

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

2003 GREEN POWER *Leadership* Awards



2003 Green Power Leadership Awards

2003 Green Power Leadership Awards

This event is hosted by the United States Environmental Protection Agency (EPA), United States Department of Energy (DOE), and the Center for Resource Solutions (CRS).

The Green Power Leadership Awards is a recognition program of the Green Power Partnership, a voluntary program working to reduce the environmental impact of electricity generation by fostering the development of green power. 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 Awards include recognition for leading green power purchasers—given by EPA and DOE, and recognition for leading green power suppliers and market builders—given by CRS, a national non-profit organization that operates programs to increase the supply and use of renewable energy.

For the 2003 green power purchaser awards, a panel of nine judges reviewed 60 nominations through a competitive review process. Nominees were evaluated based upon the size of their green power commitment, ingenuity used to overcome barriers, creative financing methods, internal and external communication efforts, and overall renewable energy strategy.

The 2003 evaluation panel for green power purchaser awards included the following: Lori Bird from the National Renewable Energy Laboratory, Terry Peterson from the Electric Power Research Institute, Jerry Kotas from DOE, Pam Bloch Mendelson from L.S. Gallegos & Associates for DOE, Matt Clouse and Kurt Johnson from EPA, Adam Capage from E Source, Julie Blunden from Xenergy, and Ed Holt from Ed Holt & Associates.

For the 2003 green power supplier and market builder awards, CRS received over 65 nominations. The CRS selection committee included the following: Jeff Peterson from NYSEERDA, Susan Innis from Western Resource Advocates, Michael Stoddard from Environmental Northeast, Peter Adels from Penn Future, Diane Zipper and Natalie McIntire from Renewable Northwest Project, Ed Holt from Ed Holt & Associates, Keri Bolding from CRS, and Ellen Lutz from DOE.

Kathleen Hogan

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

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

Prior to this broad responsibility, she has managed a number of partnership programs designed to reduce emissions of the more potent greenhouse gases. She has 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 14 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.



Speakers

Mark Ginsberg

Member, Board of Directors
Energy Efficiency and Renewable Energy
U.S. Department of Energy

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.

Mr. 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, he 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, Mr. Ginsberg directed the Federal Energy Management Program and, prior to joining DOE in 1991, he served as Director of the Arizona Energy Office.

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 U.S. 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.



Speakers

Karl R. Rábago

Sustainability Alliances Leader
Cargill Dow LLC

Karl R. Rábago is the sustainability alliances leader for Cargill Dow LLC. He joined Cargill Dow in April 2002, and is responsible for building, maintaining and enhancing business relationships and practices supporting the company's sustainability mission in all its business activities.

Mr. Rábago has broad experience in business, government and non-governmental environmental organizations. He has successfully established a consulting business in sustainability issues at the Rocky Mountain Institute, overseen national research and development programs in clean energy technologies at the U.S. 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 at 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. Mr. Rábago is also a member of the board of the Jicarilla Apache Nation Utility Authority, an organization dedicated to building capacity for tribal self-determination in New Mexico.

Mr. Rábago is an attorney with post-doctorate degrees in Military law and Environmental law. His Juris Doctorate (with Honors) is from the University of Texas School of Law and his bachelors degree in Business Management is from Texas A&M University. He served as an officer in the United States Army from 1977–1990, is a graduate of the U.S. Army Airborne and Ranger schools, and has held a variety of responsibilities, including Armored Cavalry officer, criminal attorney and Assistant Professor of Law at the U.S. Military Academy at West Point.

Green Power Leadership Awards

About the Awards

Green Power Purchaser Awards

EPA and DOE are honoring U.S. organizations—businesses and public—and private-sector institutions—whose leadership actions have helped build a market for green power by making significant purchases or commitments to purchase 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.

Green Power Supplier and Market Builder 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, celebrates efforts to build the green power marketplace with four awards—the Green Power Beacon, the Green Power Pilot, the Green Power Icarus, 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; the Green Power Icarus Award acknowledges risk-taking in the green power market that may have not produced the desired results but made a contribution to promoting the future development of green power; the Green Power Pioneer Award honors outstanding contribution and continuous individual achievement in support of green power.

Green Power Leadership Club

The 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.



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

Award Winners

2003 Green Power Leadership Award Winners

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 Club

2003 Members of the Green Power Leadership Club

Acterra/Palo Alto Facilities
Affiliated Engineers/Corporate Headquarters
Alterra Coffee Roasters
Ambion/Austin, TX Facility
American Council for Renewable Energy
American Honda Motor/
 Northwest Regional Facility
American Wind Energy Association
Apple Computer/Austin, TX Facilities
Audubon Society of Portland, OR
Aurum Sustainability
Austin Film Society/Austin Studios
Austin Grill
Avid Communications & Holdings
Batdorf & Bronson Coffee Roasters
Blake's Auto Body of Rohnert Park, CA
BMW Manufacturing
Bonneville Environmental Foundation
Bonny Marlin
Center for Resource Solutions
City of Chicago
City of Moab
City of San Diego
City of Santa Monica
Clif Bar
Climate Solutions/Olympia & Seattle Offices
Coldwell Banker Colorado Landmark Realtors
Concordia University @ Austin
Connecticut College
Corporate Computer Centers
DEW's
Domaine Carneros/Domaine Carneros Winery
Duke University/Bryan Center
Earth Policy Institute
East Bay Municipal Utility District/
 Main Wastewater Treatment Plant
Ecoprint
ELFON
Emerson Process Management/Systems Division
Energy Center of Wisconsin
Energy Trust of Oregon
Environmental Resources Trust
ERG
Farmington Office Associates
Farr Associates
Fetzer Vineyards
Friends of Trees
Ginny's & Merit/Two Production Plants and
 Two Retail Locations
Global Energy Concepts
Green Mountain Coffee Roasters
Greenwave Radio
GSD&M
GTI Coatings
Habitat Suites Hotel
Husky Injection Molding Systems/
 Buffalo Parts Distribution Center
Inland Empire Utilities Agency
Los Angeles World Airports
Lunar Design/Palo Alto Facility
Lundberg Family Farms
Luzenac America/Yellowstone Talc Mine
Maudie's Restaurants
Merit Electric
Meyer Associates
Natsource
New Belgium
New Leaf Paper
Norm Thompson Outfitters
Office of James M. Fico, PhD
Pinehurst Builders/Crossman Communities
PowerLight
RedJellyFish
Renewable Northwest Project
Rivanna Natural Designs
Schott Applied Power
Sewerage Commission/Orville Region
Shuksan Energy Consulting

GREEN POWER
Leadership Awards

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Green Power Leadership Club

2003 Members of the Green Power Leadership Club (continued)

Solano County/
Health and Social Services Headquarters
Solar Electric Power Association
State of Utah/Energy Office
Technology Transition Corporation
TerraClean
The Tower Companies
The Trium Group
Thorpe Wood
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. Army/Walter Reed Army Medical Center,
Adelphi Labs, and Fort McNair
U.S. Department of Energy/
Forrestal Headquarters
U.S. Department of Energy/
Germantown, MD Headquarters Facility

U.S. Department of Energy/
Pacific Northwest National Laboratory
U.S. Environmental Protection Agency
U.S. General Service Administration/
Binghamton federal Building
U.S. General Service Administration/
Pirnie Federal Building
Uinta Brewing Company
University of Pennsylvania
Vandewalle & Associates
Village of Mackinaw City, MI
White Wave
Willapa Logging Company
World Bank
Xantrex Technology
Xenergy
Xtracycle
823 Congress



Purchaser Awards

Partner of the Year

The City of Portland

The City of Portland has been a leader in renewable energy for two decades. The City attracted national attention by adopting an ambitious energy plan in 1979, and later by establishing the nation's first municipal global warming action plan in 1993. A series of successes in smaller-scale renewable development culminated in 2001 with a long-term commitment to become the first 100% renewable energy powered city by 2010.

Portland has recently passed a significant milestone on the road to this ambitious goal by attaining its interim target of 10% by 2003. In addition to tapping the green potential of their existing infrastructure, they have also funded large-scale renewable development beyond the city's borders. Other innovative initiatives include installation of microhydro facilities in the drinking water supply, utilization of waste methane from a wastewater treatment facility with microturbines and fuel cells, and use of photovoltaics in parking meters and maintenance vans. Several city bureaus have also collaborated to purchase a large volume of green tags from a new wind farm, which total 40.5 million kWh over three years. Future projects include an "urban turbine" within city limits to provide power and public education opportunities designed to educate Portland's next generation of renewable energy leaders.



Dyess Air Force Base

This year, Dyess Air Force Base, Texas, became the largest purchaser of Green Power at a single site in the nation, as well as the largest military purchaser of green power ever. A competitively-awarded energy supply contract issued by the Defense Energy Support Center (DESC) to TXU Energy was modified to provide 100% wind-generated electricity making all of the base's electrical power pollution-free. The Dyess purchase will result in approximately 80 million kWh of wind energy generated annually, enough electricity to power an estimated 8,000 homes for a year. Dyess also became the first Air Force Base to purchase renewable power and join the Green Power Partnership Program, and it is the largest site in the Partnership to make a 100% commitment to renewable energy. Following Dyess' lead, eight other Air Force Bases have signed up for the Partnership, and seven other Department of Defense installations in Texas have purchased a total of 29.5 million kWh of renewable energy.



Purchaser Awards

Partner of the Year

Johnson & Johnson

Johnson & Johnson is actively investing in green power as part of its commitment to reduce its carbon dioxide emissions seven percent below 1990 levels by 2010. Last year, Johnson & Johnson successfully



completed green power transactions involving all three major types of green power—green electricity, green tags, and on-site renewable power generation systems—one of the few companies in America to be doing all three. Expanding on its purchase commitments established in 2002, the company is now committed to an estimated 47,081 MWh per year of green power at its New Jersey and Texas facilities and has combined on-site generation capacity of 1.2 MW. The company is actively working to develop corporate markets for renewable energy: Johnson & Johnson is a founding member of WRI's Green Power Market Development Group; a charter Partner in two EPA programs, the Green Power Partnership and the Climate Leaders program; and a member of the World Wildlife Fund's Climate Savers Program. Johnson & Johnson is a national leader on green power, encouraging other companies and institutions to step forward and advance a clean energy future.

University of Pennsylvania

On Earth Day 2003, the University of Pennsylvania became the largest non-governmental purchaser of wind power in the nation, announcing that it would double its wind power purchase, already the highest nationally, to 40 million kWh annually. The University also extended the length of this contract from 3 years to 10 years becoming the first 10-year customer certificate contract in the wind energy industry. The University has funded its historic wind power purchases through savings achieved through aggressive energy conservation. Over the past few years, the University reduced peak electric demand by 18% and peak electric load from 23 to 13 MW and reinvested a portion of these savings into wind energy. University President Judith Rodin emphasized: "Through this example of environmental stewardship, we can continue to raise the awareness of our students and the community about alternative fuel options." The University of Pennsylvania's new long-term commitment will make it possible for Community Energy and other partners to construct a new 12-turbine, 20-MW Pennsylvania wind farm.



Purchaser Awards

Green Power Purchasing

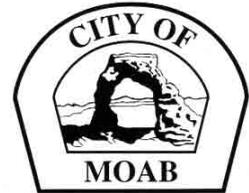
Austin Grill

The Austin Grill was the first multi-unit restaurant company in the nation to be 100% wind powered, and a real leader amongst a growing group of Washington, D.C. area businesses and institutions that are turning to a clean power source to supply their energy needs. The Austin Grill incorporated their purchase into their company-wide initiative, which includes a philanthropic partnership with the Chesapeake Bay Foundation. Austin Grill encourages their patrons to follow their lead. This restaurant group will educate millions of people who pass through each year about their purchase and encourage them to support wind energy and local environmental initiatives.



The City of Moab

In February 2002, the City of Moab, Utah made a commitment to renewable energy by purchasing 68 MWh annually of renewable wind power. To build upon the city's purchase, the Moab Blue Sky Community Challenge was created to encourage and motivate Moabites to demonstrate their commitment to renewable energy by purchasing one or more blocks of Blue Sky wind energy. On April 22, 2003, the Moab Blue Sky Community Challenge began with a goal of signing up 5% of the area's residents and businesses by October 2003, a goal reached in a little more than one month. Today, more than 8.6% of Moab area electric customers are purchasing Blue Sky wind energy: an additional 1,450 MWh. Nearly 1.5% of the community's total energy usage now comes from renewable wind power. Rallying the community together behind clean renewable energy, the community's combined purchase has had very significant environmental and educational benefits. In fact, two other prominent Utah communities have expressed interest in creating similar Clean Energy Challenges for their communities, and the Moab community created an outreach model that can be replicated across the country.



Purchaser Awards

Clif Bar

Clif Bar has demonstrated a commitment to learn, take action, and provide outreach to others on the merits of helping to build new renewable energy projects to offset global warming pollution. Clif Bar has taken responsibility for its “carbon footprint” by arranging for renewable energy based offsets not just for electricity usage but also for the fossil fuels required to power and heat its facilities and the bakeries producing its goods, and car and air-miles of business travel. Clif Bar purchased over 2,200 MWh of green power, with a 130% green power commitment of total electricity load through the NativeEnergy WindBuilders business program, offsetting 100% of carbon emissions from all its various energy uses. Through this project, Clif Bar has joined together with other like-minded businesses, organizations and individuals and helped build the first Native American-owned large-scale wind farm in the U.S. Clif Bar is now telling this story on its Web site, and will support outreach to its customers regarding global warming, renewable energy solutions, and incentives for Clif Bar customers to take personal action to offset their global warming pollution.



Kinko's

In recognition of its strong green power commitment, in 2002 Kinko's was selected as a Green Power Partner of the Year. Kinko's operates in both regulated and restructured markets and spends considerable effort navigating a continuously changing regulatory landscape. This has not deterred Kinko's from increasing its commitment to green power. Kinko's promotes the case for renewable energy within the company by educating branch managers and raising green power awareness nationwide.



Over the last year, Kinko's grew its total annual green power commitments to 27 million kWh, or roughly 10% of its total electricity load. Kinko's now buys green power in 18 States and at more than 25% of its U.S. locations. Over the past year, Kinko's expanded its purchases in Colorado, Pennsylvania, Texas, Wyoming and the Pacific Northwest. Kinko's also signed up for a large green tag purchase in three Mid-Atlantic States, including Virginia, South Carolina and North Carolina.



Purchaser Awards

State of New Jersey—NJCESP

For the second year, the State of New Jersey was selected to receive recognition for its outstanding green power purchases. In July 2003, a group of NJ agencies signed an historic green energy contract. Under the 21-month agreement, the agencies will meet the 10% green goal established by NJ Governor James McGreevey, and create a demand for 12 MW of wind power. This is the largest annual retail wind purchase in the Eastern U.S. and the largest state government purchase in the nation. This year's commitment is also fueling demand for the 20-MW Bear Creek wind farm, which will be constructed next year in PA. NJ is showing green power leadership on other levels by actively participating in developing the PJM GATS system (a critical system for growth of green markets), the Mid-Atlantic Green-e stakeholder group, and the U.S. EPA Green Power Partnership.



Tower Companies

Tower Companies is the first private developer in the Washington D.C. metro area to make a major purchase of renewable energy, specifically Green-e certified renewable energy certificates (RECs) based on biomass resources. Tower has committed to purchase more than 24 million kWh of renewable energy for all its 2.5 million square feet of residential and commercial space in Washington, D.C. area buildings during an 18-month period. Based in Bethesda, Maryland, Tower Companies has created socially responsible and environmentally conscious buildings and communities in the D.C. area since 1947. This renewable energy commitment is an example of Tower's broader commitment to environmental stewardship and sustainability. Tower is also working to create environmentally sensible developments, preserve wilderness and arable land, promote pollution-free travel, and control urban sprawl.



T H E T O W E R C O M P A N I E S

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Purchaser Awards

White Wave

White Wave's Silk soymilk made soymilk a grocery store staple. Now the company is helping us do the same with wind power. Last February, White Wave purchased Green-e certified wind power credits to offset the electricity used for 100% of its supply chain, from the bean field through distribution. White Wave initiated the program by purchasing a minimum of 20,000 MWh of green tags per annum for the next three years.



But that wasn't all. This group of dedicated soy evangelists quickly became wind evangelists as well. White Wave's heavy promotion of its green tag purchase at the 2003 Natural Products Expo West led to several other natural products companies entering into serious consideration of green tag purchases.

White Wave is also focusing its attention on American consumers. The company realizes that if it can convince millions of Americans to start drinking soymilk, it can convince a few people to invest in clean energy.

If White Wave can influence just one percent of the five million Silk drinking households to purchase a nominal amount of clean energy, it could leverage its internal purchase to well over 100,000 MWh per year. Links demonstrating this point on White Wave's Web site, partner Web sites and its packaging are dedicated to explaining this fact and are bound to have an impact on residential demand for green power.



Purchaser Awards

On-Site Generation

BMW

BMW Manufacturing Corporation has earned a Green Power Leadership Award for on-site power generation for using landfill gas to generate 25% of the power needed to operate its Spartanburg County, South Carolina manufacturing facility. BMW purchases the equivalent of 4,000 cfm of landfill gas, which is piped 9.5 miles from the landfill to the factory to power its four gas turbines, which generate 4.2–4.4 MW of electricity for the factory and supply 270 degree water to provide its cooling, heating and hot water needs. The landfill gas project provides 25% or 5 MW of the facility's electrical load and 80% of its thermal load. The natural gas turbines were installed when BMW Manufacturing was built in 1992 but had only been used intermittently. BMW chose to retrofit the existing turbines to use landfill gas, and the turbines actually achieved a higher efficiency because the landfill gas combusts at a lower temperature. This is the first and largest project of this type in the country.



Purchaser Awards

The City of San Diego

The City of San Diego is pursuing energy independence, and becoming a model city using renewable energy resources and energy conservation. San Diego's leadership in energy efficiency includes many notable projects: one of the nation's first EPA ENERGY STAR labeled buildings, three solar powered City facilities, replacement of 86% of its incandescent traffic signals with efficient Light Emitting Diodes, installation of passive solar skylights in City facilities, conversion of 75 refuse collection trucks to Liquefied Natural Gas (LNG), investment in cogeneration facilities and adoption of the USGBC LEED Silver standards for renovation and construction of City facilities.

The City's commitment to renewable resources is also substantial. On August 7, 2003, Mayor Dick Murphy announced his commitment to producing 50 MW of renewable energy in San Diego within the next decade. The City operates a Gas Utilization Facility (GUF) located in the Point Loma Waste Water Treatment Plant (PLWWTP). This cogeneration facility is powered by methane gas and generates 4.57 MW of electricity. In addition, PLWWTP also employs a hydroelectric facility producing another 1.35 MW of power generated by the 100 foot drop of treated sewage flow exiting the plant into the ocean. The newest addition to this treatment plant is a 1.2 MW generator peaking unit that runs on 80% digester gas and 20% diesel fuel. This is the first time any existing diesel generator has been converted to be a peaking unit utilizing digester gas.

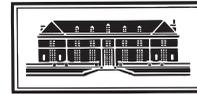
Methane gas produced by the set of digesters at the Metro Biosolids Center (MBC) and landfill gas from the adjacent Miramar Landfill is captured and converted to produce 6.4 MW of electricity. Following the success of the MBC, the North City Water Reclamation Plant (NCWRP) was built to produce 3.8 MW of energy from excess landfill gas. These facilities produce power for their own wastewater treatment operations as well as sell excess electricity to the local utility. A total of 10.2 MW is produced from cogeneration as a result of these two facilities. The City of San Diego generates 152,617 MWh of renewable power on an annual basis, which is equivalent to powering 17,470 homes. Approximately half of the 10.2 MW produced at the wastewater treatment plants is utilized on-site.



Purchaser Awards

Domaine Carneros

Domaine Carneros built a new Pinot Noir winery in Napa, California with the largest rooftop photovoltaic system on any winery in the world with a peak capacity of 120 kW. It is expected to produce 381,500 kWh annually which is 40% of the total electric load. The solar roof panels cover 9,400 square feet, also reduce heating and air conditioning costs due to their insulation and thermal reflection value, as well as protect the roof for 25 years from thermal cycling and UV degradation. They officially marked the completion of the solar installation on June 21, 2003, "summer solstice," in conjunction with the opening of the new Domaine Carneros Pinot Noir Facility and a combination tasting, tour and celebration. A solar information kiosk to educate staff and visitors has been installed in the Domaine Carneros' tasting room, which showcases the energy and environmental benefits of the solar electric system. The system is an integral part of Domaine Carneros' efforts to help meet the winery's growing electrical energy needs by using clean, renewable energy resources.



DOMAINE CARNEROS

By
TAITTINGER

Fala Direct Marketing

In 2003, Fala Direct Marketing, one of the nation's largest privately held direct marketing companies deployed the largest commercial solar rooftop installation in the nation. The entire system covers over 100,000 square feet of combined roof area on three rooftops at the headquarters campus in Farmingdale, New York.



Completed in April 2003, Fala DM's solar electric system generates 30% of the company's energy needs during the day to power over 1,000 homes. It has a peak capacity of 1.01 MW and has a projected annual output of 1,065 MWh per year. In addition to generating electricity, the system insulates the buildings, thus reducing the cost of heating and air conditioning while extending the life of the roof.

The system at Fala DM demonstrates that solar power is a smart energy solution that can help Long Island companies and governmental agencies meet their electricity needs, while lowering energy costs. Fala DM partnered with the Long Island Power Authority (LIPA) on financing the project. The company share was paid through a seven year lease finance arrangement through M&T Bank. The biggest challenge for the lease financing agreement was in convincing the Lessor, the lease financing company, of the long term value and reliability of photovoltaic assets. In an added benefit, LIPA will study the transmission and distribution impacts of Fala DM's large-scale photovoltaic system on the grid.

GREEN POWER
Leadership Awards

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Purchaser Awards

Hayward Lumber

An industry leader in sustainable forestry and business practices, Hayward was the first supplier in the nation to stock Forest Stewardship Council (FSC)—Certified framing materials, and the first lumberyard in the nation to phase out arsenic and chromium pressure treated lumber—two years before the rest of the nation. Hayward Lumber's green power commitment is reflected in their flagship building, the Hayward Building Systems Manufacturing facility in Santa Maria, California. The facility features a 118 kW photovoltaic system that provides 45% of the facility's electricity load. Hayward Lumber has effectively marketed and showcased its new manufacturing facility as a successful, profitable example of a green building. They have received a wide array of press coverage and provided tours for over 800 people. The facility was a stop on the Sustainability Project's 2002 Parade of Green Buildings. Hayward Lumber's on-site solar generation is now leveraged in a brand name—SolarTruss—for the components that are produced at the plant. By branding their trusses, Hayward Lumber is educating contractors and architects that their trusses are built using renewable energy sources.



Purchaser Awards

Loyola Marymount University

In keeping with their track record of sustainability, Loyola Marymount University installed the largest solar electric rooftop system at any university in the world, and the

largest system in Southern California in early 2003. The 725 kW system is expected to generate 868,000 kWh annually, providing 26% of total energy used at the University. Thanks to an innovative partnership between Loyola Marymount University, the Los Angeles Department of Water and Power (LADWP), the Southern California Gas Company, and solar power provider PowerLight, this 725 kW peak solar rooftop system was installed on Loyola Marymount's campus in Westchester on two of the university's largest buildings: University Hall, and the Von der Ahe Library.

The project required approval from all the University's Vice Presidents, the President and the Board of Trustees. Multiple presentations were given to stakeholders to address any issues, questions or concerns regarding the project. Without the support and cooperation of key business officers and facility managers at the University, the system would never have been promoted internally. Another significant challenge was that two of the solar systems were to be sited on buildings that had failing roofs, so the costs to replace them had to be integrated into the project. The project champion argued that replacing the roofs under the solar project was an opportunity rather than an extra expense, since the energy the solar system would generate would, in effect, pay for the new roofs. Additional benefits of the solar roof system include thermal insulation and protection of the roof from weather and UV radiation, which results in decreased heating and cooling energy costs and extended roof life. Covering a combined 81,000 feet of rooftop, the solar system is expected to generate roughly 880,000 kWh annually, and provide enough electricity during the daytime to power more than 750 homes.

LOYOLA MARYMOUNT
U N I V E R S I T Y

GREEN POWER
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Purchaser Awards

Solano County

Since the 1980s, Solano County has undertaken numerous energy efficiency projects, as well as installed its own combined heat and power system at its Fairfield campus. In April 2001, the Solano County Board of Supervisors authorized the County Administrator to install additional clean distributed energy solutions in County buildings.



In March 2003, a 230 kW solar electric system was installed on the County's Health and Social Services Building covering 18,000 square feet. By deploying a combination of solar PV and cogeneration, Solano County will generate enough electricity by the year 2004 to power over 3,000 homes. It is expected to produce 381,500 kWh annually, satisfying approximately 36% of electricity needs with solar power.

The solar system is being leased/purchased from Chevron Energy Solutions, which also managed the installation, and is being funded through energy rebates, which pay for 50% of the system, and annual lease payments over 15 years. When completed in 2004, Solano County's combined solar and cogeneration system will generate enough electricity to power over 3,000 homes, and use the system's waste heat to provide low cost electricity as well as chilled and hot water. The County anticipates annual savings of \$800,000 in combined energy reduction costs, which yield lifetime savings of \$16 million. With annual electricity and natural gas costs on the order of \$1 per square foot, Solano County has one of the most efficient government centers in California.

Toyota Motors Sales, USA, Inc.

From concluding the first large green power purchase (40,000 MWh per year) in 1998 to installing one of the world's largest commercial solar rooftop electric system, Toyota demonstrates a firm commitment to environmental stewardship and energy improvement. Toyota's 536 kW solar rooftop system, completed in February 2003, shows Toyota's initiative and creative thinking in improving the environment as well as company operations. The system is installed on the world's largest Gold certified LEED project at the company's headquarters in Torrance, CA. This is part of a larger seventeen-state strategy to engage renewable energy for all Toyota facilities. Toyota's Earth Charter guidelines, established in 1992, direct the company to reduce its impact on the environment in every aspect of its business. Toyota's photovoltaic system consists of five arrays, one on each of the five buildings of the new headquarters campus in Torrance, CA. It generates enough electricity during the daytime to power over 500 homes. The energy generated by the PV system will provide approximately 20% of the needs of the campus.

TOYOTA





GREEN POWER *Leadership* Awards

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Supplier & Market Builder Awards

Green Power Pioneer Award

Michael Freeman, Exelon

Michael Freeman of Exelon Power Team, the wholesale power marketing division of Exelon Generation Company, LLC, began building a renewable energy portfolio in 1999. By 2000, the economics of wind-generated energy turned favorable and Mr. Freeman decided to value wind assets and attempt to structure off-take agreements with wind generators. Four agreements were signed, making Power Team the largest wholesale wind energy marketer east of the Mississippi. Although he faced many challenges related to market infancy, structuring agreements with generators, and long-term commitments, Mr. Freeman was dedicated to the belief that wind energy was important and would resonate with people. He formed a marketing strategy for wind energy with Community Energy that triggered enthusiastic responses from large institutional customers, such as universities. He has championed and implemented creative and economically viable market-based solutions and renewable products that close the gap between generators and purchasers. Without Mr. Freeman's vision, dedication, and ability to develop creative win-win solutions for participants in the emerging renewable energy market, the available wind generation on the East Coast might only be a fraction of what it is today. He continues to work on innovations that will increase renewable energy development and help to make sure that, even when the mandates expire, renewable energy can stand on its own in the nation's energy portfolio.



ExelonSM



Supplier & Market Builder Awards

Rachel Shimshak, Renewable Northwest Project

Rachel Shimshak is a real Green Power Pioneer, who has supported the green power market since 1979. She is the founding Director of the Portland-based Renewable Northwest Project (RNP), a renewable energy advocacy group that promotes the implementation of environmentally responsible, renewable resources in the Northwest. Her efforts and achievements over the years have spanned across her own region and significantly contributed to the development of the national market for renewable energy. Ms. Shimshak's leadership efforts in the Northwest have resulted in: retail customers choosing green power totaling 300 million kWh annually; increasing new wind projects in the northwest almost five fold since 2000 to 580 MW of operating projects; 50 MW of geothermal energy under construction and scores of solar projects; and Oregon implementing its unique electricity restructuring plan which has increased investment in renewable energy in Oregon three-fold since 2001. RNP is helping to initiate retail green power programs at over 30 utilities in the region, and she has set a personal goal for 10% of the power in the Northwest to come from wind, solar and geothermal sources by 2010. Ms. Shimshak's hard work, vision and dedication are admired by many leaders in the industry, and her pioneering efforts have helped develop one of the most successful statewide green power efforts in the country.



Renewable Northwest Project

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Green Power Beacon Award

Green Mountain Energy Company

To raise awareness about global warming and the environmental benefits of renewable energy, Green Mountain Energy Company (GMEC) teamed up with the National Ski Areas Association (NSAA) to support the first “Keep Winter Cool” campaign as part of NSAA’s 3rd annual Sustainable Slopes Outreach Day.



**Green
Mountain
EnergySM**

The campaign encouraged skiers to take action—such as purchasing renewable energy—to reduce greenhouse gas emissions. GMEC had representatives at seven ski areas in New York and Oregon educating skiers about cleaner energy and offering Green Mountain Energy® electricity.

Additionally, GMEC supported the generation of enough wind power—by purchasing tags—to make the electricity usage for the main chair lift at five of the ski areas effectively 100% pollution free. The marketing materials for the event were imaginative and the community recognition was astounding. The event was promoted through extensive national and local press coverage, including two live CNN interviews, local TV station features, and Associated Press articles. A company spokesperson in a large, round earth costume, known as Super Earth, skiing down the Oregon slopes also garnered cross-country media attention for the cause. The event got the message to a wide audience that choosing Green Mountain Energy® electricity is an easy way for consumers to help “Keep Winter Cool.” NSAA & GMEC were very pleased with the results of the partnership and will look to work together on future outreach and awareness campaigns.



Supplier & Market Builder Awards

Austin Energy

Austin Energy's GreenChoice Program developed a comprehensive marketing and advertising campaign to recognize the city's largest electricity users who commit to at least 700,000 kWh of renewable energy or 10% of their total electricity use, and small businesses that subscribe to less than 700,000 kWh or 100% of their electricity from renewable energy.

Recognition advertising for large users called "Corporate Champions" included individual and group recognition in newspaper ads, on theater screens and on billboards throughout Austin, Texas. GreenChoice decals are provided for display at place of business, group recognition with individual logos is provided in Austin Energy's newsletter mailed with utility bills to 360,000 customers, and listing by name on the GreenChoice Web page. The 38 Corporate Champions include Concordia University, the first college or university in the nation to subscribe to green power for 100% of its needs at 5.7 million kWh annually and the Austin Independent School District, the #1 school district in the nation for green power use at 45 million kWh annually.

Austin Energy's successful campaign strategy was to recognize businesses for their commitment to the environment and at the same time promote and brand the entire GreenChoice program to the community at large—a strategy that has produced great results. In all, the 34 Corporate Champions, 226 small businesses and almost 7,000 residential customers participating in GreenChoice have subscribed to 350 million kWh of green power for the coming year making GreenChoice the most successful utility sponsored green power program in America.

Austin Energy's clear, creative and accurate marketing materials explain their sources of renewable energy. GreenChoice provides a fixed-price product, providing a hedge against rising fuel prices. This fixed component, which replaces the fuel charge on electric bills for GreenChoice subscribers, remains unchanged through 2011. Austin Energy is one of the first utilities to lock in a fixed rate component. Through on-going advertising and program updates, GreenChoice Corporate Champions are always aware of the scope and makeup of the program, as well as how their contributions make a difference to the Austin community.



Supplier & Market Builder Awards

Green Power Pilot Award

Sarah Wright, Utah Clean Energy Alliance

Sarah Wright's vision, enthusiasm, professionalism and innovation have been the catalyst of a robust, growing market for renewable energy in Utah. Working in partnership with the Utah Clean Energy Alliance, the Western Resource Advocates and renewable electricity providers, her community-based grassroots marketing approach and non-profit efforts created a clean energy ethic to drive market demand for clean energy in the State from the ground up. Ms. Wright is a primary driving force behind Utah Power's Blue Sky program. Working with Utah Power, she has helped nurture it from a mere 2,244 residential customers and one business participant to the fastest growing Blue Sky program in PacifiCorp's service territory. Ms. Wright has created and nurtured relationships with businesses, universities and local governments, which has resulted not only in green power purchases, but also in an extremely effective community green power challenge. She began the Moab Blue Sky Community Challenge, and in less than a year over 8.5% of the Moab Community was purchasing Blue Sky wind power, including 50 businesses. Her community outreach efforts leveraged wind power purchases totaling 1.45 million kWh per year, and are still going strong. Ms. Wright also worked with the Mayor of Salt Lake City to make it the largest purchaser of wind power in the State of Utah, and several businesses and universities to do community outreach. On a very limited green marketing budget, she engaged over 110 diverse businesses including national parks, municipalities, and commercial and industrial sectors in green power purchases.



Supplier & Market Builder Awards

Think Energy

Think Energy has worked for the past year with the Rhode Island Renewable Energy Fund and the 22 members of the Renewable Energy Customer Aggregation (RECA) to expand the use of renewable energy in the State. Think Energy brought together businesses and educational institutions from around the State that use large amounts of energy and taught them about the opportunities and benefits offered by renewable power. The members were introduced to renewable energy products and vendors and provided the tools to help solicit and review bids for renewable energy products and systems. Think Energy's efforts resulted in significant activity in the renewable energy market in Rhode Island and also generated interest among other businesses and non-profit organizations around the State and the region to join the aggregation and expand on outreach efforts. Think Energy's work also sparked serious interest among vendors of renewable energy products, who are now aggressively pursuing sales in Rhode Island.

Think Energy brought the twenty-two RECA participants into the aggregation over a period of two months through face-to-face meetings and telephone consultations, and additional members joined during a series of educational seminars. Since the initial meetings, Think Energy has contacted approximately 95 organizations and spoke or met with executives from many of these businesses, colleges and universities, inquiring about their interest in renewable power and their willingness to participate in RECA.

Think Energy continues to achieve the goals it set out for the RECA program in collaboration with the Rhode Island Renewable Energy Fund, working with high-profile organizations and providing them the knowledge and the analytical tools to achieve a smart, successful switch to renewable energy. They currently maintain their support to companies and universities making renewable energy purchases, while working to expand the availability and awareness of green power in the State of Rhode Island.



Think Energy

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Supplier & Market Builder Awards

Green Power Icarus Award

TVA—Green Power Switch Program

TVA continues to support and promote renewable energy in its seven-state service territory by aggressively marketing its Green Power Switch® program. In 2003, TVA advanced the program by promoting Green Power Switch on many innovative fronts. One groundbreaking marketing effort included an athletic sponsorship of the Nashville Sounds Professional Baseball team. GPS saw a wonderful direct marketing opportunity in the sponsorship, but realized the excitement of the baseball game environment overshadowed the message and limited sales. Through their superior marketing efforts for the events, however, exposure for the GPS program was great.

Their displays at the ballpark, radio and print ads and other promotional efforts, combined with their other special events such as their partnership with the State of Tennessee recognizing the largest Green Power Switch customer—Lowe's Home Improvement Warehouse, and Earth Day promotions all across the Tennessee Valley region, make them one of the best green power programs in the nation. Sixty-five local power companies are offering their renewable energy option to consumers of TVA power, and participation has grown to approximately 7,100 residential customers and 358 businesses. For the second straight year, Green Power Switch received a Top 10 ranking from the U.S. Department of Energy's National Renewable Energy Laboratory (NREL) for its outstanding "green-pricing" customer participation rates. TVA's Green Power Switch program displays best practices in renewable energy marketing and educates others about innovative marketing approaches that yield strategic lessons for the renewable energy industry.



2002 Award Winners

2002 Green Power Leadership Award Winners

Green Power Purchaser Awards

Kinko's
The City of Chicago
Advanced Micro Devices, Inc.
State of New Jersey—NJCESP
Johnson & Johnson
County of Alameda, California
The Pennsylvania State University
University of Pennsylvania

Honorable Mentions: Uinta Brewing Company
International Brotherhood of Electrical Workers, Local 332
TVA Green Power Switch Campaign

Green Power Supplier and Market Builder Awards

Green Power Beacon Award

Sacramento Municipal Utility District
Green Mountain Energy Company

Green Power Pioneer Award

Tom Rawls, Green Mountain Energy Company

Rudd Mayer Green Power Pilot Award

Peter West and Diane Zipper, Renewable Northwest Project
Austin Energy

Honorable Mention: Los Angeles Department of Water and Power

Green Power Public Interest Award

Oregon Public Utility Commission and Portfolio Advisory Committee





GREEN POWER *Leadership* Awards

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



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