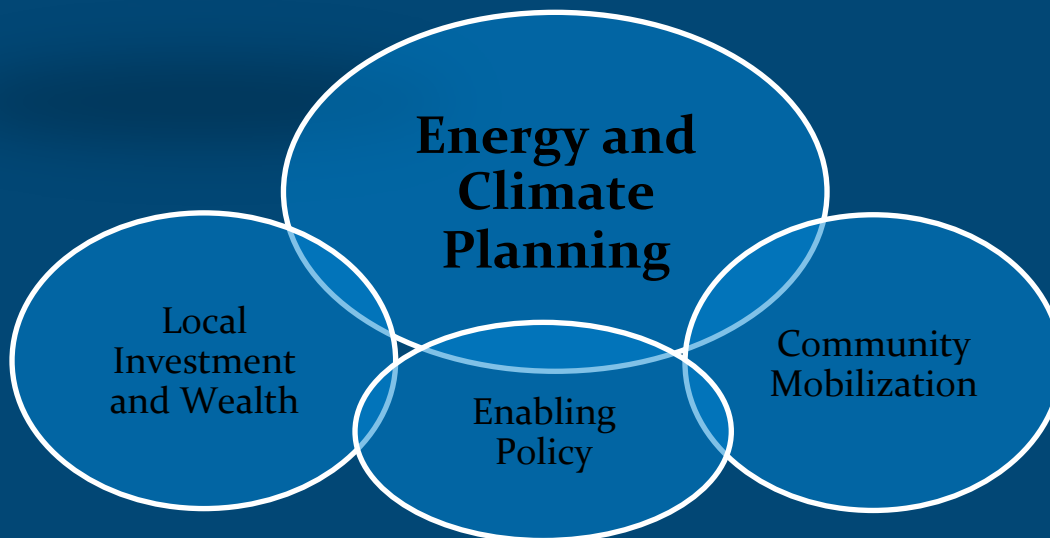
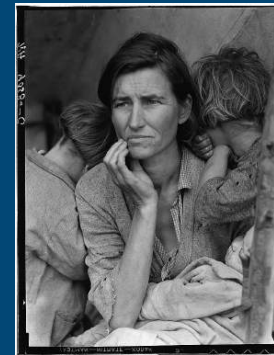


Winneshiek Energy District



Outline

- Energy District Model, green meets green
- Solar Market Transformation – what is it? (locally-owned? Economic Development?)
- Spokes on a Flywheel and MOMENTUM
- IDENTITY and upshot



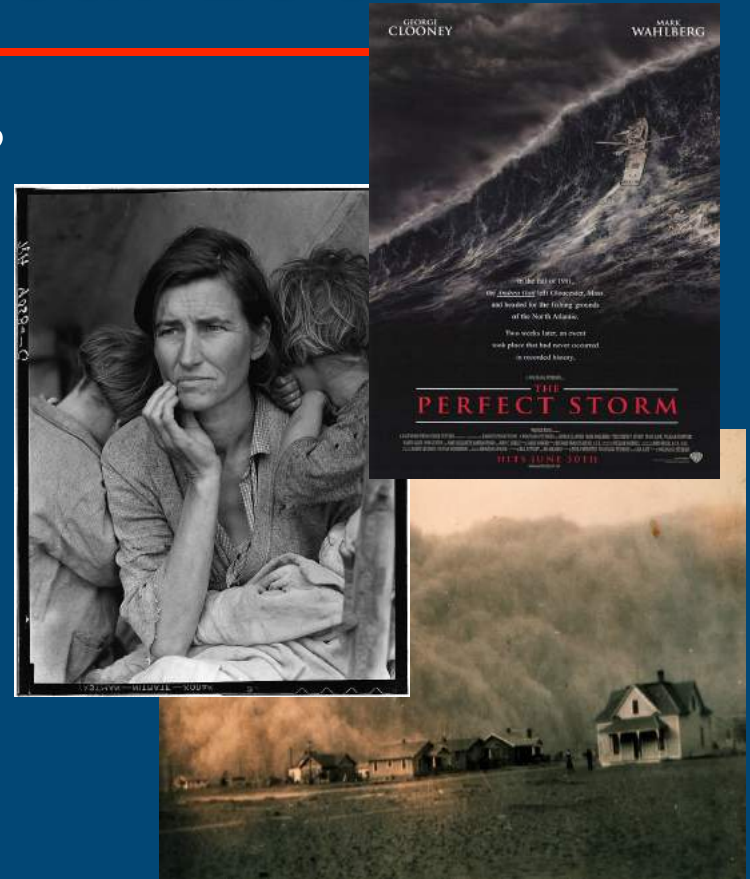
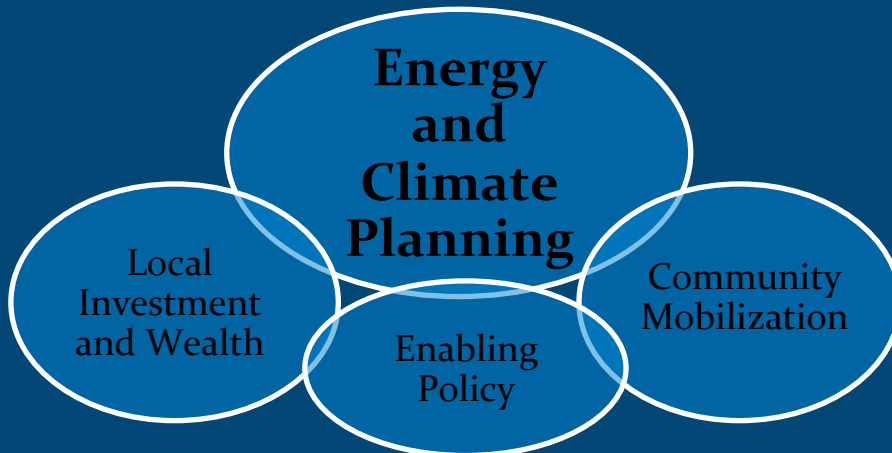
Model: TOC

- Got Innovation?
- Got Transformation?
- Got MOVEMENT?!
- Got Missing Link
- Put the BOOTS on the GROUND



Model: Universal Local

- Wait, isn't local irrelevant?
- Well, unless local is everywhere
- SWCD model: “universal local infrastructure”



Solar Market Transformation: Huh?

- What Market?
- Solar PV is power generation, shifting power locally is reversing a century
- Market drivers of green meets green, economic development opportunity of locally implemented and owned clean energy is huge: customer AND COUs.



Spokes on the Flywheel

- Early adopters
- Technical assistance
- Financing
- Contractor base
- Training professionals
- Outreach, engagement, workshops, tours



Contractor Spoke

All Solar Installers listed are Energy District sponsors and partners

Decorah Electric, 563-382-9473, info@DecorahElectric.com. Based in Decorah, Winneshiek County, Iowa. Decorah electric is a major sponsor of the Energy District. They are not yet NABCEP certified but in the process.

Tom Massman Construction, 563-382-5712, massmant@gmail.com. Based in Decorah, Winneshiek County, Iowa. A builder of sustainable homes, Massman Construction have added solar installations to their services. They are not yet NABCEP certified but in the process.

Perry Novak Electric, 563-382-2179, office@perrynovakelectric.com. Based in Decorah and Charles City, Winneshiek and Floyd Counties, IA. An Electrical & Solar contractor / installer serving all of northeastern Iowa. Their home and businesses are utilizing solar and they are in the process of NABCEP certification.

Go Solar, 563-382-3242, gosalardp@gmail.com. A small Decorah company owned/operated by solar pioneer Dennis Pottratz, the first nationally certified (**NABCEP**) solar installer in Iowa. Winneshiek County, Iowa.

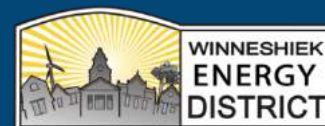
Blake Electric, 563-568-3686, info@blakeelectricinc.com. Owned/operated from Waukon and Postville by John Blake, also **NABCEP** certified in solar PV installation. Allamakee County, Iowa.

Timmerman's Talents, 608-642-2262, info@timmermanstalents.com. Based in Platteville, Grant County, WI. Owned and operated by Todd Timmerman, specializing in Solar PV, Solar thermal, and Wind energy.

Iowa Wind and Solar, 800-8080-SUN, bebright@iowawindandsolar.com. Based in Fairfield, Jefferson County, IA. Solar PV, solar thermal (hot water), and wind. Not NABCEP certified. *Note, IWS works with Jirak installation crew from Waucoma in Fayette County.*

GWA International, 515-967-4996, contact@gwaintl.com. Altoona, Polk County, IA. Broad spectrum renewable energy and energy efficiency firm. **NABCEP** certified.

Wulfekuhle Electric, 563-922-2395, wulfelectric@iowatelecom.net. Delhi, Delaware County, IA. Full service electrical contractor, including solar PV.



Professional Training Spoke

- Northeast Iowa Community College
- 221 professionals trained 2011-13 in energy auditing, gr building and deconstruction, solar thermal and PV, and wind
- Ongoing include NEC for solar PV (electricians), solar PV fire safety (firefighters), off the grid solar I and II, and coming soon NABCEP
- solar PV and other ee/re increasingly incorporated into credit and non-credit coursework and programs – electrical, construction, etc

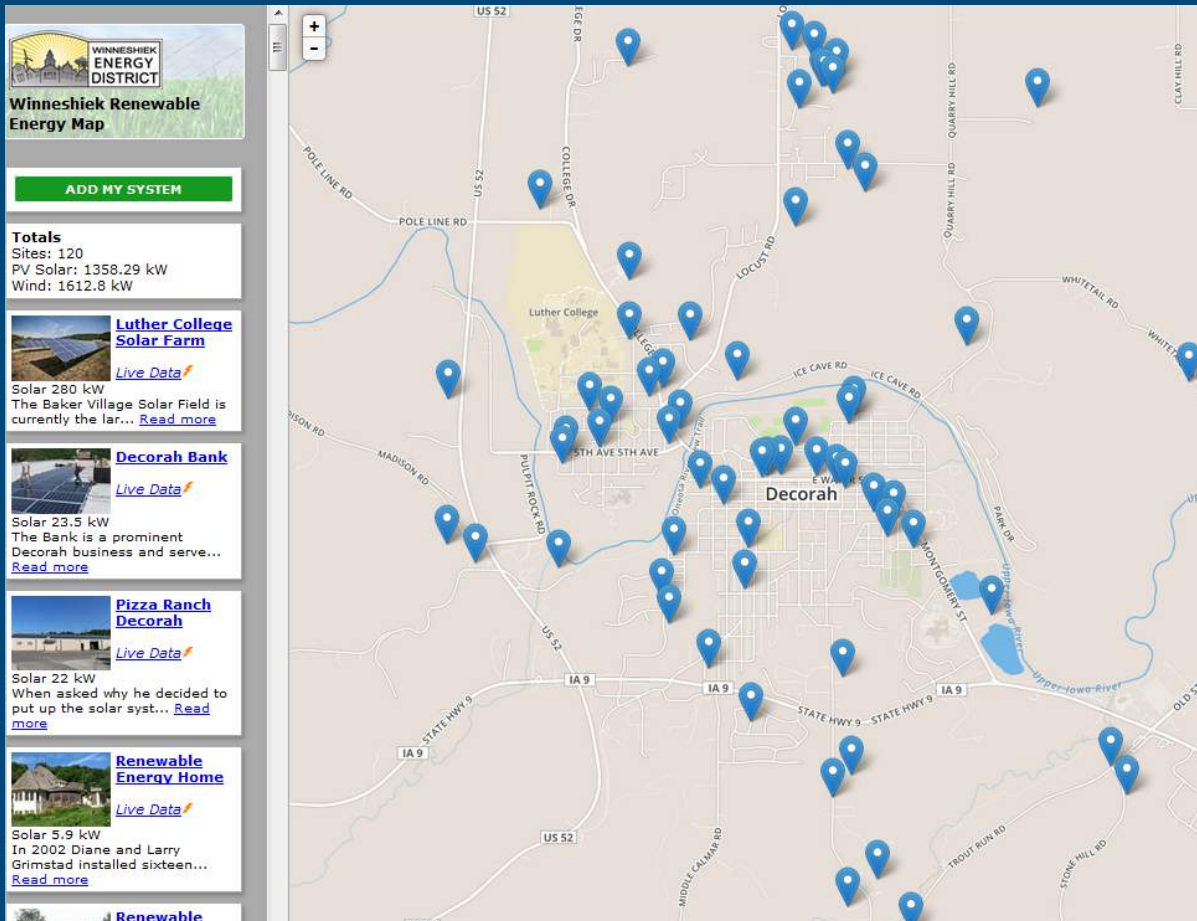


Outreach Spoke

- Trusted resource (initially, TA)
- Tours, open houses, Luther partnerships
- Solar workshop “template” development via recent series of five counties – IEC etc
- Ag energy planning: EE+RE+OT ... back to putting the pieces together via TA



Upshot: Identity



What about shared renewables?


Anchors?

Public Entities?

(Winneshiek Shared Solar)



Parting Thoughts on Context



DO YOU CARE ABOUT

- ✓ Keeping and reinvesting our energy dollars locally?
- ✓ Clean, renewable locally owned energy for all?
- ✓ Preserving a healthy environment and stable climate for our kids?

BECOME A MEMBER OF *your* ENERGY DISTRICT TODAY!

OUR VISION:

100% BY 2050 | **LOCAL RENEWABLE Energy**

- Energy Districts are where Green Meets Green
- “It pays darn well ... and it’s the right thing to do”
- Locally ... “we get, the job done”!

