



**GO SOLAR**  
RENEWABLE ENERGY

# Fest

## Explore what alternative energy has to offer!

Highlighting Go SOLAR Florida

**June 6 - 7, 2014**

**GO SOLAR | FLORIDA**  
Hosted by the Go SOLAR Florida Team

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

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GREATER FORT LAUDERDALE • BROWARD COUNTY  
**CONVENTION CENTER**  
1950 Eisenhower Blvd., Fort Lauderdale





**Barbara Sharief, MSN, ARNP**  
**Mayor**  
**Commission District 8**  
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EMAIL [bsharief@broward.org](mailto:bsharief@broward.org)

May 16, 2014

Dear Go Solar Fest Attendees,

On behalf of the Broward County Board of County Commissioners, I would like to welcome you to Broward County's 2014 Go SOLAR and Renewable Energy Fest. My hope is that you'll find many exciting and educational opportunities from among the many sessions featuring both local and national speakers. I particularly hope that you'll take the time to visit our many exhibitors to learn what renewable energy options are right for you. Also, I would encourage all participants to avail themselves of the many recreational opportunities here in beautiful Broward County.

Broward County is conducting this Fest for many reasons: to promote greener energy options, to work with the Department of Energy (DOE) SunShot program on reducing the costs and complexity of solar permitting, and to share personal energy options available to you. I want to also note another important reason – business. You'll note one of your options on Friday is a session dedicated to renewable energy and business development, moderated by Broward County's Office of Small Business and Economic Development. This is a reflection of the real economic potential of a healthy renewable energy industry in Florida, and my own goals as Mayor to advocate for and promote small business. I hope you'll consider joining and participating in this session.

Finally, this Fest has been made possible by so many people. I want to thank everyone who has helped make it possible, especially our Go Solar Florida partners: Alachua, Miami-Dade, Monroe, Orange, St. Lucie Counties, the City of Venice, the Florida Solar Energy Center, Florida Atlantic University, and 23 Broward municipalities. I also want to thank the DOE, our exhibitors, sponsors and dedicated Broward staff that have worked so hard to make this event a success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Barbara Sharief".

Barbara Sharief, Mayor  
Broward County Florida

Broward County Board of County Commissioners  
115 S. Andrews Avenue, Fort Lauderdale, Florida 33301

Sue Gunzburger • Dale V.C. Holness • Kristin Jacobs • Martin David Kiar • Chip LaMarca • Stacy Ritter • Tim Ryan • Barbara Sharief • Lois Wexler

## Go SOLAR Florida Partners

### Jack Osterholt, Deputy Mayor, Miami-Dade County

Go Solar Florida dovetails with Miami-Dade County's prior efforts to develop a streamlined electronic permitting system for residents and small businesses. We're proud to support Go Solar Fest's efforts to educate practitioners and the public about the value of solar and renewable energy.

### Heather Carruthers, Commissioner, Monroe County

Monroe is always looking for ways to make our island communities more resilient and self-sufficient. Rooftop solar will not only bring economic benefits to homeowners and businesses, but also help the electrical grid operate during times of crisis. Go Solar Florida will be key to making the Keys energy resilient.

### Teresa Jacobs, Mayor, Orange County

We look forward to working with Broward County and our regional partners on this exciting and innovative project.

### Lee Pinkoson, Chair, County Commission, Alachua County

Alachua County is proud to be a partner in Go Solar Florida, the only local government-led effort to receive grant funding from the second round of the U.S. Department of Energy's Rooftop Solar Challenge. We're ready to spread the word about solar—and the streamlined Go Solar permitting solution—across the northern part of the state.

### Vince LaPorta, Building Official, City of Venice

As the "City on the Gulf" partner in Go Solar Florida, Venice is excited to be part of this effort to make rooftop solar easier and more affordable. We look forward to being an example of success and an inspiration for communities across Florida. Our best wishes to everyone attending this year's Go Solar Fest!



At FPL, our solar energy centers throughout the state make the most of the Florida sun by turning it into clean energy that powers your homes and businesses. To learn how our solar energy projects are helping create a better tomorrow for all of us, visit [FPL.com/solar](https://www.fpl.com/solar)

#spreadthesunshine

CHANGING THE CURRENT. 

### SOLAR TERMS #1

**Distributed generation (DG):** The generation of electricity from many smaller energy sources.

**Interconnection (and related standards):** Refers to the technical and practical aspects of connecting the solar generator to the electrical grid.

**Microgrid:** A small energy system capable of balancing captive supply and demand resources to maintain stable service within a defined boundary. There's no universally accepted minimum or maximum size for a microgrid.

**Net Metering:** A billing mechanism that credits solar energy system owners for the electricity they add to the grid.

**Net-zero:** The condition in which a building, campus, or complex is capable of generating energy equal to its aggregate annual consumption.

**Photovoltaics (PV):** Solar-electric energy cells in any of numerous forms and configurations.

## Event Day 1: Friday June 6, 2014

### 8:00 a.m. Registration Opens

Exhibition Hall Opens (Grand Floridian Ball Room - 3<sup>rd</sup> Floor)

### 9:00 - 10:00 a.m. Plenary/ Opening Session (Grand Floridian Ball Room - 3<sup>rd</sup> Floor)

#### Go Solar, Go Business!

Chair: Kay Sommers, Go SOLAR Project Manager, Environment Protection and Growth Management Department - Broward County

Welcome: Bertha Henry, Broward County Administrator

#### Keynote Speaker

- Michael Brower, President and Chief Executive Officer, American Council on Renewable Energy (ACORE)

### 10:00 - 10:30 a.m. Break and Visit Exhibitors

### 10:30 - 11:30 a.m. Concurrent Sessions

Themes	Presentation Topic and Presenters	Room
<b>"An Array of Photovoltaic": Policy and Innovation</b> Moderator: Steven Collier - Milsoft Utilities Solutions	<ul style="list-style-type: none"> <li>• <b>Effective Policy Mechanisms for PV Deployment</b> Presenter: Ralph Avallone - International Green Energy Council</li> <li>• <b>PV Innovation Landscape: A Global and Local Perspective</b> Presenter: Dr. Fatima Toor - LUX Research</li> </ul>	2 <sup>nd</sup> Floor Palm A
<b>"Let's Breathe and Concentrate": Distributed Concentrated Solar and Natural Ventilation Strategies</b> Moderator: Stephen Barkaszi - Florida Solar Energy Center	<ul style="list-style-type: none"> <li>• <b>Three Times the Power in 30% Less Space: Distributed Concentrated Solar</b> Presenter: Robert Mellifont - Sunergy World Inc.</li> <li>• <b>FIU Solar House's Potential Performance: A Study of Natural Ventilation Strategies</b> Presenters: Dr. Cheng-Xian (Charlie) Lin and Long T. Phan - Florida International University</li> </ul>	2 <sup>nd</sup> Floor Palm B
<b>"The Renewal": Embracing Renewable Energy and Business Development</b> Moderator: Sandy-Michael McDonald, Broward County Office of Small Business and Economic Development	<ul style="list-style-type: none"> <li>• <b>IKEA Miami</b> Presenter: Doug Anderson</li> <li>• <b>PNC Net Zero Bank</b> Presenter: Cesar A. Rivas</li> <li>• <b>Hilton Fort Lauderdale Beach Resort</b> Presenter: John Allan</li> <li>• <b>JM Family Enterprises, Inc.</b> Presenter: Erik T. Jacobsen</li> <li>• <b>Project Caine</b> Presenter: Robert B. Caine, P.E.</li> </ul>	2 <sup>nd</sup> Floor 222 & 223

Concurrent sessions are an opportunity to bring together a range of stakeholders to focus on a specific area of interest.

### 11:30 - 1:00 p.m. Lunch and Learn

Lunch available for purchase on third floor, Grand East Lobby, dine in the Grand Floridian Ballroom

### 12:30 - 1:00 p.m. Plenary (Grand Floridian Ball Room - 3<sup>rd</sup> Floor)

**The Vision of Go SOLAR Florida** - Jeffery Halsey, Go SOLAR Project Director, Environment Protection and Growth Management Department - Broward County

U.S. Congressman Ted Deutch (Florida's 21<sup>th</sup> District)

### 1:00 - 1:15 p.m. Break and Visit Exhibitors

**1:15 - 2:15 p.m. Concurrent Sessions**

Themes	Presentation Topic and Presenters	Room
<b>“Money for Sunny”: Exploration of Insurance and Solar Financing Options</b> Moderator: Cesar A. Rivas - PNC Net-Zero Bank	<ul style="list-style-type: none"> <li>• <b>Insurance and Your Solar Exposures</b> Presenter: Lorin Schiff-Montgomery - Corporate Insurance Advisors, LLC Florida</li> <li>• <b>Accessing Affordable Solar Financing Through PACE</b> Presenter: Joe Spector, Ygrene Energy Fund</li> </ul>	2 <sup>nd</sup> Floor Palm A
<b>“Paradigm Shift”: Is the Renewable Energy Industry Changing for the Better?</b> Moderator: Colleen Kettles - Florida Solar Energy Center	<ul style="list-style-type: none"> <li>• <b>Micro-Parallel Inverters; A New Technology that Reduces Installation Labor by 75%</b> Presenter: Arnold Kravitz - Technology Research Company</li> <li>• <b>Energy and the New Paradigm</b> Presenter: Richard F. “Scott” Schroeder - Schroeder Solar Energy</li> </ul>	2 <sup>nd</sup> Floor Palm B
<b>“It Takes a Village”: Developing Solar Friendly Communities</b> Moderator: Neville Williams - Author of <i>Sun Power</i>	<ul style="list-style-type: none"> <li>• <b>Developing Solar Friendly Communities</b> Presenter: Rebecca Cantwell - Colorado Solar Energy Industries Association</li> <li>• <b>Advancing Solar in the State</b> Presenter: Buck Martinez - Florida Power and Light</li> </ul>	2 <sup>nd</sup> Floor 222 & 223

**2:15 - 2:30 p.m. Break and Visit Exhibitors**

**2:30 - 3:30 p.m. Plenary (Grand Floridian Ball Room-3<sup>rd</sup> Floor)**

**“On Your Mark, Get Set, Let’s Go Solar”: A Round table discussion on Go Solar Florida**

Moderator: Jim Murley, Director of South Florida Regional Planning Council

- Chris Dzadovsky - St. Lucie County Commissioner
- Heather Carruthers - Monroe County Commissioner
- Barbara Sharief - Broward County Mayor

**3:30 - 3:45 p.m. Break and Visit Exhibitors**

**3:45 - 4:45 p.m. Concurrent Sessions**

Themes	Presentation Topic and Presenters	Room
<b>“Does One Size Fit All?”: Exploring Solar Installation and Green Technology</b> Moderator: Richard F. “Scott” Schroeder - Schroeder Solar Energy	<ul style="list-style-type: none"> <li>• <b>How Can I Tell If Solar Will Be A Good Fit For My Home/Business?</b> Presenter: Steven Collier- Milsoft Utilities Solutions</li> <li>• <b>Today and Tomorrow: Design Driven Decisions</b> Presenter: Valerie J. Amor - LEED AP BD&amp;C</li> </ul>	2 <sup>nd</sup> Floor Palm A
<b>“Solar is on the Move”: Transforming On and Off Grid Systems</b> Moderator: Dr. Fatima Toor, Ph.D. - LUX Research	<ul style="list-style-type: none"> <li>• <b>Off Grid PV Systems for Rural Electrification, Back-up Power, Outdoor and Recreational Activities</b> Presenter: Andres Castano - Yake Solar Power Corp.</li> <li>• <b>Distributed and Mobile Solar Electricity Generation with Energy Storage Devices and Application to Pre-Paid (PPD) Technology for the Latin America Marketplace</b> Presenter: Albert Franklin Rodriguez - ATI Energia LLC</li> </ul>	2 <sup>nd</sup> Floor Palm B
<b>“Learning to be Green”: Local Universities and Sustainability”</b> Moderator: Ralph Avallone, International Green Energy Council	<ul style="list-style-type: none"> <li>• Florida International University - Dr. Cheng-Xian (Charlie) Lin</li> <li>• Barry University - John Moriarty</li> <li>• Broward College - Greg Mason</li> </ul>	2 <sup>nd</sup> Floor 222 & 223

**4:50 p.m. Raffle - Exhibition Hall: (2) Solar & Sustainable Prize packages and five books on D-Day**

**5:00 p.m. Exhibition Hall closes**

**5:30 - 7:00 p.m. Networking Event hosted by PNC Bank (Net Zero Bank, LEED Platinum) By invitation only**

**End of Event Day 1**

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## Event Day 2: Saturday June 7, 2014

8:00 a.m.

### Registration Opens

Exhibition Hall Opens - 8:00 a.m. - 4:00 p.m. (Grand Floridian Ball Room - 3<sup>rd</sup> Floor)

9:00 - 10:00 a.m.

### Opening Session Grand Floridian Ball Room - 3<sup>rd</sup> Floor

## Lets Go SOLAR

Chair: Kay Sommers, Go SOLAR Project Manager, Environment Protection and Growth Management Department - Broward County

Remarks: Commissioner Martin David Kiar, Broward County Commissioner, District 1

### Keynote Speaker

- Dr. James Fenton, Director, University of Central Florida's Florida Solar Energy Center

Remarks: Bryan Myers, Associate General Counsel, Environmental Protection Agency Region 4

10:00 - 10:30 a.m. **Break and Visit Exhibitors**

10:30 a.m.-12:00 p.m. **Grand Floridian Ball Room-3<sup>rd</sup> Floor**

## Session 1: "Solar- Everything You Never Knew"

Moderator: Rebecca Cantwell (Colorado Solar Energy Industries Association)

- **Solar 101**

Presenter: Ray Johnson – U.S. Solar Institute

- **Solar Microgrids for Resilient Communities**

Presenter: Michael Burr – Microgrid Institute

- **Solar Water Heating - The Most Cost Effective Use of Solar**

Presenter: Reed Wilson – Florida Solar Energy Industries Association

12:00 – 1:15 p.m.

### Lunch and Learn and Visit Exhibitors

Lunch available for purchase on third floor, Grand East Lobby, dine in the Grand Floridian Ballroom

12:45 - 1:15 p.m.

### Grand Floridian Ball Room-3<sup>rd</sup> Floor

## Awards Ceremony

Moderator: Jeffery Halsey, Go SOLAR Project Director, Environment Protection and Growth Management Department - Broward County

Lisa V. Milenkovic, STEM Supervisor, STEM and Instruction Resources, Broward County Public Schools

- Broward Schools Going Green (solar installations)
- C3 Challenge Winning Schools  
Royal Palm Elementary, Attucks Middle, and South Plantation High School
- Science Fair Winners - Middle and High
- Calendar Poster Contest Winners - 13 winners

1:15 - 1:30 p.m.

### Visit Exhibitors

1:30 - 3:00 p.m.

### Grand Floridian Ball Room - 3<sup>rd</sup> Floor

## Session 2: "Show me the Green": Job Creation and Renewable Energy

Moderator: Robert Mellifont - Sunergy World Inc.

- **US Solar Institute**

Presenter: Ray Johnson – USSolar Institute

- **Training Opportunities for the Solar Workforce**

Presenter: Colleen Kettles – Florida Solar Energy Center

- **Manufacturing Wind Turbines in South Florida**

Presenter: Jamie Schlinkmann – Inerjy

3:00 p.m.

### Grand Floridian Ball Room - 3<sup>rd</sup> Floor

## Closing Remarks

Chair: Kay Sommers, Go SOLAR Project Manager, Environment Protection and Growth Management Department - Broward County

Raffle: (4) Solar & Sustainable Prize packages

4:00 p.m.

### Exhibition Hall Closes

## End of Event Day 2

## Go SOLAR Renewable Energy Fest Speakers and Moderators



### **Chair: Kay Sommers**

Go SOLAR Project Manager, Environment Protection and Growth Management - Broward County

Kay Sommers has worked for Broward County Environmental Protection and Growth Management since 1986 in a number of capacities. She served as the team leader for the Emerald Award Environmental Recognition Program from 2002-2013, and as the county co-company leader for the American Heart Association Heart Walk from 2004 to 2012. She is a Master Trainer for Process Mapping and a Level III Coach and Trainer for Facilitation for all county departments. Ms. Sommers is also a LEED Green Associate and serves as the Project Manager for the Go SOLAR Florida grant at Broward County Pollution Prevention, Remediation, and Air Quality Division. In this capacity she chairs multiple committees with cross jurisdictional participants and oversees a grant budget of \$2,275,776. Ms. Sommers also manages the Air Quality Technical Support Section which is responsible for calculating Greenhouse Gas Emissions Inventories for the Southeast Florida Regional Climate Compact, the Climate Change Task Force, and for Broward County Government Operations. The section also provides environmental education and programming through school and community events. Ms. Sommers graduated from the University of Kentucky with a B.S. in Chemical Engineering. She has been a loyal fan of the Wildcat basketball team ever since.



### **Opening Session: Go Solar, Go Business!**

**Bertha Watson Henry**  
Broward County Administrator

Bertha W. Henry was named County Administrator in October 2008 after serving as Interim for a year. As County Administrator, she serves as chief executive officer of Broward County and directs the functions of County Government under the auspices of the nine-member Board of County Commissioners. Administrator Henry oversees the 2nd largest county in the state of Florida and the 17th largest county in the nation with over 1.8 million residents. She guides the

operations of nearly 60 agencies, including the airport, seaport, and convention & visitors' bureau with a budget of \$4 Billion. A native of Miami, Florida, Henry has a distinguished career in public service with more than 35 years of experience in public administration, including service in Montgomery County (Dayton) Ohio and the City of Miami. She first came to Broward County in 1996 and served as Assistant to the County Administrator until 1998, when she accepted a position as Assistant City Manager of Finance and Administration for the City of Miami. She was instrumental in the City's return to solvency during the City's financial recovery. Henry returned to Broward County in July 2000, serving as Broward County's Deputy County Administrator. Henry has a Master of Science Degree in Public Administration (Finance Concentration) from Florida State University and a Bachelor of Science in Government, also from Florida State University. She has received numerous awards and recognitions for her professional and volunteer endeavors, and is affiliated with a number of organizations.

### **Keynote Speaker Opening Plenary (Friday, June 6, 2014)**



**Michael Randolph Brower**  
President and Chief Executive Officer, American Council On Renewable Energy (ACORE)

Michael R. Brower was unanimously elected to be the third permanent President and CEO of ACORE by the Board of Directors on December 19, 2013. He had served as ACORE's Interim President and CEO after Vice Admiral Dennis McGinn was named by President Obama to be the Assistant Secretary to the Navy for Energy, Installations and the Environment in July 2013. A former ACORE Board member, Mr. Brower has decades of experience in renewable energy policy, project development, finance and market development. He now leads the organization for implementation of the Board of Directors-ratified strategic plan, directing ACORE's operational policy and practice; as well as, internal and external relations including financial matters and industry-wide coordination, communications and cooperation.

An experienced executive leader, Washington/Capitol Hill veteran and renewables advocate with a proven multi-sector senior leadership record, Mr. Brower is a thought-leader and diplomatic communicator known for promoting

and advancing every aspect of energy literacy. He helped craft the first ever Energy Title (IX) in the Farm Security and Rural Investment Act of 2002, and played a direct role shaping biomass definitions and tax components in the Energy Policy Act of 2005, the Energy Infrastructure and Security Act of 2007, and the Food, Conservation and Energy Act of 2008. Additionally, Mr. Brower was involved in helping enact the Section 1603 Cash Grants In Lieu of Tax Credits language in the American Recovery and Relief Act of 2008, and the inclusion eligibility for biomass and geothermal technologies for Investment Tax Credits in the American Taxpayer Relief Act of 2012. He enjoys extensive project development experience with biomass, energy crops, wind, geothermal, distributed generation, district heating and cooling, solar, biomass conversion to liquid fuels projects and across his career has developed significant extramural funding for every manner of renewable energy project, regardless of technology.

Most recently, Mr. Brower was appointed to the United States Energy Security Council, joining a notable cadre of 32 federal and state executive and legislative elected, post-cabinet leaders, a Nobel Prize winner and retired military flag officers that includes Alan Greenspan, Governor Linda Lingle, T. Boone Pickens, and Robert "Bud" McFarlane. An accomplished international and national speaker, Mr. Brower recently keynoted the China Renewable Energy Conference in Wuxi, China and ACORE's REFF-West in San Francisco. In January 2006, he helped establish Mosaic Federal Affairs LLC, as a wholly-owned subsidiary of the New York law firm Hiscock & Barclay LLP. He is a retired career Naval Officer and Aviator who commanded Sea Strike Squadron Twenty-Two in the first Iraqi War and flew 43 aircraft carrier-based combat sorties during that conflict. Mr. Brower also served in the Secretary of the Navy's office as Special Assistant for Air Warfare communicating United States Navy legislative policy to the Congress. After his two decade-plus career in naval service, he was a state agency executive director, bank director, farmer, a federal and New York State legislative affairs consultant and Director, Community and Governmental Relations at SUNY College of Environmental Science and Forestry (SUNY-ESF). He now lives in Washington, DC.

**Topic: How Can I Tell If Solar Will Be A Good Fit For My Home/Business?**



**Steve Collier**  
Director Smart Grid Strategies  
Milsoft Utility Solutions  
Texas

Steve Collier is Director Smart Grid Strategies at Milsoft Utility Solutions, an industry leader in the development, deployment, and support of electric utility software. Starting at Houston Lighting & Power in the mid 1970s, Mr. Collier began a long career in professional, executive, consultant, board member positions for energy, telecommunications and information technology companies. After graduate school at Purdue University, he worked in the USDOE solar photovoltaic program at Sandia National Labs. Mr. Collier is an IEEE Technical Expert who writes and speaks extensively on smart grid technologies and applications.

**Topic: Effective Policy Mechanisms for PV Deployment**



**Ralph Avallone**  
Secretary General of the International Green Energy Council  
Washington, DC

Ralph Avallone is the founder and the Secretary General of the International Green Energy Council, an advocacy organization that is based in Washington DC. He travels worldwide discussing climate change, environmental stewardship and the creation of Green Economies.

Mr. Avallone has educated many large corporations and businesses in regards to greening their daily practices to increase their triple bottom line: economic, environmental and social benefits. He was awarded the 2004 American Patriots Gold Medal and was also appointed to the Presidential Business Commission by President George W. Bush. That same year he was also awarded the Senatorial Medal of Freedom, an honor bestowed upon only 225 recipients in American history. Mr. Avallone is the author of The Great Green Revolution™.

**Topic: PV Innovation Landscape: A Global and Local Perspective**



**Dr. Fatima Toor, PhD**  
Research Analyst,  
Solar Intelligence Team  
Lux Research  
Massachusetts

Dr. Fatima Toor is an Analyst at Lux Research on the Solar Intelligence team. She helps clients – Innovation 1000 corporations, leading institutional investors, utilities, and public policy makers – make better strategic decisions and monitor the ever changing global solar market. She is frequently quoted in the press, and has been cited globally in various publications on solar innovation and market trends. Dr. Toor obtained a Doctorate and Master’s Degree in electrical engineering from Princeton University where she developed cutting edge III-V-based quantum cascade lasers for environmental and medical sensing. Dr. Toor has published in many peer-reviewed scientific journals, presented at various scientific conferences and received several awards for academic excellence.

**Let’s Breathe and Concentrate: Distributed Concentrated Solar and Natural Ventilation Strategies**



**Moderator: Stephen Barkaszi**  
Director for PV Systems Test and Certification  
Department, Florida Solar Energy Center (FSEC) Florida

Stephen Barkaszi is the Program Director for PV Systems Test and Certification Department at the Florida Solar Energy Center. Mr. Barkaszi works with the Department of Energy and the National Labs to manage the Hot, Humid Climate Regional Test Center for photovoltaic research. The program is focused on developing cost-effective and reliable photovoltaic energy systems. Technical assistance is provided along with accurate performance measurements, component development, and systems evaluation. Additional components of this work are to help reduce balance of system complexity and optimize processes to reduce soft costs.

**Topic: Three Times the Power in 30% Less Space: Distributed Concentrated Solar**



**Robert Mellifont**  
Vice President,  
Business Development  
Sunergy World, Inc.  
Florida

Robert Mellifont is Vice President, Business Development at Sunergy World, a wholesaler of solar panels and other

solar driven systems. Mr. Mellifont has been actively involved in designing and selling solar energy systems for the past 6 years. His motto is “Find a Better Way.” He has spent the last 45 years in sales, sales management and entrepreneurship. He has designed and sold residential, commercial and mobile solar energy systems. Mr. Mellifont has a Bachelor’s Degree in Marketing from St. John’s University in New York City. He moved to Broward County in the Sunshine State in May 2013.

**Topic: FIU Solar House’s Potential Performance: A Study of Natural Ventilation Strategies**



**Cheng-Xian (Charlie) Lin**  
Associate Professor,  
Department of Mechanical and Materials Engineering,  
Florida International University

Dr. Cheng-Xian (Charlie) Lin is currently an Associate Professor in the Department of Mechanical and Materials Engineering at FIU. He directs the Computational Fluids and Energy Sciences (CFES) Laboratory and the Sustainable Energy and Thermal Transport Systems (SETTS) Laboratory. He earned his Ph.D. in Mechanical Engineering, and has authored and coauthored over 160 papers in peer-reviewed journals and conference proceedings. His current research interests include Solar Energy Utilization, Building Energy Simulation, Computational Fluid Dynamics, and Heat Transfer. He serves on the review panels of NSF, DOE, and DoD, and on the editorial boards of eight international journals. He is an active member of the ASME, ASHRAE, AIAA, and ASEE.



**Long Phan, PhD**  
(co-presenter)  
Graduate Research Assistant, Department of Mechanical and Materials Engineering, Florida International University

Long Phan is currently a PhD student working in Professor Cheng-Xian Lin’s Sustainable Energy and Thermal Transport Systems Laboratory in the Department of Mechanical and Materials Engineering at Florida International University. In 2003, he and several FIU students provided technical support for the Solar Decathlon China. Mr. Long completed his Bachelor of Science Degree at FIU in 2013. With a steady momentum, he decided to pursue his PhD at FIU to

further extend his research interests. His major research areas are renewable energy applications, computational fluid dynamics, building energy simulation, and sustainable design of modern green buildings.

**Panel Discussion:  
The Renewal: Embracing Renewable Energy and Business Development**



**Moderator: Sandy-Michael E. McDonald**  
Director, Broward County Office of Economic and Small Business Development

Sandy McDonald became director of the Office of Economic and Small Business Development in 2013. Prior to this he worked for 13 years in Community and Economic Development on both local and federal programs. His expertise includes initiating tax increment finance programs, brownfield redevelopment, small business development and disadvantaged business enterprise opportunities. Mr. McDonald has coordinated projects for blight removal, educational attainment, safe and vibrant neighborhoods and economic self-sufficiency. In Michigan he served as the director of the downtown development authority and director of community and economic development. Mr. McDonald also served as chair of the Great Lake State Governor's Cities of Promise initiative. Working with multiple partners, he collaborated on an endeavor resulting in more than \$25 million in projects and technical assistance for the City of Pontiac.



**Presenter: Cesar A. Rivas**  
Senior Vice President, Regional Manager PNC Bank Florida

Cesar A. Rivas is a Senior Vice President of PNC Bank's Regional Consumer Bank. As a Regional Manager for the Broward-Dade West Region, he is responsible for the management and overall performance of 13 branches located in that market. Prior to joining PNC, Mr. Rivas worked for Petroleum of Venezuela and Compaq. He also established a language school geared towards corporate training, where he developed advanced methods of instruction. Mr. Rivas subsequently joined PNC Bank and has held positions in Kentucky, Ohio, and Pennsylvania including serving as Branch Manager and Business Banker.

After the PNC acquisition of National City, he relocated to South Florida to support the conversion and help bring the company culture into this market.



**Presenter: Erik T. Jacobsen**  
Regional Director of Facilities for JM Family Enterprises, Inc. Florida

Erik T. Jacobsen is the Regional Director of Facilities for JM Family Enterprises, Inc. He has worked for JM Family for 16 years in various technical and management roles and is now responsible for JM Family's solar arrays and sustainable facility management. JM Family is currently installing two more 156 kW arrays at its Deerfield Beach headquarters, for a total of seven arrays with over 800 kW solar capacity.



**Presenter: Doug Anderson**  
Site Facility Manager IKEA Miami Florida

Doug Anderson is currently the Site Facility Manager at the IKEA Miami store, slated to open in the Summer of 2014. Prior to this, Mr. Anderson was the Maintenance Team Leader at IKEA Sunrise. Within the scope of his responsibilities at IKEA, he is responsible for ensuring a safe, secure, clean and functional environment for visitors and co-workers, as well as managing and maintaining the store and its mechanical operating systems. During his time at IKEA Sunrise he managed the largest solar installations in South Florida. Prior to working for IKEA, the world's leading home furnishings retailer, he was the Maintenance Manager at Dania Beach Hurricane.



**Presenter: Robert B. Caine PE**  
LEED AP Project Caine Florida

Robert Caine formed Project Caine in 2005. The firm emphasizes responsiveness to client's needs and specializes in timely and quality design. Prior to forming Project Caine, Mr. Caine was a senior partner and board member of the largest MEP firm in Florida. He has more than 30 years of national and international design experience for various project types such as single family residential, multi-family residential, commercial, institutional, healthcare, university, airports and ports. He has also developed an expertise in Green Building Design including the design of solar photovoltaic systems.

Mr. Caine is a graduate of Villanova University with a degree in Electrical Engineering. He has published numerous articles on electrical engineering and has given several lectures on various electrical engineering topics.

**Topic: The Vision of Go SOLAR Florida**



**Jeffery Halsey,**  
Go SOLAR Project Director, Environment Protection and Growth Management - Broward County

Jeffery Halsey obtained his B.S. degree in Biology from the University of Central Florida, Orlando and his Masters in Public Administration at Florida Atlantic University in Boca Raton. Mr. Halsey has a twenty-seven year career in the environmental field, both public and private sectors, and he currently works as a Division Director at Broward County's Environmental Protection and Growth Management Department - Pollution Prevention, Remediation and Air Quality Division. Mr. Halsey is an Institute of Hazardous Materials Management Certified Hazardous Materials Manager, a National Association of Environmental Professionals Certified Environmental Professional, and is currently a board member of the Florida Local Environmental Resource Agencies (FLERA).

**Plenary Lunch Session  
(Friday, June 6, 2014)**



**Congressman Ted Deutch,**  
Florida's 21st District

Congressman Ted Deutch is serving his third term in the U.S. House of Representatives on behalf of Florida's 21st district, which includes South Florida communities throughout Palm Beach County and Broward County. An Assistant Whip to Minority Whip Steny Hoyer, he has been highlighted by the Washington newspaper Roll Call as a young, rising voice in the House Democratic Caucus, and was previously named one of America's top Jewish politicians to watch by the Forward newspaper. Congressman Deutch is a member of the House Judiciary Committee, the House Ethics Committee, and the House Foreign Affairs Committee, in which he serves as the Ranking Member on the Middle East and North Africa Subcommittee.

**Topic: Insurance and your Solar Exposures**



**Lorin Schiff Montgomery, CPCU**  
Vice President, Corporate Insurance Advisors, LLC Florida

Lorin Schiff Montgomery is the Vice President of Corporate Insurance Advisors, a commercial insurance agency located in Fort Lauderdale. She has worked with business owners for more than 29 years to protect their assets and income by assisting them in cost effectively managing their risk through different insurance vehicles. Ms. Montgomery has managed the insurance programs for many large South Florida businesses including: El Dorado Furniture, Farmer and Irwin Corporation, and US Foundry. Having the ability to ensure that specialized and general businesses in the U.S. or overseas get exactly the coverage they need, at a fair market price, is the hallmark of her practice. She also currently serves on the Board of Directors of NAWIC Chapter 78 and The Construction Underground.

**Topic: Accessing Affordable Solar Financing Through PACE**



**Stacey Lawson**  
CEO  
Ygrene  
California

As CEO of Ygrene, Stacey Lawson brings 20 years of experience as a business executive in the areas of manufacturing, technology and clean energy. She cofounded the Center for Entrepreneurship & Technology at the University of California, Berkeley, School of Engineering. Ms. Lawson previously held positions as Division General Manager for Siebel Systems, Senior Vice President for Parametric Technology Corporation and co-founder of InPart Design. She was also recently a candidate for U.S. Congress in California's 2nd congressional district. Ms. Lawson holds a B.S. in chemical engineering and an MBA from Harvard Business School.

**Topics: Training Opportunities for the Solar Workforce**



**Colleen Kettles**  
Program Director  
Florida Solar Energy Center  
Florida

Colleen Kettles is a Program Director at the Florida Solar Energy Center. She serves as the Coordinator of the Central Florida Clean Cities Coalition and is engaged in alternative energy workforce development and training initiatives. Ms. Kettles has worked in both the public and private nonprofit sectors and has more than 30 years of legal and policy research, program development and implementation in the fields of solar energy and energy efficiency. She is a graduate of the University of Florida College of Law and is a member of the Florida Bar, serving on the Environmental and Land Use Law Section Energy Committee and the Real Property, Probate, and Trust Law Section Development and Green Building Committee.

**Topic: Micro-Parallel Inverters: A New Technology that Reduces Installation Labor by 75%**



**Arnold Kravitz**  
Vice President of Commercial Business, Technology Research Company  
Florida

Prior to joining Technology Research Company, Mr. Kravitz was the founder and General Manager of the Integrated Sensor Solution Business Unit for the Sarnoff Corporation. Previous to that he held the positions of Vice President of Advanced Technologies and Vice President of Engineering at L-3 Communications. Mr. Kravitz's distinguished career also includes various positions at BAE Systems, where he was Chief Engineer, Program Engineering Manager III, and Department Head for the Integrated Electronics Systems Integration Division and the Optics Center of Excellence.

With over 30 years of industry experience, he has been the recipient of numerous awards and has been granted numerous US and international patents. He received his B.S. in Electrical Engineering from the University of Hartford, a Masters of Electrical Engineering from Rensselaer Polytechnic Institute and is a graduate of numerous corporate training programs.

**Topic: Energy and the New Paradigm**



**Richard F. "Scott" Schroeder**  
Solar Contractor and Vice President, Schroeder Solar Energy, Florida

Mr. Schroeder started his technology career by installing Plain Old Telephone Service (POTS) in 1970 for Southern Bell in Dade County Florida. He moved into engineering after completing his Bachelor's Degree at FIU and has contributed to many state-wide projects. Deregulation facilitated innovation but left Mr. Schroeder stagnated in POTS as wireless took off. In 1996, after 26+ years at Ma Bell he made the jump to Nortel and was Lead Network Engineer of many country-wide projects in the Caribbean and Latin America. Expecting energy deregulation, he obtained a solar contracting license but learned that Florida lawmakers encourage Plain Old Electric Service (POES). Mr. Schroeder works to advance energy policy in Florida in order to facilitate the rollout of 2G energy and its plethora of services.

**"It Takes a Village" Developing Solar Friendly Communities**



**Moderator: Neville Williams**  
Standard Solar Inc.,  
Solar Electric Light Fund,  
and Solar Electric Light Company, Florida

Neville Williams is the founder of Standard Solar Inc. which sells and installs residential, commercial and utility-scale solar power systems. Mr. Williams has over 30 years of experience in executive management, communications, and marketing. He previously served as a consultant to the U.S. Department of Energy during the Carter Administration.

Mr. Williams founded Solar Electric Light Fund (SELF) to bring solar electricity to unelectrified people in the developing world. SELF has assisted national governments and community organizations to implement "solar seed" projects. Mr. Williams also founded Solar Electric Light Company, which has brought solar power to 150,000 families in India. He is the author of SUN POWER, an account of his experience in the global solar electricity business. He is currently a codeveloper of mid-size solar farms in New Mexico to serve electric cooperatives.

## Topic: Developing Solar Friendly Communities



**Rebecca Cantwell**  
Executive Director -  
Colorado Solar Energy  
Industries Association  
and Executive Director, Go  
Solar Colorado

Go Solar Colorado Executive Director Rebecca Cantwell brings years of project management, communications and policy leadership experience to her work on solar energy. She was recently appointed as Executive Director of the Colorado Solar Energy Industries Association (COSEIA). Ms. Cantwell previously served as Senior Program Director for COSEIA where she led the team that created Solar Friendly Communities, a nationally recognized program to reduce solar soft costs. She also previously worked as a Community Energy Coordinator and has managed numerous renewable energy and energy efficiency programs. She edits Smart Energy Living, an online magazine at [smartenergyliving.org](http://smartenergyliving.org). She came to her work on clean energy after a nationally award-winning career as newspaper and magazine journalist.

## Topic: Advancing Solar in the State



**J.L. "Buck" Martinez**  
Senior Director Office  
of Clean Energy, Florida  
Power & Light Company  
(FPL), Florida

J.L. "Buck" Martinez is responsible for identifying and originating clean energy opportunities to promote visibility, commitment, and economic development. He led the company's efforts in developing three large solar projects and three large combined cycle natural gas facilities. Mr. Martinez joined FPL in 1981 and has served in various capacities including Senior Director of Project Development and Director of Human Resource Services. He holds a Bachelor of Arts Degree from St. Thomas University and a Master of Business Administration Degree from Nova Southeastern. He is a graduate of the Boston University Leadership Program and the Harvard Program on Negotiation. He was recently elected to the St. Thomas University Hall of Fame. Mr. Martinez serves as the Chairman of the Florida Solar Energy Center and various Advisory Boards including Florida Energy Systems Consortium, Florida Research Consortium, and St. Thomas University President's Advisory Board. He has also worked closely with the Department of Energy on renewable energy initiatives.

## On Your Mark, Get Set, Let's Go Solar: A Round table discussion on Go Solar Florida



**James F. Murley**  
Executive Director,  
South Florida Regional  
Planning Council

Jim Murley has spent over three decades working on public policy issues important to Florida. Currently the Executive Director of the South Florida Regional Planning Council, Mr. Murley served as Secretary of the Department of Community Affairs under Governor Lawton Chiles and was appointed chair of the Florida Energy and Climate Commission by Governor Charlie Crist. Mr. Murley spent over ten years with Florida Atlantic University overseeing research on urban and environmental issues. He serves on the Broward County Climate Change Task Force, is Vice Chair of the Miami-Dade County Sea Level Rise Task Force, and was contributing author for two chapters in the recently-released National Climate Assessment. Mr. Murley was recently named to the "South Florida 100" by the Sun-Sentinel newspaper to provide weekly input on regional issues impacting Miami-Dade, Broward, and Palm Beach counties. He is a graduate of Leadership Florida and a Fellow in the National Academy for Public Administration.



**Heather Carruthers,**  
Monroe County  
Commissioner,  
District 3

Heather Carruthers is in her second term serving on the Monroe County Board of County Commissioners, representing Key West. She served as Chair of the South Florida Regional Planning Council and on the Executive Committee of the Southeast Florida Regional Partnership, which oversaw the development of the Seven50 Prosperity Plan, a seven-county, 50-year blueprint for ensuring economic prosperity and the best possible quality of life in Southeast Florida. A former hotelier and current board chair of the grassroots organization Fair Insurance Rates in Monroe, Commissioner Carruthers also serves on the board of the Early Learning Coalition of Miami-Dade and Monroe and as the Board of County Commissioners' liaison to the Monroe County Climate Change Advisory Committee. She earned Certified County Commissioner designation from the Florida Association of Counties and also graduated from the Good Government Initiative at the University of Miami.



**Chris Dzadovsky,**  
St. Lucie County  
Commissioner,  
District 1

A native of Pittsburgh, Pennsylvania, St. Lucie County Commissioner Chris Dzadovsky has been a permanent resident of St. Lucie County since 2003 and a member of the Board of Commissioners since 2008. His career experience includes owning his own businesses, being a volunteer firefighter, and 23 years as an airline safety professional for US Airways. After relocating to St. Lucie County, he attended Indian River State College, earning a degree in applied science for business. He is nearing completion of a second degree in political science. Commissioner Dzadovsky has been involved in many community activities in the county, including as former president of the Fort Pierce Hibiscus Park Crime Watch & Neighborhood Association, the Fort Pierce Code Enforcement Board, St. Lucie County Skate Park Committee, and the St. Lucie County Citizens Budget Committee. In 2012, he earned the Outstanding Green Elected Official Award from the U.S. Green Building Council's South Florida Chapter.



**Barbara Sharief,**  
Broward County Mayor  
and Commissioner,  
District 8

Broward County Mayor Barbara Sharief is a native of South Florida. She was raised in Broward County and is a long-time resident of District 8. Mayor Sharief graduated from North Miami Senior High School and the Jackson Memorial Hospital School of Nursing and obtained an associate degree in nursing from Miami Dade College. She continued her education by earning Bachelor's and Master's Degrees in nursing and an Advanced Registered Nurse Practitioner Degree from Florida International University. Mayor Sharief has more than 16 years of business experience relating to care for medically complex children, and in 2001, she founded what is now known as South Florida Pediatric Homecare Inc. Prior to her election to the Broward County Commission, Mayor Sharief served as Vice Mayor and City Commissioner in Miramar. As a county commissioner, she has promoted job creation, economic development, tourism, neighborhood revitalization, education, and quality care for the elderly and children. Mayor Sharief is an active and energetic mother of three and an involved member of the PTA.

**Topic: Today and Tomorrow, Design Driven Decisions**



**Valerie J. Amor**  
Associate AIA, LEED AP BD&C, Licensed Florida R.E. Broker, Founder of Drawing Conclusions and owner/principal broker of Eco Logical R.E. + Community Builder, Florida

Valerie Amor is the Visionary Founder of Drawing Conclusions, a multi-disciplinary, community focused architectural firm engaged in cutting edge sustainable design, helical research, educational program (SCALE™), LEED consulting, certifications, accreditations and emerging green job initiatives. She is the owner/principal broker of Eco Logical R.E. + Community Builder focused on sustainable real estate development. Ms. Amore is dynamically engaged in local, county and national organizations focused on sustainability and climate change issues. Ms. Amore chairs the Fort Lauderdale Sustainability Advisory Board and co-chairs the AIA Fort Lauderdale C.O.T.E. As a published author, she contributes to several columns as well as local and national publications.

**Topic: Off Grid PV Systems for Rural Electrification , Back-up Power, Outdoor and Recreational Activities**



**Andres Castano**  
COO and Marketing Director  
Yake Solar Power Corp.  
Florida

Mr. Castano is an Electrical Engineer graduate from Florida International University specializing in Control Systems. During his senior design he worked on a project called "The Smart Green Factory", a smart automated system using renewable energy that allowed factory personnel to manipulate all loads independently and also the energy source based on grid peak hours. His experience contributed in the development of Yake Solar's innovative line of products. His passion for the solar world started long before joining Yake Solar, he had a passion for helping the world improve its energy use through innovation and renewable resources. He has been a guest speaker at various solar energy conventions.

**Topic: Distributed and Mobile Solar Electricity Generation with Energy Storage Devices and Application to PrePaid (PPD) Technology for the Latin America marketplace**



**Albert Franklin Rodriguez**  
President of ATI Energia LLC, ATI Companies Group and Vice President of Marketing, Ambient Technologies, Inc. and Subsidiaries

Mr. Rodriguez is a member of the BellSouth International Wireless team that developed the first international roaming service throughout the Americas growing revenues to \$28 Million in 7 years. He was also leader of the team that designed and built the "ATI Solar Lounge" which has become a trademark of ATI Energia and a prototype for Mobile Solar Technology. The ATI Solar Lounge received a nomination for the top 10 Innovations at the BizTech Innovation Summit in 2011 by the Tampa Bay Business Journal. In March of 2011, Mr. Rodriguez was a speaker at the Renewable Energy World Conference, Tampa Convention Center showing the benefits and parallels between the deployment of Wireless Technology and Distributed Electricity in Latin America.

**Learning to be Green: Local Universities and Sustainability**



**Presenter: John Moriarty**  
Director of the Career Development Center, Barry University

John Moriarty, a native of Fort Lauderdale, is the Director of the Career Development Center at Barry University. Mr. Moriarty has a Bachelor of Science in Business Administration from the University of Florida and a Masters in Business Administration from National University. Prior to working at Barry University, he served as an officer in the United States Marine Corps, and owned his own executive search firm. In addition to his role in the Career Development Center, Mr. Moriarty is a founding member of the Mission Integration Council at Barry and has been actively involved in Barry's Earth Day planning committee over the past several years.



**Presenter: Gregory Mason**  
Director of Sustainability  
Broward College  
Florida

Greg Mason is Director of Sustainability, at Broward College, one of the three largest colleges in Florida. The position of Sustainability Director was created

in 2010. Responsibilities of the Broward College Sustainability Department are diverse. Areas of interest include: energy and water management, LEED projects, recycling/reducing waste, transportation, community outreach, green purchasing and indoor air quality. Prior projects have included reforestation and carbon sequestration in Scotland, consultant to Qatar Ministry of the Environment, Qatar Gas, and Exxon Mobil, US Department of Defense and US State Department regarding environmental issues.



**Martin David Kiar,**  
Broward County Commissioner, District 1

Martin David Kiar serves as the Broward County Commissioner for District 1. A lifetime resident of Broward County, Kiar is committed to maintaining our unique way of life for all residents and future generations. Kiar earned his Bachelor of Arts Degree at Palm Beach Atlantic University in 1999 and his juris doctorate at Nova Southeastern University in 2002. He lives in Davie with his wife, Kelly, his daughters, Brianne and Camryn, and his puppy, Cooper. In 2006, Kiar had the privilege of serving Broward County in the Florida House of Representatives. He was reelected in 2008, and again in 2010. In 2012, he was elected to serve as a Broward County Commissioner. He was the first person in Broward County's history to win an open (no incumbent running) Broward County Commission seat unopposed. He is also one of the youngest Broward County Commissioners to ever serve in that capacity.

**Keynote Speaker Opening Plenary (Saturday, June 7, 2014)**



**Dr. James M. Fenton, PhD**  
Director, University of Central Florida's Florida Solar Energy Center (FSEC)

Dr. James M. Fenton is the Director of the University of Central Florida's Florida Solar Energy Center (FSEC), where he leads a staff of 140 in the research and development of energy technologies that enhance Florida's and the nation's economy and environment and educate the public, students and practitioners on the results of the research. FSEC's SunSmart program placed 10 kW of PV with battery back-up at more than 100 schools to provide power to emergency shelters and education demonstrations for students. The US DOE is currently funding national programs at FSEC in: "Building America" energy efficient homes,

Photovoltaic Manufacturing, Hot-Humid PV testing of large-scale PV to show bankability, train-the-trainers education for solar installations, and programs to decrease the soft-costs of PV installation. Recently, DOE provided funding to UCF to manage a smart-grid education consortium for power engineering students. The US Department of Transportation recently awarded the nation's only University Electrical Vehicle Transportation Center (EVTC) to FSEC.



**Bryan M. Myers,**  
U.S. EPA Region 4,  
Energy and Climate  
Change Coordinator

Bryan Myers has worked for EPA for over 17 years gaining a broad base of regulatory experience across several media. He has worked as both an engineer and attorney, and his experience ranges from writing NPDES permits to negotiating multimillion dollar Superfund settlements. Additionally, Bryan was the EPA regional congressional liaison working with over 100 U.S. congressmen and senators to address their wide ranging concerns and inquiries. Recently, Myers was named Energy and Climate Change Coordinator for Region 4 and is looking forward to reaching out and broadening renewable energy development and the climate dialogue in the southeast. Myers has a Law Degree from the University of Oregon and a Bachelors in chemical engineering from Georgia Tech.

**Topics: Solar 101; Job Creation and Renewable Energy**



**Ray Johnson**  
Founder and President,  
The US Solar Institute,  
USSolar, USSolar  
International, and Florida  
Solar One, Inc., Florida

Ray Johnson holds Bachelor's of Science in Mechanical Engineering and Economics from The Ohio State University and professional licensure in mechanical engineering, solar contracting, and continuing education instruction. In 2008 he founded award winning US Solar Institute (USSI) – a Florida Department of Education Licensed and dedicated solar training college and is a professional colleague/member of several organizations including the National Science Foundation, US Green Building

Council, American Council on Renewable Energy and International Association of Electrical Inspectors. Mr. Johnson is the Master Trainer and author for USSI and Underwriter's Laboratory (UL) Solar Certification Workshops and has over 25 years of experience in construction, design and systems programming. His experience includes central energy power plant design and construction, energy audits, photovoltaic electric and solar thermal system manufacturing, design and construction. He is affiliated with an array of central energy power plant projects including University of Miami Medical Campus, CNN Headquarters, The Mayo Clinic, and the 1996 Atlanta Olympic Games Aquatic Center's Solar Energy Plant – a first of its kind at that time.

**Topic: Solar Grids for Resilient Communities**



**Michael Burr,**  
Founder and Director,  
Microgrid Institute, Minnesota

Michael Burr is the founder and director of Microgrid Institute, a collaborative think tank that addresses factors affecting deployment of microgrids and distributed energy resources for communities, companies, and institutions. Mr. Burr coordinates multidisciplinary efforts to develop legal and financial models, perform microgrid feasibility studies, and support project development. He formerly served as editor-in-chief of Public Utilities Fortnightly magazine, and Electric Light & Power magazine before that. He has provided consulting and advisory services to a variety of public agencies and Fortune 500 companies, such as the Minnesota Department of Commerce, Maryland Energy Administration, IBM, PricewaterhouseCoopers, and U.S. Generating Co.

**Topic: Solar Water Heating - The Most Cost Effective Use of Solar**



**Reed Wilson**  
Vice President  
Florida Solar Energy  
Industries Association  
Florida

Reed Wilson is the owner of the FL Green Team an energy conservation company in Ft. Myers, FL that specializes in solar energy systems, high efficiency air conditioning, insulation and window tinting. He has been a licensed solar contractor since 1988, is a state certified energy rater and holds a pool contractor's license as well. Mr. Wilson holds a BFA degree from Wittenberg University and has completed many

courses at the Florida Solar Energy Center and the University of Florida. He is currently vice president of the Florida Solar Energy Industry Association where he also serves on the board of directors.

**Topic: Manufacturing Wind Turbines in South Florida**



**Jamie Schlinkmann**  
Inerjy  
Florida

Jamie Schlinkmann is a driven entrepreneur and engineer who has led teams responsible for development and manufacture of numerous machines used in manufacturing and medical laboratory automation. More than 5,000 pieces of capital equipment installed worldwide are a direct product of his company and technologies he played a key role in the development of. Now focused on products to improve the sustainability of our lifestyle and environment, Mr. Schlinkmann has led his team to develop EcoVert — the quietest and highest technology wind turbine ever designed for distributed generation applications. EcoVert is specifically designed for suburban and coastal living environments near population.

**SOLAR TERMS #2**

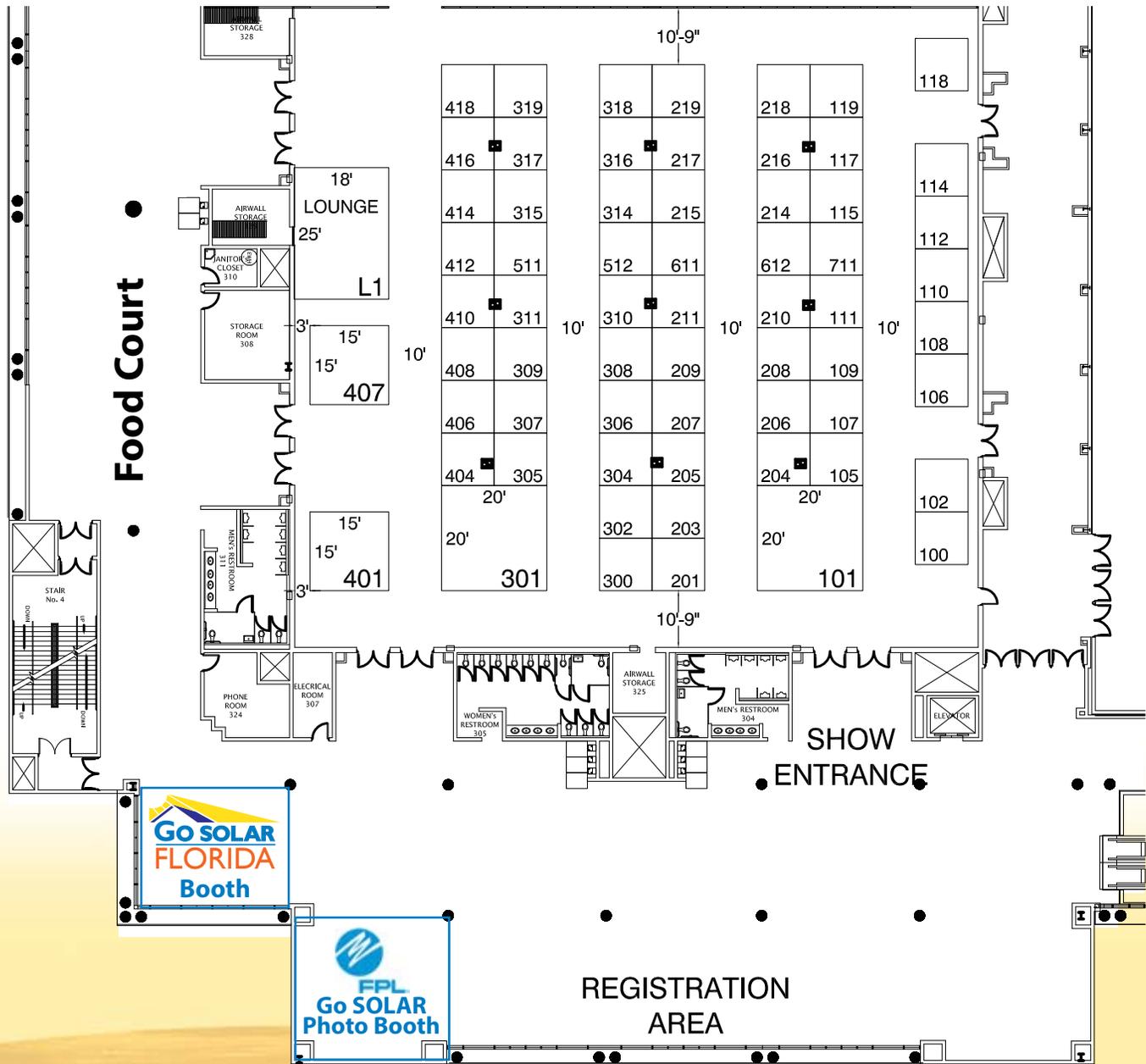
**Plug-in electric vehicle (PEV):**

Transportation vehicle with an onboard electricity storage system and the ability to charge from an outside power source.

**Power Purchase Agreements**

**(PPA):** A financial agreement where a developer arranges for the design, permitting, financing and installation of a solar energy system on a customer's property at little to no cost.

# Go SOLAR Renewable Energy Fest Exhibitor Floor Plan



Exhibitor Name	Booth Number	Exhibitor Name	Booth Number	Exhibitor Name	Booth Number
Advanced Green Technologies	201	FLERA (Florida Local Environmental)	406	Solar Quest USA	512
Alternate Energy Company	418	Florida Green Finance Authority	206	Solar Tech Worldwide	416
ATI Energia LLC Div of Ambient Technologies, Inc.	317	Florida Solar Energy Center (FSEC)	100	SolarOne Financial	511, 612
BathCrest	215, 217	Florida Solar Energy Industries Association (FlaSEIA)	408	Solectria Renewables LLC	102
BeacCorp Property Management	111	FPL	101	South Florida Energy Savers	318, 219
BlueNRGY	300	Future Energy Solutions	107	Sun Electronics	114
Bros Global Marketing, Inc	207	Go SOLAR Florida	Outside Registration	Sunergy World, Inc.	119
Broward College	310	Greater Fort Lauderdale Alliance	112	Technology Research Company	401
BC Aviation	307	Haiti Energie	110	Tesla Dania Beach	304
BC Natural Resources Planning & Management	208	IKEA Sunrise	414	The Energy Store	108
BC Office of Economic & Small Business Development	308	Inerjy	305	Topgan Drone	315
BCPlanning and Redevelopment	412	Lithium Battery Company	316	The LeverEdge	106
CVS	214	Miami Herald	115	UF Solar Racing Car Team	117
DC Marine Sytems/DC Battery Specialist	302	Microgrid Institute	404	UMA Solar	410
D-Day Veteran's Memorial	311	PCM Solar	218	Unified Energy Solutions	314
Do it Energy	109	Plugged Solar	306	US Solar Institute	301
EcoTech Visions	216	PNC Bank	203	USGBC	611
Environmental Power & Water Generation	210	Ralph Avallone/Neville Williams	711	West Broward Solar Go Cart	Outside
Fast ROI LED Lighting	205	Schroeder Solar Energy	105	Yake Solar	118
FIU: College of Engineering and Computing	204	Solar Knights	209	Zina Sunshine, Inc.	319

# Go SOLAR Renewable Energy Fest Exhibitors



Go SOLAR Renewable Energy Fest Sponsors



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# The current state of solar permitting in Florida

**1** Florida ranks 3rd for solar potential, but in 2013 only installed 26 MW of solar electric capacity, ranking it 18th nationally.

Source: Solar Energy Institute Association (SEIA)

**2** 818 different permitting jurisdictions throughout the state of Florida.

**3** Soft costs account for 64% of total installation cost.

**4** State-wide, fragmented Permitting Systems.

**5** Substantial market incentives do not exist.

## The 2020 Vision with **GO SOLAR | FLORIDA**

### The Florida Solar Permitting System

**1** Florida ranked within the top 10 states for installed solar, as measured by SEIA.

**2** One consistent solar permitting customer experience throughout the state of Florida.

**3** Dramatic reduction in soft costs.

**4** One uniform permitting experience.

**5** Suite of web-based market incentive tools including: financial options, solar education, and solar rights information.

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**Go SOLAR Florida Team Partners:**  
• Alachua County • Broward County • Miami-Dade County • Monroe County  
• Orange County • St. Lucie County • City of Venice • Florida Solar Energy Center

## Second Annual Go SOLAR Renewable Energy Fest

- More than 2,000 expected for two-day event featuring more than 50 exhibitors -

The Go SOLAR Florida Team is hosting the second annual Go SOLAR Renewable Energy Fest on June 6-7 at the Greater Fort Lauderdale/Broward County Convention Center, 1950 Eisenhower Blvd., Fort Lauderdale.

The free event will feature information on alternative and renewable energy with a focus on the latest technologies, financing options, solar installation, jobs and training. This is the premier event in South Florida to promote renewable energy and learn how to save money while using cleaner sources of energy. The Go SOLAR Renewable Energy Fest is expecting over 2,000 attendees and more than 50 renewable energy exhibitors.

### Renewable Energy Advocate Michael Brower is keynote speaker on Friday, June 6

Michael Brower, president and chief executive officer of the American Council On Renewable Energy (ACORE), will be the opening speaker of Broward County's Second Annual Go Solar Fest, June 6-7, at the Greater Fort Lauderdale/Broward County Convention Center, 1950 Eisenhower Blvd., Fort Lauderdale.

### Dr. James Fenton of UCF's Solar Energy Center is keynote speaker on Saturday, June 7

Dr. James Fenton, director of the University of Central Florida's Florida Solar Energy Center (FSEC), will serve as the keynote speaker on Saturday, June 7. FSEC is the convening authority for the Go Solar Florida Project and is responsible for establishing a protocol for accepting and approving structural and electronic design plans under this Department of Energy SunShot Initiative Rooftop Solar Challenge project.

The Go SOLAR team retained a majority of the "charter exhibitors" from last year's event and has added new exhibitors. The 16 charter exhibitors are: Florida Power & Light (FP&L), South Florida Energy Savers, Advanced Green Technologies, ATI Energia, BeacCorp Property Management, Broward College, The Energy Store, Schroeder Solar Energy, PCM Solar, Zina Sunshine, Fast ROI LED Lighting, Solar One Financial, Solar Knights, Miami Herald, Broward County Aviation and the U. S. Green Building Council.

New sponsors include: US Solar Institute, PNC Bank, Technology Research Company, DC Marine Systems, Unified Energy Solutions, and BlueNRGY. In addition, there will be 30 other companies exhibiting. While the majority of these companies will be coming from all over the state of Florida -- from as far south as the Keys and as far north into the panhandle -- companies will also be coming from out of state, mainly from Massachusetts, Pennsylvania and Minnesota. International companies exhibiting represent Italy and Haiti, providing a global insight into the growth and development of the renewable energy industry here in Florida.

The U.S. Department of Energy awarded the Go SOLAR Florida team a two-and-a-half year SunShot Initiative Rooftop Solar Challenge II award. The goal of the award is to make it easier for Floridians to obtain grid-tied solar installations. The purpose is to increase the use of and access to solar energy among the state's residents and businesses by reducing market barriers, lowering non-hardware related installation costs and providing access to financing options.



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\*Source: U.S. Green Building Council®, November 2010.

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## Know Your Solar Rights As A Homeowner

In an effort to educate and encourage residents and businesses to convert to solar energy, the Go SOLAR Florida team is informing homeowners of their rights to install renewable energy devices. As a homeowner in the state of Florida, you may not be denied permission to install a renewable energy device (such as solar panels), or any other energy device based on renewable energy. Chapter 163 of the Florida Statutes – Section 163.04 forbids ordinances, deed restrictions, covenants, declarations, or similar binding agreements from prohibiting the installation of solar collectors or any other energy device based on renewable resources. Even though a homeowner cannot be prevented from installing a solar energy system, certain restrictions may apply. Restrictions must be reasonable, not arbitrary and must be uniformly imposed on all homeowners. Restrictions cannot impact the performance of solar energy systems nor may they prohibit the installation related to solar energy devices.

Florida state law specifically prohibits a community association from preventing the installation of solar collectors on a homeowner's roof. The association may, however, determine where on the roof the collectors may be installed, so long as the installation is within the area required for effective operation; specifically, or within 45 degrees east or west of due south. The association may not impose requirements which would effectively restrict the system's operating efficiency if such determination does not impair the effective operation of the solar collectors. It is important that you notify your homeowners' or community association before installing a solar energy system on your home.

## What Are the Benefits of Solar Energy?

- **Save on energy bill throughout the life of the system**

The costs of an installed solar PV system can be recovered over the lifetime of the system through reduced energy bills as the solar energy offsets the need for energy from your utility company.

- **Cleaner source of energy and energy independence**

Rooftop solar PV systems are one of the cleanest power-generating technologies available today. Solar PV systems produce no air pollution, hazardous waste, or noise. The more electricity generated from solar power, the less our country relies on fossil fuels and imported sources of energy.

- **Results in greenhouse gas reductions**

Rooftop solar PV systems can also play an important role in lowering greenhouse gas (GHG) emissions by replacing coal-powered energy sources with clean, renewable solar technologies.

- **Florida Power and Light – Solar Rebate Program:**

FPL offers a \$2 per watt rebate for residential solar systems. The business rebate for PV systems provides a rebate of \$2 per watt for systems up to 10 kilowatts, a rebate of \$1.50 per watt for systems between 10 kilowatts and 25 kilowatts, and \$1 per watt for all systems larger than 25 kilowatts. Visit the FPL website for more [information](#).

- **Residential Renewable Energy Tax Credit:**

A taxpayer may claim a credit of 30 percent of qualified expenditures for a solar system. Visit [dsireusa.org](http://dsireusa.org) for [information](#).

### SOLAR TERMS #3

**Renewable Portfolio Standard (RPS) aka Renewable Energy Standard (RES):** Requires utility companies to source a certain amount of the energy they generate or sell from renewable sources such as wind and solar.

**Smart grid:** An energy system characterized by two-way communications and distributed sensors, automation, and supervisory control systems.

**Soft costs:** Non-hardware costs including permitting, installation and interconnection.

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