



**THE SOLAR FOUNDATION**

*Research and Education to Advance Solar Energy*

**2012 ANNUAL REPORT**

# MESSAGE FROM LEADERSHIP





Over the past thirty years, The Solar Foundation has worked diligently to promote the use of solar energy worldwide. This has been an outstanding year for us, and I am excited to share with you our 2012 Annual Report, which provides a clear summary of our greatest achievements over the last 12 months.

I am incredibly pleased with the recent growth and development of our organization. Through the hiring of our Project Manager, Philip Haddix, in January 2012 and our Project Associate, Alexander Winn, this past October, we have tripled in size. This expansion has allowed us to successfully broaden our capacity.

In 2012, we retained our status as a leader in solar labor market research and workforce development. With great fanfare, we published our third annual *National Solar Jobs Census*, a study widely recognized as establishing the first credible solar jobs baseline and proving that the solar industry is one of the nation's fastest growing sectors. Additionally, we worked with: 1) the Interstate Renewable Energy Council (IREC) to provide resources for the U.S. Department of Energy's (DOE) Solar Instructor Training Network program, 2) the BlueGreen Alliance Foundation in developing an assessment of job skills, 3) SolarTech and the North American Board of Certified Energy Practitioners (NABCEP) on a research project exploring the future of funding for solar workforce training programs, and 4) the International Economic Development Council on a study that introduced 3,500 economic development councils to solar companies' needs. Finally, we continued to

demonstrate our leadership in the clean energy community by spearheading a consortium to lay the groundwork for a first-of-its-kind, highly credible jobs study investigating employment in energy efficiency and across all renewable energy sectors.

In 2012, we were extremely industrious, providing free educational resources and strengthening our relationships with the DOE, national labs, clean energy foundations, and many other partners. Through our work with the DOE-funded *SunShot Solar Outreach Partnership*, we created several highly acclaimed work products aimed at providing local government officials with information, resources, and guidance they can use to overcome local barriers to solar and to promote the development of robust solar markets in their communities.

Transitioning to solar energy—our cleanest, greatest, and most available energy source—has the potential to help us meet the world's energy needs while creating jobs, developing a prosperous economy, and ensuring a healthy environment. It has been a true joy to help The Solar Foundation work towards realizing this vision. I look forward to all of our successes in the coming years and offer my most sincere thanks for your continued support.

*Warm Regards,*

A handwritten signature in black ink, appearing to read 'Andrea Luecke'. The signature is fluid and cursive.

*Andrea Luecke  
Executive Director*



*We Seek A World Where Clean,  
Renewable Energy Powers Economic  
Growth And Empowers People To  
Achieve Their Highest Potential.*

MISSION

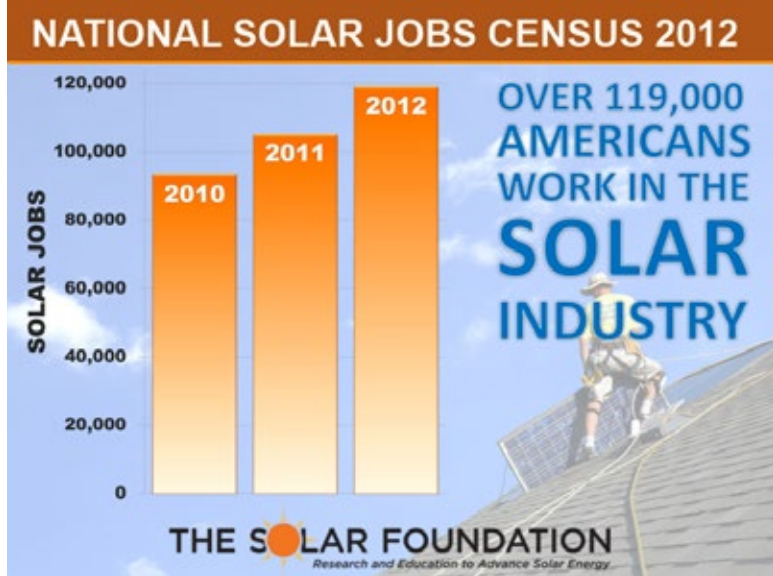




# LABOR MARKET RESEARCH

The Solar Foundation is considered the premier research organization on the solar labor force. We have conducted extensive research and analysis on the solar energy industry's labor market, providing leading-edge insight about solar employers and solar workforce development during a time of policy and economic uncertainty. As a result of our expertise, we have been invited to advise the National Academies and others on solar jobs.





## Research to Quantify Solar Jobs

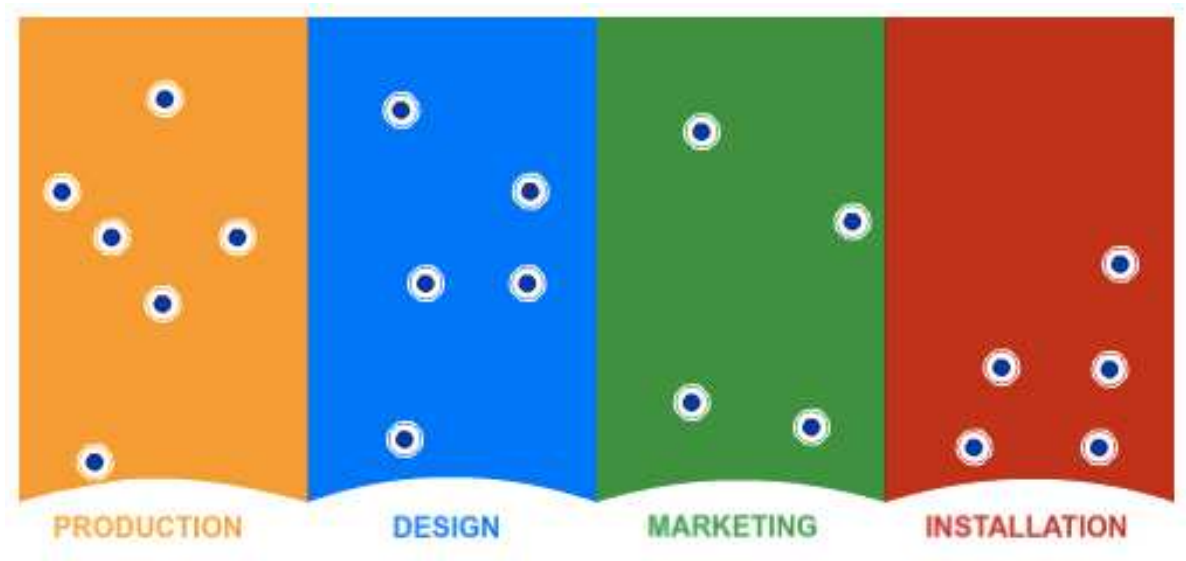
In 2010, The Solar Foundation released a seminal, award-winning report entitled **National Solar Jobs Census 2010: A Review of the U.S. Solar Workforce**. The Census established the first credible national solar jobs baseline and provided policymakers with tangible proof that the solar industry is having a positive impact on the U.S. economy. Following the success of this original report, we conducted a Census for both **2011** and **2012**. Census 2011 revealed that the solar industry accounts for over 100,000 U.S. jobs, a figure that represents employment growth nearly 10 times that of the overall economy between 2010 and 2011. Census 2012 found over 119,000 solar workers, representing an astounding 13.2% growth over 2011. Compared with the overall economy's growth rate of 2.3%, it is clear that the solar industry is a bright spot for our struggling economy.

Our *National Solar Jobs Census* reports have been the subject of hundreds of media citations and dozens of in-depth articles from high profile media outlets such as:

- » Associated Press
- » CNN
- » New York Times
- » Bloomberg
- » Fast Company
- » National Public Radio
- » Business Week
- » Forbes
- » Politico
- » CNBC
- » LA Times
- » US News and World Report

As a result of this widespread media attention, we estimate that millions of people nationwide now recognize the importance of the solar industry to our economy and the significant job creation potential it holds for U.S. workers.

# SOLAR CAREER MAP



## Research to Increase Capacity of Solar Instructors

**Solar Career Mapping:** As solar subject matter experts, we worked with IREC on the DOE-funded Solar Instructor Training Network program to develop a [Solar Career Map](#), an interactive web tool that allows users to explore the types of jobs available in the solar industry. For this project, we conducted back-end research on the 36 occupations covered in the map, which provides instructors, policymakers, and job seekers with information on the skills, training, and responsibilities associated with various solar occupations. This visually stimulating and informative mapping tool allows the public to navigate the various educational and training pathways connecting the careers.

**Best Practices Chapters:** We recently developed two chapters on best practices in photovoltaic education for IREC's Solar Instructor Training Network. The first of these chapters, *Administrator Guidelines*, provides community college administrators with information they will need to ensure solar training programs continue to receive sufficient funding. The other chapter, *Strategic Partnerships*, advises colleges and training programs on how to develop relationships with public, private, and non-profit entities in order to leverage training investments and ensure training program sustainability. These chapters will soon be published as part of a [Best Practices](#) manual for instructors.

## Research to Explore Workforce Training Program Funding

Nearly all solar analysts acknowledge that as demand for solar installations increases, so too will demand for solar jobs. However, there is a growing concern that funding for solar workforce training will not be commensurate with this projected growth. Therefore, working with SolarTech and NABCEP, we produced an exploratory paper to better understand how the next generation of solar workers will be trained and how this training will be funded. This report presents our vision for long-term solar workforce training funding, shares results from existing workforce training research, and incorporates lessons learned from proof-of-concept work to date. Recognizing that a decrease in funding for workforce development will surely lead to a shortage of solar workers, this study provides three potential funding mechanisms that could help the industry overcome funding shortfalls. As a follow-up to this study, we are currently evaluating how the proposed funding mechanisms might be implemented. The study, entitled **Financing the Next Generation of Solar Workers**, was funded by the SolarTech Workforce Innovations Collaborative (SWIC) and was prepared in June for the California Labor and Workforce Development Agency.

## Leadership to Increase Workforce Training Program Standards

The American National Standards Institute (ANSI) and IREC have developed a rigorous accreditation program for education programs within the energy efficiency and renewable energy industries. In September 2012, ANSI-IREC announced the first three certificate awarding entities to obtain accreditation under the new standard (developed by IREC and according to ANSI's evaluation process). Program accreditation under this standard demonstrates to students, policymakers, funders, and employers that holders of certificates awarded by these Institutions have the knowledge and skills required to be successful members of the clean energy workforce. The Solar Foundation's Executive Director, Andrea Luecke, was selected to serve on the Accreditation Committee and provide leadership and direction for the new **IREC Standard 14732: 2012**.

## Research to Assess Job Skills

In partnership with the BlueGreen Alliance Foundation, we are in the process of developing a solar job skills assessment that focuses on employment across the supply chain for utility-scale solar projects. The research objectives of this project are: to identify the actual jobs, skills, and training utilized to construct First Solar's 290 megawatt **Agua Caliente** solar project and to evaluate solar employment opportunities for workers (especially low or semi-skilled workers) as the nation continues to transition from coal-based electricity generation to a clean energy economy. This work demonstrates to community leaders how they can create opportunities for workers in areas that could be negatively impacted by this transition away from coal. This study is scheduled to be completed at the end of 2012.

## Research to Better Understand Solar Employer Needs

In collaboration with the International Economic Development Council, we contributed to a forthcoming report investigating the economic development needs of solar companies. In particular, this project addressed key challenges, essential policy tools, and the types of economic development support solar companies often seek when considering expansion or relocation. This study helps inform economic development officials on the local economic benefits that come with solar as well as strategies for attracting solar businesses to their communities. Once completed, this study will expose over 3,500 economic development councils across the country to the specific needs of solar companies.



# LOCAL GOVERNMENT

## TECHNICAL ASSISTANCE AND OUTREACH

Community leaders often want to implement renewable energy strategies or reduce barriers to renewable energy development within their jurisdictions, but need someone to help guide them down the best path. Through our DOE-funded effort, we provide technical assistance to local governments and connect them with valuable informational resources in order to help them take advantage of all the benefits solar energy has to offer.



Powered by  
**SunShot**  
U.S. Department of Energy

## Solar Powering Your Community Addressing Soft Costs and Barriers



### SunShot Solar Outreach Partnership

We work with the DOE, along with several other organizations, to provide technical expertise and outreach to local governments that are interested in implementing solar programs and policies. In 2012, we traveled around the country leading workshops and trainings for local government representatives, most notably during regional workshop tours throughout the Southeast and Midwest and at the Transforming Local Governments and National Association of Regional Councils annual conferences. In addition, this year we produced several online and multimedia resources and published several short reports providing information and guidance to local governments on a number of topics, including:

- » **Leasing Municipal and Private Property for Solar: Key Steps and Considerations** This paper explains the siting and legal factors government officials must consider when leasing their property for solar projects and provides readers with the general steps they can take to convert idle municipal property into a solar revenue generator.



- » **Solar Accounting: Measuring the Costs and Benefits of Going Solar** Here we provide budget and finance officers at the local level with a primer on conducting cost-benefit analyses to assess the economic viability of municipal solar energy systems. Discussion centers on how to estimate and properly value system output, the various incentives local governments can take advantage of, how the value of these incentives should be calculated, and the impact that different ownership models can have on project economics. This publication is designed to help local officials determine if investing in solar is a financially beneficial decision.
- » **Solar as a Revenue Generator for Local Governments** This paper discusses some of the revenue generation mechanisms associated with solar development and provides examples of how local governments have already applied these techniques to their fiscal benefit.
- » **Solar in Small Communities: Challenges and Opportunities** This paper outlines several strategies smaller governments can use to promote the use of solar in their communities. We provide examples and resources illustrating how these strategies have been or are currently being implemented in small local jurisdictions across the country.
- » **The State of the Solar Industry** In this publication, we examine the current state of the solar industry, including the incentives and policies that support it. The paper also connects readers to resources that can be used to promote strong local solar markets in their own communities.
- » **Solar and Grid Stability** This paper presents a discussion of the myths and misconceptions regarding solar's impact on the electric grid, improving local government officials' understanding of these issues and providing them with the information they need to dispel these myths. The focus here is on technological advances made over the past several years at the system level and on the technological and operational advances that will be required under high-penetration scenarios. Readers will obtain a more complete understanding of these issues and will be connected to resources they can use to help ensure that solar can continue to be connected to the grid while maintaining safety and reliability.
- » **Steps to a Successful Solar RFP** This publication is designed to aid those who oversee or initiate procurement for the local government they serve with developing Requests for Proposals (RFPs) for solar energy systems. Readers will learn about the essential elements of a solar RFP and receive introductory guidance on how to evaluate any proposals received. They are also directed to tools, resources, and sample documents that can help maximize the effectiveness of their solar procurement efforts.

All resources are available on our website at [www.thesolarfoundation.org/education/sunshot-solar-outreach-partnership](http://www.thesolarfoundation.org/education/sunshot-solar-outreach-partnership)

# 3

# WORK WITH K-12 SCHOOLS

Primary and secondary education provides opportunities not only to promote the use of solar energy, but also to encourage students to pursue higher education in science, technology, engineering, and math (STEM) and occupations in the dynamic and high-tech solar industry.



Despite persistently high unemployment rates in the U.S., solar employers are still experiencing difficulty filling jobs in the solar industry due to applicants' lack of solar experience and training and a national shortage of professionals with technical (math and science) backgrounds. Recognizing this deficiency, The Solar Foundation has designed programs aimed at educating K-12 students on the value of solar energy. Our overarching goal for each of our school programs is to get students excited about solar energy and bridge this skills gap.

## Promoting Solar Through Games

We are concerned that the U.S. ranked 25th among 34 countries in math and science performance on the most recent *Program for International Student Assessment* test in 2009. At The Solar Foundation, we want to do our part to help put the United States back on track in the STEM subjects. To this end, we are working with our partner (the National Energy Education Development project) on developing solar-focused, high-tech interactive 3D video games for schools, cleverly designed to teach children about solar energy and the scientific principles underpinning these technologies. Developing an educational video game will help improve students' competencies in STEM topic areas, pique their interest in solar technologies, and help prepare them to become part of the next generation of solar and clean energy experts.

Our comprehensive **SolarSmart Challenge** is intended to empower schools to employ solar energy as a means to save money, generate clean power, and teach students about the benefits of renewable energy. Through our work with K-12 schools, we believe that we can also help bring the benefits of solar energy to local communities. We are actively seeking funding for this project.

## Resource Guide for Schools

In partnership with Community Power Network, we prepared and released a two-page **Solar on Schools Resource Guide for K-12** aimed at connecting teachers, parents, and school administrators with valuable resources they can use to incorporate solar into K-12 education. The focus of this guide is twofold: (1) to provide readers with information on the installation process and financing options for schools and (2) to provide examples of leading solar curricula that can be easily integrated into existing lesson plans.



## Brian D. Robertson Memorial Solar Schools Fund

The **Brian D. Robertson Memorial Solar Schools Fund** was created to introduce students to solar power by having a total of 20,000 solar energy systems installed at K-12 schools across the nation by 2020. The “20/20 Vision of Solar in America”(TM) will put solar electricity within the reach of millions of students across the country – a goal that embodies Brian’s belief that education is critical for developing a green energy economy and strengthening our nation’s future.

The Memorial Fund will work to streamline and aggregate equipment donations from the solar industry and financial contributions from the general public, as well as in-kind labor donations from local solar contractors. It will help existing organizations across the country like the Solar Schools Foundation and Grid Alternatives by granting them access to the donated equipment and products. And it will partner with other organizations that provide teachers and schools with educational resources and curricula to ensure maximum educational impact from each solar donation.

The Solar Foundation is pleased to sponsor this bold program and to help make it a success. In addition to managing the finances and collecting donations for the benefit of the Memorial Fund, we will lend our expertise working with schools and help them coordinate with the solar industry.

# 4

# BROAD OUTREACH

While research and education are the pillars of our organization, the success of these efforts largely depends on our ability to engage both the solar industry and the general public more broadly. As such, we work hard to develop and maintain strong and mutually beneficial relationships with private sector entities, other non-profit organizations, and individuals and help facilitate the creation of new connections between those in our network. By providing and participating in forums for exchanging ideas and meeting new friends, we help keep the dialogue between solar stakeholders fresh and vibrant.

## Annual Summer Solstice Event

Every June we host a fun “yellow-tie” fundraising event, the *Summer Solstice* party, where members of the solar industry and the broader public can network, enjoy the company of talented and like-minded individuals, and reflect upon their accomplishments in the solar arena over the previous year. In June 2012, our event was held on the solar-powered rooftop of the International Brotherhood of Electrical Workers’ headquarters in downtown Washington, D.C., and thanks to our sponsors, it was a great success! Despite a raging thunderstorm brewing on the horizon, dozens of friends and supporters came out to enjoy live music from the Stick Mob Band, plenty of food and drink, a wild photo booth, and the company of industry leaders, private citizens, and clean energy advocates who support our work.

## Public Speaking

Our staff consists of nationally recognized experts in the solar industry. Over the past several years we have been invited as keynote speakers, presenters, panelists, and moderators at dozens of conferences and events. Notable speaking engagements in 2012 include our national and regional SunShot Solar Outreach Partnership workshops (see page 15), as well as the following:

- » PennFuture’s Clean Energy Matters (Pittsburgh, Pennsylvania)
- » Solar Power International 2012 (Orlando, Florida)
- » World Renewable Energy Forum (Denver, Colorado)
- » Interstate Renewable Energy Council Annual Meeting (Invited: Orlando, Florida)
- » Good Jobs, Green Jobs East 2012 (Philadelphia, Pennsylvania)
- » Tennessee Valley Solar Solutions (Memphis, Tennessee)
- » SolarTech Leadership Summit (San Jose, California)
- » Clean Energy Workforce Education Conference (Albany, New York)



# SUMMER SOLSTICE EVENT 2012



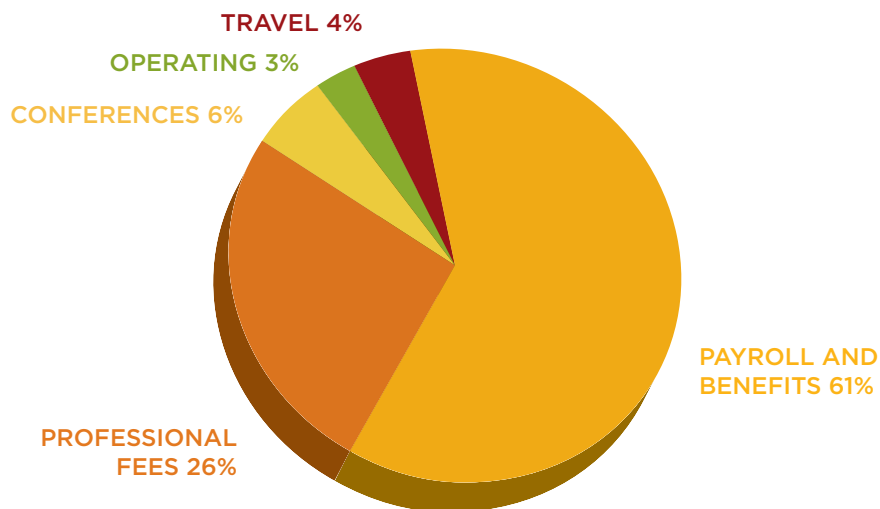
**THE SOLAR FOUNDATION**  
*Research and Education to Advance Solar Energy*

# FINANCIALS

Thanks in large part to regular donations from our loyal supporters, we have seen a consistent and steady stream of revenue over the past several years. This stable revenue stream has allowed us not only to concentrate our efforts on enhancing the already top-rate educational programs and research studies for which we have come to be known, but also to begin developing future innovative solar initiatives and products. Our focus on providing consummate work to advance the solar industry is further reflected in our low overhead costs. In the past, we have consistently held administrative and management costs as low as possible, so as to direct the lion's share of our budget toward our research and education programs. This year was no different, with overhead representing only approximately 23% of TSF's total budget. As we are a small nonprofit with a highly-skilled staff, this figure demonstrates just how efficient we have become at providing both top-notch and cost-effective programs. The number of products, reports, workshops, and services we have provided in 2012 alone is testament to our ability to minimize costs while maximizing outcomes. With an annual operating budget of only around \$300,000 during 2012, our three-person team did the work of an organization many times our size. Thus, everyone who has contributed to us can be assured that their dollar has gone the extra mile in helping raise awareness and accelerate the widespread adoption of solar energy.

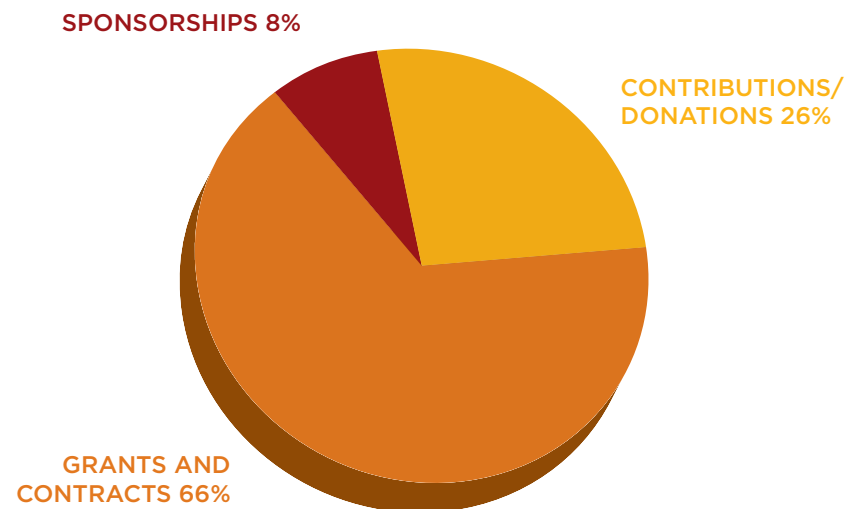
## 2012 EXPENSES

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## 2012 REVENUES

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# THE SOLAR FOUNDATION'S STATEMENT OF ACTIVITIES

## ESTIMATED END OF YEAR 2012

Unrestricted Support and Revenue	
Contributions	\$ 80,291
Grants and Contract Income	\$ 203,018
Sponsorships	\$ 24,000
Other	\$ 943
<b>TOTAL UNRESTRICTED SUPPORT AND REVENUE</b>	<b>\$ 308,252</b>
Expenses	
Program Services	\$ 202,771
Supporting Services (overhead)	
Fundraising	\$ 11,006
General and Administrative	\$ 48,616
<b>TOTAL EXPENSES</b>	<b>\$ 262,393</b>
Change in Unrestricted Net Assets	\$ 45,859
Temporarily Restricted Net Assets	
Contributions	\$ 3,510
Net Assets, Beginning of Year	\$ 176,170
<b>TOTAL NET ASSETS, END OF YEAR</b>	<b>\$ 220,029</b>







Special thanks to our strategic partner, the Solar Energy Industries Association, for all the in-kind research and administrative support they provided us this year and to our excellent pro-bono law firm, White & Case.

### Gratitude and appreciation to our 2012 organizational and corporate sponsors and collaborators:

- » BlueGreen Alliance Foundation
- » Brian D. Robertson Memorial Solar Schools Fund
- » BW Research Partnership
- » Cohn Reznick
- » Community Power Network
- » Cornell University – School of Industrial Labor Relations
- » E&E Frontiers
- » EarthShot Foundation
- » Elizabeth M. Gitt Foundation
- » Emil Capital Partners
- » Energy Foundation
- » First Solar
- » Hunton & Williams
- » ICLEI – Local Governments for Sustainability
- » International Brotherhood of Electrical Workers
- » International Economic Development Council
- » Interstate Renewable Energy Council
- » Koppel Group
- » Meister Consultants Group
- » National Association of Home Builders
- » National Energy Education Development
- » National Renewable Energy Laboratory
- » North American Certified Board of Energy Practitioners
- » North Carolina Solar Center
- » Opony
- » PennFuture
- » Renewable Energy World/PennWell
- » Media Company
- » Shugar Magic Foundation
- » Sierra Club
- » Solar Electric Power Association
- » SolarCity
- » SolarTech
- » Stella Group
- » Sungevity
- » Sunnovations
- » Tennessee Solar Institute
- » TigerComm
- » Trina Solar
- » U.S. Department of Energy

### Gratitude and appreciation to our 2012 individual contributors:

- » Riana Ackley
- » Victoria J. Adams
- » Kristen Ardani
- » Donna Attanasio
- » Katie Brown
- » Chris Cook
- » Sherry K. Donovan
- » Jennifer Duane
- » Krista Egger
- » Edward Etzkorn
- » Erin Ezell
- » Andrew Farrell
- » Scott and Carole Fenn
- » Robert Forman
- » Donald Francis
- » Brian and Jennifer Gallagher
- » Caileen and Dustin Gamache
- » Katherine Gensler
- » Adam Goldstein
- » Sudha Gollapudi
- » Dave and Katherine Hamilton
- » Mike and Kelly Healy
- » Amy Heinemann
- » Scott and Monica Hennessey
- » Corbin Hiar
- » Josh Honeycutt
- » Yuri Horwitz
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- » Nicole Marandino
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- » Sabrina McCormick
- » Matthew Mearns
- » Maury Mechanick
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- » Jennifer Mersing
- » Bryan Miller
- » John Miller
- » Nora Miller
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- » Steven Ostrenga
- » Hilary Pearson
- » Jane Pulaski
- » Sara Rafalson
- » Corey and Lillian Ramsden
- » Rhone and Lisa Resch
- » Katie and Bill Rever
- » Eileen Robertson
- » Jigar Shah
- » Carl and Sandy Siegrist
- » Dave Sit
- » Scott Sklar
- » John Smirnow
- » Ronald Smith
- » Christopher Smith
- » Karen and Stanley Sokolove
- » Mark Sokolove
- » Fred Stanback
- » John Stanton
- » Grace Trice
- » Robert and Stephanie Turner
- » Elaine Ulrich
- » Sunil Kumar Vidiyala
- » Joseph Weidman
- » Jane Weissman
- » Dan Yonkin

**WHAT TO EXPECT IN**

**2013**

If this past year is any indicator of our future progress, we should expect great things in 2013. Indeed, we plan to expand our labor market research portfolio, increase and accelerate our work with the SunShot Solar Outreach Partnership, and pursue a number of new and innovative research and education projects in the coming year.

Chief among our planned activities for 2013 are state-level solar jobs analyses, research that explores the labor impacts of the international solar trade disputes, and an unprecedented jobs study that investigates employment not only in the solar industry, but across all renewable technologies and in energy efficiency.

We plan to further explore innovative workforce funding models as well as strengthen our ties with the workforce development community through our continued participation in the Solar Instructor Training Network. Additionally, we are contemplating the adoption of a solar workforce development program for out-of-work veterans, with the goal of providing them with an opportunity to invest in a better future for the nation they fought so hard to protect, while giving them the means to safeguard their own futures.

As an extension of our work with the SunShot Solar Outreach Partnership, we are assessing the need for the development and delivery of outreach materials and technical assistance to a wider array of governments and organizations.

Finally, we are currently crafting a program designed to inspire youth to excel in STEM subject areas. It is our hope that this program will encourage young Americans to strive for careers in clean energy as they think about their futures. As a complement to this educational work, we will work with the Brian D. Robertson Memorial Solar Schools Fund to leverage the philanthropic intents of the solar industry and promote solar energy at schools throughout the country.

***We believe 2013 will be another outstanding year, and we look forward to further expanding the use of solar energy through our research, education, and outreach efforts.***

# WE NEED YOUR HELP

The Solar Foundation is an independent national 501(c)(3) nonprofit organization that relies on government and foundation grants, contracts with partner organizations, and corporate and individual donations. Without these sources of support, we could not have pursued any of the valuable and exciting projects mentioned in this annual report. While we are strategically aligned with the Solar Energy Industries Association, we are not funded by them. Thus, every donation, regardless of size, is a significant and impactful one. With your help, we can continue to advance our mission: to increase the national use of solar energy. If you or your organization has benefitted from our efforts, please let us know by contributing to our future projects.

***ALL DONATIONS TO THE SOLAR FOUNDATION ARE TAX-DEDUCTIBLE AND WILL GO DIRECTLY TO OUR RESEARCH, EDUCATION, AND OUTREACH EFFORTS.***

**CONTRIBUTIONS TO HELP THE SOLAR FOUNDATION CAN BE MADE IN TWO WAYS:**

To donate using your credit or debit card, you can access The Solar Foundation's GOOGLE WALLET or PAYPAL accounts by visiting our "Donations" page online at: **[www.thesolarfoundation.org/donate](http://www.thesolarfoundation.org/donate)**

To donate by check, download and complete the donation form found on our website at **[www.thesolarfoundation.org/sites/thesolarfoundation.org/files/TSFDonationForm.pdf](http://www.thesolarfoundation.org/sites/thesolarfoundation.org/files/TSFDonationForm.pdf)** or just mail us a check to: The Solar Foundation, 505 9th Street, NW, Suite 800, Washington, DC 20004.

***Your financial assistance is deeply appreciated.***

MEET OUR  
TEAM

Substantial professional experience and leadership are held by The Solar Foundation's **Board of Directors** in the area of renewables policy, law, international energy consulting, government, and international campaign building. All of the Board Directors contribute financially and provide extensive consultation to The Solar Foundation.



President and Board Chair:  
**Thomas P. Kimbis**  
Vice-President of Strategy and External Affairs, Solar Energy Industries Association



Board Treasurer:  
**Brian Keane**  
President, SmartPower



Board Secretary:  
**Scott Sklar**  
President, The Stella Group, Ltd.



Board Director:  
**Danny Kennedy**  
Founder and President, Sungevity, Inc.



Board Director:  
**Peter Fox-Penner**  
Principal and Chairman Emeritus, The Brattle Group, Inc.

Biographies of our Board of Directors can be found here: [www.thesolarfoundation.org/aboutus/board-directors](http://www.thesolarfoundation.org/aboutus/board-directors)



Substantial experience is held by The Solar Foundation's staff in the areas of solar market transformation, business development, policy analysis, and program design.



## **Andrea Luecke**

*Executive Director*

Andrea Luecke leads The Solar Foundation and is responsible for developing and implementing national educational initiatives and high-level research that promote the widespread adoption of solar energy.



## **Philip Haddix**

*Project Manager*

Philip Haddix manages a number of The Solar Foundation's projects and performs research in support of new and existing initiatives.



## **Alexander Winn**

*Project Associate*

Alexander Winn works on many of the Foundation's key projects, including the SunShot Solar Outreach Partnership program and the SolarSmart Challenge.

*Biographies of The Solar Foundation's staff can be found here: [www.thesolarfoundation.org/aboutus/staff](http://www.thesolarfoundation.org/aboutus/staff)*



## OUR 2012 INTERNS



**PRITHVI ACHARYA**  
University of Maryland  
Master of Engineering &  
Public Policy 2013



**ERICA FUHRMEISTER**  
Johns Hopkins University  
B.S. in Environmental  
Engineering 2014



**JORGE PEREZ**  
American University  
B.A. in Political Science  
2012



**PAULA BERNSTEIN**  
Bucknell University  
B.A. in Economics and  
Environmental Studies 2012



**KELLY HERRON**  
University of California,  
Santa Cruz, B.S. in Economics  
2013



**PAUL STACK**  
Washington and Lee University  
B.A. in Honors English and  
French 2009

## OUR VOLUNTEERS AND FORMER STAFF

Kristin Chaset  
Alex Hoover  
Chris Cook  
Andrew House

Aaron Koenigsberg  
Frances Dean  
Sabrina McCormick  
Luis Prieto

Josh Soble  
Liz Mahar  
Brian Gallagher  
Antone Neugass

Stephanie Sienkowski  
Brian Mahar  
Bianca Barth



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