

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

# 2008 GREEN POWER *Leadership* Awards



# 2008 Green Power Leadership Awards

The 2008 Green Power Leadership Awards are hosted by the United States Environmental Protection Agency (EPA), the United States Department of Energy (DOE), and the Center for Resource Solutions (CRS). EPA and DOE recognize leading purchasers and suppliers of green power respectively. CRS recognizes leading organizations and individuals building the market for green power.

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 conventional electricity use by fostering development of the voluntary green power market. Nominees in EPA's purchaser category are evaluated based upon the size and characteristics of their green power commitment, ingenuity used to overcome barriers, internal and external communication efforts, as well as overall renewable energy strategy. EPA recognizes purchasers of green power in the areas of On-site Generation, Green Power Purchasing, and Green Power Partner of the Year.

Nominees in DOE's supplier category are evaluated based upon the resources and technologies utilized, total annual renewable energy sales, number of customers served, market impact, amount of green power supplied, and overall value provided to participants. Eligible suppliers include, but are not limited to, electric utilities, retail marketers, renewable energy certificate (REC) suppliers, and project developers. DOE recognizes suppliers of green power in the areas of New Green Power Program or Company, Small Residential/Commercial Green Power Program or Supplier of the Year and Large Commercial/Institutional Green Power Program or Supplier of the Year.

CRS' Market Development award category recognizes companies, organizations and individual renewable energy leaders working to build the market for green power. CRS recognizes market leadership in the areas of Green Power Beacon, for innovative marketing; Green Power Pilot, for cutting-edge outreach; and Green Power Pioneer, for continuous individual achievement.

For the 2008 Green Power Leadership Awards, three separate panels of judges reviewed nearly 100 nominations. We gratefully thank the individuals who devoted time to reading, evaluating, and discussing this year's nominations.

The 2008 evaluation panel for green power purchasers included the following individuals: John Atcheson, U.S. DOE; James Critchfield and Blaine Collison, U.S. EPA; Jen DeCesaro, Clean Energy States Alliance; Barry Friedman, National Renewable Energy Laboratory; and Diane Zipper, Renewable Northwest Project.

The 2008 evaluation panel for DOE's green power supplier awards included the following individuals: John Atcheson, Linda Silverman and Cathy Iverson, U.S. DOE; Lori Bird, National Renewable Energy Laboratory; Blaine Collison, U.S. EPA; Ed Holt, Ed Holt & Associates; and Randy Manion, Western Area Power Administration.

The 2008 evaluation panel for CRS' Market Development Awards included: Ed Holt, Ed Holt & Associates; Heather Mulligan, Puget Sound Energy; Andrew Nourafshan, Center for Resource Solutions; Reiner Musier, APX; Blair Swezey, Applied Materials; and Lissa Widoff, Switzer Foundation. Additional thanks go to Rachael Terada for managing the Market Development Awards.

We gratefully thank those who contributed their time and resources toward the development of the 2008 Awards ceremony: Pete Simon and Jennifer Clifford for providing the voice-over for the ceremony video, and SunPower for the use of their production studio. Additional thanks go to Courtney Welch, Susan Carollo, and Becky Wall for supporting the 2008 awards production.



# Schedule of Events

**5:00 Reception**

**6:00 Dinner**

**7:00 Ceremony**

## **Awards for Green Power Purchasers**

**Susan Wickwire** (invited)

Chief, Energy Supply and Industry Branch

U.S. Environmental Protection Agency

## **Awards for Green Power Suppliers**

**Steven Chalk** (invited)

Deputy Assistant Secretary for Renewable Energy

U.S. Department of Energy

## **Awards for Market Development**

**Arthur O'Donnell** (invited)

Executive Director

Center for Resource Solutions (CRS)

**Karl R. Rábago** (invited)

Vice President, Government & Regulatory Affairs

The AES Corporation, AES Wind Generation

**9:00 Conclusion of Evening**

# Speakers

## **Susan Wickwire**

*Chief, Energy Supply and Industry Branch  
U.S. Environmental Protection Agency*

Susan Wickwire is Chief of the Energy Supply and Industry Branch in the Climate Protection Partnerships Division of the U.S. Environmental Protection Agency. She manages three of EPA's major voluntary climate change programs that engage a range of companies, municipalities, universities and other organizations in reducing greenhouse gas (GHG) emissions: the Green Power Partnership works with more than 1000 partners buying more than 15.3 billion kilowatt-hours of green power annually; the Climate Leaders Program has 200+ partners, representing more than 10% of U.S. GDP; and the Combined Heat and Power (CHP) Partnership has helped install close to 350 CHP projects which have GHG emissions reductions equal to taking 2 million cars off of the road annually.

Formerly, Ms. Wickwire headed up international climate change capacity building efforts in high-emitting developing countries at EPA. These initiatives focused primarily on sharing lessons learned from the ENERGY STAR Program with partners in China and India, as well as promotion of measures that simultaneously reduce local air pollutants and GHGs under the Integrated Environmental Strategies program. Her duties also included serving as coordinator for EPA's participation in the Asia-Pacific Partnership on Clean Development and Climate.

Ms. Wickwire spent the first portion of her 15 years in federal service as a foreign affairs officer at the U.S. Department of State. Her responsibilities there included managing issues related to national policies and measures to address climate change, project-based activities, and preparing policy papers and briefing materials for senior Department officials. She began her government career as a Presidential Management Intern.

Ms. Wickwire also served as a member of the U.S. delegation to the international climate change negotiations from 1995 to 2008.

Ms. Wickwire holds a Bachelor of Arts in Political Science from Whitman College and a Masters in Public Administration from the Maxwell School at Syracuse University.



# Speakers

## Steven Chalk

*Deputy Assistant Secretary for Renewable Energy  
Office of Energy Efficiency and Renewable Energy*

Steve Chalk is the Deputy Assistant Secretary for Renewable Energy in the Office of Energy Efficiency and Renewable Energy (EERE) at the U.S. Department of Energy. Steve is responsible for managing the government's research, development, and commercialization efforts for clean and renewable energy technologies.

Steve has previously managed EERE's Hydrogen and Fuel Cell Technologies Program and most recently managed the Solar Energy and Building Technologies Programs.

While leading the Solar Energy Technologies program, Chalk was responsible for planning and implementing the new Solar America Initiative, which is part of President Bush's Advanced Energy Initiative. The goal of the Solar America Initiative is to make solar technologies cost competitive in most applications by 2015.

In the building technologies area, Steve led DOE's efforts toward net zero energy homes and buildings. The portfolio includes component research such as solid state lighting, market transformation activities such as Energy Star, and appliance standards regulations.

Before this, Steve led the President's Hydrogen Fuel Initiative where he oversaw President Bush's 5-year, \$1.2 billion research investment in hydrogen production, delivery, storage, and fuel cells. This portfolio also included hydrogen safety, codes and standards, and education activities.

Earlier in his career at DOE, Steve managed technology development programs in fuel cells, diesel emissions control, and materials for DOE's advanced automotive technology office. Steve also worked in the nuclear energy field where he oversaw DOE test programs for tritium production. Steve started his career with the Navy developing propellants and explosives for conventional weapons.

Steve holds a Bachelor of Science in Chemical Engineering from the University of Maryland and a Master of Science in Mechanical Engineering from the George Washington University.

# Speakers

## Arthur J. O'Donnell

*Executive Director*

*Center for Resource Solutions (CRS)*

Prior to joining CRS in January 2008, Arthur was an independent business, energy and environmental writer for more than 25 years, winning many national and regional awards for his energy reporting. He was senior reporter for E&E Publishing's Greenwire.com and editor of the Land Letter. He also frequently wrote for *Public Utilities Fortnightly*, the California Energy Circuit newsletter, and he was Editorial Director for EnergyCentral.com.

As the founding editor and associate publisher of the award-winning California Energy Markets newsletter from 1989 through 2002, O'Donnell documented the creation of modern wholesale/retail power markets and the subsequent collapse of the state's regulatory restructuring effort.

Arthur is the author of several books, including: *Soul of the Grid: A Cultural Biography of the California Independent System Operator* and *The Guilty Environmentalist*. He also has contributed a chapter on California's contributions to energy innovation to Peter Asmus' forthcoming book *California Energy*, set for publication by the University of California Press during 2008.

A sought-after speaker and conference organizer, O'Donnell maintains a steady schedule of talks and media appearances to promote CRS' programs and activities.

Arthur holds a Masters Degree in Communications from the University of Washington, where he was a Graduate Fellow in Business and Economics Reporting in 1981-82. He also graduated from Rutgers College in 1975 with a Bachelor of Arts in Human Communications.



# Speakers

## **Karl R. Rábago**

*Director, Government & Regulatory Affairs*

*The AES Corporation, AES Wind Generation*

Karl R. Rábago is the director of Government and Regulatory Affairs for the AES Wind Generation, one of the nation's largest wind companies. He is a leader in ensuring the regulatory and legislative climate for growth of the AES Wind business remains strong in Texas and throughout the country. Karl also serves as the director of Standards and Practices for Greenhouse Gas Services, LLC, a new GE AES venture created to generate and market greenhouse gas credits for the voluntary market. Karl wrote and developed the Standard of Practice and methodologies used by Greenhouse Gas Services.

Karl Rábago has more than 15 years experience in electricity policy and regulation, emerging energy markets development, clean energy technology development, and the implementation of sustainability principles. He has served as a regulator, business builder, corporate sustainability leader, R&D program manager, consultant, and advocate. His past positions include: Deputy Assistant Secretary, US Department of Energy; Commissioner, Texas Public Utility Commission; Sustainability Leader, Cargill Dow, LLC (now NatureWorks, LLC); and Managing Director & Principal, Rocky Mountain Institute.

In addition to his duties with AES, Karl chairs the board of the Center for Resource Solutions and has served as a founding member and past chair of the Green-e Governance Board for the Green-e Certification Program for renewable energy-based products. He is a founding director of the Jicarilla Apache Nation Utility Authority, headquartered in Dulce, New Mexico. He is also an advisor to the Texas Interfaith Power & Light project.

Mr. Rábago is an attorney (University of Texas Law School, J.D. with Honors) with post-doctorate degrees in environmental (LL.M., Pace University School of Law) and military law (LL.M., US Army Judge Advocate General's School). A veteran of more than 12 years in the US Army, he served as a cavalry officer and member of the Judge Advocate General's Corps, and is Airborne and Ranger qualified.

Married for more than 28 years to his wife Pam, Karl is the proud father of three grown children and the grandfather of Avery Victoria Rábago.



# About the Awards

## **EPA's Green Power Purchaser Awards**

The EPA Purchaser Awards honor 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 and type of renewable energy purchased; the impact of their green power purchases; the extent to which their actions have helped to establish a precedent that may catalyze similar actions by others; and the extent to which they demonstrated innovative purchasing strategies.

## **DOE's Green Power Supplier Awards**

The DOE Supplier Awards recognize U.S. suppliers of green power based on qualitative and quantitative criteria including: their use of innovative programs; number of customers served; benefits offered to customers; and total annual renewable energy sales. To be eligible, these products and programs must serve voluntary green power markets.

## **CRS' Market Development Awards**

The Center for Resource Solutions' Market Development Awards recognize efforts to build the green power marketplace and advance the renewable energy industry. They honor innovative marketing campaigns to increase widespread awareness of renewable energy options, cutting-edge outreach efforts by individuals or organizations to boost interest in green power, and outstanding contributions and continuous individual achievement in support of renewable energy.



# 2008 Green Power Leadership Award Winners

## EPA Green Power Purchaser Awards

### **On-Site Generation**

Kohl's Department Stores  
Lundberg Family Farms

### **Green Power Purchasing**

City of Houston, Texas  
The Estée Lauder Companies, Inc. / Operations  
ING  
Merritt 7 Venture, LLC  
Oregon State University  
PepsiCo, Inc.  
The Philadelphia Phillies  
Powdr Resorts  
U.S. Air Force

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

Bellingham, Washington Community  
Cisco Systems, Inc.  
Intel Corporation  
University of Pennsylvania  
WhiteWave Foods Company

# 2008 Green Power Leadership Award Winners

## DOE Green Power Supplier Awards

### **New Green Power Program or Company**

AmerenUE

### **Small Residential/Commercial Green Power Program or Supplier of the Year**

City of Palo Alto Utilities

### **Large Commercial/Institutional Green Power Program or Supplier of the Year**

3Degrees

Sterling Planet

## CRS Market Development Awards

### **Green Power Beacon Award**

Portland General Electric

*Honorable Mention:* Detroit Edison

### **Green Power Pilot Award**

Energy Action Coalition

*Honorable Mention:* Green Mountain Energy

### **Green Power Pioneer Award**

Jan Hamrin



# 2008 Members of the Green Power Leadership Club

(as of September 24, 2008)

The Green Power Leadership Club honors Partners in EPA's Green Power Partnership program that have made an exemplary green power purchase. Club members must make a green power purchase which exceeds the minimum Green Power Leadership Club purchase requirements. Eligibility for the club is determined on an annual basis.

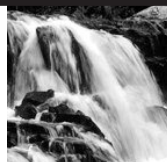
Fetzer Vineyards	Bonneville Environmental Foundation	Ginny's Printing
City of Santa Monica, CA	Stoel Rives	GTI Coatings, Inc.
Johnson & Johnson	Green Mountain Coffee Roasters	Maudie's Restaurants
Connecticut College	The World Bank Group	Emerson Process Management/ Systems Division
Interface, Inc.	Natsource	GSD&M
Carnegie Mellon University	Lundberg Family Farms	Luzenac America Yellowstone Talc Mine
New Belgium Brewing Company	Shuksan Energy Consulting	Austin (TX) Independent School District
Steelcase USA	Austin Grill	TerraClean
U.S. Environmental Protection Agency	Transcendentist	University of Maine at Orono
Xantrex Technology / WA Facilities	Xtracycle	Mohawk Fine Papers, Inc.
FedEx Kinko's	Concordia University Austin	Counter Production, LLC
Village of Mackinaw City, MI	Aurum Sustainability	Capitol Aggregates
Trout Unlimited/Columbia River Basin Field Offices	East West Partners/Wild Goose Restaurant	Foundation Communities
RWE Schott Solar	ERG	Mount Eden Vineyards etown
Aspen Skiing Company	Hayward Lumber	Dragon's Lair
State of Utah/Energy Office	Bonny Marlin	Hangers Cleaners
University of Pennsylvania	Inland Empire Utilities Agency	Renewable Generation
GreenWave Radio	City of San Diego, CA	Renewable Energy Systems/ Austin, TX
KEMA, Inc.	East Bay Municipal Utility District/Main WWT Plant	Ben's Workshop
Energy Center of Wisconsin	Avid Communications & Holdings	Austin Quantity Photo
PowerLight	Clif Bar	Lazy Oak B&B
Staples	Husky Injection Molding Systems/Bufalo Center	The Cellar
U.S. Army/ Walter Reed, Adelphi Labs, Ft. McNair	823 Congress, Ltd	First Evangelical Free Church
Redjellyfish	Ambion/Austin, TX Facilities	Sprint Nextel
Nike, Inc.	College Houses	
The Tower Companies		

# Green Power Leadership Club

Outward Bound West/Moab  
 Offices and Warehouse  
 Bishop Ranch Veterinary Center  
 Weil Capital Management  
 Scrapbooks in Bloom  
 Texas Converters, Inc.  
 Maaco/Fort Worth/Hulen St.  
 Napolis Pizza/Crandall, TX  
 Collision Correction, Inc.  
 City of Takoma Park, MD  
 Cafe in the Square  
 Four Seasons Dry Cleaners  
 Leather Inspirations  
 Biker Zone, LLC  
 ICData Solutions, LLC  
 Judy L. Kelly PC/Wellness Plus  
 Riverside Dental Clinic  
 Sub House  
 Fabrics & Frames  
 Quizno's/Farmers Branch  
 Whole Foods Market  
 Eastern University  
 Sisters & Brothers, Inc.  
 U.S. General Services Administration/Region 9  
 Amicus Design & Build, LLC  
 Dr. Fred Raschke  
 Solar Data Centers, Inc.  
 Rebekah Baines Johnson Center  
 Dr. Thomas Keller  
 TateAustin Public Relations  
 Emmis Austin Radio  
 St. Martin's Evangelical Lutheran Church  
 The Driskill Hotel  
 Kettle Foods  
 Bomber's Burrito Bar  
 Solar Powered Host  
 St. Olaf College

Cascadia Region Green Building Council  
 Starbucks  
 Philadelphia Eagles  
 Spirit Lake Community Schools  
 Nature's Way Day Spa & Salon  
 Crone Apartments  
 Western Washington University  
 NRG Systems, Inc.  
 Rapid Color  
 Town of Shelter Island, NY  
 Dusty Dogs  
 Piccadilly Pets  
 HSBC North America  
 Benedictine Convent of Perpetual Adoration  
 Tazo Tea  
 MOM's — My Organic Market  
 U.S. Mint/Philadelphia  
 Utah National Guard/Camp Williams  
 Green Innovations, LLC  
 Buck Hill Ski Area  
 Carbonfund.org  
 The Clean Energy Partnership  
 Syracuse University  
 Grand Targhee Resort  
 The Toy Factory  
 Greenovative Solutions  
 The Holland, Inc.  
 prAna  
 Citizens for Pennsylvania's Future  
 Sandy Alexander, Inc.  
 Jackson County, MO/Technology Center  
 Oberlin College  
 The Evergreen State College  
 Cisco Systems, Inc.

Northwestern University  
 Perkins + Will  
 Sugar Bowl Ski Resort  
 Canadian Embassy Washington DC  
 Tualatin Valley Water District  
 Atlantic Golf at South River REI  
 Corvallis Environmental Center  
 Warren Wilson College  
 Washington Suburban Sanitary Commission  
 University of Central Oklahoma  
 Chena Hot Springs Resort  
 Coldwater Creek, Inc.  
 Auraria Higher Education Center  
 Neenah Paper, Inc.  
 Monroe Litho, Inc.  
 City of Bellingham, WA  
 Curtis Packaging Corporation  
 University of California, Santa Cruz  
 Touchmark at Coffee Creek  
 Global Neuroscience Initiative Foundation  
 Method Products, Inc.  
 Jackson Hole Mountain Resort  
 Vail Resorts, Inc.  
 Triple Peaks, LLC  
 Village of Northbrook, IL  
 Performance Bicycles  
 NatureWorks, LLC  
 Wells Fargo & Company  
 Town of Vail, CO  
 Frontier Natural Products Co-op  
 Tetra Pak, Inc.  
 Sunday River and Sugarloaf/USA  
 SAP America  
 Whatcom County, WA



# Green Power Leadership Club

Cherokee Investment Partners  
Stratton Mountain  
New York University  
Lander University  
Newport Harbor Corporation  
Town of Mountain Village, CO  
Green Mountain College  
Dupli Envelope and Graphics  
Columbia College, Chicago  
PepsiCo  
York Hospital  
X-nth Inc.  
Paul Smith's College  
Fitzgerald Auto Malls  
Shaklee Corporation  
EarthColor, Inc.  
City of Durango, CO  
MOSAIC  
St. Mary's College of Maryland  
ARAMARK Parks & Resorts  
Shawnee Peak Ski Area  
Burt's Bees  
Gyrus ACMI  
Rockfish Bar and Grill &  
Kaufmann's Tavern  
Southern New Hampshire  
University  
Beveridge & Diamond, P.C.  
Monadnock Paper Mills  
Arnold & Porter, LLP  
City of Beaverton, OR  
Pepsi Bottling Ventures, LLC  
PepsiAmericas, Inc.  
The Pepsi Bottling Group, Inc.  
Sierra Nevada Brewing Company  
Soho House New York, LLC  
DMI Industries, Inc.  
Robins, Kaplan, Miller & Ciresi,  
L.L.P.

ENSR Corporation  
FLEXPETZ  
City of Lacey, WA  
AAR CORP.  
Society for Neuroscience  
National Press Club  
Two C Pack Systems  
Maximus Coffee Group, LP  
Carousel Center Company, LP  
ING  
Montgomery County, PA  
Mortenson Construction  
McCormick Distilling  
SemaSys, Inc.  
Diamond Packaging  
Inter-American Development  
Bank  
City of Dallas, TX  
American Jewish Committee  
Dell Inc.  
Intel Corporation  
Talbot Hotel  
Williamson Printing  
Beaulieu Commercial  
City of Houston, TX  
Northington Energy, LLC  
Dansko  
Flagship Press  
The Dalton School  
Carlton Fields, P.A.  
City of Gresham, OR  
Merritt 7 Venture, LLC  
Oregon State University  
Hillwood Development  
Company  
K Line America  
Chadbourne & Parke, LLP  
New 42nd Street, Inc  
Port of Vancouver

General Converting, Inc.  
Backcountry.com  
Southern Oregon University  
Callaway Gardens  
Kroenke Sports Enterprises  
AC Label, LLC  
Metcalf's Sentry  
KNTV Television, Inc. NBC 11  
The Philadelphia Phillies  
World Resources Company  
City of Albuquerque, NM  
Powdr Resorts  
Watkins Glen International  
City of Grand Rapids, MI  
Eagle County, CO  
Fredrikson & Byron, P.A.  
Greenwich Academy  
Goetz Printing Company  
Third Sector New England  
Town of Breckenridge, CO  
Bath Junkie  
Country Life Vitamins  
Georgian Court University  
K-1 Packaging Group  
Irides, LLC  
Esurance  
Nokia USA  
Dynagraf, Inc.  
Jackson Family Wines  
Coating Excellence International, LLC  
Kilpatrick Stockton, LLP  
J.S. McCarthy Printers  
University of Denver

# EPA Purchaser Awards

## Category: On-Site Generation

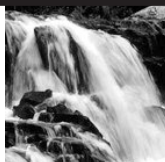
### Kohl's Department Stores

Based in Menomonee Falls, Wisconsin, Kohl's is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products. Kohl's strives to be a leading environmentally responsible retailer through focused resource stewardship by its associates and vendors.



Kohl's currently buys or produces power from green sources equal to 20 percent of its annual electricity use for stores, offices and distribution centers nationwide. This amount equals more than 236 million kilowatt-hours annually. Kohl's plans to maintain its 20 percent purchase through 2009, and is on contract to have 133 on-site solar photovoltaic arrays installed on rooftops in Oregon, Wisconsin, New Jersey, Connecticut and Maryland. Kohl's has currently activated 48 of these systems, with 52 more planned by the end of 2008.

A member of EPA's Green Power Partnership since July 2006, Kohl's also received a 2007 Green Power Leadership Award.



# EPA Purchaser Awards

## Category: On-Site Generation

### 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 environmentally focused philosophy has made green power a natural fit for the company.



Lundberg's annual purchase of over 4 million kilowatt-hours of California wind-derived renewable energy certificates is enough to supply more than 100 percent of the operation's total electricity use. Lundberg's purchase currently represents the largest U.S. renewable energy commitment by an agribusiness. In addition to this purchase, Lundberg installed two solar photovoltaic arrays on company warehouses, which produce nearly 688 thousand kilowatt-hours annually. Both systems feed into the California power grid, enabling them to contribute extra power to the grid during summer months when the state's power demands are the highest.

Lundberg features its purchase on product packaging and spreads the word about green power through its public web page, speaking events, newsletters and at industry trade shows. Multiple local broadcast stations have also featured stories about the company's green power activities.

Lundberg received a Green Power Leadership Award in 2004.



# EPA Purchaser Awards

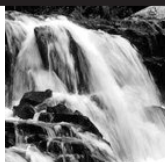
## Category: Green Power Purchasing

### City of Houston, Texas

The City of Houston's comprehensive renewable energy plan calls for the purchase of fixed-price green power, which will help to offset the rising cost of conventional electricity. As part of this plan, the city has bought more than 350 million kilowatt-hours of wind-derived renewable energy certificates, enough to meet nearly 27 percent of its annual electricity needs, at a cost lower than traditional electricity. Houston's purchase ranks among the largest in the Green Power Partnership, placing the city on both EPA's National Top 25 and Top Local Government lists.



Houston has a goal of buying an added 40 megawatts of wind energy and hosting several solar photovoltaic projects. The city actively sends out communications to the media and public through press releases, newsletters, and website announcements to increase awareness about green power. The city of Houston also developed two websites: one helps the public learn about green power benefits, and the other compares the costs of different kinds of energy, including green power. Further, as a leader among municipal green power buyers, the City has taken part in an EPA-sponsored green power webinar to share its strategy of buying wind power with others. Houston also takes an active roll in presenting its model of success to other local governments and to industry groups.



# EPA Purchaser Awards

## Category: Green Power Purchasing

### The Estée Lauder Companies, Inc. / Operations

The Estée Lauder Companies is one of the world's leading manufacturers of beauty care products. The company's 36 million kilowatt-hour wind purchase powers 100 percent of its U.S. manufacturing, distribution, research and development and owned office spaces. In addition to the wind purchase, the company also installed a 600-kilowatt solar photovoltaic array at its Oakland, New Jersey facility, one of the largest solar photovoltaic projects in the state.

ESTÉE  
LAUDER  
COMPANIES

The company's U.S. purchase is part of a larger initiative to reduce its greenhouse gas emissions, which also includes purchases for global facilities, and preferential status to the company's suppliers that use green power. In 2008, The Estée Lauder Companies is planning to install additional on-site systems to power other facilities within its operations.

The Estée Lauder Companies communicates its environmental values to customers, employees and shareholders as a vital part of its sustainability goals. The company uses window decals and ads to promote its green power purchase to customers in retail stores, and actively communicates to employees and stakeholders through newsletters, reports, and employee education events.

# EPA Purchaser Awards

## Category: Green Power Purchasing

### ING

ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services to over 85 million private, corporate and institutional clients in more than 50 countries. The company's annual purchase of more than 75 million kilowatt-hours of wind-derived renewable energy certificates (RECs) supplies 100 percent of the electricity needs for its U.S. operations. ING's parent company, ING Group, played an important role in developing ING's U.S. green power procurement strategy, drawing on the company's experience in buying green power for its Netherlands, Switzerland and Belgium operations.



Through its green power purchase, ING seeks to increase awareness of environmental issues. The company has successfully expanded its outreach to influence those within and outside the organization, using e-mails, presentations, surveys, on-site displays and newsletters. The company's first green power purchase inspired employees to create a corporate-wide greening effort called "Orange Goes Green," which educates employees about renewable energy. Through this program, ING encourages its employees to sign up for wind power at home and to also adopt energy efficiency measures.

Part of ING's green power purchase includes participation in a Connecticut green power program through the local utility, which earmarks a free solar photovoltaic system to a local community for every 1 million kilowatt-hour purchase. ING plans to have its donated systems placed on a library and a school.



# EPA Purchaser Awards

## Category: Green Power Purchasing

### Merritt 7 Venture, LLC

Located in the heart of Fairfield County, Connecticut, Merritt 7 Corporate Park is a Class A office park with six office buildings that measures roughly 1.4 million square feet. Its innovative campus has been recognized for its sustainability practices, including energy efficiency, and for buying green power. The company has taken a broad view of energy efficiency, from replacing water pumps and common area lighting fixtures, to upgrading elevator mechanical equipment and replacing cooling towers. Merritt 7 also installed data metering devices to enable the landlord to record electricity consumption and provide control of unusual conditions or spikes in electricity use. After working toward ideal energy efficiency, the company made a renewable energy certificate (REC) purchase of more than 21 million kilowatt-hours, or 100 percent of the organization's remaining electricity use.



Merritt 7 offers sessions to building tenants to educate them on green buildings and avenues to buy green power products. Home to long-term tenants of many well-known brand names, the company hopes to provide information that will drive change within its tenant population and beyond, to branch offices across the country.

# EPA Purchaser Awards

## Category: Green Power Purchasing

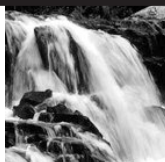
### Oregon State University

Oregon State University's (OSU) purchase of nearly 67 million kilowatt-hours of renewable energy certificates (RECs) is equal to nearly 75 percent of the total campus electricity consumption. The University's purchase places the school on EPA's list of Top 10 College and University green power purchasers. The school funded its purchase through a student "Green Fee" approved during a general campus election, and resulted in a purchase of RECs from a mix of biogas, biomass and wind resources. The Green Fee produced the highest voter turnout in OSU history, with more than 70 percent of voting students supporting the initiative.



As a part of OSU's purchase agreement, its green power supplier will set aside a part of each payment into a reinvestment fund that will finance an on-site solar photovoltaic project in 2009.

The University advises students about the Green Fee and the REC purchase at table displays during campus events. It also offers information to help students reach the campus goal of 100 percent.



# EPA Purchaser Awards

## Category: Green Power Purchasing

### PepsiCo, Inc

PepsiCo is one of the world's largest food and beverage companies, with 2007 annual revenues of more than \$39 billion. The company employs roughly 185,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods.



# PEPSICO



PepsiCo currently buys or produces power from green sources equal to 100 percent of its electricity purchased in the United States. This amount totals more than 1.1 billion kilowatt-hours annually. The large size of its purchase places the company on both EPA's National Top 25 and Fortune 500 lists of green power purchasers. In 2008, PepsiCo increased its purchase amount by nearly 40 million kilowatt-hours per year to keep pace with growth in the company's U.S. operations.

Buying green power is only one aspect of PepsiCo's comprehensive and continuing program of environmental sustainability. When undertaking such programs, PepsiCo focuses on internal efficiency improvements, communication with supply chain partners and external opportunities to reach beyond the boundary of the company's own facilities.

PepsiCo demonstrated leadership through organizing a green supply chain initiative with three of its bottlers. The bottlers followed PepsiCo's lead and each independently bought 100 percent green power for their own operations. For its leadership, PepsiCo was awarded EPA's Green Power Partner of the Year Award in 2007.

# EPA Purchaser Awards

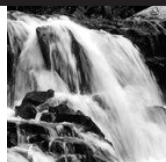
## Category: Green Power Purchasing

### The Philadelphia Phillies

The Philadelphia Phillies are the first Major League Baseball team to join EPA's Green Power Partnership. The club currently buys 20 million kilowatt-hours annually, enough to power 100 percent of the annual electricity use for Citizens Bank Park. The Phillies' purchase of renewable energy certificates (RECs) are from wind and biomass resources.



The Phillies "Red Goes Green" announcement included notable attendees such as EPA's regional administrator, the governor of Pennsylvania, the mayor of Philadelphia, Major League Baseball's executive vice president and chief information officer, as well as the Phillies' president and chief executive officer. A Major League Baseball game followed the announcement, where players sported green hats, drawing questions from both media and fans. Broadcasters explained the significance of the green hats and the REC purchase to viewers during a live TV broadcast. The media event drew attention from local, regional and national news agencies including ESPN, FOX, CNN, CBS, NBC, ABC, Sports Illustrated and many more. Since the event, four other major league clubs have contacted the Phillies to learn more about its REC purchase.



# EPA Purchaser Awards

## Category: Green Power Purchasing

### Powdr Resorts

Headquartered in Park City, Utah, Powdr Resorts owns seven resort complexes across the United States, including Park City Mountain Resort in Utah, Killington Resort and Pico Resort in Vermont, Mt. Bachelor in Oregon, Boreal Resort and Soda Springs Resort in California, Las Vegas Ski and Snowboard Resort in Nevada, and Gorgoza Park, a tubing park in Utah. Powdr Resorts' annual purchase of nearly 50 million kilowatt-hours of wind-derived renewable energy certificates (RECs) is enough to supply 100 percent of the operation's total electricity use.



With many visitors each season, Powdr Resorts recognizes a great opportunity to reach out to its guests and share its story about green power. On its website, [www.saveoursnow.net](http://www.saveoursnow.net), the organization prominently provides details about its renewable energy purchase, and also holds community meetings to educate others on what they can do. Powdr Resorts also shares green power news in vacation planning guides provided to hotels and resort visitors.

In the future, the organization plans to place interactive kiosks in key locations around the resorts. Each kiosk will provide information about wind energy and show the energy generation capacities of a small wind turbine. Powdr Resorts expects the kiosks to receive more than one million visits per year.



# EPA Purchaser Awards

## Category: Green Power Purchasing

### U.S. Air Force

The U.S. Air Force made an annual purchase of more than 899 million kilowatt-hours, establishing it as the top federal government buyer of green power and ranking it among the largest buyers on EPA's National Top 25 list. The purchases made by 54 bases consist of a varied resource mix of biomass, wind, landfill gas and solar, delivered by a diverse product mix of renewable energy certificates (RECs), utility-delivered products and on-site systems.



The U.S. Air Force has complemented its renewable power purchases with several on-site renewable energy projects. Projects include wind farms at Warren Air Force Base (AFB) (3.3 megawatt) and Ascension Island (2.7 megawatt). In addition, the U.S. Air Force has a landfill gas project at Hill AFB (2.3 megawatt), as well as 3 solar photovoltaic arrays at Nellis AFB (14.2 megawatt), Luke AFB (a 0.4 megawatt) and March AFB (0.4 megawatt). The solar photovoltaic array at Nellis AFB is considered the largest solar array in the Western Hemisphere.

By taking part in industry and federal workshops, U.S. Air Force energy leaders encourage participants to embrace the benefits of green power. The U.S. Air Force is a previous winner of a Green Power Leadership Award in 2004, and received a Partner of the Year Award in 2003 and 2005.



# EPA Purchaser Awards

## Category: Green Power Partner of the Year

### Bellingham, Washington Community

Bellingham, Washington, is a coastal community near the Canadian border, rated by several popular magazines as the best place to live in the United States. The community received EPA's Partner of the Year Award in 2007 and continues to display national leadership in the purchase and support of green power.

In early 2007, by a unanimous city council vote, the Bellingham local government chose to lead by example by buying 100 percent green power for all city-owned facilities. Later the same year, the city partnered with the local utility's green power program and a local non-profit organization to launch the Bellingham Green Power Community Challenge. The goal of the challenge was to increase green power purchasing among the city's residents and businesses to more than 2 percent of the city-wide electricity use.

To date, the community has far surpassed that original goal and is now buying more than 81 million kilowatt-hours of renewable energy certificates (RECs). This amounts to nearly 11 percent of the community's total electricity use. More than 2,400 households and businesses have enrolled to buy green power through the challenge. The community's purchase resulted in EPA recognizing the Community of Bellingham as the first EPA Green Power Community in Washington State.



# EPA Purchaser Awards

## Category: Green Power Partner of the Year

### Cisco Systems, Inc.

Cisco Systems, Inc. is a multinational company with annual revenues of more than \$39.5 billion. Cisco is a worldwide leader in networking technology that transforms how people connect, communicate and collaborate. Cisco believes that technology has the power to help the world manage its environmental challenges and is using networking technology to reduce its own environmental footprint. In June 2008, the organization announced a corporate global greenhouse gas reduction goal of 25 percent in absolute terms by 2012, sending a strong message that corporate growth and environmental protection can go hand in hand.



Cisco is using green power both in the United States and internationally as a strategy to meet its greenhouse gas reduction goal. The company's annual purchase in the United States of 378 million kilowatt-hours of green power is supplied mainly from biomass, wind, solar and small hydro sources. Cisco's purchase represents nearly 44 percent of its total annual electricity across its U.S. operations, and places the company among the largest buyers of green power on EPA's National Top 25 list. To support the green power industry, Cisco buys from small and mid-sized suppliers. Cisco plans to increase its green power purchase by 22 million kilowatt-hours in 2009, including various on-site renewable electric systems for its facilities.



# EPA Purchaser Awards

## Category: Green Power Partner of the Year

### Intel Corporation

Intel Corporation, a world leader in silicon innovation, develops technologies, products and initiatives to advance how people work and live. Currently, Intel powers over 46 percent of its U.S. facilities through the purchase of more than 1.3 billion kilowatt-hours a year of renewable energy certificates (RECs) generated from wind, solar, geothermal and biomass sources. Intel's purchase ranks among the largest in the Green Power Partnership, placing it on EPA's National Top 25 and Fortune 500 purchaser lists.



Intel's purchase is just one part of a multi-faceted approach to protect the environment, and one the company hopes will spur added development and demand for renewable energy. In addition, Intel Corporation's venture capital arm, Intel Capital, invests selectively in various Cleantech-related domains, including solar photovoltaics, with the objective to hasten innovation in start-ups and use of renewables worldwide. Besides promoting greater energy efficiency in its products and facilities, over the last six years Intel has invested over \$21 million towards more than 250 energy conservation projects that saved over 500 million kilowatt-hours.

To increase awareness of this landmark purchase, the company launched a comprehensive communications plan around the announcement which included press outreach in both traditional and social media publications, as well as print and online advertising. Intel launched a new environmentally-focused website that featured the announcement and included partners such as EPA, Green-e and the company's green power provider. Intel takes part in speaking engagements, workshops and seminars to help ensure that the actions of support continue to affect the market. Lastly, Intel ran a high-visibility employee awareness campaign of the announcement in its U.S. facilities. The company continues to evaluate added opportunities in the alternative and renewable energy arena.

# EPA Purchaser Awards

## Category: Green Power Partner of the Year

### University of Pennsylvania

The University of Pennsylvania buys nearly 193 million kilowatt-hours of wind-generated renewable energy certificates (RECs), an amount equivalent to 46 percent of its total purchased electricity use. The purchase is large enough to have placed Penn on both EPA's National Top 25 and Top 10 Colleges and Universities purchaser lists.

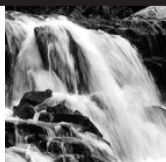


**Penn**  
UNIVERSITY of PENNSYLVANIA

The University is funding its wind power purchase with savings achieved through aggressive energy conservation. Over the past few years, the University reduced peak electricity demand by 18 percent. Penn's long-term commitment to buying green power helps support developing new wind generation facilities, including a 12-turbine, 20-megawatt Pennsylvania wind farm.

In 2007, Penn's President became the first in the Ivy League to sign the American College and University Presidents' Climate Commitment. As a result, Penn formed the Environmental Sustainability Advisory Committee comprised of faculty, students and staff working across multiple disciplines to research and write a long range plan for reducing Penn's carbon footprint. In addition, Penn formed the Green Campus Partnership as an umbrella group to promote Penn's commitment to sustainability and advocate for enhanced policies at Penn.

EPA recognized the University of Pennsylvania as a Green Power Leadership Award winner in 2002 and as a Green Power Partner of the Year in 2003.



# EPA Purchaser Awards

## Category: Green Power Partner of the Year

### WhiteWave Foods Company

This is the fifth year that EPA has recognized WhiteWave Foods Company with an EPA Green Power Leadership Award. The company has a rich history of supporting green power, beginning in 2003 with its first purchase of renewable energy certificates (RECs) for the Silk® Soymilk brand operations. In 2004, the company began buying RECs to cover the operations for the Horizon Organic® brand, and in 2006 for the electricity used at the company's corporate headquarters. In 2008, WhiteWave added the International Delight® and Land O'Lakes® creamer brands by increasing the company's overall purchase to more than 98 million kilowatt-hours annually.



To further build on the impact of its REC purchases, WhiteWave helps engage and educate its customers, partners and media about the benefits of green power. WhiteWave promotes green power on its Silk and Horizon Organic packaging and offers unique consumer incentives and promotions. For two years running, Silk has engaged consumers in learning more about wind energy with its Green Caps for Green Energy program. Consumers who buy qualifying Silk products can enter the products' UPC numbers at SilkSoymilk.com, and for each UPC entered, Silk donates 30 kilowatt-hours of RECs for its customers.

WhiteWave also buys green power for electricity used at events, such as the Farm Aid concert and Natural Products Expo tradeshows, to help spread the word about the benefits of renewable energy. WhiteWave continues to use online tools to help drive consumers to learn more about green power and to make informed decisions.

# DOE Supplier Awards

## Category: New Green Power Program or Company

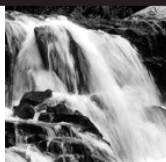
### AmerenUE

AmerenUE's Pure Power program is the largest green pricing program offered in the Midwest to date. The program utilizes resources from Bluegrass Ridge, a Missouri Wind Farm, and Noble Hill, a Missouri landfill gas project. The Pure Power program was launched in October 2007 with a special celebration featuring a 131-foot wind turbine blade, an appearance by St. Louis Mayor and several Pure Power "early adopters."



From the start, the company understood the importance of direct public outreach and education and has taken a grassroots approach, resulting in tremendous community response. So far, the AmerenUE Pure Power team has attended over 53 public events; 8 large corporate-sponsored events, such as Anheuser Busch Employee Earth Day and the Pfizer Green Celebration; and has presented to over 37 local organizations, including several local municipalities that have since signed on to the program. The company supports commercial customers that participate in the program, often by bringing educational presentations and booth displays directly to the customer's site over lunch-time to educate employees.

In early 2008 the utility worked with the City of Plattsburg to establish the first EPA Green Power Community Challenge in the state of Missouri. The challenge provided a perfect opportunity to educate the public, and resulted in residential, business and government enrollments—including all 17 public buildings at 100 percent.



# DOE Supplier Awards

## Category: Small Residential/Commercial Green Power Program or Supplier of the Year

### City of Palo Alto Utilities

PaloAlto**Green** (PAG) draws renewable energy from 100 percent new, local and regional wind and solar resources, all from projects that have come on-line since 2005. Just five years since the program's launch, total sales are 59 million kilowatt hours annually and the customer participation rate is 20.4 percent, the highest rate in the nation.

The City of Palo Alto constantly works to add value to its customer programs. New PAG participants receive a welcome kit, along with marketing and public relations support. One of the newest benefits offered is the "PaloAlto**Green** Team," a discount rewards card program for residents and businesses participating in PaloAlto**Green**. The program promotes participating businesses that use renewable energy and rewards residents with discounts to those local businesses. The program was launched at Palo Alto's Greenstock, a free event sponsored by PaloAlto**Green**, which featured renewable energy workshops, live music, and a speech by the Mayor of Palo Alto.

Full support for PaloAlto**Green** extends from the top down. In July, the city increased its own purchase of renewable energy, providing City Hall and the city's water treatment plant with 30 percent of their electricity use.



CITY OF PALO ALTO  
UTILITIES



PaloAlto**Green**<sup>SM</sup>



# DOE Supplier Awards

## Category: Large Commercial/Institutional Green Power Program or Supplier of the Year

### 3Degrees

3Degrees continues to support a large, high-quality portfolio of renewable energy projects in 23 states from wind, solar, landfill gas and biomass sources, including many with ten-year Renewable Energy Certificate offtake arrangements. 3Degrees serves more than 200 U.S. and international business customers, as well as five utilities in three states (California, Oregon and Missouri) for its highly successful turnkey utility green pricing partnerships. The company's annual sales recently reached 4 billion kilowatt hours, and it serves 6 of the top 15 corporate purchases nationally.

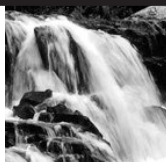


Bringing Climate Solutions Down To Earth™

3Degrees works closely with corporate customers to engage their diverse stakeholders, including employees, end-use customers and companies in the supply chain. 3Degrees utilizes a wide range of unique customer support tactics, including a comprehensive online toolkit for customers, providing them with a variety of templates for communications and educational materials.

3Degrees' partnerships with utility green pricing programs deploy a "wrap around the community" approach, which involves community-based awareness building, as well as direct enrollment tactics and community outreach. This approach yielded an average 7.5 percent participation rate across all of 3Degrees' diverse set of partnerships, more than 4 times the national average for green pricing programs. By implementing community challenges in conjunction with its utility partners, 3Degrees has increased residential participation in several utility programs by an average of 50 percent.

3Degrees' efforts in building the market for renewable energy have resulted in the company currently supporting over 1.1 Gigawatts of new renewable energy capacity.



# DOE Supplier Awards

## Category: Large Commercial/Institutional Green Power Program or Supplier of the Year

### Sterling Planet

Sterling Planet delivers renewable energy, energy-efficiency products and carbon solutions to multinational businesses, universities, government agencies, utilities and individual consumers. Since 2000, Sterling Planet has offered certified RECs from wind, solar and a broad range of other renewable energy resources.



The company's client list includes 1,460 business customers, among them the nation's top two renewable energy purchasers and leaders in the Environmental Protection Agency's Green Power Partnership. Sterling Planet has also served 56 colleges and universities, 85 utilities, 156 government agencies and thousands of residential customers. The company's annual REC sales, from June 2007 to June 2008, totaled 4.5 billion kilowatt-hours.

Sterling Planet is building a clean energy pipeline, with more than 400 megawatts of new renewable energy and greenhouse gas reduction projects now under development in North America. A U.S. EPA Climate Leaders partner and founding member of The Climate Registry, Sterling Planet adheres to sustainable business practices and has committed to net zero greenhouse gas emissions from its own company operations.

Awarded a Green Power Leadership Award by the U.S. Department of Energy for the second consecutive year, Sterling Planet shares the spotlight with its many customers who have also received top environmental honors for their exemplary corporate stewardship.

# CRS Market Development Awards

## Green Power Beacon Award

### Portland General Electric



**Portland General Electric**

In an innovative effort to bring business and residential renewable power customers together, Portland General Electric (PGE) created an online “green community” through the launch of their GreenPowerOregon.com Web site.

The site is available to all PGE customers, with special content available only to renewable power customers. Several hundred customers are registered on the site, with more than 10,000 unique visitors to the site in the first couple of months after launch.

Local businesses have experienced a great response from the site’s online coupons, including lines out the door and 300 coupons redeemed from PGE’s site at one bakery.

There are several key interactive elements on the site, including an easy-to-use green power calculator that helps customers determine the environmental impact of their energy choices and how much it costs to sign up for renewable power. In addition, visitors can view maps of renewable power generation sites, habitat projects funded by the program, and discover which neighborhoods (by zip code) are leading the pack in the renewable revolution.

PGE runs one of the top ranked utility green pricing programs in the U.S., according to National Renewable Energy Laboratory’s (NREL) 2007 rankings for sales of renewable energy to residential customers. Launching GreenPowerOregon.com is a groundbreaking way for PGE to go beyond corporate constraints and create an exciting, dynamic way to reach customers. It has created a two-way communication flow with customers and enhanced renewable energy sales and retention efforts.

Portland General Electric received a Green Power Leadership Award in 2006.



# CRS Market Development Awards

## Green Power Beacon Award – Honorable Mention

### Detroit Edison

To help promote enrollments in its fledgling renewable energy program, GreenCurrents, Detroit Edison entered into a partnership with a landmark music venue in Ann Arbor, Michigan known as The Ark. The Ark attracts up-and-coming music acts and well-known artists from around the country who enjoy playing to audiences in its intimate atmosphere.

**DTE Energy®**



The electricity for select events at The Ark was offset by renewable energy obtained through the GreenCurrents program, and audience members were also encouraged to enroll in the program. Each customer enrolling during the event received a free CD of the evening's featured artist. The program proved so popular that the event was extended from a weekly "Take a Chance Tuesdays" event into a "Green Month" of concerts, and now into a continuing series of "Green Events."

The Green Events held in conjunction with The Ark have led to more than 1,600 new enrollments into the GreenCurrents program. The program was launched in April of 2007, and total program enrollment currently stands at over 14,000.

The grassroots exposure for the program has made marketing its benefits and educating the public on renewable energy substantially easier. GreenCurrents carries Green-e certification to ensure customer confidence and support for the program. This is the first voluntary renewable energy program from a major U.S. utility serving southeastern Michigan and including the Detroit metro area.

# CRS Market Development Awards

## Green Power Pilot Award

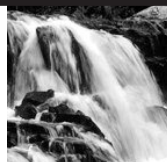
### Energy Action Coalition

The 46 environmental and social justice organizations, over 700 local groups, and tens of thousands of young people that make up the Energy Action Coalition are leading the way in addressing climate change by creating vast networks of power, winning clean energy victories on campuses and in communities, and building a cleaner, healthier, and just future. In May 2005, Energy Action Coalition launched the Campus Climate Challenge to unite students and young people in achieving 100% clean energy policies on 1,000 campuses over three years. To date, they have reached over 2 million young people through the challenge and over 760 campuses have joined the campaign.



Spearheading an impressive movement, the Energy Action Coalition has also secured over 550 signatures on the American Colleges and Universities Presidents Climate Commitment, which mandates immediate action from colleges and universities to reduce greenhouse gas emissions. The American Colleges and Universities Presidents Climate Commitment is for 15% of each institution's energy consumption to come from renewable sources within two years. A vast percentage of these institutions include a green power purchase as part of their commitment.

Students who work with the Energy Action Coalition have also created systems at their colleges and universities to help individual students purchase green power. The Campus Climate Challenge has resulted in several hundred green power purchases from institutions of higher education and has engaged thousands of youth in local advocacy work that has resulted in green power partnerships.



# CRS Market Development Awards

## Green Power Pilot Award – Honorable Mention

### Green Mountain Energy Company

After conducting primary research in both the Rio Grande Valley and Houston, Texas markets, Green Mountain Energy Company found that the Hispanic population in these areas was highly interested in clean electricity and Green Mountain's product offering. In early April 2008, Green Mountain launched its first integrated advertising and PR campaign targeting the Hispanic market in Texas. A media plan that included a combination of both English and Spanish language advertising, and a comprehensive media mix of TV, radio, print and outdoor, was designed for maximum effectiveness.



**Green  
Mountain  
Energy®**

The campaign also included a phone line staffed by Spanish-speaking representatives and the launch of a new website in Spanish. As a result, Green Mountain has experienced a 107% year-on-year increase in Spanish phone communications, driving significant traffic to the Spanish website, and had a 277% increase in Spanish-speaking sales just in the first month of the campaign.

Green Mountain's approach to a comprehensive Hispanic communications campaign, founded in research and integrated throughout marketing, advertising, PR and sales channels, produced a successful launch and market opportunity. The company's innovative campaign to an important and growing segment of the Texas population demonstrates leadership and proficiency in green power marketing.

Green Mountain Energy Company received Green Power Leadership Awards in 2001, 2002, and 2003.

# CRS Market Development Awards

## Green Power Pioneer Award

### Dr. Jan Hamrin

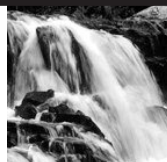
Over the past thirty years, Dr. Jan Hamrin has created a legacy of environmental and economic success. As founder of the nonprofit Center for Resource Solutions, Jan created the nationally known Green-e brand and certification programs for renewable energy, which provide consumer protection in evolving markets. The Green-e logo has become a premium mark of distinction among both buyers and sellers of renewable energy products because it builds upon a stringent set of standards to ensure that consumers who choose to pay a premium price for renewable energy are, in fact, getting a premium product.



Jan managed solar programs for the California Energy Commission in the late 1970s and later founded and led the Independent Energy Producers Association, pulling together renewable power and clean energy interests to affect policy and establish markets for non-utility power in the 1980s and 1990s.

Jan has served as advisor to the G-8 Renewable Energy Task Force, the International Energy Agency, and the Commission for Environmental Cooperation on renewable energy policy issues. Her portfolio of work includes developing an association of tracking systems for North America and shaping renewable energy policies in places like China, Brazil and Mexico. Jan's leadership paved the way for "early actions" in greenhouse gas mitigation and carbon reductions that are today crucial components of California's energy and environmental policies.

Jan's work in founding two pioneering nonprofit organizations has been a tremendous benefit to California over the past three decades. Her work continues to pay dividends by building the foundation for clean, renewable energy technologies and a viable energy marketplace, helping to create jobs and economic growth for the Western region, the country and internationally.



# 2007 Green Power Leadership Award Winners

## EPA Green Power Purchaser Awards

### On-Site Generation

City of Chico, CA  
Macy's, West Division  
The Timberland Company

### Green Power Purchasing

Kohl's Department Stores  
New York University  
PepsiAmericas  
The Pepsi Bottling Group  
Pepsi Bottling Ventures  
Sloan Valve Company, IL  
Manufacturing Facility  
Starbucks

### Green Power Partner of the Year

City of Bellingham, WA  
Johnson & Johnson  
Mohawk Fine Papers  
PepsiCo  
Staples  
Wells Fargo & Company  
Whole Foods Market

## DOE Green Power Supplier Awards

### New Green Power Program or Product

Constellation NewEnergy

### Renewable Energy Marketer

3Degrees  
Sterling Planet  
SunEdison

### Green Power Program of the Year

Pacific Power and Rocky Mountain Power  
Silicon Valley Power

## CRS Market Development Awards

### Green Power Beacon Award

Western Washington Green Power  
Campaign

### Green Power Pilot Award

Clif Bar – SkiGreen

### Green Power Pioneer Award

John Schaeffer  
William Sprately



## About the Glass Awards

The glass awards distributed tonight were hand forged from 100% post-consumer recycled glass. In its previous life, it was likely part of a salvaged windowpane. You may notice slight “imperfections” in the glass. We believe that these bubbles or waves add to the beauty of the medium, and remind us of its unique properties.

All plaques for the Green Power Leadership Club are certified by the Forest Stewardship Council, which ensures the plaques come from responsibly harvested forests.