2006 Green Power Leadership Awards

The 2006 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 green power purchasers and green power suppliers. CRS recognizes leading organizations and individuals building the market for green power.

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

For the 2006 green power supplier and purchaser awards, two panels of judges reviewed more than 100 nominations through a national competitive review process. Purchasers were evaluated based upon the size and characteristics of their green power commitment, ingenuity used to overcome barriers, internal and external communication efforts, and overall renewable energy strategy. Recognition of these companies falls into three categories: On-site Generation, Green Power Purchasing, and Green Power Partner of the Year. Suppliers were evaluated based on the following criteria: technologies utilized, total sales, evidence of annual audit to verify procurement and sales, amount of green power supplied, and number of customers served. The three categories of supplier nominees are New Green Power Program, Renewable Energy Technology Supplier, and Green Power Program of the Year.

The Market Development Awards recognize companies, organizations and individual renewable energy leaders working to build the market for green power. A Selection Committee reviewed nominations in three categories of Market Development Awards: Green Power Beacon, for innovative marketing; Green Power Pilot, for cutting-edge outreach; and Green Power Pioneer, for continuous individual achievement.

We gratefully thank the individuals who devoted time to reading, evaluating, and discussing the nominations. The 2006 evaluation panels for green power purchaser and supplier awards included the following: Jerry Kotas, Tom Kimbis, and Linda Silverman, U.S. DOE; James Critchfield, Matt Clouse, and Blaine Collison, U.S. EPA; Julia Judd, Solar Electric Power Association; Lori Bird and Blair Swezey, National Renewable Energy Laboratory; Kurt Johnson, California Public Utility Commission; Susan Innis, Western Resource Advocates; Pam Mendelson, In Town Consulting; Brian Keane, Smart Power; and Ed Holt, Ed Holt & Associates. The 2006 Selection Committee for Market Development Awards included: Martha Broad, Renewable Energy Trust—Massachusetts Technology Collaborative; Kevin Eber, National Renewable Energy Laboratory; Barry Friedman, ESource; Susan Herbert, TerraChoice Environmental Marketing; Ed Holt, Ed Holt & Associates; Susan Innis, Western Resource Advocates; Natalie McIntire and Diane Zipper, Renewable Northwest Project; and Randy Manion, Western Area Power Administration.

We gratefully thank those who donated their time and resources toward the development of the 2006 Awards ceremony: Pete Simon and Jennifer Clifford for providing the voice over for the ceremony video, and SunPower for donating the use of their production studio. Additional thanks goes to Wendy Butler Burt and staff at the U.S. DOE headquarters for assembling the DVD presentation and to Susan Carollo for managing the 2006 awards production.

Speakers

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 many of the Agency's industry partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR Program.

Recognizing the environmental benefits to be gained from government-industry partnerships, Kathleen has helped the ENERGY STAR program grow from a partnership with product manufacturers to one with major retailers, utilities and states. She has helped make the ENERGY STAR available for products in more than 40 categories and bring national recognition of the ENERGY STAR to more than 60 percent of the public, as well as help bring the benefits of energy efficiency to schools, hospitals and commercial buildings.

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

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

Speakers

Alexander "Andy" Karsner

Assistant Secretary, Office of Energy Efficiency and Renewable Energy

Alexander "Andy" Karsner was unanimously confirmed by the Senate as Assistant Secretary for Energy Efficiency and Renewable Energy (EERE) on March 16, 2006 and sworn-in by Secretary of Energy Samuel W. Bodman on March 23, 2006.

Assistant Secretary Karsner manages the Department of Energy's (DOE) $1.17 billion EERE office, which promotes the development and marketplace integration of renewable and environmentally sound energy technologies, as well as the preservation and efficient use of our nation's valuable resources. Assistant Secretary Karsner also helps lead DOE's efforts to carry out the Advanced Energy Initiative, announced by President Bush in his 2006 State of the Union address, which aims to accelerate breakthroughs in the way we power our cars, homes, and businesses.

Previously, Assistant Secretary Karsner served in the private sector on a wide range of technologies including heavy fuel oil, distillates, natural gas, coal, wood waste/biomass, wind energy and distributed generation based upon renewable technologies. He has been responsible for and taken part in large-scale power projects in North America, Asia, the Middle East, and North Africa, including unprecedented projects structuring in the Philippines and Pakistan.

In 2002, Assistant Secretary Karsner led his company, Enercorp, to win a global competition to develop the world's largest private wind farm outside the United States at that time. He has worked with Tondu Energy Systems of Texas, Wartsila Power Development of Finland, and prominent multinational energy firms and developers including ABB of Sweden, RES of the UK, Tacke of Germany (now known as GE Wind), and Vestas of Denmark.

Assistant Secretary Karsner also worked on behalf of the International Protocol for Hydrogen Economy, participating in meetings and ministerials to advance the President's agenda for a new energy economy. He has played an integral role in arranging DOE's US-Morocco bilateral protocols for clean energy policy. Mr. Karsner is currently co-leading the Department's support for the Asia Pacific Pact to address global emissions with market-based mechanisms.

Assistant Secretary Karsner graduated with honors from Rice University, and received an MA from Hong Kong University. Mr. Karsner resides with his wife and family in Alexandria, Virginia.

Speakers

Dr. Jan Hamrin

President, Center for Resource Solutions

Dr. Jan Hamrin is the President of the Center for Resource Solutions (CRS), a non-profit corporation located at the Presidio in San Francisco, California. CRS designs and operates national and international programs that support the increased supply and use of renewable energy resources and is dedicated to fostering international leadership in sustainability by building the human capacity to meet environmental, economic, and cultural needs. Dr. Hamrin has served as advisor to the G-8 Renewable Energy Task Force as well as to numerous legislatures and regulatory commissions both in the US and internationally. She co-authored three books for the National Association of Regulatory Utility Commissioners (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

Director, Global Regulatory Affairs
The AES Corporation

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

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

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

About the Awards

Green Power Purchaser Awards

The EPA and DOE 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.

Green Power Supplier Awards

The EPA and 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 sales. To be eligible, these products and programs must serve voluntary green power markets.

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.

Green Power Leadership Club

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 minimum Green Power Leadership Club purchase requirements. Eligibility for the Club is determined on an annual basis.

2006 Green Power Leadership Award Winners

Green Power Purchaser Awards

On-Site Generation
Chena Hot Springs Resort
County of Butte, CA Government Center
San Diego Unified School District

Green Power Purchasing
Coldwater Creek
Commonwealth of Pennsylvania
IBM
PrAna
Staples, Inc.
Stonyfield Farm
The Holland, Inc.
The Tower Companies
Vail Resorts
WhiteWave Foods Company

Partner of the Year
Aspen Skiing Company
HSBC—North America
Johnson & Johnson
Starbucks Coffee Company
Whole Foods Market

Green Power Supplier Awards

New Green Power Program or Product
Silicon Valley Power, City of Santa Clara, CA

Renewable Energy Technology Supplier
Community Energy

Program of the Year—Honorable Mention
We Energies

Program of the Year
Portland General Electric (PGE)

Market Development Awards

Green Power Beacon Award
We Energies—Energy for Tomorrow Program
Whole Foods Market and Renewable Choice Energy

Green Power Pilot Award—Honorable Mention
Energy for Keeps

Green Power Pilot Award
SmartPower and the Connecticut Clean Energy Fund

Green Power Pioneer Award
Brent Alderfer & Eric Blank, Co-founders, Community Energy
Jim Burke, Sacramento Municipal Utility District

2006 Members of the Green Power Leadership Club

(as of 10/12/2006)

12-22 North
823 Congress Ltd
ABR, Inc.—Environmental Research & Service
Academy of Oriental Medicine
Advanced Micro Devices/Austin, TX Facilities
Alien Scooters
All Year Heating & Cooling
Alterra Coffee Roasters
Amazonia Aquariums
Ambion/Austin, TX Facilities
American Alpine Institute
American Council On Renewable Energy
American Honda Motor Co./ Gresham, OR Facilities
American Lung Association/Austin, TX
American Lung Association of Maine
American Wind Energy Association
American YouthWorks
Apple Computers/Austin, TX Facilities
Artists for Humanity, Inc.
Aspen Skiing Company
Atlantic Golf at Queenstown Harbor
Audio Systems
Audubon Society of Portland
Auraria Higher Education Center
Aurum Sustainability
Austin (TX) Independent School District
Austin Autohaus
Austin Computing Solutions
Austin Eye Clinic
Austin Grill
Austin Outdoor Gear & Guidance
Austin Studios
Austin Veterinary Hospital
Aveda Corporation
BAE SYSTEMS/Austin, TX
Bainbridge Graduate Institute
Balcones Frame Supply
Barley + Pfeiffer Architects
Barrett Outdoor Communications, Inc.
Batdorf & Bronson Coffee Roasters
Bates College
Bates Investigations
Beautyland Beauty Supply
Bend Metro Parks & Recreation District
Benedictine Convent of Perpetual Adoration
Ben's Workshop
Bentley Prince Street
Blake's Auto Body of Rohnert Park, CA
BMW Manufacturing Co./Greer, SC Facilities
Bomber's Burrito Bar
Bonny Marlin
Boulder Associates/Boulder, CO Office
Boulder Associates/Sacramento, CA Office
Bowdoin College
BP/Austin, TX
Buck Hill Ski Area
Butler Floors
Butte County, CA/Government Center
Butte-Glenn Community College District
California State University System
Canadian Embassy Washington DC
Capitol Aggregates
Carbonfund.org
Carnegie Mellon University
Caryl Dalton, PhD
Cascadia Region Green Building Council
Center for Resource Solutions
Certified Realty Services Consulting
CF Fresh/Sedro-Woolley Office
Chautauqua Natural Foods
Chena Hot Springs Resort
Chez Zee American Bistro
Chipotle/Austin, TX
Choban & Associates
Choice Organic Teas
Citizens for Pennsylvania''s Future
City of Austin,TX
City of Boston, MA
City of Chico, CA
City of Fresno, CA/General Services Department
City of Hillsboro, OR/Civic Center
City of Moab, UT
City of Portland, OR
City of San Diego, CA
City of San Francisco/Moscone Convention Center
City of Santa Barbara, CA/El Estero WWTP
City of Santa Monica, CA
Clif Bar
Climate Solutions
Club de Ville
Coldwater Creek Inc
Cole Sport
CollectiveGood
College Houses
College of the Atlantic
Columbia Concrete & Sawing
Concordia University Austin
Congregation Beth Simchat Torah
Connecticut College
Convict Hill Floorcovering
CORE Communications
Corvallis Environmental Center
Corvallis Tourism
Creekside Whole Health Center
Croton-on-Hudson, NY
Crystal Works
CTI Paper USA
Curtis Packaging Corporation
Dagoba Organic Chocolate
David Poole, PhD
DLD Communications
Domaine Carneros Winery
Dr. Emilio Torres
Dr. James Maynard
Drs. Rolland & Juli Fellows
Duke University
Dusty Dogs
Dynamic Reprographics
Eagle Expeditions
Earth Island
Earth Policy Institute
East Bay Municipal Utility District/Main WWT Plant
East West Partners/Wild Goose Restaurant
Eastern University

Ebenezer Baptist Church
EcoFish, Inc.
Ecology Action of Santa Cruz
Ecoprint
Ed Holt & Associates
Edward Jones Investments/
Billy Johnson
David Nguyen
Kevin Rainosek
Larry Najvar
Neil Walters
Roy Longoria
Roy Springer
Susan Combs
ELFON
Elk River Partners, LLC
Emerson College
Emerson Process Management/
Systems Division
Emmis Austin Radio
Encore Ceramics, Inc.
Energy Trust of Oregon
Environmental Resources Trust
ERG
etown
Express Alterations by Ace Custom
Tailors
Family Eye Clinic
Far West Optical
Farmington Office Associates
Farr Associates
FedEx Kinko's
Fetzer Vineyards
Fire Island Hot Glass Studio
First English Lutheran Church
First Evangelical Free Church
ForestEthics
Foundation Communities
FPC Services
Friends Meeting House
Friends of Trees
Frog's Leap Winery
Frontier Natural Products Co-op
Galactic Pizza
Garbo a Salon
Garden of Life
GE Consumer Finance—Corporate
Payment Services
General Erectors
Genzyme Corporation/Genzyme
Center
Ginny's Printing
Global Energy Concepts
Good Flow Honey & Juice Company
Good Harvest Market
Grand Targhee Resort
Green Innovations, LLC
Green Mountain Coffee Roasters
Greenovative Solutions
Greenville SC Chamber of Commerce
GSD&M
GTI Coatings, Inc.
Guerrero-McDonald & Associates
Habitat Suites Hotel
Hall Chiropractic
Hamilton College/Skenandoa House
Hangers Cleaners
Harrison House B&B
Hayward Lumber
Healing Acupuncture Center
HEB Grocery Company/Austin Region
Operations
Hempen Goods
HOK
Holistic Healing Center
Home Savings Bank
HSBC North America
Hyatt Regency/Reunion & DFW
Airport Hotels
IBEW Local 332
ICF International
iCIMS
Independent Order of Oddfellows
Informz, Inc.
Inglis & Reynolds
Inland Empire Utilities Agency
Inter-Cooperative Council/University
of Texas
Interface Flooring Systems
Invisible Gold, LLC
Iowa Energy Center
Jackson County, MO/Technology
Center
James M. Fico, PhD
Jans Mountain Outfitters
Johnson & Johnson
Johnson Printing & Packaging Corp.
Kelley Stoltz
KEMA Inc.
Kentfield School District
Kettle Foods
Kirksey Architecture
KLG Jones Consulting Inc.
L. M. Holder, FAIA
La Casa Apartments
Land Title Guarantee Company
Lauterstein Conway School of
Massage
Liz Claiborne, Inc./NJ Corporate
Headquarters
Lockheed Martin/Washington Metro
Operations
Lone Star Cycle
Los Angeles World Airports
LPS Industries
Lunar Design/Palo Alto Facility
Lundberg Family Farms
Maine Energy Investment
Corporation
Master Gohring's Tai Chi & Kung Fu
Maudie's Restaurants
Maximum FX Spa & Salon
MDS Advertising
Melaver, Inc.
Meridian Energy Systems
Merit Electric
Method Products, Inc.
Meyer Associates
Midtown Grooming
Missouri Dept of Natural Resources/
Headquarters
Mohawk Fine Papers Inc.
Molletphoto
Momentum Bay Associates LP
MOM's—My Organic Market
Monroe Litho, Inc.
National Church Residences
National Envelope
National Geographic Society
National Wildlife Federation/Austin,
TX Office
Natsource
NatureWorks LLC
Neenah Paper, Inc.
New Belgium
New Leaf Paper
New York State Municipal Wind
Buyers Group
Nicolet College
Nike, Inc.
Norm Thompson Outfitters
Northwestern University
NRG Systems, Inc.
Oberlin College
Only Natural Pet Store
Oracle Corporation/Austin Facility

Orion Construction Group LLC
Outpost Natural Foods Cooperative
Outward Bound West/Moab Offices and Warehouse
PC Guru
Pearson Educational Measurement
Peninsula Conservation Center
Pepper Papers, LLC
Performance Bicycles
Perkins + Will
Philadelphia Eagles
Piccadilly Pets
prAna
Rapid Color
Ray Tonjes Builders
REAL-COMP
Rebekah Baines Johnson Center
ReCellular
Reconstructionist Synagogue of the North Shore
Recycline
Redjellyfish
REI
Renewable Northwest Project
Renewaire
Ridge Vineyards
Rivanna Natural Designs, Inc.
Riveredge Nature Center
Riverside Window & Door, Inc.
Robnett's Hardware
Rochester City School District
Rodney Strong Vineyards
Roos Instruments, Inc.
Round Rock (TX) Independent School District
Ruta Maya International Headquarters
Rydman Record Retrieval
Sandy Alexander Inc.
SCA Americas
Scanlan Buckle & Young
Schlitz Audubon Nature Center
Sewerage Commission/Oroville, CA Region
Shoal Creek Saloon
Shoehorn Design
Sierra Designs
Sisters & Brothers, Inc.
SMWM
Social Venture Network
Solar Data Centers, Inc.
Solar Electric Power Association
Sonterra Apartments
Sounds True
Spirit Lake Community Schools
St. Francis Winery
St. Martin's Evangelical Lutheran Church
St. Olaf College
Staples
Starbucks
State Farm/Austin Operations Center
State of New York/Office of Mental Health
Stormwater Research Group
Sue Fairbanks, LCSW
Sugar Bowl Ski Resort
Summerwood Homeowners Association
Sun & Earth
Syracuse University
TateAustin Public Relations
Tazo Tea
Technology Transition Corporation
Teko LLC
Texas Highway Patrol Museum
Texas Solar Power Company
Texas Wesley United Methodist Campus Ministry
The Alpine House Inn & Spa
The Beck Group/Austin, TX
The Brick Companies/Renaissance Center
The Driskill Hotel
The Evergreen State College
The Holland, Inc.
The Joinery
The Paper Mill Store .com
The Philadelphia Print Shop, Ltd.
The Tower Companies
The Toy Factory
The World Bank Group
The World Company
Things Celtic
Thompson Strategy Consulting
Thorpe Foundation
Time Warner Cable—Austin
Tokyo Electron/Austin, TX Facilities
Touchmark at Coffee Creek
Town of Caroline, NY
Town of Shelter Island, NY
Town of Vail, CO
Traditional Medicinals
Triple Peaks LLC
Tualatin Valley Water District
Turtle Island Foods
U.S. Air Force
U.S. Army/Fort Carson
U.S. Army/Fort Lewis
U.S. Environmental Protection Agency
U.S. General Services Administration/Region 2
U.S. Mint/Philadelphia
U.S. NPS/John Day Fossil Beds
U.S. NPS/Lewis & Clark National Historic Park
Uchi Restaurant
Uinta Brewing Company
Union of Concerned Scientists
Unitarian Universalist Church West
Unity College
University of Central Oklahoma
University of Minnesota, Morris
University of Pennsylvania
University of Utah
Urban Ecology Center
Urgent Care Plus
Utah National Guard/Camp Williams
Vail Resorts, Inc.
Vandewalle & Associates
Vertex Technology Management
Village of Northbrook, IL
Village of Tivoli, NY
Warren Wilson College
Wells Fargo & Company
Western Washington University
Wheatsville Food Co-op
White Mountain Foods
White Rock Coffee
WhiteWave Foods (Silk and Horizon Organic)
Whitman College
Whole Foods Market
Wild Oats Markets/Utah Locations
WORLDWIN PAPERS
Xanterra Parks & Resorts/Crater Lake Lodges
Xtracycle
Yale School of Forestry & Environmental Studies
Yorkshire Development
Zackin Publications
Zilker Skyline Homeowners Association

Purchaser Awards

On-Site Generation

Chena Hot Springs Resort

The natural thermal springs at Chena Hot Springs Resort have always been a place to relax, but now they're also the site of the first geothermal power plant in Alaska, and the first in the world to use geothermal water as 'cool' as 165ºF to generate power commercially.

Because the 165ºF water is not hot enough to boil and generate steam, the use of a steam turbine was impractical. Instead, the power plant uses the heat from the geothermal water to vaporize a fluid with a lower boiling point. The vapor and resulting pressure created by this fluid helps drive a turbine to generate an estimated 200 kilowatts of power. Chena Hot Springs also took advantage of mass produced refrigeration chiller components, which greatly reduced the overall cost of the project.

Chena Hot Springs Resort is being developed as a sustainable community with commitments to renewable energy, energy independence, self-sufficiency, and environmental stewardship. At a cost of $2.2 million the geothermal power plant is expected to pay for itself within five years. The resort also saves thousands of dollars annually through a geothermal heating system, including a new 4,320 square foot greenhouse which supplies fresh produce to guests and employees year-round.

The power plant was unveiled in August at the resort's first Renewable Energy Fair that drew more than 1,400 people. The owners, Bernie and Connie Karl, are strong advocates for renewable energy and have opened the resort as a showcase for demonstrating working renewable energy projects including solar, wind, hydro, and alternative fuels. In 2006 alone, Chena Hot Springs provided classroom tours to over 50 groups of students, and have hosted over 70,000 visitors from around the world.

Purchaser Awards

On-Site Generation

County of Butte, CA Government Center

When the County of Butte initially sought proposals for its 2004 energy efficiency program, prospective contractors were asked to include a photovoltaic element in their project specification. Most proposals included natural gas powered cogeneration plants with insignificant photovoltaic elements. County officials continued searching and finally obtained a proposal for a one-megawatt 100 percent solar energy project.

The 100 percent new renewable energy installation at the Oroville Government Center was completed in August 2004. The project is comprised of 6,360 185-watt solar panels in four separate arrays producing 997 kilowatts alternating current or 1180 kilowatts direct current. They power three Butte County government buildings. The arrays include a roof-mounted East Jail facility, a parking lot shade structure, a West Jail Facility ground-mount array, and a second ground-mount array located near the county's administration building.

According to Butte County, at the time of installation the Oroville Government Center was the 5th largest solar energy system in the United States, and ranked seventeenth in the world. The solar energy system is completely American made. The panels were the first off the production line of a plant located in Tennessee, while the inverters and transformers were made in California.

County project managers continue to create awareness and share best practices with the public through presentations, a web site and articles published in *California County* magazine. On-site monitoring kiosks, placed in locations easily accessible to county employees and the public, offer daily real-time viewing of solar energy production to promote environmental awareness.

Purchaser Awards

On-Site Generation

San Diego Unified School District

In 2004, the roofs of more than 30 schools in the San Diego Unified School District were due for repair or replacement. Through an innovative public-private partnership the School District was able to turn their need to replace the roofs into an opportunity to profitably generate green power. Working with a highly specialized solar roofing contractor, the District installed 3,600 kilowatts of solar roof-integrated solar photovoltaic systems at 24 educational and support facilities, and is working on replacing additional roofs each year.

The solar roof contractor installed over 1 million square feet of solar roofs, initially at no up-front cost to the District. As a result, the School District receives electricity produced by the solar roofs at a fixed price; whereas the system financier receives income from the power sales as well as the tax and depreciation advantages associated with the systems. The District anticipates more than $37 million in total cost-savings over 20 years when all 6,500 kilowatts of planned systems are installed. The savings consist of avoided roof replacement and maintenance costs, and a projected electricity cost savings of more than $3 million.

To raise awareness of the solar energy project, the story was featured on San Diego's CBS-affiliate TV station, and in the *San Diego Union Tribune* newspaper. Project details are updated regularly on the SDUSD Energy/Utility Management Section's web site, www.sandi.net/energy/, which contains photos and information about photovoltaics and other District conservation projects. The project is also used as an educational tool in the schools. All schools with a photovoltaic solar system will be provided with an interactive kiosk display, and an internet-accessed display that allows students to see real-time and historical solar energy production. Also, a hands-on classroom educational tool, called the "Energy Box" lets students discover for themselves how a photovoltaic panel can provide energy to run fans and lights.

Purchaser Awards

Green Power Purchasing

Coldwater Creek

Coldwater Creek specializes in women's apparel, jewelry, accessories and gifts, which are offered through retail stores across the country, through their website, and direct-mail catalogs. Coldwater Creek is currently the largest purchaser of renewable energy among the apparel industry, purchasing 45 million kWh annually. The company has committed to expand its green power commitment to match the company's projected business growth over the next three years.

The company moved decisively upon entering the world of green power, meeting 100 percent of its electricity load across its U.S. facilities. Coldwater Creek is growing rapidly at 25 percent per year and recognizes that this growth creates a larger environmental footprint.

In addition to its large purchase, Coldwater Creek is actively broadcasting its green power commitment to its stakeholders, taking both an educational and informative approach. The first target has been its employees, making sure they understand that environmental awareness is a company priority and empowering employees with knowledge about ways they can take action in their own lives. The plans for communications to the company's customers are already underway.

Purchaser Awards

Green Power Purchasing

Commonwealth of Pennsylvania

In 2005 the Commonwealth purchased nearly 3.5 percent of its electricity load, making Pennsylvania the first state to make a voluntary green power purchase. In 2006, the state upgraded its purchase to nearly 8 percent. The Commonwealth's total voluntary purchase of eligible renewable energy totals almost 80 million kWh, ranking it 1st among state purchasers and 16th on EPA's national Top 25 list of green power purchasers.

Pennsylvania's purchase is integral to the state's overall goal and strategy to develop a stable, locally produced clean energy supply. State officials often promote the Commonwealth's purchase at speaking engagements locally, nationally, and internationally.

This significant renewable energy purchase is just one part of a strategy to advance clean energy in Pennsylvania. In addition, the State successfully recruited a Spanish wind turbine manufacturer to locate its US headquarters in Philadelphia and build four manufacturing facilities across the state. Other initiatives include the development of statewide interconnection and net metering standards, a model wind ordinance for municipalities, and a small turbine grant program designed to promote visibility and awareness of wind energy by installing wind turbines around the state at schools and municipal buildings. A clean fuels initiative is now underway to produce 900 million gallons of clean indigenous transportation and heating fuels annually within ten years.

Purchaser Awards

Green Power Purchasing

IBM

IBM is the world's largest information technology company with 2005 revenue in excess of $88 billion. IBM believes that one of the most important global environmental issues facing the planet at this time is climate change and recognizes the need to address this environmental challenge.

IBM has increased its commitment to renewable energy sources over the past four years, making direct purchases of wind, solar and biomass-generated electricity and purchasing renewable energy credits. IBM's purchase of nearly 94 million kWh of green power is one of the largest corporate purchases in the United States. The company utilizes both local utility green pricing products as well as renewable energy certificates to meet its corporate-wide electricity needs.

In addition to the purchase, IBM's Climate Stewardship program includes an operational energy efficiency objective, a focus on product energy efficiency, employee commuting programs, and renewable energy purchases. These renewable energy purchases have helped IBM reduce its CO2 emission footprint.

IBM's purchase led to media coverage in 110 media outlets around the country, including *Business Wire*, *Greenbiz*, *USA Today*, and numerous trade journals. IBM helped educate more than 330,000 of its employees through an intranet based communications program, and reports its successes in its corporate citizenship report.

Purchaser Awards

Green Power Purchasing

prAna

PrAna, a designer, marketer and wholesaler of climbing, yoga and outdoor/active lifestyle apparel and accessories, is demonstrating leadership in the green power market. In fall 2005, prAna launched its Natural Power Initiative, meeting the electricity needs of 250 of its retail locations nationwide, 100 percent of its headquarters, and all of the homes of its full-time employees with green power.

For 2006, this alone is estimated to offset more than 17 million kWh. The company has also been successful in introducing the use of green power to its parent company, Liz Claiborne Inc., which subsequently made its own purchase to meet 100 percent of the electricity used in its New Jersey headquarters—a powerful example of the tail wagging the dog.

PrAna is committed to its initiative and, in 2007, plans to increase the number of its retailers participating in buying green power, including a portion of its contracted U.S.-based manufacturing. The company's longer-term goal is to help other apparel industry companies understand the environmental benefits of purchasing wind-generated power.

Purchaser Awards

Green Power Purchasing

Staples, Inc.

Staples, Inc., one of the world's leading sellers of office products with more than $16 billion in sales in 2005, founded the office supplies superstore industry when it opened its first store in Brighton, Massachusetts, in 1986. Today Staples, Inc. is demonstrating commitment to protecting the environment through its purchase of green power, as well as through the company's recycling programs, the promotion of Energy Star products in its stores and corporate offices, the company's energy awareness campaigns, and by implementing energy efficient construction practices.

With a purchase of more than 71 million kWh, Staples, Inc. is currently purchasing 14 percent green power, ranking them 4th among corporate retail purchasers in EPA's Green Power Partnership. The company plans to add green power each year as it adds stores, and is committed to maintaining its green power purchase at a minimum 10 percent level corporate-wide.

Staples, Inc. takes a proactive position on reducing conventional energy use and has invested heavily in green technologies when designing, building and opening new facilities, stores, and distribution centers. Notably, Staples, Inc. installed 260 kilowatts of solar photovoltaic generation capacity across three distribution centers with plans for more next year.

Purchaser Awards

Green Power Purchasing

Stonyfield Farm

Stonyfield Farm was founded in Wilton, NH, in 1983 as a project to support the Rural Education Center, a program designed to revitalize the struggling New England dairy industry and support family farms. Samuel Kaymen, former Chairman/Founder, and President/CEO Gary Hirshberg, an environmental activist, windmill maker, author and noted entrepreneur, began with a few Jersey cows and a yogurt recipe. Today, over 22 years later, Stonyfield Farm is one of the world's largest organic yogurt makers, with distribution across the United States and around the world.

Stonyfield Farm purchases green power and CO2 offsets to cover 100 percent of the carbon footprint resulting from its operations. Its purchase of over 9 million kWh of RECs in 2005 includes energy from a new 50 kilowatt solar array located atop the yogurt works. Stonyfield Farm was America's first manufacturer to reduce 100 percent of its CO2 emissions from its manufacturing facility's energy use (1997) and compiled a "how to guide" instructing other companies on how to incorporate best practices in greenhouse gas management. Despite the lack of any state incentives, Stonyfield Farm's environmental commitment resulted in the company investing in one of the largest PV solar arrays in New Hampshire—one of the largest in New England.

Purchaser Awards

Green Power Purchasing

The Holland, Inc.

The Holland, Inc. and its family of Burgerville restaurants has expanded upon its commitment to sustainable operating practices and use of locally-sourced ingredients by using renewable wind power produced in the Pacific Northwest. Their purchase of more than 13 million kWh of green power provides 100 percent of the electricity needs for all its restaurants throughout Northwest Oregon and Southwest Washington, as well as its local headquarters in Vancouver, Washington.

The Holland, Inc. utilizes Pacific Northwest-sourced ingredients for its restaurant's menus, and recycles 100 percent of used cooking oil into biodiesel fuel as part of their commitment to direct economic and environmental benefits for the region. They demonstrate more regional support by purchasing regionally-produced wind energy.

The Holland, Inc.'s wind power purchase represents the largest national commitment to wind power by a quick-service restaurant chain. Since the company's original purchase of green power one year ago, The Holland, Inc. has also taken many steps to spread wind power awareness to its clientele, utilizing tabletop signage that invites guests to purchase renewable energy and through the placement of 12 inch model turbines in its restaurants. The company also participates in community events to encourage other businesses and individuals to use renewable energy.

Purchaser Awards

Green Power Purchasing

The Tower Companies

THE TOWER COMPANIES©

Located in the Washington, DC area for 60 years, The Tower Companies has been an environmental leader in the commercial real estate industry. The company's stewardship in integrating not only energy efficiency, but green building practices into the mainstream has helped demonstrate that these practices can be both environmentally and fiscally responsible. Leading by example, The Tower Companies uses its development dollars to educate and inspire the market for green power.

In an industry dominated by giants, The Tower Company's purchase of over 79 million kWh of wind energy places this small business at 17 among EPA's top 25 partners, and makes them the only real estate company currently represented in the rankings. The Tower Companies is known internationally for their work on green building technology and setting new standards for green development in business, residential, retail and mixed-use real estate environments. Through their leadership, The Tower Companies persuaded business partners to purchase more than 37 million kWh of RECs for Washington Square, Huff Court and Bethesda Place developments.

The Tower Company's efforts have generated significant publicity and media interest. They continue to publicize their endeavors so others may also strive to achieve a healthier, self-sufficient America.

Purchaser Awards

Green Power Purchasing

Vail Resorts

Vail Resorts addressed 100 percent of its electricity use by purchasing nearly 152 million kWh of wind energy for its five mountain resorts, its lodging properties, all of its 125 retail locations and its new corporate headquarters in Broomfield, CO. By purchasing renewable energy credits equal to the company's entire electricity use, Vail Resorts ranked as the 6th largest corporate green power purchaser in the United States and the largest purchaser among travel and hospitality industry Partners.

Vail Resorts has gone beyond making one of the largest wind power purchases in the country. They are actively using their leadership position to inspire others to make the switch to clean and renewable sources of energy. Vail Resorts has organized a comprehensive marketing and public relations campaign to spread the word about wind power, launching an onsite promotional campaign at their five mountain resorts and retail locations around the country. The announcement of their landmark purchase was covered in the *Wall Street Journa*l, CNN Headline News, *the New York Times*, *USA Today*, *the Washington Post* and was syndicated by the Associated Press.

To connect with individual customers and employees, Vail Resorts is also offering free and steeply discounted lift tickets to anyone who signs up for wind power for their home. Vail is helping to build the marketplace for green power on their five mountains and on their web site by providing information to guests on how to purchase green power.

Purchaser Awards

Green Power Purchasing

WhiteWave Foods Company

WhiteWave Foods Company has a proud tradition of supporting renewable energy. In fact, the company's SILK brand was among the first to publicly support and advertise wind energy on much of its packaging, educating customers on over 150 million cartons. In July 2003, WhiteWave Foods' corporate parent, Dean Foods, acquired Horizon Organic® and, in October 2004, consolidated the Silk and Horizon Organic brands under a new division called WhiteWave Foods. Demonstrating the company's commitment to sustainable business practices, WhiteWave Foods further expanded its green power purchase to encompass the energy used by Horizon Organic operations and its new corporate headquarters for a total purchase of 53 million kWh.

The company also supports green energy beyond its own walls. The company actively sponsored the "greening" of New Hope Natural Media's Expo West and East, which are the largest natural and organic products conferences in the nation. In addition, WhiteWave Foods purchased enough renewable energy certificates to cover all of the greenhouse gas emissions associated with this year's Farm Aid Concert, and the energy used for the 25,000 attendees to drive to the concert. Finally, WhiteWave Foods began a mobile educational tour for its retailers and families to inform them about the benefits of organic foods. The tour van's trip was "greened" by purchasing renewable energy certificates.

Purchaser Awards

Green Power Partner of the Year

Aspen Skiing Company

Aspen Skiing Company, an operator of four ski mountains and two hotels in Colorado, established itself as a leader in the ski industry by purchasing nearly 25 million kWh of green power. At the time of purchase, it was the largest in the history of the U.S. ski industry. The company's move to meet 100 percent of their electricity use had a noticeable effect in the skiing industry as other resorts followed its lead.

Aspen's commitment to Green Power extends beyond their wind REC purchase. The company has announced completion of a 2.3 kilowatt solar array that has been called "the most beautiful solar array on planet earth." The solar energy system is mounted on the Aspen Highlands Patrol Headquarters building and is framed with the stunning backdrop of Colorado's Maroon Bells Mountains. In the summer, when the patrol building isn't occupied, the electric meter runs backwards, creating a credit for the following year.

News about Aspen Skiing Company's purchase reached a nationwide audience through *Newsweek*, PBS, *USA Today*, *Time*, and others. Aspen also promotes Green Power education to its customers through its web site, featuring information about the wind energy purchase and other environmental programs, including the use of biodiesel in all snowcats, green purchasing programs, green building construction programs, and the SkiGreen tags that customers can purchase with their lift tickets to support renewable energy.

Purchaser Awards

Green Power Partner of the Year

HSBC—North America

HSBC—North America is one of the top 10 financial services companies in the United States with assets approaching $300 billion. The company serves as a role model for both the banking industry and U.S. businesses alike for its overall environmental commitment. In just one year, HSBC—North America increased its renewable purchases from 23 percent to 35 percent of its entire North American load, with its most recent purchase measuring close to 125 million kWh.

In late 2005, HSBC—North America stated that it had become the first carbon neutral bank in the world. This was achieved in part by its significant investments in renewable energy. With top management support, HSBC—North America is fully committed to raising awareness about the importance of climate change.

HSBC—North America shares its green power commitment with the public through its website and speeches. The company has also developed corporate buildings with green standards in mind; including a branch in Rochester, New York which features onsite green energy sources including solar photovoltaics. The company also has begun building a new North America Corporate Headquarters for an estimated 3000 company executives and employees, which will feature state of the art systems including solar-thermal heating and the use of 100 percent green power.

With 60 million customers in North America alone, the company's efforts and messages are expected to have a far-reaching impact.

Purchaser Awards

Green Power Partner of the Year

Johnson & Johnson

Johnson & Johnson is the only green power purchaser to earn a Green Power Leadership Award for five consecutive years. Johnson & Johnson sets a high bar for other U.S companies to follow. The company has incrementally increased its annual green power commitment, and last year increased its use of green power, renewable energy credits, and on-site solar projects to more than 306 million kWh annually. Johnson & Johnson ranks as the 3rd largest corporate purchaser and the 5th largest purchaser in the country.

Johnson & Johnson sets rigorous company-wide standards for operating businesses that not only meet existing regulations but also reduce its overall environmental footprint.

In its publicly-released energy policy, Johnson & Johnson outlines its commitment to reduce its CO2 emissions by 7 percent by 2010, compared to 1990. According to this policy, these reductions must be made in absolute levels, rather than levels relative to the company's growth. At year end 2005, CO2 emissions were 11.5 percent below 1990 levels. The wide variety of onsite renewable projects developed to meet these goals demonstrates how these types of projects can provide a good return on investment, as well as significant environmental benefits.

Purchaser Awards

Green Power Partner of the Year

Starbucks Coffee Company

Starbucks is one of the most recognized brand names in the world and the company's 150 million kWh REC purchase is raising the profile of green power. By purchasing RECs, Starbucks is reducing its climate footprint while helping consumers better understand green power and RECs.

Starbucks is using its broad influence to spur new renewable energy development by encouraging its supply chain to purchase renewable energy. Starbucks' green power provider extends a preferred rate to all of its suppliers so that they too can receive the low rates associated with a large purchase of wind energy. The launch of this green power supply chain initiative provides a model for how U.S. companies shape the actions of their stakeholders to achieve corporate environmental goals. The impact that this program can have on renewable energy growth is immense.

Starbucks' purchase is the 4th largest corporate green power purchase and the 2nd largest purchase among retail companies in the Green Power Partnership. In the past year, Starbucks increased its commitment four-fold to 20 percent (up from 5 percent last year) of its electricity consumption at retail locations across the United States. Starbucks' message about the importance of renewable energy growth is coupled with its commitment to improving public education and awareness of the importance of addressing climate change. The company's voice is being heard throughout the businesses in the supply chain involved in creating the Starbucks experience. The media coverage by ABC Nightly News, CNBC and *Business Wire* also generated national awareness and exposure for green power.

Purchaser Awards

Green Power Partner of the Year

Whole Foods Market

Whole Foods Market, one of the leading natural and organic foods supermarkets, made a landmark purchase of RECs from wind farms for 100 percent of the electricity used in all of its stores, facilities, bake houses, distribution centers, regional offices, and national headquarters in the United States. This purchase of more than 458 million kWh per year was at the time the largest corporate purchase of green power in the United States and makes Whole Foods Market the only Fortune 500 Company to purchase RECs for 100 percent of its electricity needs.

Whole Foods Market undertook a very strong communications effort to promote its historic wind energy credit purchase both externally and internally. The company's media team conducted a very extensive outreach to national and regional media, resulting in the largest media coverage of a green power purchase in the United States. As of February 2006, there were approximately 400 broadcast hits, 50 print hits, and 50 web hits, including national coverage in *USA Today*, CNBC, CNN, ABC radio, Dow Jones, Bloomberg, Reuters, UPI, and many more.

Individual stores provide additional education about wind energy to their shoppers through point of purchase educational displays, posters, banners, table top signs, checkout counter cards and break room signs. Stores also carry brochures to help shoppers purchase wind RECs for their homes. Whole Foods furthered the impact of their own actions by collaborating with their supplier and establishing an extensive web site where individual stores could order outreach materials.

Supplier Awards

New Green Power Program or Product

Silicon Valley Power—
the City of Santa Clara's municipal electric utility

Santa Clara Green Power owes its great success to teamwork—a partnership between Silicon Valley Power and its many customers, who welcome an opportunity to make a choice about the type of electricity their dollars support. Silicon Valley Power, the City of Santa Clara's municipal electric utility, has demonstrated the value of renewable energy and attracted consumer attention through innovative marketing strategies, motivating customers to pay a little extra for green power. The utility's efforts have paid off.

Giving You the Power to Change the World

Launched in November 2004, the 100 percent renewable wind and solar power option has attracted 5.4 percent participation—far above the national green pricing program average of 1.2 percent. In just the first year alone, the program boasted a 5.0 percent participation rate, confidently moving it towards its goal of 7.5 percent penetration in 2007. Santa Clara Green Power is closely aligned with Silicon Valley Power's energy efficiency programs and its projected power mix of 34 percent renewable next year. Several large, high-profile customers, such as Cisco Systems, Agilent Technologies, Applied Materials, Yahoo!, Santa Clara University and the City of Santa Clara, have climbed aboard.

Santa Clara Green Power costs customers only a penny and a half per kilowatt-hour (1.5 cents/kWh) above the standard electricity rate—one of the lowest rates in the country. Proceeds from Santa Clara Green Power support building community solar projects in highly visible locations, such as schools and city buildings, adding a community-wide spirit to an already successful effort.

Supplier Awards

Renewable Energy Technology Supplier

Community Energy

Community Energy is a marketer and developer of wind energy generation founded in 1999 and headquartered in Wayne, Pennsylvania. Community Energy is a wholly-owned subsidiary of Iberdrola—one of the largest owners and operators of renewable energy facilities in the world. Community Energy has more than 4 billion kWh of wind energy sales, 100,000 residential customers and marketing arrangements with 18 investor-owned and municipal utilities. Community Energy cites its utility partners and customers, which include many of the largest retail purchases of wind energy in the country, as the reason for its success in bringing wind energy to market in new regions of the country. Community Energy developed and jointly owns the Jersey-Atlantic Wind Farm and the Bear Creek Wind Farm, and has wind projects under development throughout the United States.

This past year, Community Energy developed and closed a $50 million investor package on two new wind farms, the 24 MW Bear Creek Wind Farm in northeastern Pennsylvania (one of the first in the United States to employ 2 MW turbines) and the 7.5 MW Jersey-Atlantic Wind Farm in Atlantic City, New Jersey. The five turbines located in Atlantic City represent the first coastal wind farm in the nation, the first project in New Jersey, and are visible to the over 30 million people who visit Atlantic City each year.

Supplier Awards

Green Power Program of the Year—Honorable Mention

We Energies

We Energies serves more than 1.1 million electric customers in Wisconsin and Michigan's Upper Peninsula. In 1996, the company introduced the Energy for Tomorrow renewable energy program, one of the first utility renewable energy pricing programs ever created. Ranked in the National Renewable Energy Laboratory's Top Ten Green Power Provider lists year after year, the Energy for Tomorrow program is nationally known as a leader and shares its expertise with other programs through innovative marketing techniques, direct mail, and message testing.

In 2006, the Energy for Tomorrow program reduced the premium for its Wisconsin customers during a time of rising energy prices. The program has added solar electric to the supply mix with the most lucrative "solar buy back rate" in the nation, offering an unprecedented rate of 22.5 cents/kWh for program participants. In effect, program participants act as micro-power plants to supply solar energy to all other Energy for Tomorrow participants.

We Energies has created a significant partnership with RENEW Wisconsin to enhance their product and a number of business customers now participating in this program—We Energies business customers are one of the largest groups of business customers in the EPA Green Power Partnership Program.

Supplier Awards

Green Power Program of the Year

Portland General Electric (PGE)

Portland General Electric's leadership in renewable energy resources dates back to the 1990s when the company agreed to buy the entire output of Oregon's first major wind farm. Today, Portland General Electric is selling more renewable power to residential customers than any other utility in the country. As of August 2006, Portland General Electric had 46,408 renewable customers, which is 5.9 percent of all their customers. An additional 6.5 percent of Portland General Electric's residential customers are purchasing renewable power. That puts Portland General Electric in an elite group; only six other utilities in the country have gone above the five percent customer participation threshold in their Green Power programs.

Portland General Electric customers have the choice between three renewable products. Green Source℠ and Healthy Habitat℠ match 100 percent of actual energy use with renewable power, and Clean Wind℠ allows customers to purchase small units of renewable energy at a fixed price. Through a comprehensive web site, printed materials and direct sales efforts, Portland General Electric clearly explains the benefits of each product to its customers.

The Clean Wind℠ product includes a development fund in which a portion of the customer charge is used to purchase renewable resources, such as solar panels, which are donated to governments, schools and non-profits. As an annual retention effort and to thank them for their support, customers also receive a book full of valuable local coupons. All coupons are from other renewable business customers, creating a sense of a "green community."

Market Development Awards

Green Power Beacon Award

We Energies: Energies for Tomorrow program

For more than ten years, the Energy for Tomorrow team at We Energies has continued to develop new, innovative marketing techniques that build demand for renewable energy and educate Wisconsin and Michigan residents and businesses. Their inventive target marketing methods, advanced message testing, and original direct mail efforts keep the program compelling to new customers and successful with a large existing customer base.

We Energies was one of the first utility programs to test and implement the "Legacy Message" into their marketing efforts, engaging consumers through a focused message about the environment left for future generations. After additional research, the team went on to create the "Problem Solver" message that appeals to a customer's want to be in control of their decisions, their actions and their life. Both messages proved to be highly effective.

The program employs integrated, progressive marketing techniques to ensure maximum success for their efforts. Aspects of their program marketing include: direct mail, bill inserts, web site, and community events. All Energy for Tomorrow customers receive a Welcome Kit with program details, highlights and incentives. Customers also receive quarterly newsletters with recent developments, event announcements and special member invitations to renewable energy workshops and tours of renewable energy facilities.

The We Energies team takes the time to ensure all information conveyed is accurate, clear and effective. They were one of the pioneering Green-e certified utility programs and continue to earn accolades for the high quality program efforts and development each year. They match the success and growth with support of new renewable resources, and reach out to business leaders in their service territory to make large commitments to renewable energy.

Energy for Tomorrow is a leader in developing new approaches to utility renewable energy pricing marketing and shares its expertise with other programs and providers to improve the development of the national market for renewable energy. This spirit of collaboration resulted in improved understanding of segment-based marketing across provider sectors and new standards being set for the utility renewable energy pricing industry.

Market Development Awards

Green Power Beacon Award

Renewable Choice Energy and Whole Foods Market

Working together, Whole Foods Market and Renewable Choice Energy developed a ground-breaking retail marketing and outreach campaign to communicate with customers across the nation about renewable energy. This first-of-its-kind program reached millions of Whole Foods Market shoppers, raising awareness of clean energy options and building new renewable energy advocates and customers.

As one of the largest purchasers of wind power in the country, and the first Fortune 500 Company purchasing to meet 100 percent of its electricity use, Whole Foods Market received nationwide media coverage of their wind power commitment. To expand their impact, Whole Foods wanted to give their customers an opportunity to get involved. Renewable Choice Energy created and implemented a program that engaged both store team members and Whole Foods Market customers with a clear message about their clean energy options.

The "Help Wind Power Grow" program now exists in over 180 locations nationwide reaching 3 millions customers weekly. The program includes brochures for shoppers, a FREE gift card to reward participating customers, employee training, in-store signage, FAQ apron cards for employees, kids' materials (coloring contests and science projects), and check-out isle promotions and model turbines. The program greatly increased the visibility and acceptance of renewable energy, resulting in thousands of new wind power customers. Together, Whole Foods Market and Renewable Choice Energy continue to expand the national market for renewable energy and demonstrate that wind power marketing is ready for mainstream audiences.

Market Development Awards

Green Power Pilot Award—Honorable Mention

Energy for Keeps

In response to the national need for a comprehensive and easy-to-understand book on renewable energy, one educator and green power community member organized a team of writers, editors, an illustrator, and an extensive group of energy experts to develop this excellent publication for both students and the general public. The book has received stellar reviews.

For "everyone who uses electricity," Energy for Keeps is a friendly and fun-to-read book that makes a formidable subject accessible to a broad audience. It covers all renewable energy sources—biomass, geothermal, ocean, hydro, solar, and wind—as well as non-renewables. It explains the difference between renewable and non-renewable hydrogen. It covers the history of energy use, the production and delivery of electricity and all electricity- generating technologies. There are chapters that address energy-related impacts to air and climate, strategies to promote energy conservation and efficiency, as well as policy and management practices that encourage sustainable energy use.

Energy for Keeps is enhanced by a web site, www.energyforkeeps.org, where teachers using Energy for Keeps as a textbook can find free classroom activity suggestions and other helpful information. Some activities incorporate participation of the surrounding adult communities and local utilities. The book not only informs, but encourages application of what is learned.

For home, office, and library shelves everywhere, Energy for Keeps reaches a broad range of users. Its marketing targets include utility and energy agency staff training, community- and school-outreach programs, school and public libraries, university teacher-training programs, community colleges, and middle and high schools. The program has a huge impact on students, teachers, the general public, and decision-makers of today and tomorrow. Energy for Keeps is, simply, for anyone seeking the facts about renewable energy, and stems from the belief the belief that education breeds action.

Market Development Awards

Green Power Pilot Award

SmartPower and the Connecticut Clean Energy Fund

Right now in the state of Connecticut, an integrated program of cutting-edge outreach, innovative marketing efforts and advanced web-based communication continues to generate thousands of new renewable energy customers.

SmartPower's "20% by 2010" marketing campaign encourages cities and towns, institutions, and businesses to obtain 20 percent of their electricity from clean sources by 2010, and promotes purchasing Renewable Energy Certificates that place clean energy on the grid. This marketing and outreach campaign focuses mainly on clean energy's viability and practicality, utilizing television and radio advertisements as well as an innovative direct outreach partnership called the Connecticut Clean Energy Communities Program.

Under this program, lead by the Connecticut Clean Energy Fund, a community that commits to SmartPower's 20% by 2010 Campaign and gets 100 of its residents to sign up for the utility based "switching" program, CT Clean Energy Options, received a free 1 KW solar array courtesy of the clean energy fund.

Working together, the two organizations worked to develop and launch a unique, web-based support and marketing tool to support the Clean Energy Communities Program and provide timely, substantive, and customized information about clean energy progress in the state. The Connecticut Clean Energy Communities web site provides users with information on local press coverage and clean energy sign-ups to date, monthly performance charts, local contact information, quotes from local officials and advocates, progress on municipal-level clean energy purchasing, and various "toolkits" to assist clean energy supporters in engaging local households and businesses.

And the results? Over 8,500 customers signed up for the CTCleanEnergyOptions Program in 15 months—exceeding the regulatory target of 8,000 sign-ups in 24 months and representing a voluntary demand of over 60 million kWh's. Additionally, 26 cities and towns committed to the SmartPower "20% by 2010 campaign," representing a potential voluntary market of over 50 million kWh's by 2010. And as we speak, solar arrays are being installed on schools, libraries and other communitiy buildings throughout the state. This partnership not only led to new purchasing, but significantly increased public awareness of clean energy in Connecticut—evidenced by opinion polls and earned media tracking. The Connecticut Clean Energy Communities Program—proof that clean energy is real. It's here. And it's working in Connecticut!

Market Development Awards

Green Power Pioneer Award

Jim Burke

Jim Burke took over the Greenergy Program at the Sacramento Municipal Utility District (SMUD) in 2000. It quickly became one of the leading programs in the country. Today, Greenergy is the only program in the country ranked in the top five in all three categories—kilowatt-hours sold, number of participants, and participation rate.

The program's success can be directly traced to Jim's creative solutions, insight and hard work. Jim instituted powerful improvements to traditional marketing vehicles and developed new innovative sales techniques, while simultaneously motivating the SMUD Greenergy team to perform at an impressive level.

After years of working to effectively utilize the SMUD utility call center, it is now a dominant, relatively inexpensive sales channel. Back when everyone was still doing typical glossy brochures, Jim tested the results compared to a simple, "anti-slick letter" letter on recycled paper. The letter won easily and a new tactic was born. Before E Source started trying to convince people to use zip code targeting, Jim was segmenting his customers and targeting customers by zip code. Jim also developed successful affinity marketing partnerships with Starbucks, the Sacramento Kings, and Jamba Juice, earning national recognition and Green Power Leadership Awards.

Jim's vision for renewable energy is simple—he wants it to be relevant to as many people as possible. While he worked to make SMUD a leader in renewable energy, he also worked to make the industry more effective by openly sharing lessons learned, marketing campaign performance data, and best practice examples. Jim speaks regularly at industry conferences and forums, and is happy to engage on a one-on-one level with all providers interested. Jim now applies his extensive knowledge and expertise to the solar program at SMUD, leaving a great legacy of success and institutional knowledge for the voluntary green power market.

Market Development Awards

Green Power Pioneer Award

Brent Alderfer & Eric Blank, Co-Founders, Community Energy

Brent Alderfer and Eric Blank together founded Community Energy in 1999 and, in less than six months, successfully developed the first operating commercial wind turbine installation in the competitive Pennsylvania electricity market. They formed Community Energy to pursue a mission of igniting a market for clean, sustainable energy and supplying that market. Their driving force was to engage market capital to profitably expand new renewable energy supply.

The combined vision, innovation, and leadership of these two individuals helped shape the voluntary wind marketing industry, and they continue to execute the strategy that has made the company an industry leader. They draw upon their strong regulatory, financial, marketing and development knowledge (as well as passion for clean energy) to position Community Energy at the forefront of the wind and renewable energy sector.

Prior to Community Energy, Brent had a national role in opening new energy markets and led efforts to introduce wind and other new generation technologies at utility scale as a Colorado public utility commissioner. Eric has been involved with electric utility issues for over twenty years, including ten years at a non-profit organization that worked with electric utilities and regulators to develop public policy support for alternative energy.

Brent and Eric started a company on a premise that consumer demand could make real change in the power sector, and with a product that was new and not widely understood. They pursued an interest that has become, by any measure, a success in a market that continues to break through conventional boundaries as it grows. By employing innovative sales and marketing strategies that linked REC sales directly to the development of new commercial-scale wind energy projects, Brent and Eric helped lead a rapidly-growing market. As co-owners of Community Energy, they recently engineered the sale of the company to Iberdrola, the world's largest renewable energy owner and operator, leading the entry of this world leader in renewable energy to the U.S. market

2005 Green Power Leadership Award Winners

Green Power Purchaser Awards

On-Site Generation
Aspen Skiing Company
County of Alameda, California
City of Fresno, CA General Services Department
City of Vallejo, California
FedEx Express—Oakland Hub Facility
St. Francis Winery & Vineyard
University of Minnesota, Morris

Green Power Purchasing
Atlantic Golf, a Division of the Brick Companies
Dagoba Organic Chocolate
Green Mountain Coffee Roasters
Harvard University
Hyatt Regency Dallas & Hyatt Regency DFW
Mohawk Fine Papers Inc.
Safeway Inc.
Starbucks Coffee
Western Washington University
Whole Foods Market—Rocky Mountain Region
The World Bank Group

Green Power Partner of the Year
HSBC North America
Johnson & Johnson
United States Air Force
WhiteWave Foods Company

Green Power Supplier Awards

New Green Power Program or Product
Florida Power & Light's Sunshine Energy Program
PECO & Community Energy for PECO WIND

Renewable Energy Technology Supplier
3 Phases Energy
Enel North America, Inc.

Program of the Year—Honorable Mention
Sacramento Municipal Utility District
PacifiCorp Blue Sky Program

Program of the Year
Austin Energy's GreenChoice Program

Market Development Awards

Green Power Beacon Award
3 Phases Energy
Gainesville Regional Utilities

Green Power Pilot Award
Sacramento Municipal Utility District

Green Power Pioneer Award
Blair Swezey, National Renewable Energy Laboratory

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.