



Advancing Ohio Green Energy



Speaker Bios

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Green Energy Ohio 15th Annual Meeting Workshop

Saturday, May 2, 2015

Fawcett Event Center, Columbus, Ohio



**Dale Arnold, Director, Energy, Utility and Local Government Policy,
Ohio Farm Bureau
Secretary, GEO Board of Directors
Columbus, Ohio**

Dale Arnold coordinates the daily operations of the Ohio Farm Bureau energy programs; conducts community service programs, represents farm, small business and rural residential energy consumers on several Ohio utility, regulatory and consumer advisory boards and works with the Ohio Department of Agriculture, OSU Extension and other organizations. Since 2003, he has served on the Green Energy Ohio (GEO) Board and as Board Secretary since 2004. In May, 2013, he was honored with GEO's highest award, Pioneer of the Year. Dale holds a B.S. in Communications from the Ohio Dominican University.



**Brent Boyd, Chief Operating Officer,
Solar Power & Light, LLC
Member, GEO Board of Directors
Miamisburg, Ohio**

Brent Boyd has spent most of his adult life participating in all stages of advanced technology: starting and managing technology ventures, designing and developing technology intensive products, and providing strategic advice as a management consultant. His professional career in technology spans over 20 years, divided among multinational corporations, high growth entrepreneurial organizations and the federal sector. Mr. Boyd is widely considered to be an entrepreneur, global technology executive and advisory expert in the areas of market research, financial analysis, product management and strategy development. He currently is COO of Solar Power and Light and serves on numerous boards.



**Karen Claude, Energy Analyst,
Energy Optimizers, USA
Tipp City, Ohio**

Karen works as an Energy Engineer at Energy Optimizers USA and has been with the company for one year. She is a recent graduate of the Clean and Renewable Energy program at the University of Dayton. She analyzes energy usage at K-12 schools, colleges and universities and commercial facilities to make recommendations for implementing energy savings upgrades. She also creates energy models of the facilities, creates Energy Star portfolios, proposals and performs M&V (Measurement and Verification) tracking to ensure energy upgrades are performing as expected.



**Mike Foley, Director,
Department of Sustainability - Cuyahoga County
Cleveland, Ohio**

Mike Foley is the first Director of the Department of Sustainability for Cuyahoga County. The Department was just created in February 2015. Before this position, Foley was a State Representative from the 14th HD located in the west side of Cleveland for 8 years. He was very active in energy and environmental matters for his entire tenure there. Foley has worked actively as a legislator on various issues on the state level regarding the environment and energy efficiency. Foley earned his bachelor’s degree from the University of Dayton and his law degree from the Cleveland-Marshall College of Law.



**Alan Frasz, President,
Dovetail Solar & Wind
Member, GEO Board of Directors
Cleveland, Ohio**

Al has led the transformation of Dovetail from a three person start-up to a regional leader with over 38 good paying green jobs. He has developed and personally delivered over 100 presentations across Ohio on the economic and environmental benefits of solar and wind systems. Al increased Dovetail’s focus on business to business sales, accompanied with detailed financial payback analysis and return on investment. He was one of the early pioneers in convincing the Ohio Energy Office to open up the Advanced Energy Fund to third party owners enabling firms to provide a finance vehicle for non-profit institutions, schools and municipalities to acquire large scale solar systems. Al actively meets with law makers to educate them on the why renewables are a great investment to create jobs, economic value and reduce our environmental impact. He has testified multiple times before both Ohio House and Senate committees to advance SB221, SB232 and other key legislation. He has also made trips to Washington to testify and meet with congressmen and senators on climate and energy policy bills. He has served on the Green Energy Ohio (GEO) Board since 2009, and currently chairs the Membership Committee.



**Geoff Greenfield, President,
Third Sun Solar
Athens, Ohio**

Geoff Greenfield is founder and co-owner of Third Sun Solar (since 2000) and Newtility Energy Finance (since 2012). Geoff has a Bachelor’s Degree in Political Science from Miami University and a Masters in International Development with a focus on project administration from Ohio University. Geoff was a member of the inaugural NABCEP certification class in 2003 and continues to actively hold this credential. Since 2013 Geoff has served on the Board of Directors for NABCEP, helping guide and grow the industry’s premier credentialing and standards organization. Prior to renewables, Geoff’s background included structured financing and development of affordable housing projects, non-profit management, and business administration. He is proud to have served in the U.S. Peace Corps building water systems in Central Africa. Geoff is a sought-after public speaker and trainer, a consultant to investment firms in the clean technology sector, and lives in a 100% solar powered home.



**Michelle Greenfield, CEO,
Third Sun Solar
Past President, GEO Board of Directors
Athens, Ohio**

Michelle Greenfield is co-owner and CEO of Third Sun Solar, LLC, which was founded in 2000 and has installed over 400 clean energy systems for residences, businesses and institutions. Prior to 2000, Michelle worked in

small business finance and economic development. As a VISTA volunteer she chartered and managed a Federal credit union serving the low-income community of SE Ohio. She also worked in small business development as a loan officer, and has served on non-profit boards, including Green Energy Ohio (GEO), the Athens Area Chamber of Commerce and the Appalachian People's Action Coalition.

Raised in Cincinnati, Michelle received her Bachelor's in Business Administration from Miami University and her Master's in International Affairs from Ohio University. In her spare time, Michelle is a yoga instructor and competes in triathlons. In 1995, she and her husband Geoff built their own energy efficient and solar powered home in rural Athens County.



Josiah Huber, Director
DiPerna Economic Development Advisors
Columbus, Ohio

Josiah is very active in energy efficiency finance throughout the state of Ohio utilizing various structuring techniques to deliver competitive long-term, fixed rate debt for for-profit, non-profit, and government borrowers. PACE has proved to be a critical structuring element in many energy efficiency transactions in providing adequate security for projects that are often too difficult cumbersome to finance via traditional sources of capital. Josiah is a Director with DiPerna Advisors and assisted in the establishment of energy finance programs for the Better Buildings of Northwest Ohio (Toledo-Lucas County Port Authority), Central Ohio Energy Fund (Columbus-Franklin County Finance Authority), the Dayton Regional Energy Program (Dayton-Montgomery County Port Authority), and the State of Ohio's Energy Loan Fund.



Greg Kuss, CEO,
SolarVision, LLC
Past President and Member, GEO Board of Directors
Dublin, Ohio

Greg Kuss is the founder and CEO of SolarVision, a Power Purchase Provider located in central Ohio. Greg brings a wealth of knowledge and experience to the company as well as a long-term commitment to sustainable energy alternatives. His role includes serving as chief executive officer with oversight of all operations and serving as the company's principal liaison to the solar industry. Greg is a fourth-generation energy businessman.

During his 30-year career in the industry, he founded Energy Designs (1984), a renewable energy product development company. Greg also co-founded EcoHouse, LLC, which helps to provide sustainable energy solutions for the residential market. He is committed to educating the population on renewable energy. He created and markets the Green Energy Machine, an interactive tool to teach children about renewable energy. Greg has served as a founding member, past president and current board member of Green Energy Ohio. He received his bachelor's degree from Otterbein College, has attended the Florida Solar Energy Center and numerous other solar related training courses.



Rudy Magasrevy, Vice President of Sales Development,
Nextronex
Holland, Ohio

Rudy offers 9 years of vertically integrated Solar PV experience as a Subject Matter Expert in the areas of Renewable Energy, and over 22 years of Senior Management skill set reporting to the C-Suite in the areas of International Business Development, Technical Sales, Operations and Construction. As a savvy business developer, Rudy truly understands the North American and Caribbean Solar markets as a result of hands-on experience overseeing over 800+ MWs in sales efforts, marketing, estimating & bidding,

strategic partnerships and teaming agreements, contracts, financial & cost modeling, proposal preparation management and RFP responses. He also provides strong relationships with financing capital sources, tier-1 suppliers and EPCs.



**Chris Meyer, PACE Projects Director,
Energy Optimizers, USA
Member, GEO Board of Directors
Tipp City, Ohio**

Chris works with Energy Optimizers, USA, particularly packaging energy efficiency projects in the commercial sector for the company. He has focused on working with the Dayton Regional Port Authority to provide external financing for these projects through the Property Assessed Clean Energy program. He was formerly the Director of Energy Programs for the Dayton Development Coalition where he worked with a wide range of small businesses active in the green energy space. With goals to raise awareness, offer collaboration opportunities, and grow jobs, he has facilitated meetings and presentations with business, academia, and non-profits in the Dayton region and beyond.

Most significant was his collaboration with Green Energy Ohio to design and carryout GEO's largest and most successful conference in February, 2011 in Dayton, and a follow-up conference in 2014. Chris joined the GEO Board of Directors in August, 2013.



**Kevin Moyer, Executive Director,
Energy Efficiency & Alternative Energy,
Toledo-Lucas County Port Authority
Toledo, Ohio**

As Executive Director – Energy Programs, Toledo-Lucas County Port Authority, Kevin has lead the Port's team through the start up and implementation of energy efficiency and alternative energy financing for commercial and public markets. The Program is utilizing a new community development and financing tool "PACE" which stands for "Property Assessed Clean Energy". Through a local Energy Special Improvement District, all types of building owners can complete improvements to their buildings that extend property economic life, reduce energy consumption and incorporate renewable energy. Energy and operational savings provide building owners the confidence to commit to projects and achieve sustainable energy transformation with 100% of the project cost funded at attractive fixed rates for up to 20 years. Conveniently repaid through a special assessment on the property, energy savings of 20% to 50% or more can be achieved. To date over 100 projects have been completed on over \$30 million of project value gaining the program state and national recognition from the Department of Energy, PACENow and Council of Development Finance Agencies. Kevin's presentations at GEO events in recent years have helped take the PACE message to new audiences across Ohio. Kevin enjoyed a successful 25 year career with Dana Corporation in structured finance investment, global operations and business development.



**David Panich, Architect,
Panich Architecture
Chairman, ASES Board of Directors
Framingham, Massachusetts**

Architect David Panich has been involved with solar since the mid-1970's, designing and developing residential and commercial buildings that utilize passive solar and energy conservation measures. Before becoming a GEO Board Member and chairing the Membership Committee from 2007 to 2012, David participated on the local organizing committee for the 1984 National Passive Solar Conference of the American Solar Energy Society (ASES) in Columbus, Ohio. He actively supported GEO's bid to bring the 36th ASES National Solar

Conference to Cleveland in July 2007. David served on the National Organizing Committee for SOLAR 2007 attended by 5,000 people in downtown Cleveland and hosted locally by GEO. Today, David is Chairman of the ASES Board of Directors and lives in Framingham, Massachusetts where he inspires solar development on a national basis. David remains a registered architect and was founding partner for 29 years in the firm of Panich + Noel Architects (P+N) in Athens, Ohio. David is a 1971 graduate of the Ohio University College of Architecture and is a member of the American Institute of Architects.



**Bill Spratley, Executive Director,
Green Energy Ohio
Member, ASES Board of Directors
Columbus, Ohio**

Bill has led the statewide non-profit Green Energy Ohio since 2001 based in Columbus. He lends a wealth of experience and knowledge in the utility and energy sector. His vast national and statewide network of contacts, include Chairing SOLAR 2007 - the 36th National Solar Conference in Cleveland. In 2012, he received the prestigious Charles Greeley Abbot Award from the American Solar Energy Society and currently serves on the ASES Board of Directors. Bill also received the National Green Power Leadership

Award in 2007 and the U.S. Wind Powering America Program Wind Advocacy Award in 2006. An attorney since 1973, he was the State of Ohio's first Consumers' Counsel, 1977-1993. Bill was founding President of the National Assn. of State Utility Consumer Advocates. He served on U.S. Secretary of Energy advisory boards of Presidents Carter, H.W. Bush and Clinton. A College of Wooster graduate, Bill's J.D. is from Ohio State University's College of Law. Bill and his wife Faye are solar home owners with a 4 kW rooftop array in Worthington Hills.



**Karen Uhl, Ohio Sales Specialist,
DVG-LED,
East Jordan, MI**

Karen Uhl is a recent graduate of OSU's Aquaculture Boot Camp, directed by Dr. Laura Tiu. Karen is passionate about using green energies, creating efficiency, and growing the highest quality and nutritious food possible. Karen has spent the last three years researching renewable energies, passive home and heat sink designs, greenhouses, aquaponics, and nutrition. She recently graduated from Western Governors University with a Bachelor of Science in Accounting. Karen's capstone was chosen as one of five examples for WGU's 2014 business students. Her business plan was the highest choice

in the field of Business Management. In the future, she is hoping to start an aquaponic farm in Northeast Ohio which will raise tilapia, organic produce, freshwater shrimp and lobsters. She recently became the Ohio Sales Specialist for DVG-LED, a division of Up North Energy, located in East Jordan, MI.



**Jay Warmke, Co-Owner,
Blue Rock Station Sustainable Living Center
Vice President, GEO Board of Directors
Philo, Ohio**

Jay is co-owner of Blue Rock Station (www.bluerockstation.com), a sustainable living center that features the first Earthship (a 2,200 sq ft passive solar home constructed out of garbage) built east of the Mississippi, many straw bale buildings, a plastic bottle greenhouse, a solar shower, gardens, milk goats, lots of summer interns, and way too many cats. In the years since establishing Blue Rock Station, more than 30,000 people

have wandered through their living room – drawn by the vision of a truly sustainable lifestyle.

Jay is the author of numerous green technology books and articles, including Green Technology: Principles and Practices (Marcraft), Solar Photovoltaic Installer Certification Guide (Marcraft), Wind Turbine Installer

Certification Guide (Marcraft), When the Biomass Hits the Wind Turbine (BRS Media), Understanding Photovoltaics: A Study Guide for Solar Electric Certification Programs (BRS Media), and many more.

He is vice president of the board of directors of Green Energy Ohio, and the International Certification and Accreditation Council. He has served as a committee member on ETA's renewable energy committee since 2010. In 2015 he was elected to ETA's Board of Directors. He is on the advisory council of Ohio State University's renewable energy program, as well as an adviser to Tolles Career & Technical Center renewable energy program. He is a former instructor of Renewable Energy at Central Ohio Technical College, and Jay also served as National Chairman: SkillsUSA Sustainable Solutions Contest (2010-2014).

Along with Annie Warmke, he was presented the 2009 Sustainable Living Award from Rural Action Ohio, and Green Energy Ohio named him "Pioneer of the Year" in 2011. He was also named the Electronic Technician's Association Educator of the Year for 2013.



**David C. Wilhelm, Partner and Chief Strategy Officer,
Hecate Energy**

David Wilhelm's career has spanned the worlds of energy, finance, politics, academia, and public policy; in each, he has made a meaningful impact and has always been guided by the idea of doing what he can to help others fulfill their human potential.

Today, as Partner and Chief Strategy Officer of Hecate Energy, Wilhelm is facilitating the company's efforts to develop solar, wind, and gas projects in international markets such as Africa, Pakistan, and Jordan. Hecate Energy, founded in 2012, was recently awarded an assignment from the Los Angeles Department of Water and Power to develop 190MW of solar generation. Additionally, Hecate was named as one of the top nine companies to watch among America's utility scale solar developers by Greentech Media. In Tanzania, Hecate and Wilhelm are developing the largest solar array ever to be installed on the grounds of a campus, at the University of Dodoma, linked to the creation of the continent's first School of Renewable Energy.

Wilhelm is the founding Partner of Empower Gas & Electric, a Columbus-based energy services company designed to help communities capture the economic benefit of their spending on electricity through local generation projects and the deployment of energy efficiency strategies.

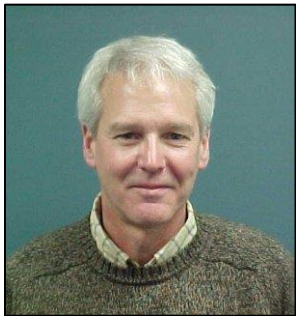
Wilhelm is also a founder of two regionally focused venture capital funds designed to bring investment dollars to underserved regions of the Midwest and Appalachia. He served as the co-chair of a statewide campaign to renew the Ohio Third Frontier, one of the nation's model programs in support of innovation and entrepreneurship.

Prior to transitioning to the business world, Wilhelm's career was focused on electoral politics. He managed the campaigns of persons such as William J. Clinton, Joseph R. Biden, Richard M. Daley, and the late Paul Simon. He was a leading national surrogate for the campaign of Barack Obama in 2008 and is a lifetime "superdelegate" to Democratic Party national conventions. In 1992, President Clinton named Wilhelm to serve as Chair of the Democratic National Committee, making Wilhelm the youngest person in American history to serve in that post.

In the world of non-profit organizations, Wilhelm is the Chair of the Midwest's leading environmental and clean energy advocacy group, the Environmental Law and Policy Center. He is Co-Chair of the Strategic Partners Group of the Voinovich School Of Leadership and Public Affairs at Ohio University and a co-founder of its new Center for Public and Social Innovation. Early in his career, Wilhelm was the executive director of one of the nation's leading tax reform organizations, Citizens for Tax Justice, and was a co-author of studies that provided impetus for federal tax reform during President Reagan's presidency.

Serving on the Green Energy Ohio Board of Trustees, 2010-2013 and Wilhelm was a featured speaker at GEO events discussing his proposed 50 megawatt Turning Point Solar Project in Southeast Ohio that was halted by a Public Utilities Commission of Ohio decision.

Wilhelm is a graduate of Ohio University and Harvard University; he has received honorary doctorate degrees from Ohio University, the University of Charleston, and Wheeling Jesuit University, and has taught at Harvard University, the University of Chicago, DePaul University, and the University of Akron. Wilhelm and his wife, Degee, reside in Bexley, Ohio, where they are now empty nesters, with both sons enrolled at Ohio State University.



**John Witte, President,
Advanced Distributed Generation
Maumee, Ohio**

John Witte is the founding partner in Advanced Distributed Generation (ADG), specializing in the design and installation of photovoltaic systems. ADG has installed over 150 PV systems with a total rated capacity of 6.5 megawatts. ADG is one of 13 original industry partners of the Center for Photovoltaic Innovation and Commercialization at the University of Toledo and a member of the Ohio Advanced Energy Business Council. Through these professional affiliations, ADG is working toward lowering the cost of installed PV by standardizing design and construction practices. Mr. Witte has 35 years of experience in the solar industry. Mr. Witte has a Bachelor of Science in Mechanical Engineering and Bachelor of Science in Construction Management. Mr. Witte is NABCEP certified for PV and solar thermal installations. Mr. Witte is a member of Great Lakes Renewable Energy Association's Professional Certification Board, and is an ISPQ Certified Instructor for Photovoltaic Classes.