



**GA Solar**

GEORGIA SOLAR ENERGY ASSOCIATION

S O U T H E R N  
**S O L A R**  
S U M M I T

**8th ANNUAL \* October 20, 2016**

- Putting the sun to work for Georgia -

Presented by



## OUR MISSION

The Georgia Solar Energy Association, comprised of leading experts in solar manufacturing and installation, academia, finance, and the law is leading the effort in Georgia to promote the economic and environmental benefits of solar energy through education, advocacy and industry support.

Founded in 2002, GA Solar's individual members and corporate supporters are working together to make Georgia a leader in innovation, creating jobs, and attracting investment.



### GTRI-CONF WIRELESS INFORMATION

To connect to the GTRI-CONF wireless network, select the **GTRI-CONF wireless network** from the available wireless networks. Click on the GTRI-CONF network, when prompted for the security key, use the security key provided below. To access the internet, open your browser, and when prompted by the WEB portal, enter the user id and password provided for the conference.

Security Key: STINGER!

User Name: Oct

Password: OaklandAthletics  
(NOTE capital O and A in password, case sensitive)

SSID: GTRI-Conf

## ABOUT GEORGIA SOLAR

The Georgia Solar Energy Association (GA Solar) supports the **development of a robust solar industry in Georgia through advocacy, education and outreach.** Since GA Solar was founded in 2002, the organization has established a variety of programs and initiatives that support solar investment throughout the state. Recent accomplishments include:

- Working with other advocates and the City of Atlanta to create an **expedited solar permitting process.**
- Hosted the **second-largest Women in Solar Energy event in the nation** in the first Georgia celebration of opportunities for women in the solar industry.
- Established the **Southern Solar Summit**, now in its eighth year, as the premiere regional showcase for solar industry information and policy.
- Created an eNewsletter that gives **regular updates on solar news and trends** to recipients in all 159 Georgia counties.
- Offers **daily updates on solar news** from around the nation on Facebook (@georgiasolar) and Twitter (@GASolar).
- Serves as the **go-to resource for media** on the solar perspective in Georgia, and provides policy information and updates to members and sponsors.

In addition to the Southern Solar Summit, GA Solar annually hosts the **Women in Solar Energy (WISE)** event (February), the **Solar Swings Golf Outing** (April) and our popular holiday event (December) where we present the **Solar Advocate Award.** GA Solar also hosts quarterly member meetings and mixers that help members and sponsors stay connected and informed about latest solar trends and developments.

**We appreciate our sponsors and supporters. Their contributions make our work possible and support the growth of Georgia's solar industry.**

## 2016 CHAMPIONS

### Gigawatt sponsors



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### Megawatt sponsors



Trusted Counsel  
ASHLEY LLC

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### Kilowatt sponsors



7:00 – 7:45 am

**Networking Breakfast**

SPONSORED BY



7:45 – 7:55 am

**Kickoff**

Tim Echols, Georgia Public Service Commissioner

7:55 – 8:15 am

**Welcome**

Don Moreland, Chair of the Georgia Solar Energy Association

8:15 – 8:30 am

**Georgia Public Service Commission Update**

Chuck Eaton, Georgia Public Service Commissioner

8:30 – 9:15 am

**Morning Keynote – Solar Energy: Falling Costs, Growing Market, Technological Innovation**

Terry Jester, Silicor

9:15 – 9:35 am

**Author’s Insight: *Fact and Fiction in Global Energy***

Dr. Marilyn Brown, Georgia Institute of Technology

9:35 – 9:55 am

**Networking Break**

SPONSORED BY



9:55 – 10:10 am

**City of Atlanta Update – Georgia’s Largest City Embracing Solar**

Stephanie Stuckey Benfield, City of Atlanta Office of Sustainability

10:10 – 10:25 am

**Georgia Public Service Commission Update**

Lauren “Bubba” McDonald, Jr., Georgia Public Service Commissioner

10:25– 11:10 am

**Better Together: How Rooftop Solar is Growing with Solarize**

Moderator: Jennette Gayer, Environment Georgia

Panel: Montana Busch, AES; Don Moreland, Solar Crowdsourcing; Grant Tallon, Hannah Solar

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11:10 – 11:25 am

**Georgia Public Service Commission Update**

Stan Wise, Georgia Public Service Commissioner

11:25 am – 12:10 pm

**Raising the Dough: Financing Successful Large Solar Projects in the Southeast**

Moderator: Stephen Elkind, Beltline Energy

Panel: Chris Diaz, Seminole Financial Services; Craig Hoffmann, Monarch Private Capital;

Brian Morrissey, Citizens Energy Corporation


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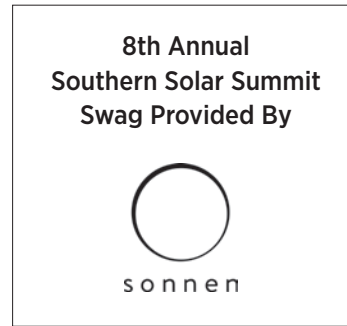
2016 Presenting Sponsor



12:10 – 12:20 pm **Consumer Protection Award**  
Tom Kimbis, Solar Energy Industries Association


12:20 – 1:05 pm **Networking Lunch**  
SPONSORED BY 

1:05 – 1:40 pm **Georgia Power Update**  
Ervan Hancock, Georgia Power



1:40 – 2:25 pm **Afternoon Keynote – Solar Policy: Winning Strategies**  
Tim Dwight, Integrated Power Corporation and the Iowa Solar Energy Trade Association (ISETA)

2:25– 3:10 pm **Where Are We Now: HB 57 at 1 Year Old**  
Moderator: Shan Arora, Southface  
Panel: Matt Bagwell, HSI Management, Inc.; Michael Chanin, Cherry Street Energy; Jairo Garcia, City of Atlanta  
SPONSORED BY 

3:10 – 3:40 pm **Networking Break**  
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3:40 – 4:10 pm **Sharing the Sun: Walton EMC’s Community Solar Success Story**  
Jim Bottone, Walton EMC, James Marlow, Radiance Solar  
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4:10 – 4:55 pm **Midnight Sun: Advancing Battery Technology to Make Solar a 24/7 Power Resource**  
Moderator: Jordan Little, Georgia Power  
Panel: Eric Gallant, GS Battery; Carlos Restrepo, Sonnen Batterie; Marko Rosenfeldt, Enphase  
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4:55 – 5:15 pm **Closing Remarks**  
Don Moreland, Solar CrowdSource

5:15 pm **Cocktail Reception and Networking Event**  
Join us for hosted bar and hot appetizers as you network with fellow solar enthusiasts  
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**STAN ALLEN**

R. Stanley Allen is a successful entrepreneur and executive having founded or co-founded five companies, raised over \$300 million in private and public financing. Stan is co-founder and President of SolAmerica Energy, a solar energy developer, EPC and O&M provider based in Atlanta, GA. Prior to

SolAmerica Energy, Stan founded or co-founded and was of CEO of Cypress Communications, American Quality Cable, Applied Video Technologies and First Mile Communications. Prior to becoming an entrepreneur, Stan was a real estate consultant for Coopers & Lybrand and a real estate investment analyst for Wellington Management Company of Boston. Stan holds a B.A. in Economics from the University of Virginia and an M.B.A. from the Colgate Darden School at the University of Virginia.



**SHAN ARORA**

Shan Arora works with Southface's Communities Team and focuses on community-based sustainability initiatives, transit-oriented development, and clean energy policy. He is the Project Manager for [www.GeorgiaEnergyData.org](http://www.GeorgiaEnergyData.org), Southface's initiative to deliver unique maps, charts, and tables

that allow users to easily understand Georgia's energy consumption, electricity generation, and solar assets. Shan also leads the effort to provide results of the first Southeast Clean Energy Industries Census via an interactive, online application. Prior to Southface, Shan worked in the international trade / international tax field for a decade, first with a software company in Washington, DC and then with Deloitte Tax in Atlanta. He received his Bachelors and Law degrees from Emory University.



**MATT BAGWELL**

Matt Bagwell is a driving force behind the successful operations and management of all real estate associated with HSI Management, Inc., Housing Systems, Inc. and subsidiary companies. To this role, Matt brings a strategic plan for the growth of Housing Systems, Inc. and HSI Management. He is heavily

involved with all company functions including property management, compliance, construction oversight, and client relations. Prior to joining HSI Management, Inc. Mr. Bagwell worked in several different areas of real estate including asset management and real estate finance. Mr. Bagwell earned a Bachelor of Business Administration from Georgia State

University with a major in Finance with an emphasis on Global Portfolio Management. Mr. Bagwell is a Licensed Real Estate Salesperson and is affiliated with the 400 North Board of Realtors.



**STEPHANIE STUCKEY BENFIELD**

Stephanie Stuckey Benfield is Director of the Mayor's Office of Sustainability for the City of Atlanta. She received both undergraduate and law degrees from the University of Georgia. She graduated cum laude from the University of Georgia School of Law in 1992. After law school, she served as a public

defender and then went into private practice before being elected to the Georgia General Assembly in 1999. Ms. Benfield served as a State Representative from the Decatur area for 14 years. As a member of the House of Representatives, she served on the Judiciary and Natural Resources Committees. In 2011, she received the Outstanding Lawyer in Public Service Award by the Atlanta Bar Association. Ms. Benfield serves on the boards for the Green Chamber of the South, EarthShare of Georgia, and the Olmsted Linear Parks Association. She is a member of the Institute for Georgia Environmental Leadership Class of 2013.



**JIM BOTTONE**

Jim Bottone currently serves as Walton EMC's director of regulatory affairs. He also has worked with the Georgia Public Service Commission's natural gas section as a staff engineer. Before that, he worked as an environmental engineer for the Florida Department of Environmental Protection from

1985 until October 1998. Mr. Bottone has worked in various capacities in wastewater treatment including domestic wastewater and industrial sources including concentrated animal feeding operations and steam electric power plants. He received his Professional Engineering license in 1990 and ended his time with the department as the administrator of the industrial wastewater section. Mr. Bottone holds a bachelor of science degree in Environmental Engineering from the University of South Florida. His professional experience includes a variety of projects concentrating on rule writing and legislative issues. His current position at Walton EMC includes all regulatory issues related to both the electric and natural gas companies as well as the being the staff contact for all external regulatory bodies, and all legislative issues.





#### MARY BRITTON

Mary-Hayden Britton is currently the Director of Service at EPC Hannah Solar, LLC, where she manages over 100 megawatts of solar assets throughout the Southeast. Hannah Solar, headquartered in Atlanta, is a full service, NABCEP certified solar integrator dedicated to providing design, procurement, construction and service of solar arrays. Mary began her career in the renewable energy industry in 2013 when she assisted with the operations for the American branch of a Swiss based solar inverter manufacture, SolarMax USA, Inc. In early 2015, she joined Hannah Solar to re-vamp their Operations and Maintenance division.

After two years of active participation in GA Solar, she joined the Board of Directors in 2015 and was recently elected Co-Vice Chair. Born and raised in New Jersey, Mary has lived in Atlanta, GA for over 10 years. She received her BA in Corporate Communications from Elon University in 2006.



#### DR. MARILYN A. BROWN

Marilyn A. Brown is the Brook Byers Professor of Sustainable Systems at the Georgia Institute of Technology, where she is Director of the Climate and Energy Policy Lab and a Presidential appointee to the Board of Directors of the Tennessee Valley Authority. Previously she held leadership positions at Oak

Ridge National Laboratory. She has authored more than 250 publications and five books including *Fact and Fiction in Global Energy Policy* (Johns Hopkins University Press, 2016) and *Green Savings: How Markets and Policies Drive Energy Efficiency* (Praeger Press, 2015). Among her honors and awards, she is a co-recipient of the 2007 Nobel Peace Prize for co-authorship of the report on Mitigation of Climate Change, she has served on seven committees of the National Academies of Sciences, and she is a member of the U.S. Department of Energy's Electricity Advisory Committee.



#### MONTANA BUSCH

Montana Busch is the President and CEO of Alternative Energy Southeast (AES), a full-service electrical contractor. Mr. Busch specializes in the design and installation of renewable energy systems. He graduated from North Carolina State University with a degree in Renewable Energy Technologies

such as solar power, wind power, hydro power, and green building technologies. He graduated as a certified Journeyman Wireman from the 5-year apprenticeship and training program

with the International Brotherhood of Electrical Workers, and he's a Georgia licensed, non-restricted Master Electrician. Mr. Busch is a life-long advocate for renewable energy who participates in a range of humanitarian and environmental efforts and contributes 10% of his company's profits to those efforts. Mr. Busch is a well-known solar specialist in the southeastern region. He has been working closely with commissioners, utilities, code enforcement entities, and other renewable energy and electrical contractors since 2007. Mr. Busch is a Master Electrician and President of AES with an exceptional handle on project design, quality control, and field operations management. When he is not occupied by his work, Mr. Busch spends time rock climbing, working on renovation projects for his home in Lilburn, fishing and hunting, volunteering in the community, or visiting his mother and father who live in the North Georgia Mountains.

#### MICHAEL CHANIN

Michael Chanin is the Co-founder and CEO of Cherry Street Energy, one of Georgia's first renewable energy development companies. Michael founded the business informed by his background in structured financial products and growth oriented businesses. He started his career in Goldman Sachs' Special Situations Group, ran finance and operations for a San Francisco-based technology company, and has invested in renewable energy markets since 2013. He is a graduate of the University of Cambridge, where he received an MPhil in Development Studies, and Northwestern University, where he received a B.A. in American Studies and History.



#### CHRIS DIAZ

Chris Diaz is a principal with Seminole Financial Services, LLC, a full-service national investment management / financial services organization. Mr. Diaz is responsible for the identification, evaluation, and negotiation of renewable energy finance transactions focusing on solar and wind projects between

\$2 million and \$30 million in need of construction / interim financing; permanent debt financing, and tax credit equity. To date, Mr. Diaz has closed over half a billion dollars in Construction and Permanent Financing for Renewable Energy projects, totaling 182 MW. Seminole Financial Services (SFS) provides construction financing; permanent debt financing, and tax credit equity for Renewable Energy Transactions as well as investment management services to various real estate investment vehicles. Currently, SFS manages over \$330 million in commercial real estate and renewable energy assets nationwide for the benefit of various public employee pension and retirement plans. Mr. Diaz is a frequent speaker at national industry conferences regarding Renewable Energy Finance and Energy Credits. He has published multiple articles regarding Renewable Energy Finance. Mr. Diaz is a member of the Board of Directors for the Distributed Wind Energy Association (DWEA) and an elected Alternate to the Board of

Directors for the Solar Energy Industry Association (SEIA). Mr. Diaz has been involved with tax credits and financial services for over fifteen years previously with Credit Suisse, MMA Financial, and the Midland Companies. He holds a Bachelor's Degree in Social Science with emphasis in urban and regional planning from Florida State University and an MBA from Nova Southeastern University.



**TIM DWIGHT**

The owner of Integrated Power Corporation (IPC) and co-founder of the Iowa Solar Energy Trade Association (ISETA), Tim Dwight has a special connection to Georgia, where he began his 10-year professional football career. Dwight forever endeared himself to Atlanta Falcons fans with a 94-yard

touchdown run in Super Bowl XXXIII. Mr. Dwight's stellar football career ended in 2007 and he tackled a new challenge: solar energy. He not only invested in the Novato, CA, based IPC, he became an ardent solar advocate in his home state of Iowa, where he co-founded ISETA and works to encourage solar-friendly policy. His efforts succeeded in persuading Iowa lawmakers to create a state solar tax credit in 2012, which has since been expanded. He was lauded in a recent Sports Illustrated profile for his tireless efforts to educate consumers, businesses and policymakers on the benefits of solar energy. He divides his time between California and Iowa, where he also operates a youth sports foundation supporting Children's Hospital of Iowa and the Tim Dwight Scholarship Fund.



**COMMISSIONER CHUCK EATON**

Chuck Eaton was elected to his first term on the Public Service Commission in December of 2006, one of only two statewide Republican candidates in the U.S. to beat an incumbent that year. He was reelected to his second term in November of 2012. In 2008, he served as Commission Chairman

and was chosen by fellow Commissioners in 2012 to serve again as Chairman during 2013 and 2014. Before serving on the Commission, he worked in real estate sales. Prior to moving to Atlanta, he was an Account Executive for a packaging manufacturer in LaGrange, GA. Commissioner Eaton has an Accounting Degree from the University of Alabama and a Law Degree from Georgia State University. A past President of the Buckhead Forest Civic Association, Commissioner Eaton also represented his part of the city on the Atlanta Neighborhood Planning Unit "B" – a citizen group which makes recommendations on zoning, land use, public safety and community issues. In Troup County, he served on the Board of Directors for Troup Haven House – a children's shelter. Commissioner Eaton served as Congressman Phil Crane's Deputy Campaign Manager in 1992. In Troup

County, he successfully managed campaigns for former State Representative Jeff Brown. He is a graduate of the Coverdell Leadership Institute – a statewide organization founded by late U.S. Senator Paul D. Coverdell to strengthen leadership and political skills. Commissioner Eaton enrolled at Georgia State Law School in 2009 to gain a better understanding of regulatory and administrative law proceedings in Georgia. He lives in Atlanta with his wife Erika, their daughter Lydia and their two rescued dogs. When not working at the Public Service Commission, or furthering his legal training, he enjoys spending time with his family. The Eatons are members of Peachtree Road United Methodist Church.



**COMMISSIONER TIM ECHOLS**

Tim Echols was first elected to the Commission November 2010 after spending 15 years in the non-profit sector. He stands for re-election in 2016. When Commissioner Echols took office, Georgia had barely 4 megawatts of solar. He added solar thermal to his own personal Winterville home. The first summer

of his tenure, he created the Solar Express, a train ride from Cordele to Plains, GA, offering passengers information about solar. One train car was full of solar vendors, some of whom are here today. Commissioner Echols has continued his campaign for solar--speaking about it everywhere and encouraging both Georgia Power and the EMCs to do more. In July of 2011, Commissioner McDonald introduced the large scale solar program. In 2012, 210 megawatts of solar was added to replace failed biomass projects. In 2013, three commissioners voted to amend the IRP adding another 525 megawatts. In 2014, military projects were added. And this year, Commissioner Echols cheered as the legislature approved a third-party leasing bill. Commissioner Echols has been a tireless advocate for solar, and always volunteers early in the Summit planning process to deliver his remarks at the start of the day.



**STEPHEN ELKIND**

Stephen Elkind is a Managing Partner at Beltline Energy, a regional leader in renewable energy development. Beltline Energy is focused on marrying technical design, strong local relationships, and superior economic value to deliver stable renewable energy assets that achieve both fiscal rewards and positive

community impact. Prior to joining Beltline Energy, Mr. Elkind was the Senior Director of Development for OCI Solar Power, an industry-leading solar power developer that owns and operates renewable energy facilities ranging from 2MW to 100MW across North America. Mr. Elkind joined OCI in 2012 to head up their 700MW portfolio of projects in MA, NJ, TX, CA and AZ. He led project advancement of the first two



40MW facilities and first 105MW facility of OCI's Texas-based 400MW initiative, bringing 805 jobs and over \$700 million in economic development to the San Antonio area. Prior to OCI, Mr. Elkind managed the portfolio of solar projects in Massachusetts for Elm Solar, leading teams to identify rooftop and greenfield sites as well as assess acquisition projects for the 400MW Solar Carve-Out Program. He actively participated with the Massachusetts Department of Public Utilities for state legislation as an industry contributor for the net metering initiatives and was part of the initial SREC facility rollout in Massachusetts. Mr. Elkind's role in solar finance comes from his participation in the investment banking team at Bear Stearns where he was involved in over \$500M of M&A transactions and \$780M of IPO.



#### **BRION FITZPATRICK**

Brion Fitzpatrick is the Director of Business Development for U.S. based, Inman Solar, a NABCEP Certified photovoltaic EPC, which provides a full service turnkey process to develop, install, operate, and maintain solar electric installations up to 20MW. Based in Atlanta, GA, Inman Solar has completed over 60

commercial and utility scale projects in eight U.S. states. He served as the 2014-15 chairman for the Georgia Solar Energy Association (GA Solar), served on its Policy Committee and worked with the board to improve organization strategy. He is an advocate for Solar and Sustainability and has been involved in promoting many environmental political initiatives including speaking at sustainability events, organizations, and universities. In 2010, Mr. Fitzpatrick received a Solar Advocate award from GA Solar.



#### **TED FLURI**

Ted Fluri is a 27-year Commercial Banker in the Atlanta Metro area. He is presently a Vice President and Relationship Manager at Fifth Third Bank going on three years. Prior to that he was Business Banking Director with Wachovia where he spent 15 years. Mr. Fluri is the renewable energy liaison for Fifth

Third Bank's Georgia initiative and responsible for growing this vertical in the Georgia market. Fifth Third is a significant lender in this space with tens of millions committed, particularly in North Carolina. Mr. Fluri is active in the Gwinnett Chamber of Commerce and is a Chairman's Club Member. He has been involved over the years with organizations such as the United Way, Childkind, American Heart Association, the Metro Atlanta Chamber of Commerce and others. A native of New York, Mr. Fluri resides in Bishop, Georgia close to Athens and has four children.



#### **ERIC GALLANT**

Eric Gallant has been involved in the power and energy sectors for more than 25 years. His experience ranges from nuclear reactor testing and operation for the Department of Energy (DoE) and the United States Navy (USN) through mission critical facility design and operation. He recently joined GS Battery to

develop new opportunities in the areas of renewable energy and battery based energy storage systems.



#### **DR. JAIRO GARCIA**

Jairo Garcia is the Director of Climate Policies and Renewables with the Atlanta Mayor's Office of Sustainability. Dr. Garcia performs sustainability analysis and reporting, and studies and develops innovative policies and educational programs to track and implement community-wide

energy, water, waste, and climate related initiatives. He also evaluates worldwide sustainability best practices, and provides recommendations to meet the Mayor's goal to make Atlanta a top tier sustainable city. Dr. Garcia has vast experience in climate, renewables, sustainability metrics, and sustainability education. Dr. Garcia worked as a research assistant for the Earth Institute at Columbia University in New York City, and his teaching experience includes two teaching assistant positions at Columbia University, a faculty adjunct and thesis advisor position at Concordia University, and an instructor position for the UCLA-Extension program in Global Sustainability. Dr. Garcia holds an engineering degree, a Master of Science degree in Management of Information Technologies, a second Master of Science degree in Sustainability Management, and a Doctoral degree in Educational Technology and Sustainability.



#### **JENNETTE GAYER**

As Executive Director of Environment Georgia, Jennette Gayer coordinates policy development, public education and research for Environment Georgia Research & Policy Center. She is based in Atlanta and focuses on bringing cleaner air, water and open spaces to Georgia. Previously, she worked as a Consumer Advocate

with CALPIRG, where she sat on the state of California's Bureau of Automotive Repair and helped to found Angelenos for Equitable Access to Technology a media reform community group. Ms. Gayer grew up in Virginia and graduated from the College of William and Mary.



**MARK GOULD**

An At-Large Member of the Georgia Solar Board of Directors, Mark Gould is a partner at the law firm of Arnall Golden Gregory LLP and is Co-Chair of the firm's Renewable and Alternative Energy Team. He is also a member of the firm's International and Commercial Real Estate Practice Groups. His practice includes the

representation of clients developing renewable and alternative energy facilities, multi-family housing complexes, mixed-use and urban redevelopment projects, and other transactions involving public/ private partnerships or financed with tax credits, tax exempt bonds, government grants and incentives and other types of conventional or subsidized financing. He also represents wind turbine manufacturers and the suppliers of other equipment and components used in the production of solar and wind energy.

Mark is Co-Chair of the International Energy and Natural Resources Committee of the American Bar Association's International Section and is also the Editor of the Committee's newsletter, the ENR Global Report. He is also active in the American Wind Energy Association and the State Bar of Georgia. Mark received an A.B. in Economics from Brown University and a J.D. from Emory University School of Law.



**JULIE HAIRSTON**

Julie Hairston is the president of GigaWord Communications. Formed in 2013, GigaWord Communications provides a broad range of services essential to successful business branding and marketing, specializing in sustainable products, companies and initiatives. GigaWord offers award-winning expertise at

reasonable rates to power your message. Before forming GigaWord, Ms. Hairston served as a senior account executive with A. Brown-Olmstead Associates. During her 30-year journalism career, Ms. Hairston was honored with more than a dozen state, regional and national awards for reporting and writing. A graduate of the Henry W. Grady School of Journalism and Mass Communications at the University of Georgia, she chairs the marketing committee of the Girl Scouts of Greater Atlanta and serves as vice-chair of the Atlanta Press Club's marketing committee. Since 2011, she has served as the Communications Director for the Georgia Solar Energy Association and as Secretary on its Board of Directors since 2013. She is a member of the National Association of Real Estate Editors (NAREE), the Public Relations Society of America (PRSA), and the Metro Atlanta Chamber of Commerce.



**ERVAN HANCOCK**

Ervan Hancock, Manager of Georgia Power's Renewable Implementation Department, is responsible for development of the company's renewable generation portfolio, research programs and strategy. In this role, he has been pivotal in the development and implementation of the Company's Advanced Solar

Initiative and creation of the recently approved Renewable Development Initiative (REDI), which will increase the total amount of solar and renewable energy under contract in Georgia Power's service territory to almost 3400 MWs by 2022. This will make Georgia one of the national leaders in solar development with the one of largest portfolio of solar photovoltaic on the east coast. Mr. Hancock is also responsible for the company's other efforts in the area of renewables, leading the acquisition of 250MW of wind generation and more than 270MW of biomass generation. Mr. Hancock previously served on the Board of Directors of the Smart Electric Power Association (SEPA) and currently serves on Solar Energy Trade Show Association (SETS). SEPA is a nonprofit organization dedicated to helping utilities integrate solar power into their energy portfolios. SETS plays a pivotal role in supporting the rapid growth of the U.S. solar industry, significant job creation and increased energy independence. SETS is responsible for the largest solar industry trade show, Solar Power International, with over fifteen thousand solar industry professionals in attendance. Mr. Hancock earned a bachelor's degree in political science and economics from St. Mary's College of Maryland in May 1999 and has attended executive education at the Wharton School.



**CRAIG HOFFMAN**

Craig Hoffman serves as the Chief Financial Officer of Monarch Private Capital. Responsible for oversight of all finance, treasury and accounting functions, Hoffman monitors MPC investment funds, tracks the performance of the firm's investments and is directly involved with transaction structuring. Mr.

Hoffman has 25 years of professional experience, more than 15 of which have been devoted to acquisitions, transaction structuring and finance. Prior to MPC, he worked as an investment banker and head of a mergers and acquisitions group for a publicly traded company. Mr. Hoffman has successfully closed public and private M&A transactions and raised debt and equity capital for public and private companies in the financial and consumer industries. Mr. Hoffman's career began at Arthur Andersen & Co., where he practiced M&A corporate tax work in Atlanta, GA. He holds an MBA from the Columbia Graduate School of business, a BA from Furman University and was previously a CPA and Series 24 license holder.



### TERRY JESTER

Terry Jester is a 37-year veteran of the solar industry with extensive leadership experience in the manufacturing and engineering of photovoltaics. She joined Silicor Materials in 2010 following her active involvement in the company as entrepreneur-in-residence at Hudson Clean Energy. Silicor

Materials produces high-quality, environmentally sustainable solar silicon. Silicor's novel purification process is the lowest-cost alternative to the Siemens method, yielding silicon that performs at the industry standard. Ms. Jester has managed large solar operations and held engineering positions for SoloPower, SunPower, SolarWorld, Siemens, Arco and Shell. She holds a degree in Mechanical Engineering from California State University Northridge.



### TOM KIMBIS

Tom Kimbis is the Interim President of the Solar Energy Industries Association (SEIA), the national trade organization for America's solar energy industry. In addition to serving as Interim President, Mr. Kimbis serves as General Counsel of SEIA and heads relations between SEIA and the federal

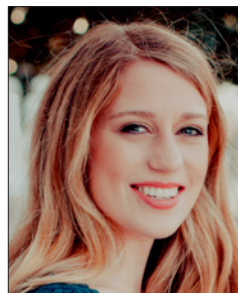
executive branch. He has been working in renewable energy since 2000, when he began supporting research, analysis, legislative, and planning efforts across all energy efficiency and renewable energy technologies for the U.S. Department of Energy (DOE). In 2005, Mr. Kimbis created the Market Transformation effort within the Solar Energy Technologies Program (SETP) at DOE to help technologies cross the chasm from R&D to commercialization. He served as Director of Market Transformation through 2009, when he began service as Acting Program Manager, managing the entire \$170 million solar energy program of the United States. While at DOE, Tom was a founder of the Solar America Initiative, a billion-dollar effort to accelerate solar commercialization. He led the creation of the Solar America Cities program, a DOE partnership with U.S. cities to develop innovative methods for the adoption of solar energy technologies. Prior to his work in solar, Mr. Kimbis headed a DOE legislative team, founded a real estate investment firm, and practiced litigation for a multinational law firm. He served for six years as Chairman of The Solar Foundation, a nonprofit promoting the increased use of solar energy through education and research. He earned his B.A. from Williams College and a J.D. from the University of Virginia.



### SHARON LEE

Sharon Lee serves as the Marketing Director for Cantsink Manufacturing, a firm located in the Atlanta, Georgia vicinity. She has held this position since February 2010. Her primary role is coordinating the marketing efforts for the company, but she also serves in a business development capacity. Cantsink has been in business since

1988 as an installer and then manufacturer of helical piles, used for foundation support. Ms. Lee's first initiative with Cantsink was to determine the viability of the solar market as an additional vertical. This was prompted by the company's complete transition to solar on both its facilities. Analysis showed solar to be a clearly compatible fit for Cantsink products and services. In the past few years, the company has become focused on the solar energy market, creating a division to provide foundations, racking and installation for ground-mounted solar arrays. This year, Cantsink was named by Solar Energy World as the nation's #1 Commercial Solar Contractor. Prior to her tenure with Cantsink, Ms. Lee held a variety of sales and sales management positions in the fields of media, printing and marketing development. She has been a member of the Georgia Solar Energy Association since 2011, and a board member since 2012, serving as Marketing Chair, Programs Chair, Vice Chair and its 2015-16 Chair. She is also a member of Women in Solar Energy (WISE) and a Charter Member of the Professional Women in Construction chapter of the Greater Atlanta Homebuilders' Association. The mother of two boys, Ms. Lee is active in school and community initiatives.



### JORDAN LITTLE

Jordan Little currently serves as the Solar Project Manager for Georgia Power's Energy Services division. In this role, she oversees all projects under Georgia Power's Rooftop Solar program, serving residential, commercial, and industrial customers across the entire state of Georgia. Prior to her time with Georgia

Power, Ms. Little gained extensive experience in renewable energy while living and working in Hawaii. As the Commercial Development Manager for Hawaii's number one solar EPC, Ms. Little installed over 75 projects in just two years, ranging from small-scale corner markets to beachfront mega-resorts. After the successful design, installation, and operation of these systems, Ms. Little was tapped by energy storage start-up Spider9 to serve as their Director of Business Development. After successfully guiding Spider9 through the Hawaii-based Energy Excelsator - a cleantech incubator funded by the U.S. Department of Energy - Ms. Little helped successfully facilitate the company's acquisition by Silicon Valley-based Pathion, Inc. She has made multiple speaking engagements with the US Department of Defense, Department of Energy, and the Association of the United States Army regarding energy security and resilience. After Spider9's acquisition,



Ms. Little moved back to the South, bringing her knowledge, experience, and passion for renewable energy, innovation, and storage with her. Ms. Little is active in WEN (Women's Energy Network), WISE (Women in Solar Energy), and her local church. She graduated magna cum laude in Electrical Engineering from Auburn University, and currently lives in the Reynoldstown neighborhood of Atlanta along with her husband and two dogs. If she's not on a roof, you can find her spending time with her family, working on her historic home, or out on the track with the Atlanta Rollergirls.



### **JAMES MARLOW**

James Marlow, CEO of Radiance Solar, has over 25 years high tech sales and marketing experience with Computerland, Lotus Development, IBM, and Yahoo!. He is the founder of Internet startup, AnythingSouthern.com and was a candidate for United States Congress in the 10th District of Georgia. Mr. Marlow is a graduate

of Georgia Southern University. He is on the board of directors for the Georgia Solar Energy Industry Association and the Georgia Chamber of Commerce Energy and Environment Committee. He has been a Founding Board Member and Vice Chairman of the Georgia Solar Energy Association, a Founding Board member of the Technology Association of Georgia Smart Energy Society, The Metro Atlanta Chamber CleanTech Leadership Council, The Environmental Fund for Georgia/Earthshare and the Savannah Riverkeeper.



### **PETER MARTE**

Peter Marte is the founder and CEO of Hannah Solar - located in the heart of Atlanta - and has worked diligently over the last eight years throughout the state of Georgia to develop a solar market where none existed only a few short years ago. Mr. Marte is a NABCEP certified

Solar PV Installer and oversees

the management team at Hannah Solar, LLC, Hannah Home Energy, and Worry Free Power under the Hannah Energy umbrella of companies. He has been very active on the policy side of the industry as vice-chair of the Georgia chapter of the Solar Energy Industries Association (SEIA), which has built consensus and support for solar within the state by working with many stakeholders, including the Public Service Commission, local utilities, and the legislature. This work has been a team initiative with competitors, suppliers, and clients coming together, the result being solar adoption growing from less than 500KW (kilowatts) in 2009 to over 840 MW (megawatts) being approved for the Georgia Power Advanced Solar Initiative to be built by 2016. Mr. Marte was recognized by President Barack Obama as a Champion of Change award winner and was also named Metro Atlanta Chamber's 2015 E3 Trident Award winner. Mr. Marte is an Engineering graduate

from the Maine Maritime Academy class 1985. His first renewable energy project was the installation of a 3KW wind turbine in 1992 at his home on Block Island 14 miles off the coast of Rhode Island. He lives in Atlanta with his wife and two children.



### **COMMISSIONER LAUREN "BUBBA" MCDONALD**

Lauren "Bubba" McDonald, who served 20 years as a state Representative, was appointed to the PSC by Governor Zell Miller to fill a vacated post and then re-elected in a special mid-term election in 1998. He held the seat until 2002. On December 2, 2008, Georgians

elected McDonald to serve on the PSC again.

McDonald has a deep knowledge of the energy industry. During his previous term, he served on the Committee on Electricity of the National Association of Regulatory Utility Commissioners, chairing that body's subcommittee on Nuclear Issues and Waste Disposal in 2001 and 2002. Today he is a member of NARUC's Electric Committee and Nuclear Subcommittee.

McDonald has spent decades serving the residents of Georgia. As a state Representative, he chaired the Industry Committee for five years and the Appropriations Committee for eight years. He also served as a commissioner in Jackson County, served on the Board of Managers of the Association of County Commissioners of Georgia, and volunteered as a Firefighter for the city of Commerce for 35 years.

A native of Commerce who now resides in Clarkesville, McDonald is a graduate of the University of Georgia with a BBA in Business. He has long been a supporter of higher education, serving on the Board of Governors of Mercer Medical College and the Board of the Advanced Technology Center at the Georgia Institute of Technology. He was also a director of the Small Business Development Center at the University of Georgia.

McDonald has lived his entire life within District Four of the PSC. Currently, he is a partner in L.W. McDonald & Son Funeral Home in Cumming, with his son, Lauren III. He was married to his late wife Sunny Nivens McDonald for 45 years. He is an elder in the Presbyterian Church, a private pilot, and an avid golfer.

**NEAL MITCHELL**

Neal Mitchell is U.S. Sales Manager – Southeast at Jinko Solar Co., Ltd. with over six years of experience in the energy and renewables sector. Prior to joining JinkoSolar, Mr. Mitchell was Manager of Regional Sales with AEG Power Solutions. Mr. Mitchell is a graduate of the Washington University in St. Louis, and resides in Greensboro, North Carolina.

**DON MORELAND**

Don Moreland is founder of Solar CrowdSource, a platform to facilitate Solarize, Community Solar, and peer-to-peer crowdfunding programs and rapidly accelerate the growth and reduce soft costs of solar in Georgia. With 15 years of legal experience in residential and commercial real estate, Mr. Moreland began working

in the solar industry in 2011 developing distributed generation and utility scale solar PV projects. Don has developed several MWs of solar for TVA and Georgia Power solar programs as well as commercial and residential applications providing turnkey development services including site selection; financial modeling; program and incentive compliance; permitting; and contract drafting and negotiation. Mr. Moreland is a proud to serve as 2016-17 Chair of the Georgia Solar Energy Association. He is a member of the Georgia Solar Energy Industries Association and a member of the State Bar of Georgia.

**BRIAN MORRISSEY**

Brian Morrissey is a Managing Director at Citizens Energy Corporation. He founded Citizens' solar business in 2010 and is responsible for all solar-related activities, including project origination, development, construction management, financing, and asset management. Citizens

Energy is a national developer and owner/operator of distributed generation and small utility scale solar projects. The company finances all of its projects with typical project finance structures and provides all sponsor equity for each portfolio. Prior to joining Citizens Energy, Mr. Morrissey was on the Global Power team at Cambridge Energy Research Associates (CERA), a leading energy consulting and research firm to international energy companies, governments, financial institutions, and technology providers. Mr. Morrissey also has worked in GE Energy's central marketing and strategy group, and was an officer in the U.S. Army. Mr. Morrissey received a BS in Mechanical Engineering from the U.S. Military Academy and an MBA from the Massachusetts Institute of Technology (MIT). Mr. Morrissey is a combat veteran and a registered Project Management Professional (PMP).

**KATE NEELY**

Kate Neely is Managing Partner of Office of Solar Development, "SolDev". Since 2014, SolDev has successfully developed greenfield solar projects throughout the Southeast. Ms. Neely has significant experience and success in early and late-stage development, modeling tax benefits and financial returns

of projects for clients, EPC negotiation, site evaluation, and utility management. She has originated over 12 MWs of greenfield solar projects. Before SolDev, Ms. Neely was a Systems Manager for Radiance Solar, a leading EPC in the Southeast. She has managed over 30 MW of solar projects specializing in design and project management, procurement, interconnection, and commissioning. Ms. Neely is a Metro Atlanta native, having grown up in Conyers, GA. She received her BAS from New York University in Urban Design and Architecture as well as Metropolitan Studies.

**DANA REDDEN**

Dana Clare Redden is CEO of Solar Concierge, an Atlanta, GA based consulting firm specializing in the evaluation, financing, design, specification, procurement, installation, operations, and maintenance of multiple solar energy applications including solar photovoltaics, solar thermal, solar

lighting, and building integrated solar technologies.

Strategically positioned to represent the client in the solar procurement process, Solar Concierge fulfills a unique void for cities, municipalities, commercial entities, parks, k-12 schools, colleges and universities that desire an unbiased, professional evaluation of solar energy potential within their specific energy, education, and business goals. An educated and impartial decision making process is critical in the adoption of any technology, and with a combined 30+ years experience in solar procurement, Solar Concierge has lent its' expertise to a multitude of sectors including healthcare, higher education, parks and recreational centers, primary and secondary schools, multi-family, transit, and retail applications.

Prior to founding Solar Concierge in Georgia in 2012, Ms. Redden implemented various distributed generation solar projects in San Diego County, Riverside County, and Orange County, California.





**CARLOS RESTREPO**

Carlos Restrepo received his Bachelor's and Master's degrees in Electrical Engineering from Georgia Tech in 1998 and 2000. He has spent 14 year in the electrical products industry focusing on the development of new technologies associated with power conversion, circuit protection, energy

management and safety. He worked in the development of arc fault detection technology for 8 years in Siemens. He was senior engineering manager at Eaton responsible for the development of smart lighting control systems, circuit and people protection devices at Eaton. At SolarMax, he was the VP of Research and Development responsible for running U.S. R&D operations centered on the creation of String and Central PV inverters for the U.S. market. Currently he is the VP or R&D for Sonnen Batterie in the U.S. and he is responsible for the development of the next generation of smart energy storage systems.



**RUSSELL SEIFERT**

Russell Seifert founded Creative Solar USA in June of 2008 out of his commitment to clean, renewable energy and a healthy environment. Throughout the company's growth over the years, Mr. Seifert has maintained hands-on involvement for most of the installations his company performs, and is particularly creative

with PV system designs with expertise in all phases of solar installation. He has consulted with the University of Georgia, Cherokee County, EPA Region 4, and many other government and private commercial entities. He currently serves on the Board of Directors for the Georgia Solar Energy Association and is a member of the Cobb Chamber CEO Roundtable. Mr. Seifert personally conducts "Solar 101" education seminars for Rotary Clubs, Development Authorities, communities around the state, and EMC's such as Cobb EMC. He received his Degree in Electrical Engineering from Broome Community College.



**MARKO ROSENFELDT**

Marko Rosenfeldt manages Enphase Energy's North American Field Applications Engineering team and has been with the company more than four years. As a key member on the Enphase new product launch team, he's excited to be part of the market introduction of the simple, modular, safe and reliable Enphase

Energy Storage System. Marko has 16 years' experience in the renewable energy and energy efficiency lighting industries and holds a bachelor degree in Mechanical Engineering from the University of Vermont. Previous roles include product management and applications engineering positions for companies developing solutions-based offerings in new and growing market segments. Product experience includes solar electric power electronics, performance monitoring hardware and software, smart LED lighting and controls, and grid connected energy storage systems and services. This background includes launching and supporting grid connected PV and lead-acid based storage system solutions as well as working with flywheel energy storage systems for frequency regulation ancillary services.

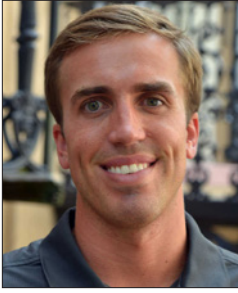


**WILLIAM SILVA**

William Silva is the CEO and co-founder of United Renewable Energy LLC (URE), an Alpharetta, Georgia based solar EPC contractor and developer. URE has designed and built solar photovoltaic projects under direct contract with Georgia Power, Green Power EMC, Dalton Utilities, Constellation Energy,

Pepco Holdings Inc., EPRI, Origis Energy, SunEdison, the US Department of Defense, Nestle Purina, and Mohawk Industries. URE has also developed hundreds of megawatts of solar PV projects, including the largest solar plus energy storage project in the Southeast USA.

Among the first credentialed solar PV installers in the Southeast, Mr. Silva has been involved in solar project development and construction since 2006. A former adjunct professor at Johns Hopkins University, his passion for education and solar energy led him to co-found Georgia's first NABCEP entry level training program at Lanier Technical College. He holds mechanical and systems engineering degrees, and his experience includes working on sensitive large scale projects for General Electric, Lockheed Martin, and SAIC. A board member of the Georgia Solar Energy Industries Association, he believes true partnership between local utilities, governments, developers, companies, people and sometimes sheep is required to develop great solar energy projects.

**GRANT TALLON**

A native of the Ozarks, Grant Tallon's passion for sustainability was ignited long before he joined Hannah Solar. While studying at Wheaton College, Mr. Tallon spent several summers in West Africa focusing on sustainable agriculture and holistic land management with the Senegal-based Beersheba Project. After his time

overseas, Mr. Tallon worked as the Director of Sustainability for Atlanta-based waste management start-up Rubicon Global. While working at Rubicon, Mr. Tallon implemented recycling programs for companies such as Marriott Hotels, 7-Eleven, and Cox Enterprises. In 2014, Mr. Tallon was recruited by Denver-based, Biological Capital, to help execute the company's plan to restore 3,500 acres of cattle ranch for organic farming and holistic management of livestock. A year later, Mr. Tallon became the Program Manager for Solarize Tybee, the Southeast's first Solarize Program. He now serves as the Regional Manager of Business Development for the Southeast coast for Hannah Solar and has most recently initiated a second program, Solarize Savannah. Mr. Tallon also is a LEED Green Associate and a certified Permaculture Designer.

**COMMISSIONER STAN WISE**

Stan Wise has served on the Public Service Commission since January 1995, having been elected statewide four consecutive times. He was reelected for his fourth term in November 2012. His first elected public office was Cobb County Commissioner in 1990 and he served the county as a member of the

Cobb County Planning Commission and the Board of Zoning Appeals. Mr. Wise was a Board Member of the ten-county Atlanta Regional Commission from 1992 through 1994. Mr. Wise was elected by his regulatory peers as President of the National Association of Regulatory Utility Commissioners (NARUC) in 2003 and 2004, furthering his responsibilities and interaction with Congress, federal agencies, state officials, industry leaders, Wall Street, consumer groups and the media. Mr. Wise has testified multiple times before Congress. Mr. Wise is a past President of the Southeastern Association of Regulatory Utility Commissioners (SEARUC) and serves on the International Relations and Gas committees of NARUC. He is also a member of the Advisory Council for the New Mexico State University Center for Public Utilities, the Board of Trustees for the Feed the Hungry Foundation and the Action Ministries Board of Directors. In 2006, his alma mater, Charleston Southern University, named Mr. Wise its Outstanding Alumnus. He was also named the 2005 Business Honoree of the year by the Bonbright Center of the Terry College of Business. Mr. Wise has served on the U.S. DOE State Energy Advisory Board, the Cobb County Public Schools Educational Foundation, the Cobb YMCA Board of Directors, the Advisory Board of the North Georgia Law Enforcement Academy and the Boys Club of Cobb County. He owned and operated an insurance business in Cobb County for 20 years. Mr. Wise received a B.S. in Business Management from Charleston Southern University in 1974. He served in the U.S. Air Force Reserve for six years. He and his wife, Denise, have two grown children.

Special thanks to our host and sponsor



## BY THE NUMBERS: SOLAR IN GEORGIA AND BEYOND



**20,000 MW**

The amount of solar energy now in production in the U.S.\*



**4 million**

The number of homes that 20,000 MW could power.\*



**645,000**

The number of homes and businesses with solar installations in the U.S.\*



**73%**

How much the cost of solar installation has dropped since 2006.\*



**129 million**

The number of people in the U.S. who live within 20 miles of at least one solar installation.\*



**2X**

How much the top 25 corporate users of solar in the U.S. have increased their capacity since 2012.\*



**3,737**

The number of U.S. schools with solar PV systems.\*



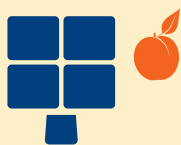
**174,000**

The number of solar workers in the U.S. in 2014, a 20% increase over 2013.\*



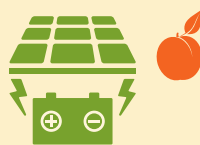
**25%**

The target amount of its total energy use the U.S. Department of Defense is committed to generating from renewable resources by 2025.



**240**

The number of solar firms in Georgia in 2015, according to the Southface Clean Energy Census.



**1.2 GW**

The amount of solar energy Georgia is projected to have in production by the end of 2016.



**3,000**

The number of solar jobs in Georgia, according to estimates from the latest Clean Energy Census.

\* Source: The Solar Energy Industries Association (SEIA)

**Thank you for attending the  
2016 Southern Solar Summit.**



**GA Solar**  
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