations that have helped build a market for green power by making significant purchases of renewable energy. Award winners were selected based upon criteria including the quantity of renewable energy purchased, the impact of their green power purchases and the extent to which their actions have helped to establish a precedent that may have helped catalyze similar actions by others, and the extent to which they demonstrated innovative purchasing strategies that may be replicated by others.

### Market Development Awards

The Center for Resource Solutions, a nonprofit organization that designs and operates national and international programs supporting the increased supply and use of renewable energy, is honoring efforts to build the green power marketplace with three awards — the Green Power Beacon, the Green Power Pilot, and Green Power Pioneer Awards. The Green Power Beacon Award honors innovative marketing materials and themes used by green power suppliers; the Green Power Pilot Award recognizes cutting-edge outreach efforts by an individual or organization to boost interest in green power within specific sectors; and the Green Power Pioneer Award honors outstanding contribution and continuous individual achievement in support of green power.

### Green Power Leadership Club

EPA's Green Power Leadership Club honors Green Power Partners that have made an exemplary green power purchase. Club members have made a green power purchase which exceeds minimum Green Power Partnership purchase requirements by at least a factor of four. All organizations on the List have met the criteria for the Club in 2004. Many were Club members in previous years as well.



## 2004 Green Power Leadership Award Winners

### Green Power Supplier Awards

#### **New Green Power Program or Product**

Lenox Municipal Utilities  
Palo Alto Green

#### **Innovative Use of Renewable Energy Technology**

Calpine  
The Energy Cooperative of Pennsylvania

#### **Renewable Energy Technology Supplier**

PPM Energy, Inc.

#### **Green Power Program of the Year**

Austin Energy

### Green Power Purchaser Awards

#### **On-Site Generation**

California State University at Hayward  
City and County of San Francisco, Moscone Convention Center  
Harbec Plastics, Inc.  
Mauna Lani Resort  
Rodney Strong Vineyards

#### **Green Power Purchasing**

Alterra Coffee Roasters  
College of the Atlantic  
Edwards Air Force Base  
Interface, Inc.  
Johnson & Johnson  
Lundberg Family farms  
New York Municipal Wind Buyers Group  
Salt Lake City Corporation / Salt Lake City  
Whole Foods, Inc.



# Award Winners

## 2004 Green Power Leadership Award Winners

### Green Power Purchaser Awards

#### **Green Power Partner of the Year**

Clif Bar, Inc.

Montgomery County, Maryland

Silk

Staples, Inc.

United States General Services Administration – Region 2

### Market Development Awards

#### **Green Power Beacon Award**

Recipient: Western Washington Green Power Campaign

#### **Green Power Pilot Award**

Recipient: World Resources Institute (WRI)

Honorable Mention: Maine Green Power Connection

#### **Green Power Pioneer Award**

Recipient: Rob Harmon, Bonneville Environmental Foundation

Honorable Mention: Alan Apt and Jim Welch (joint nomination)

# Green Power Leadership Club

## 2004 Members of the Green Power Leadership Club (as of 9/3/2004)

823 Congress Ltd  
 Academy of Oriental Medicine  
 Acterra / Palo Alto Facilities  
 Advanced Micro Devices /  
 Austin, TX Facilities  
 Affiliated Engineers / Corporate  
 Headquarters  
 Alien Scooters  
 All Year Heating & Cooling  
 Alterra Coffee Roasters  
 Amazonia Aquariums  
 Ambion / Austin, TX Facilities  
 American Honda Motor Co.  
 American Lung Association /  
 Austin, TX  
 American Wind Energy  
 Association  
 American YouthWorks  
 Amicus Design & Build LLC  
 Apple Computers / Austin, TX  
 Facilities  
 Audio Systems  
 Audubon Society of Portland  
 Aurum Sustainability  
 Austin (TX) Independent School  
 District  
 Austin Autohaus  
 Austin Computing Solutions  
 Austin Eye Clinic  
 Austin Grill  
 Austin Outdoor Gear &  
 Guidance  
 Austin Quantity Photo  
 Austin Studios  
 Austin Veterinary Hospital  
 Avid Communications &  
 Holdings  
 BAE SYSTEMS / Austin, TX

Bainbridge Graduate Institute  
 Balcones Frame Supply  
 Barley + Pfeiffer Architects  
 Batdorf & Bronson Coffee  
 Roasters  
 Bates Investigations  
 Beautyland Beauty Supply  
 Ben's Workshop  
 Bentley Prince Street  
 Bishop Ranch Veterinary Center  
 Blake's Auto Body of Rohnert  
 Park, CA  
 BMW Manufacturing Co. -  
 Greer, SC  
 Bonneville Environmental  
 Foundation  
 Bonny Marlin  
 BP / Austin, TX  
 Butler Floors  
 Cafe in the Square  
 Capitol Aggregates  
 Caryl Dalton, PhD  
 Catholic University of America  
 Center for Resource Solutions  
 Certified Realty Services  
 Consulting  
 Chautauqua Natural Foods  
 Chez Zee American Bistro  
 Choban and Associates  
 Chipotle / Austin, TX  
 Choice Organic Teas  
 City of Chicago, IL  
 City of Fresno, CA / General  
 Services Department  
 City of Moab, UT  
 City of San Diego, CA  
 City of Santa Monica, CA  
 City of Takoma Park, MD

Clif Bar  
 Climate Solutions / Olympia &  
 Seattle Offices  
 Club de Ville  
 Coldwell Banker Colorado  
 Landmark Realtors  
 College Houses  
 College of the Atlantic  
 Collision Correction, Inc.  
 Concordia University Austin  
 Connecticut College  
 Convict Hill Floorcovering  
 Corporate Computer Centers  
 Counter Production, LLC  
 Creekside Whole Health Center  
 Crystal Works  
 David Poole, PhD  
 Dew's Ace Hardware and  
 Appliance Center  
 Domaine Carneros Winery  
 Dr. Emilio Torres  
 Dr. Fred Raschke  
 Dr. James Maynard  
 Dr. Thomas Keller  
 Dragon's Lair  
 Drs. Rolland & Juli Fellows  
 Duke University / Bryan Center  
 Dynamic Reprographics  
 Earth Island  
 Earth Policy Institute  
 East Bay Municipal Utility  
 District/Main WWT Pl  
 East West Partners / Wild Goose  
 Restaurant  
 Eastern University  
 Ebenezer Baptist Church  
 EcoFish  
 Ecoprint



# Green Power Leadership Club

## 2004 Members of the Green Power Leadership Club (as of 9/3/2004)

Ed Holt & Associates	Friends of Trees	Iowa Energy Center
Edward Jones Investments / Billy Johnson	Garbo a Salon	Johnson & Johnson
Edward Jones Investments / David Nguyen	General Erectors	Jones Consulting Inc.
Edward Jones Investments / Kevin Rainosek	Ginny's Printing	Judy L. Kelly PC/Wellness Plus
Edward Jones Investments / Larry Najvar	Global Energy Concepts	KEMA - Xenergy
Edward Jones Investments / Neil Walters	Good Flow Honey & Juice Company	L. M. Holder, FAIA
Edward Jones Investments / Roy Longoria	Green Mountain Coffee Roasters	La Casa Apartments
Edward Jones Investments / Roy Springer	GreenWave Radio	Lauterstein Conway School of Massage
Edward Jones Investments / Susan Combs	GSD&M	Lazy Oak B&B
ELFON	GTI Coatings	Lone Star Cycle
Emerson Process Management / Systems Division	Guerrero-McDonald & Associates	Los Angeles World Airports
Emmis Austin Radio	Habitat Suites Hotel	Lunar Design / Palo Alto Facility
Energy Trust of Oregon	Hall Chiropractic	Lundberg Family Farms
Environmental Resources Trust	Hamilton College / Skenandoa House	Luzenac America Yellowstone Talc Mine
ERG	Hangers Cleaners	Maaco/Fort Worth/Hulen St.
etown	Harvard University Real Estate Services	Maine Energy Investment Corporation
Express Alterations by Ace Custom Tailors	Harvard University's Kennedy School of Government	Massachusetts Audubon Society
Fabrics & Frames	Harvard University's School of Public Health	Maudie's Restaurants
Family Eye Clinic	Hayward Lumber	Maximum FX Spa & Salon
Far West Optical	Healing Acupuncture Center	MDS Advertising
Farmington Office Associates	Holistic Healing Center	Meridian Energy Systems
Farr Associates	Husky Injection Molding Systems/Bufalo Center	Merit Electric
FedEx Kinko's	IBEW Local 332	Meyer Associates
Fetzer Vineyards	IBM / Austin, TX	Midtown Grooming
Fire Island Hot Glass Studio	ICData Solutions LLC	Mount Eden Vineyards
First English Lutheran Church	Independent Order of Oddfellows	Mt. Tam Racquet Club
First Evangelical Free Church	Inglis & Reynolds	Napolis Pizza/Crandall TX
Foundation Communities	Inland Empire Utilities Agency	National Auto Repair
	Inter-Cooperative Council / University of Texas	National Church Residences
		National Wildlife Federation / Austin, TX Office
		Natsource
		New Belgium
		New Leaf Paper
		New Seasons Market

# Green Power Leadership Club

## 2004 Members of the Green Power Leadership Club (as of 9/3/2004)

Nike / World Headquarters  
 Norm Thompson Outfitters  
 Office Depot/12 CA Locations  
 Office of James M. Fico, PhD  
 Oracle Corporation / Austin Facility  
 Orion Construction Group LLC  
 Outward Bound West--Moab Offices and Warehouse  
 PC Guru  
 PowerLight  
 Quizno's / Farmers Branch  
 Ray Tonjes Builders  
 REAL-COMP  
 Rebekah Baines Johnson Center  
 ReCellular  
 Recycline  
 Red Jellyfish  
 Renewable Energy Systems / Austin, TX  
 Renewable Generation  
 Renewable Northwest Project  
 Ridge Vineyards  
 Rivanna Natural Design  
 Riverside Dental Clinic  
 Round Rock Independent School District  
 Ruta Maya International Headquarters  
 RWE Schott Solar  
 Rydman Record Retrieval  
 Scanlan Buckle & Young  
 Schlitz Audubon Nature Center  
 School of Tai Chi  
 Scrapbooks in Bloom  
 Sewerage Commission/ Oroville, CA Region  
 Shoal Creek Saloon

Shoehorn Design  
 Shuksan Energy Consulting  
 Silk  
 Solano County, CA / Health & Social Services HQ  
 Solar Data Centers, Inc.  
 Solar Electric Power Association  
 Sounds True  
 St. Martin's Evangelical Lutheran Church  
 Staples  
 State of Utah / Energy Office  
 Sue Fairbanks, LCSW  
 Summerwood Homeowners Association  
 Sun & Earth  
 TateAustin Public Relations  
 Technology Transition Corporation  
 TerraClean  
 Texas Converters, Inc.  
 Texas Highway Patrol Museum  
 Texas Solar Power Company  
 Texas Wesley United Methodist Campus Ministry  
 The Beck Group/ Austin, TX  
 The Cellar  
 The Driskill Hotel  
 Things Celtic  
 Think Energy  
 Thorpe Foundation  
 Tokyo Electron / Austin, TX  
 Tom Gohring's School of Tai Chi  
 Traditional Medicinals  
 Transcendentist  
 Trout Unlimited/Columbia River Basin Field Offices  
 U.S. Air Force / Dyess Air Force Base

U.S. Air Force / Fairchild Air Force Base  
 U.S. Air Force / Goodfellow Air Force Base  
 U.S. Air Force / Minot Air Force Base  
 U.S. Army/Walter Reed/ Adelphi Labs/ Ft. McNair  
 U.S. Dept. of Energy / Forrestal and Germantown  
 U.S. Dept. of Energy / Pacific Northwest Natl Lab  
 U.S. Environmental Protection Agency  
 U.S. General Services Administration / Region 2  
 U.S. General Services Administration / Region 9  
 Uchi Restaurant  
 Uinta Brewing Company  
 Union of Concerned Scientists  
 University of Colorado at Boulder / Student Center  
 University of Pennsylvania  
 Urgent Care Plus  
 Vandewalle & Associates  
 Village of Mackinaw City, MI  
 Village of Tivoli, NY  
 Weil Capital Management  
 Wheatville Food Co-op  
 White Mountain Foods  
 Whole Foods  
 Willapa Logging Company  
 Xantrex Technology  
 Yorkshire Development  
 Zilker Skyline Homeowners Association



# Supplier Awards

## New Green Power Program or Product

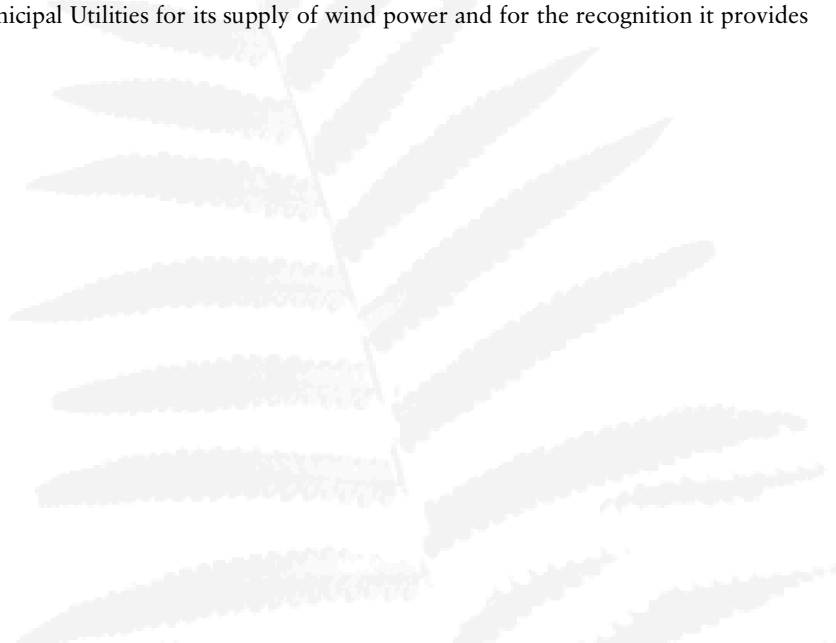
### Lenox Municipal Utilities

The Lenox Municipal Utilities wind turbine project has proven to be very successful during its first seven months of operation. After feasibility studies, conferences with neighboring communities, and meetings with other

communities utilizing wind turbines, its turbine first began generating electricity on November 22, 2003. Out of 1760 MWh, the wind turbine is providing 115.2 MWh of renewable energy to program participants on an annual basis. 96 out of 685 customers have elected to participate in the Green Energy program, a 14% participation rate. Program participants pay a premium of \$2.00 per month for 100 kWh of green energy, and there are no premium adjustments for fuel-price movements. In addition to the renewable power, participants receive a Green Energy certificate noting their contribution, as well as annual public recognition in the local newspaper. Lenox green power procurement and sales are being recorded using the Green Tag Inventory and Balances worksheet provided by the Iowa Association of Municipal Utilities. Lenox is currently working with Western Area Power Administration to develop a program to certify renewable energy certificates. Lenox encouraged its customers to participate in the Green Energy program with an informative brochure outlining the program, benefits, and rewards they receive by participating. Congratulations to Lenox Municipal Utilities for its supply of wind power and for the recognition it provides for its customers.



LENOX MUNICIPAL UTILITIES



# Supplier Awards

## New Green Power Program or Product

### PaloAltoGreen

Launched on June 1, 2003, the City of Palo Alto Utilities' PaloAltoGreen green pricing program has enrolled participants at a rate never seen before in the country and is on the verge of breaking the ten percent barrier. PaloAltoGreen draws renewable energy from a combination of 100% new wind and solar energy resources in the West and is certified by the Green-e Program administered by the Center for Resource Solutions. City of Palo Alto Utilities, working with 3 Phases Energy, developed PaloAltoGreen, which placed 2nd nationally in 2003 among the over 300 utilities offering green power products with 6.6% of accounts enrolled. As of August 18, 2004, over 2,600 customers, or 9.5 percent of accounts had enrolled in the program. This achievement makes PaloAltoGreen the #1 program nationally by participation among utilities that serve more than 550 accounts and second in the nation among all utilities. Beyond residential participants, PaloAltoGreen has also attracted quite a few corporate participants, with Lockheed Martin, HP, Agilent, and Roche Palo Alto participating in the program and earning valuable recognition in the community and regionally. At a September 2003 press event, John Ulrich, City of Palo Alto Utilities (CPAU) Director, and Dena Mosser, Palo Alto's Mayor at the time, challenged the community to build the nation's #1 community renewable power program, based on participation. Palo Alto has achieved that in the program's first year. We are impressed by Palo Alto's achievements thus far and are happy to recognize PaloAltoGreen as a New Green Power Program of the Year.



# Supplier Awards

## Innovative Use of Renewable Energy Technology

### Calpine

The largest source of green power and largest geothermal field in the world is The Geysers (Sonoma and Lake Counties, CA) generating 1,000 MW of reliable base load electricity to 1 million California households; meeting 70 percent of the power needs of the north coast

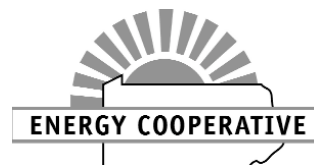
between San Francisco and Oregon. To increase its value and longevity, Calpine Corporation partnered with the city of Santa Rosa to build a 41-mile pipeline to pump 11-million gallons per day of reclaimed water from the City's treatment plant to The Geysers to inject this water into the geothermal reservoir to increase steam production. The Santa Rosa Geysers Recharge Project not only increases generation by 85 megawatts but removes the discharge of this water from the Russian River. The total project cost collectively almost \$250 million. The new system began operation in December 2003. When the reclaimed water is injected into the geothermal reservoir, the water is heated naturally by the earth; it boils to provide additional steam for power plants where it is converted into electricity. In addition to increasing electricity production, another benefit from this water injection is a reduction in the amount of naturally occurring gas that must be abated to maintain air quality. Calpine is a true innovator.



### The Energy Cooperative of Pennsylvania

The Energy Co-op of PA is the first non-utility competitive supplier in the country to institute a residential solar energy purchase program, supplying 21.7 MWh for 2003, wrapped into Green-e certified EcoChoice100 sales of 3,696 MWh for 2003. The Cooperative's model is to purchase the solar output from Co-op members' individual solar arrays at 20 cents/kilowatt hour. This significantly reduces payback time (up to 30%) for solar. The Co-op then folds the solar kilowatt hours into

100% renewable, Green-e certified EcoChoice100 electricity. The cost of purchasing the solar power is spread out amongst renewable electricity customers. The Energy Cooperative Solar Buyback Program (SBP) is a market solution to the high costs of installing PV in Pennsylvania, as it strengthens and grows the green power markets from both the supply and consumer perspectives. The majority of the solar providers are private individuals residing in densely populated neighborhoods. The high visibility of their solar panels popularizes the use of solar and assists with combating myths about installing a residential PV system. Installers appreciate the program because it makes their jobs easier; many of them integrate the Co-op's 20 cent/kilowatt hour buyback into the economics that they present to potential residential customers. The monthly payments help to reduce the payback period, while providing steady revenue for the buyback member. We salute Energy Co-op of PA and its creative business model.





# Supplier Awards

## Renewable Energy Technology Supplier

### PPM Energy, Inc.

PPM is involved with all aspects of bringing wind power to market, including development, power marketing, and firming and shaping wind energy to fit into a customer's portfolio.



PPM offers innovative, customized renewable energy with Green-e certified products as well as hourly, daily, monthly and annual, firm power deliveries. PPM is building on its more than 800 MW wind portfolio and is driving rapidly toward its goal of 2,000 MW by 2010. For the last several years, PPM Energy has been the only wind energy supplier willing to take a merchant position and "warehouse" the wind power until such time that a long-term customer can be signed. As a result, PPM is truly making a market in wind power by taking on that risk. PPM's energy management capabilities also enable it to customize and structure wind power into firm, flat products. This year, we are awarding PPM based on its comprehensive approach to the wind industry, including creative marketing approaches and a vision for growth.

## Green Power Program of the Year

### Austin Energy

Since 2002, Austin Energy's GreenChoice® renewable energy program has been the number one utility-sponsored green power program in the nation in proceeds, with over 7,600 customers and annual sales now in excess of 342,000 MWh. The Austin Energy GreenChoice program excels in both sales performance and in promoting the development of green power supplies in Texas. It also reinforces a quality of life emphasis that has allowed Austin, TX to build the nation's most comprehensive energy efficiency programs. In 2004, demand-side management and renewables goals were set as firm components of Austin's new 10-year generation plan. The nationally recognized success of the Austin Energy GreenChoice program is imbedded in a marketing strategy that targets businesses as a priority, through the following: a green power cost component that stays fixed for up to 12 years provided to the customer, a comprehensive energy efficiency program that helps businesses offset any additional green power costs, a recognition-advertising package for businesses for the life of a green power subscription, and a sales person for the direct marketing of GreenChoice to businesses. Furthermore, the program message has reached over 15 million people via billboards, over 4 million people through ads in local newspapers, and some 6 million people via airport signs. Austin Energy is a clear choice for a Green Power Supplier Award based on its vision for renewable energy and creative strategy.



# Purchaser Awards

## On-Site

### California State University at Hayward

In early 2004, CSU Hayward invested in solar to reduce operating costs, as well as set an example for environmental stewardship. The University maintains PV installations with a total capacity of 1 MW, enough to provide 1,290 MWh per year of electricity. With installations on four of the campus' largest buildings, the university gets 7.5% of its annual electricity needs from solar PV. The University has publicized and promoted its purchase of a renewable energy generation system both internally and externally. Internal communications efforts include several articles in the campus newspaper, a documentary aired on the campus television station, and an informational booth at the campus' Earth Day celebration event. External communications efforts have included multiple press conferences and press releases. The system has been covered extensively in print and broadcast. Touted to be the largest PV installation on any university campus in the world, Hayward's array is capable of providing 30% of the campus' peak demand during summer months and can save the institution up to \$200,000 in electricity bills annually. CSU is truly "best in class" among solar powered universities and is a clear choice for an On Site Green Power Leadership Award.



# Purchaser Awards

## On-Site

### City and County of San Francisco, Moscone Convention Center

Reacting to rolling blackouts, soaring energy prices, and the threat of global climate change, in November of 2001 San Francisco voters overwhelmingly approved Propositions B and H, which authorized the City to issue revenue bonds to finance renewable energy projects and energy efficiency measures in city and county-owned buildings. The Moscone Center project is the first project to result from these propositions. With a capacity of 675 kW, the PV installation on the Moscone Center is currently the largest City-owned solar project in the country. This 20 year-old convention center, named for former Mayor George Moscone, hosts 2 million visitors a year. As conventioners pass through the facility, they are able to learn about the solar and efficiency projects by accessing a unique, interactive kiosk. The Moscone project consists of two parts: solar power generation and energy efficiency. The solar installation includes high efficiency, photovoltaic modules on the Moscone Center roof that will produce a minimum of 825,000-kilowatt hours on a yearly basis. The energy efficiency measures at Moscone include upgrades to lighting equipment and building controls which will save an estimated 4.5 million kilowatt hours annually. Together, the solar installation and energy efficiency measures produce and save the city enough power to generate electricity for 1,000 homes. In October of 2003, the San Francisco Public Utilities Commission (SFPUC) in coordination with the USDOE, hosted a Solar Cities Summit to share their experiences with solar with policymakers from across the county. The SFPUC is working on other renewable energy and energy efficiency projects in San Francisco. The Moscone Center project is a step towards obtaining all municipal energy from pollution-free sources, while creating jobs and driving economic growth. SFPUC is a department of the City and County of San Francisco that provides municipal power to city administrative buildings, San Francisco Airport, Muni/subway and trolley buses, streetlights, police and fire stations, and San Francisco schools and libraries.



# Purchaser Awards

## On-Site

### Harbec Plastics, Inc.

Harbec Plastics, Inc. was formed in 1977 by toolmaker Bob Bechtold and has grown to become a full service supplier of plastic injection molded parts to many Fortune 500 customers, employing over 100 people. The company purchases wind RECs in the amount of 51.6 MWh, and also operates an on-site wind turbine with a capacity of 250 kW at a commercial facility. The wind turbine, which will generate about 350 MWh annually or about a third of the power used by the facility, has blades which are 30 meters in diameter and turn atop a 40 meter tapered tubular tower. In addition to using renewable energy, Harbec recently established an employee benefit that offers its employees a subsidy for buying utility-supplied green power at their residence. One-third of all employees are participating. Harbec spreads the word through participation in numerous industry and public forums. Harbec deserves a 2004 Green Power Leadership Award, not only for its advocacy of wind power through on-site generation and RECs, but also for its creative employee programs and pioneering implementation of technology.



### Mauna Lani Resort

Mauna Lani Resort operates multiple PV installations totaling 620 kW. There are three rooftop systems on the hotel, a rooftop system on the golf course, 160 golf carts, and a 2.5 acre ground-mounted tracking system at the well water pumping facility. The hotel array provides power to operate all six floors during peak solar production. The golf water system pumps over 3 million gallons of water per day and waters 38 golf holes. In addition, there are two maintenance warehouses, a cart barn, and an 8000 square foot air-conditioned proshop. More than 50% of the electricity required by the golf operation is provided by solar. To publicize its use of PV, the resort produced informative case studies and fact sheets, issued press releases and media advisories, invited key policymakers and other officials to the dedication, created marketing collateral such as banners, T-shirts, and press kits, and even mounted a webcam near the solar array. Mauna Lani partners with its PV supplier in spreading the message about solar power. Mauna Lani's solar array will have a life of about 25 years. We laud Mauna Lani for its decision to make use of one of Hawaii's greatest renewable resources.



**MAUNA LANI RESORT**  
**AT KALĀHUIPUA'A**

# Purchaser Awards

## On-Site

### Rodney Strong Vineyards

On a sunny day, the extensive lightweight PV installation on Rodney Strong's barrelhouse can meet most of the winery's electricity needs. At 766 kW, this array is the largest solar electric system at any vineyard anywhere in the world and covers the roof of over half of the winemaker's 100,000 sq. foot barrelhouse. The vineyard also seeks to minimize the impact of power outages, which have affected California in recent years. To mark the completion of its solar project, Rodney Strong held a press conference, issued press releases nationally, and offered a combination tasting/tour to view the facility. Along with its supplier, the vineyard also presented the media and tour attendees with fact sheets and case studies. Finally, several seminars and tours have been held at Rodney Strong to draw attention to the PV system. Rodney Strong deserves high acclaim for its solar installation and for being the biggest solar customer in the wine industry.



# Purchaser Awards

## Green Power Purchasing

### Alterra Coffee Roasters

Alterra Coffee Roasters buys 100% of its power for every one of its retail locations in the form of green power that is sourced from wind, small hydro, and biomass sources. Alterra's efforts in expanding awareness for green power are extensive. They include "java jackets" that tout wind power, presentations at a variety of Milwaukee events, press releases, and newsletters. Close collaboration with its green power supplier includes an in-store display at Alterra's Lakefront location, storefront promotions to enroll customers in the Energy for Tomorrow program, Alterra gift certificates for new enrollees, storefront banners, and a plan for a 6-foot wind turbine display model. Alterra's leadership offers classes to employees that explain importance of sustainability as a company value. The company is no stranger to recognition, winning a State of Wisconsin Green Power Award in 2003 in recognition of its commitment to renewables and the use of its cafes to recruit new residential and commercial users of green power. We commend Alterra as a pioneer among retail coffee chains, and hope that Alterra's alliance with its supplier continues to grow and result in more people using renewable energy in Wisconsin and beyond.



### College of the Atlantic

College of the Atlantic (COA) is a liberal arts institution in Maine focusing on education for sustainability and offering an interdisciplinary curriculum leading to a B.A. or M.Phil. in Human Ecology. The college is a strong patron of renewable energy, committing to provide electrical power from wind energy for all campus buildings including dorms and its off-campus Beech Hill Farm. COA currently offsets the atmospheric emissions associated with 100% of the campus's annual electrical energy use, 942 MWh, by purchasing green tags generated at the Rosebud Sioux Tribe's St. Francis Wind Farm in South Dakota. Beginning next year, or as soon as the facility is on line, College of the Atlantic has committed to purchase all of the campus and farm's electrical energy needs from the Reddington Mountain Wind Farm. COA is the first Award winner with a twenty-year commitment to wind power. COA formally announced its twenty-year commitment at a press conference on Earth Day, 2004, with on-site radio, TV, and press coverage. We honor College of the Atlantic for its plan to supply a generation of students with renewable energy and for serving as an example of outstanding commitment.



College of the Atlantic  
life changing. world changing.

# Purchaser Awards

## Green Power Purchasing

### Edwards Air Force Base

Edwards Air Force Base began as a bombing range in 1933 and went on to become a major bomber training base in World War II. Now known for the Air Force Flight Test Center, they have achieved more major milestones in flight than anywhere else in the world. Edwards Air Force Base is part of a distinguished collection of Air Force Bases that purchase green power in large quantities. In addition to setting the example for environmental action, they also realize financial benefits associated with renewable energy. They used renewable energy to significantly mitigate the financial impacts of the electricity price increases associated with the California energy crisis. The Base currently purchases 138,000 MWh, enough for 60% of its power needs. Estimates put dollar savings over a five-year purchase period at some \$42 million. We are excited to showcase Edwards Air Force Base with its exemplary purchase.



### Interface, Inc.

Three divisions at Interface (Bentley Prince Street, Interface Flooring Systems and Interface Fabrics) have collectively purchased 8,807 MWh per year in renewable energy certificates. These three divisions together get 10% of their annual electricity needs from renewable sources. The Bentley Prince Street business unit uses 100% renewable electricity, buying renewable energy certificates (RECs) to cover approximately 80% of its electricity needs. The remainder is obtained from on-site generation and green power purchased directly from the grid. Interface Flooring Systems buys Renewable Energy Certificates to cover 3% of its electrical load. Interface Fabrics, has taken a creative approach with purchasing RECs to cover 9% of its electrical usage. This purchase covers all of the electricity used to produce the Terratex® brand products, which are made of 100% recycled and renewable materials. Terratex is marketed with the following message: “100% of the electricity used to make select patterns of Terratex® is matched with RECs.” Interface strives to reduce greenhouse gas emissions in its North American facilities to 15% below 2001 levels, per unit of production, by 2010. By 2020, the company wants to be powered 100% by renewable sources. Interface has also won EPA's Climate Protection and Environmental Merit Awards in 2004 and the Lone Star Award for Green Energy in 2003. Interface is a true leader in advancing corporate markets for renewable energy.



I N T E R F A C E



# Purchaser Awards

## Green Power Purchasing

### Johnson & Johnson

Our 2003 Partner of the Year, Johnson & Johnson is a company that continues to stride ahead, making more green power purchases every year. In 2003, they utilized over 103,000 MWh of Green Power in the United States. Of that, 1,400 MWh were produced from on-site solar generation, 23,600 MWh were purchased as green energy from a variety of electric suppliers, and 78,000 MWh were purchased as Renewable Energy Certificates (RECs). All of the green power purchases are Green-e certified and sourced from new generation. The green power purchases are being utilized at over 28 corporate business units across the nation. Green power now represents about 9.8% of the total electrical consumption of Johnson & Johnson facilities in the United States. This percentage is scheduled to increase in 2004. Johnson & Johnson's initial green power purchases several years ago have helped build support internally for additional purchases, especially since the company promoted its purchases worldwide to all Johnson & Johnson companies through emails, presentations and an intranet site dedicated to renewable energy. In addition, through the adoption of its Climate Friendly Energy Policy, Johnson & Johnson has voluntarily committed to reducing carbon dioxide emissions from its facilities worldwide by 7% in absolute terms by 2010, compared to a 1990 baseline. For the size of the company and the geographical distance between its various business units, Johnson & Johnson's green power purchases are most remarkable. We are happy to honor Johnson & Johnson and hope that they continue to serve as an example to other household-name American corporations.

The logo for Johnson & Johnson, featuring the company name in a stylized, cursive script font.



# Purchaser Awards

## Green Power Purchasing

### Lundberg Family Farms

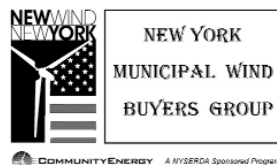
Lundberg Family Farms is a family owned and operated farm committed to growing and producing organic rice and rice products in the Sacramento Valley of Northern California. Lundberg's eco-positive farming ethic has guided its soil enrichment, water management, and wetlands preservation initiatives, and made renewable energy a natural fit for the company.

Lundberg Family Farms' purchase of approximately 4,800 MWh per year of California wind-derived Renewable Energy Certificates is enough to supply 100% of the operation's total load. Lundberg puts the Green-e logo on product packaging, including its new Rice Chips, and plans to have all packaging brandish the Green-e logo in the years ahead. In addition, Lundberg has spread the word about green power through coupons in Pacific Power's renewable energy customer welcome kit, displays and posters at industry trade shows, and media coverage. Lundberg's purchase represents the largest renewable energy commitment by an agri-business and stands out as the first mass-market consumer product to place the Green-e logo on its packaging, making Lundberg an important market trendsetter.



### NY Municipal Wind Buyers

The New York Municipal Wind Buyers Group is an excellent example of power through collaboration. The consortium is comprised of 22 municipalities, each purchasing different amounts of wind RECs. It only took 4 of these communities to purchase wind power before a price reduction was reached that applied to the rest. Commitments to purchase wind power range from 1 to 5 years. The group of towns and villages is currently purchasing nearly 6,000 MWh of green power per year. The group is setting a precedent for other groups of New York municipalities to buy renewable energy. They also spread the word at municipal conferences, via news releases, and on websites, and use the purchases and the attendant publicity to educate residents about sustainable energy and its availability. Some of the local governments are even implementing "adopt-a-turbine" programs to encourage citizens to purchase wind power with sign-up forms available in municipal offices. The activities of the NY Municipal Wind Buyers Group send a strong message for the economic benefits associated with multiple purchases. It is a pleasure to recognize this pioneering group, and we hope that other consortia around the country will follow in its footsteps.



# Purchaser Awards

## Green Power Purchasing

### Salt Lake City

Salt Lake City is purchasing 1,557 MWh of green power through its provider's wind power program. Wind power accounts for 20% of the energy used at the City and County Building and the Main Public Library. Although there is an additional cost associated with wind power in Utah, Salt Lake City is able to make the wind power purchase at no additional cost to taxpayers through energy conservation measures implemented at the City and County Building. Salt Lake City has also been instrumental in generating public participation in its utility's green power program. In June of 2004, Mayor Anderson, Utah Power, and Utah Clean Energy partnered to launch the "Twice as Nice" Blue Sky Community Challenge. The goal of the "Twice as Nice" challenge is to double the number of citizens participating in the Blue Sky program, or to double the amount of wind power purchased. Over 181,000 letters were sent to local residents and businesses encouraging Blue Sky participation. Other outreach efforts included "Twice as Nice" booths at major community events, radio ads and public service announcements. Through the e2 Business program, businesses are recognized for environmental best management practices and are encouraged to sign up for Blue Sky wind power. By mid-August, Salt Lake City had reached 73% of the "Twice as Nice" goal. The Twice As Nice program seeks to double wind power use city-wide and has over 2,700 customer participants. We are happy to award Salt Lake City for the leadership it has shown in purchasing green power and for successfully encouraging citizen participation.



# Purchaser Awards

## Green Power Purchasing

### Whole Foods

As the world's largest natural and organic foods supermarket, Whole Foods Market has become a leader in making use of nearly every kind of renewable energy. Whole Foods Market's core values reflect its care and concern for the environment; a key aspect of its mission is to be a leader in environmental stewardship. Many stores in its North Pacific and South Pacific regions, Southwest region, and North and Mid-Atlantic regions are powered by wind, solar, small hydro, biomass, or geothermal energy. Currently, Whole Foods Market is purchasing or generating over 71,000 MWh, or 20% of its total national power load, from certified green power sources. Whole Foods Market's green power strategy is unique because it has been based on decisions taken at the store or regional level. The regional-based decisions are a function of both empowering Whole Foods Market's team members to make decisions locally for their own stores or regions, as well as staying in tune with the environment of each particular community served by Whole Foods Market. This regionally-based decision making accounts for the diversity in its green power purchasing: solar power at five stores in California and New Jersey, geothermal power for the Pacific Northwest, and wind power for all of its Colorado stores and facilities. In the Southwest region, Store employees wear buttons touting green power purchases, and Earth Day serves as a way to celebrate the regions' green accomplishments. On the East Coast, team members and management are educated via wind energy presentations. We commend Whole Foods Market for its national green power purchases.

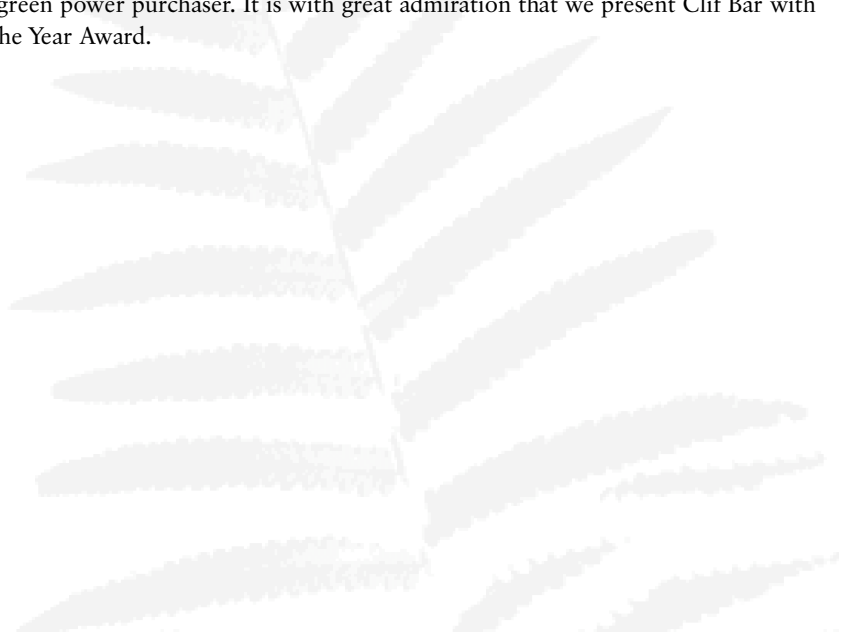


# Purchaser Awards

## Green Power Partner of the Year

### Clif Bar, Inc.

Last year Clif Bar won an Award for Green Power Purchasing because they took responsibility for their carbon footprint and purchased enough renewable energy to offset their electricity usage, the fossil fuels burned to heat their facilities and bakeries, and the car and air miles of employee business travel. Clif Bar now purchases almost twice as many RECs than necessary to cover its total power load. The purchase of certificates to represent over 3,266 MWh is equivalent to 179% of the company's electricity use. Clif Bar has joined with other like-minded purchasers and helped build the first Native-American-owned large-scale wind farm in the U.S. The communications efforts of Clif Bar are also inspiring. For example, the "Undo It" field marketing campaign seeks to educate the public about ways to undo global warming. The mobile marketing tour uses a 22-foot bus powered by B100 diesel to spread the word about Clif Bar and the Undo It campaign along the East Coast. Native Energy's "Ski Cool" program ensures that wind credits are in place to offset all aspects of the company ski trip's climate impact, including travel and the use of the ski lifts. This is in addition to radio ads, website outreach, print and electronic media coverage, and Green Business workshops held at Clif Bar headquarters. Clif Bar has gone above and beyond the efforts of a typical green power purchaser. It is with great admiration that we present Clif Bar with a 2004 Partner of the Year Award.



# Purchaser Awards

## Green Power Partner of the Year

### Montgomery County, MD

Montgomery County led a wind energy purchase by a regional partnership including six Montgomery County agencies and twelve other government jurisdictions. Five percent of all of the electricity used by the regional energy purchasing partnership comes from wind energy. Montgomery County's portion of the wind purchase is over 38,400 MWh per year, and it is the largest wind purchase ever made by a local government. This effort was marketed via the Metropolitan Washington Council of Governments, the International City/County Manager's Association, and numerous interactions with local environmental organizations and local government energy managers. Efforts to further expand the regional energy buyers group, or create new regional buying groups, are continuing in Maryland and Virginia. A unique feature of this purchase is its proposed inclusion in the regional implementation plan for meeting ground-level ozone standards under the Clean Air Act. This measure could potentially set a national precedent for the use of renewable energy to meet federal regulatory requirements for air quality attainment standards. "Montgomery County prides itself on being a leader in environmental protection," said Montgomery County Executive Douglas M. Duncan, "and this agreement to purchase five percent of our energy from wind power solidifies that leadership status. We are safeguarding our natural resources for the future and have set our course for improvements in the years to come." Montgomery County's purchase is a great example of local collaboration. Montgomery County worked for over two years to design, approve, fund, and get signed contracts for this energy purchase, and received unanimous approval from the County Council and County Executive Douglas Duncan. This hard work and dedication to green power offers a great example for other local governments, and it is with great pleasure that we present Montgomery County with a 2004 Partner of the Year Award.



# Purchaser Awards

## Green Power Partner of the Year

### Silk

Last year White Wave, the makers of Silk® Soymilk, impressed the green power community by buying Renewable Energy Certificates (RECs) to offset more than 100 percent of its electricity use. Now called Silk, the soymilk maker extended the impact of its renewable energy purchase to cover its entire supply chain. Under a three-year agreement with its supplier, the makers of Silk are committed to purchasing RECs to represent 100 percent of its needed power through 2005. This year alone, that purchase is equal to approximately 24,700 MWh. In addition, the company takes an active role in promoting the use of wind energy to its millions of customers, partners and suppliers. In the past year, the company promoted green power on nearly 140 million cartons of Silk Soymilk as well as on 12 million lids of Silk Cultured Soy yogurt urging consumers to “Power your home with wind.” Silk has executed a full range of communications tactics to promote wind power and its green power purchasing including unique customer incentives and promotions, wind-powered events (Earth Week, etc.), promoting wind power during Silk media efforts, and partnering with suppliers and distributors (e.g. New Belgium Brewery, Whole Foods, and Starbucks) to further distribute information about wind power. Steve Demos, founder and President, is a vocal proponent of wind power and other socially responsible and sustainable business practices. His leadership encourages Silk’s business partners to promote green energy in their own marketing efforts. Silk has made a firm commitment to purchasing more wind power as the company grows to offset the impact of additional electricity use. With its massive carton campaign, Silk brings the message of wind energy into more homes than any other company. For creating such visibility, White Wave is deserving of highest honors.

The Silk logo is written in a large, elegant, black script font.

# Purchaser Awards

## Green Power Partner of the Year

### Staples, Inc.

Staples' original commitment to purchase 2% of their total energy load or 9,494 MWh green power was an ambitious goal. With dedication they exceeded expectations and managed to achieve 10% or 48,283 MWh. As they continue to grow, they are committed to make sure that 10% of their energy will come from green power sources. With stores all over the country, Staples buys their landfill gas, biomass, solar, and wind power from five providers that supply Staples with green power through delivered energy products as well as Renewable Energy Certificates (RECs). Two of their distribution centers in CA are in the process of being powered by on-site solar PV installations. These innovative installations will be based on their supplier's solar hosting model, whereby Staples purchases solar services at a fixed price schedule, but they are not required to provide the capital costs up front for the solar system. Staples is a leader in their communication efforts related to their green power purchasing, including educating customers and the general public through their website, with in-store signage and through press releases. In their upcoming 2004 Sustainability Report, the company will highlight their REC purchases. Staples also educates their associates in a variety of ways, and spreads the message to other companies. At WRI's Seventh Annual Sustainable Enterprise Summit, the Staples VP of Environmental Affairs gave a presentation on Staples' REC purchase and the business case for securing a REC deal. Staples also raises awareness among members of Metafore's Paper Working Group. With the combination of a multifaceted renewable energy procurement strategy, chain-wide recycling initiatives, procurement and promotion of recycled content products, and a variety of education programs, Staples is advocating a corporate wide approach to sustainability. We are pleased to honor Staples as a Partner of the Year based on their vision and creative approach, and we hope their efforts will serve as an example for other Fortune 500 companies.



that was easy.™

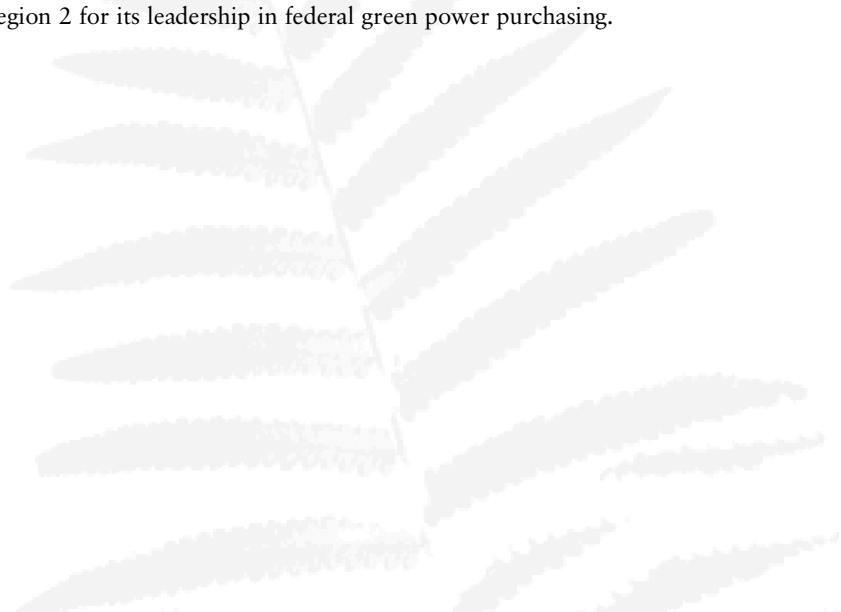


# Purchaser Awards

## Green Power Partner of the Year

### U.S. General Services Administration – Region 2

The United States General Services Administration (GSA) procures a large amount of green power, 92,000 MWh, in the NE/Caribbean Region. Of this, 76,184 MWh goes towards powering its own facilities in NY and NJ, representing a third of the GSA's regional total power requirements. This is 13 times more than required by Executive Order 13123, which asks federal agencies to purchase 2.5% of their facilities' energy requirements in green power. The remainder is used by a disparate group of federal agencies and NGOs that came together because they believed in the importance of buying green power: the United Nations, the Smithsonian, the Social Security Administration, the Coast Guard, the Red Cross, the National Park Service, and the EPA. In 2003, the GSA attracted over 150 NY area energy professionals to its Energy Summit Workshop, held at the United Nations International School, resulting in the participation of these customer organizations. Most of the energy is biomass, provided by four separate suppliers. Wind energy also constitutes a portion. All of the GSA's renewable purchases are Green-e certified by the Center for Resource Solutions. By aggregating purchases of green power for other federal and non-federal facilities, the GSA is now paying less for green electricity than for non-green at some locations. These savings are helping to underwrite further green power procurements. The GSA's efforts are a great example of the strength of aggregate energy purchases. We salute the GSA – Region 2 for its leadership in federal green power purchasing.





# Market Development Awards

## Green Power Beacon

*To recognize innovative marketing by green power suppliers. Marketing materials and themes that are inventive and original are recognized and materials used across all media (print, radio, TV, Web, and collateral materials) were eligible for entry.*

### Western Washington Green Power Campaign

The Western Washington Green Power Campaign was a unique collaboration among diverse parties to raise renewable energy awareness and increase demand for green power throughout the state of Washington. The multi-tiered marketing campaign combined the efforts of the Bonneville Environmental Foundation and three of its utility partners — Puget Sound Energy, Snohomish Public Utilities, and Tacoma Power — with Belo Marketing Solutions (sister company to KING 5, the region's largest broadcast television network) and Batdorf & Bronson Coffee Roasters (a long-standing BEF customer).

The heart of the campaign was a television and internet-based outreach effort. The 30-second television spot aired 122 times between April and June 2004 on KING 5 and its sister station KONG 16, including prime-time placement. KING 5 also sent out over 80,000 permission-based emails on the campaign. Both the TV spots and the emails referred customers to the KING 5 web site, which provided additional information about the campaign and further referred customers to the web sites of their own utilities or BEF. There were over 3 million impressions on the homepage. Over 1.7 million utility bill inserts encouraging customers to sign up for green power pursuant to the campaign were also distributed to provide the call to action. Batdorf & Bronson voluntarily contributed 3,000 gift packs, including a coffee mug and two bags of gourmet coffee, which were distributed to new customers who signed up for green power pursuant to the campaign.

The program succeeded tremendously, resulting in an increase of over 25% in the number of participating utility customers signed up for green power in just four months. On average, the utilities saw an increase in sign-ups exceeding 500% relative to the same period the previous year.



**BELO**



# Market Development Awards

## Green Power Pilot

*To recognize cutting-edge outreach efforts by an individual or organization to boost interest in green power within specific sectors. The Pilot Award honors work that spreads the word about the benefits of green power and efforts to boost public interest in renewable energy.*

### World Resources Institute (WRI)

Given that the commercial and industrial sectors use more than half the nation's energy, the World Resources Institute (WRI) believed that building voluntary corporate demand for green power could be an effective way of increasing the supply of clean energy. Demand by large corporations would dramatically increase the scale of renewable generation and consequently reduce costs. This would make green power more financially viable and attractive for all consumers.



WORLD  
RESOURCES  
INSTITUTE

GREEN POWER MARKET DEVELOPMENT GROUP

Therefore, in 2000 WRI convened Alcoa Inc., Cargill Dow LLC, Delphi Corporation, The Dow Chemical Company, DuPont, FedEx Kinko's, General Motors, IBM, Interface, Johnson & Johnson, Pitney Bowes, and Staples to form the Green Power Market Development Group. This unique partnership is dedicated to building corporate markets for green power. As a collaboration of large energy users, the Group is transforming energy markets to enable corporate buyers to diversify their energy portfolios with green power and reduce their impact on climate change. The Group seeks to develop 1,000 megawatts (MW) of new, cost-competitive green power by 2010 in the US.

To date, all twelve Group members and WRI have participated in green power projects and purchases totaling 123 MW. These purchases have occurred at 330 facilities across 26 states. Furthermore, Group members have emerged as some of the largest corporate buyers of Green-e® certified RECs, wind power, solar PV, landfill gas, and fuel cells.

WRI's Green Power Market Development Group is the most significant US NGO/corporate partnership on green power. Through its publications, case studies, and tools, the Group has emerged as a key resource for helping others learn about renewable energy and evaluate opportunities. It has helped other firms complete over 29 million kWh/year of green power purchases. Through the Group, WRI is fulfilling its vision of overcoming economic, market, and policy barriers facing green power and charting a course for a clean energy future.

# Market Development Awards

## Green Power Pilot

### Honorable Mention: Maine Green Power Connection

The Maine Green Power Connection (MeGPC) is a collaborative public education effort initially organized by the Maine Energy Investment Corporation in the fall of 2002. The MeGPC program stands for the proposition that even states with small populations and/or no public funding for renewables can bring green power options to significant levels on their own. They can do so by using what they *do* have – individuals and customers who *are* willing and able to make their purchasing decisions as though the environment matters. MeGPC is a collaborative pooling of interest, mailing lists, donated time and funding, all in a voluntary effort to bring green power to citizens who wish to purchase it.



MeGPC continues to spearhead a supplier-neutral initiative to change the way Mainers buy electricity. Governor John E. Baldacci and 25 founding organizations formally launched MeGPC March 17, 2003. Partners now number 32 and are continuing to join in. Working with its partners, MeGPC directs an extensive, statewide program of awareness and public outreach on behalf of clean, green power and all active green power retailers in Maine. MeGPC's website, [www.maine.greenpower.org](http://www.maine.greenpower.org), offers descriptions of 15 green power products offered by 9 suppliers to Maine customers of all sizes. This site is now Maine's number #1 green power site on Google. MeGPC also offers a searchable directory of Maine green power purchasers, a quarterly free on-line newsletter and tools to simplify green power purchases, such as a Buying Wizard and Pollution Calculator. MeGPC will be joining forces with the State of Maine to launch "Clean Energy Maine", a campaign to bring Mainers directly into contact with the green electricity product suppliers of their choice.

MeGPC's educational and market support activity has helped grow Maine green electricity sales to over 50,000,000 kWh per year. Through targeted outreach and expanded general awareness advertising, MeGPC expects to continue growing Maine's market to 225,000,000 kWh per year by 2006.



# Market Development Awards

## Green Power Pioneer

*To recognize an outstanding contribution by an individual for helping to create the green power industry: The Pioneer award acknowledges continuous achievement, vision, and dedication to green power.*

### **Rob Harmon, Bonneville Environmental Foundation**

Rob Harmon is an extraordinarily creative entrepreneur and marketer who has dedicated his talents to advancing public-interest values. His sustained willingness to champion commercial innovation and quality standards from the platform of the Bonneville Environmental Foundation has been vital to both the credibility of Green Tags as a product, and the willingness of regulators, environmentalists and consumer advocates to embrace it. BEF has demonstrated the crucial contribution of the nonprofit world to the emergence and sustained health of the green power markets.



In 1999, Rob observed utilities and power marketers in California trading environmental attributes to one another on a wholesale basis. He saw and seized the opportunity to create an environmental attribute certificate that could be sold into the retail market. This provided tremendous flexibility for renewable energy developers, by establishing an efficient market to connect them with people and companies interested in supporting green power.

Rob played a key role in launching retail markets for Green Tags in 2000. Persuaded by Rob's clear explanations and impressed by the thoroughness of his proposal, the EPA's Region 10 office in Seattle signed on, cementing the first large, retail Green Tag transaction in the nation. Since then, many a traditional adversary has closed ranks under Rob's leadership to champion green power products, ranging from urban utilities to rural environmental advocates. Rob also strived to create standards of product integrity and consumer protection that would keep Green Tags legitimate and credible, regardless of who was doing the buying and selling. With key industry stakeholders and organizations, Rob helped design standards for Green Tags that have allowed the market to flourish. Green Tag sales increased nearly 1,000 percent from 2001 through 2003.

Rob stands out as a visionary, a great communicator for the industry, and a bridge builder without peer.

# Market Development Awards

## Green Power Pioneer

### Honorable Mention: Alan Apt and Jim Welch (joint nomination)

The Colorado town of Fort Collins was the first in the state (1998) and the second in the US to implement a green power purchase program for wind energy. In 2003, Fort Collins raised the bar again for renewable energy, and implemented a ground breaking electric supply that calls for the city to acquire 15% of their electricity from renewable sources by the year 2017. Though many community members contributed to these programs, two significantly stand out for their tireless contribution of effort and expertise. Alan Apt, former city councilman, and Jim Welch, former chairman of the Fort Collins Electric Board, provided much of the leadership, energy, and vision for both of these innovative and ground breaking programs.



Using their extensive connections in the community, in 1994 Jim and Alan began to lead the community through the consensus building process to construct Colorado's first wind farm. In 2001, faced with their utility considering an investment in a coal plant, they brought community leaders to the table to discuss alternatives. Out of these meetings an energy supply policy was hatched and the coal plant forestalled. In 2004 alone, 30,000 megawatt-hours of wind energy will be purchased by Ft. Collins to achieve the initial 2% renewable contribution mandated by the policy.

Jim and Alan proved that two dedicated citizens could make an enormous difference in clean energy policies resulting in millions of dollars of renewable energy purchases and investments. They demonstrated that even communities like Fort Collins with very low electricity rates could develop a viable renewable energy future despite the apparent lack of economic drivers and the availability of cheap coal fired electricity. They tapped into community concern for climate change and air pollution, and helped redirect energy dollars away from traditional fossil fuel investments toward more locally produced clean power.



# 2003 Award Winners

## 2003 Green Power Leadership Award Winners

### Green Power Purchaser Awards

#### **On-Site Generation**

BMW  
City of San Diego  
Domaine Carneros  
Fala Direct Marketing  
Hayward Lumber  
Loyola Marymount University  
Solano County  
Toyota Motors Sales, USA, Inc.

#### **Green Power Purchasing**

Austin Grill  
City of Moab  
Clif Bar  
Kinko's  
State of New Jersey—NJCESP  
Tower Companies  
White Wave

#### **Partner of the Year**

City of Portland  
Dyess Air Force Base  
Johnson & Johnson  
University of Pennsylvania

### Green Power Supplier and Market Builder Awards

#### **Green Power Beacon Award**

Green Mountain Energy Company  
Austin Energy

#### **Green Power Pilot Award**

Sarah Wright, Utah Clean Energy Alliance  
Think Energy

#### **Green Power Icarus Award**

TVA, Green Power Switch Program

#### **Green Power Pioneer Award**

Michael Freeman, Exelon  
Rachel Shimshak, Renewable Northwest Project



**GREEN POWER**  
*Leadership* Awards



Recycled/Recyclable