U.S. Environmental Protection Agency • U.S. Department of Energy • Center for Resource Solutions

2005 GREEN POWER *Leadership* Awards





2005 Green Power Leadership Awards

The 2005 Green Power Leadership Awards are hosted by the United States Environmental Protection Agency (EPA), the United States Department of Energy (DOE), and the Center for Resource Solutions (CRS). EPA and DOE will recognize leading green power suppliers and green power purchasers. CRS will recognize leading organizations and individuals building the market for green power.

The Green Power Leadership Awards for purchasers is a recognition program of the Green Power Partnership, a voluntary program working to reduce the environmental impact of electricity generation by fostering development of the green power market. The Partnership provides technical assistance and public recognition to organizations that commit to using green power for a portion of their electricity needs. Partners in the program include Fortune 500 companies, states, federal agencies, universities, and leading organizations around the country that have made a commitment to green power.

For the 2005 green power supplier and purchaser awards, two panels of seven and eight judges, respectively, reviewed more than 80 nominations through a national competitive review process. Purchaser nominees were evaluated based upon the size and characteristics of their green power commitment, ingenuity used to overcome barriers, internal and external communication efforts, and overall renewable energy strategy. Purchaser recognition falls into three categories: On-site generation, Green Power Purchasing, and Partner of the Year. Supplier nominees were evaluated on criteria including technologies utilized, total sales, evidence of annual audit to verify procurement and sales, amount of green power supplied, and number of customers served. The three categories of supplier nominees are New Green Power Program, Renewable Energy Technology Supplier, and Green Power Program of the Year.

The Market Development Awards recognize companies, organizations, and individual renewable energy leaders that are building the market for green power. A Selection Committee of twelve judges reviewed over 40 nominations in the three categories of Market Development Awards: Green Power Beacon, for innovative marketing; Green Power Pilot, for cutting-edge outreach, and Green Power Pioneer, for continuous individual achievement.

We gratefully thank the individuals who devoted time to reading, evaluating, and discussing the nominations. The 2005 evaluation panels for green power purchaser and supplier awards included the following: Jerry Kotas, David McAndrew, and Linda Silverman, U.S. DOE; Kurt Johnson, Matt Clouse, and Blaine Collison, U.S. EPA; Lori Bird and Blair Swezey, National Renewable Energy Laboratory; Terry Peterson, EPRI consultant; Adam Capage and Barry Friedman, E Source Green Energy Service; and Ed Holt, Ed Holt & Associates. The 2005 Selection Committee for Market Development Awards included: Randy Manion, Western Area Power Administration; Susan Herbert, TerraChoice; Barry Friedman, E Source Green Energy Service; Susan Innis, Western Resource Advocates; Diane Zipper and Natalie McIntire, Renewable Northwest Project; Kevin Eber, National Renewable Energy Laboratory; Ed Holt, Ed Holt & Associates; Këri Bolding, Center for Resource Solutions; Marcus Schneider, The Energy Foundation; Holly Welles, Pacific Gas and Electric; and Martha Broad, Massachusetts Technology Collaborative.

We gratefully thank those who donated their time and resources toward the development of the 2005 Awards ceremony: Jack Jenkins of the U.S. DOE Central Regional Office for putting the pictures into video format; Pete Simon, by day of the U.S. DOE Golden Field Office and by night providing the voice over for the ceremony video; and SunPower for donating the use of their production studio.





Kathleen Hogan

Director, Climate Protection Partnerships Division
U.S. Environmental Protection Agency

Kathleen Hogan is the Director of the Climate Protection Partnerships Division of the U.S. Environmental Protection Agency. There she manages many of the Agency's industry partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR Program.

Recognizing the environmental benefits to be gained from government-industry partnerships, Kathleen has helped the ENERGY STAR program grow from a partnership with product manufacturers to one with major retailers, utilities and states. She has helped make the ENERGY STAR available for products in more than 40 categories and bring national recognition of the ENERGY STAR to more than 60 percent of the public, as well as help bring the benefits of energy efficiency to schools, hospitals and commercial buildings.

Prior to this, she managed partnership programs designed to reduce emissions of the more potent greenhouse gases. She developed and managed programs with the U.S. natural gas industry and the U.S. primary aluminum industry as well as a joint effort with the Russian natural gas industry.

Hogan has been with the EPA for 15 years. Prior to EPA, she worked in consulting and for a water resources planning commission for the Potomac River. She received her doctorate in systems analysis and environmental engineering from the Johns Hopkins University and a Bachelor of Science in Chemistry from Bucknell University.

Mark Ginsberg

Member, EERE Board of Directors
U.S. Department of Energy

Mr. Mark Ginsberg was appointed by the Assistant Secretary for Energy Efficiency and Renewable Energy (EERE) to serve on a newly created EERE Board of Directors, effective July 1, 2002. In that capacity, Mr. Ginsberg and the Board direct EERE policy, strategies and budgets and serve as Ambassadors for EERE.

Mark Ginsberg served as Deputy Assistant Secretary for the Office of Building Technology, State and Community Programs (BTS) from July 1997 to July 2002. In that position, Mr. Ginsberg oversaw a comprehensive set of programs to make buildings, equipment and appliances more energy efficient; support state, community and low income energy programs; and pave the way for a healthy and prosperous future through high efficiency research and development, building codes and appliance standards.

From December 1991 until July 1997, Mark directed the Federal Energy Management Program and, prior to joining DOE in 1991, he served as Director of the Arizona Energy Office.





Dr. Jan Hamrin

President
Center for Resource Solutions

Dr. Jan Hamrin is the President of the Center for Resource Solutions (CRS), a non-profit corporation located at the Presidio in San Francisco, California. CRS designs and operates national and international programs that support the increased supply and use of renewable energy resources and is dedicated to fostering international leadership in sustainability by building the human capacity to meet environmental, economic, and cultural needs. Dr. Hamrin has served as advisor to the G-8 Renewable Energy Task Force as well as to numerous legislatures and regulatory commissions both in the U.S. and internationally. She co-authored three books for the National Association of Regulatory Utility Commissioners (NARUC): *Regulator's Handbook on Tradable Renewable Certificates*, 2003; *Affected with the Public Interest: Electric Industry Restructuring in an Era of Competition*, 1994; and *Investing in the Future: A Regulator's Guide to Renewables*, 1993. In 1981, Dr. Hamrin founded and served nine years as Executive Director of the Independent Energy Producers' Association (IEP) in California and played a key role in the implementation of the Public Utilities Regulatory Policies Act (PURPA) in California and elsewhere. Dr. Hamrin received her Ph.D. in Ecology, with emphasis on public policy evaluation of environmental and energy programs, from the University of California, Davis. She also holds Masters degrees in Public Administration and Consumer Science from U.C. Davis as well as a Bachelor of Science from the University of New Mexico.

Karl R. Rábago

Group Director, Clean and Renewable Energy
Houston Advanced Research Center

Karl R. Rábago is the clean and renewable energy group director with the Houston Advanced Research Center. He joined HARC in December of 2003 and is responsible for maintaining and enhancing HARC's energy programs, including the Center for Fuel Center Research and Applications.

Rábago has broad experience in business, government and non-governmental environmental organizations. As sustainability alliances leader for Cargill Dow, he oversaw business relationships and practices supporting the company's sustainability mission in all its business activities. He has successfully established a consulting business in sustainability issues as managing director at the Rocky Mountain Institute, overseen national research and development programs in clean energy technologies as a deputy assistant secretary at the US Department of Energy, reformed regulation of electric utilities as a commissioner for the Public Utility Commission of Texas, and successfully championed common sense approaches to improvement and preservation of the environment energy program director with the Environmental Defense Fund. He serves in the non-profit community as a member of the board of the internationally recognized Center for Resource Solutions, where he also chairs the national Green Power Board. Rábago serves on the board of the Jicarilla Apache Nation Utility Authority, a novel organization dedicated to building capacity for tribal self-determination in New Mexico, USA.

Karl is an attorney with a bachelor's degree in business from Texas A&M University and a Juris Doctorate with Honors from the University of Texas School of Law. In addition, he holds post-doctorate Master of Laws degrees in Military law and Environmental law. He served as an officer in the United States Army from 1977-1990, is a graduate of the US Army Airborne and Ranger schools, and has served as an Armored Cavalry officer, military criminal attorney and Assistant Professor of Law at the U.S. Military Academy at West Point.

Married with three grown children and a beautiful granddaughter, Karl and his wife Pam live in The Woodlands, Texas.





About the Awards

Green Power Purchaser Awards

The EPA and DOE Purchaser Awards honor U.S. organizations that have helped build a market for green power by making significant purchases of renewable energy. Award winners were selected based upon criteria including the quantity and type of renewable energy purchased, the impact of their green power purchases, the extent to which their actions have helped to establish a precedent that may catalyze similar actions by others, and the extent to which they demonstrated innovative purchasing strategies.

Green Power Supplier Awards

The EPA and DOE Supplier Awards recognize U.S. suppliers of green power based on qualitative and quantitative criteria including their use of innovative programs, number of customers served, benefits offered to customers, and total sales. To be eligible, these products and programs must serve voluntary green power markets.

Market Development Awards

The Center for Resource Solutions' Awards recognize efforts to build the green power marketplace, innovative marketing materials and themes used by green power suppliers, cutting-edge outreach efforts by an individual or organization to boost interest in green power, and outstanding contributions and continuous individual achievement in support of renewable energy.

Green Power Leadership Club

The Green Power Leadership Club honors Partners in EPA's Green Power Partnership program that have made an exemplary green power purchase. Club members have made a green power purchase which exceeds minimum Green Power Partnership purchase requirements by at least a factor of four. Eligibility for the Club is determined on an annual basis.

2005 Green Power Leadership Award Winners

Green Power Purchaser Awards

On-Site Generation

Aspen Skiing Company
City of Fresno, California, CA General Services Department
City of Vallejo, California
County of Alameda, California
FedEx Express – Oakland Hub Facility
St. Francis Winery & Vineyards
University of Minnesota, Morris

Green Power Purchasing

Atlantic Golf, a Division of the Brick Companies
Dagoba Organic Chocolate
Green Mountain Coffee Roasters
Harvard University
Hyatt Regency Dallas & Hyatt Regency DFW
Mohawk Fine Papers, Inc.
Safeway Inc.
Starbucks Coffee
Western Washington University
Whole Foods Market – Rocky Mountain Region
The World Bank Group

Green Power Partner of the Year

HSBC North America
Johnson & Johnson
U.S. Air Force
WhiteWave Foods Company





2005 Green Power Leadership Award Winners

Green Power Supplier Awards

New Green Power Program or Product

Florida Power and Light's Sunshine Energy® Program
PECO and Community Energy for PECO WIND

Renewable Energy Technology Supplier

3 Phases Energy
Enel North America, Inc.

Program of the Year – Honorable Mention

PacifiCorp Blue Sky Program
Sacramento Municipal Utility District

Program of the Year

Austin Energy's GreenChoice® Program

Market Development Awards

Green Power Beacon Award

3 Phases Energy
Gainesville Regional Utilities

Green Power Pilot Award

Sacramento Municipal Utility District

Green Power Pioneer Award

Blair Swezey, National Renewable Energy Laboratory

2005 Members of the Green Power Leadership Club (as of 9/3/2005)

823 Congress Ltd
Academy of Oriental Medicine
Advanced Micro Devices / Austin, TX Facilities
Alien Scooters
All Year Heating & Cooling
Alterra Coffee Roasters
Amazonia Aquariums
American Council for Renewable Energy
American Honda Motor Co. / Gresham, OR Facilities
American Lung Association / Austin, TX
American Lung Association of Maine
American Wind Energy Association
American YouthWorks
Amicus Design & Build LLC
Atlantic Golf at Queenstown Harbor
Audio Systems
Audubon Society of Portland
Aurum Sustainability
Austin (TX) Independent School District
Austin Autohaus
Austin Computing Solutions
Austin Eye Clinic
Austin Grill
Austin Outdoor Gear & Guidance
Austin Quantity Photo
Austin Studios
Austin Veterinary Hospital
BAE SYSTEMS / Austin, TX
Bainbridge Graduate Institute
Balcones Frame Supply
Barley + Pfeiffer Architects
Batdorf & Bronson Coffee Roasters
Bates Investigations
Beautyland Beauty Supply
Benedictine Convent of Perpetual Adoration
Ben's Workshop
Bentley Prince Street
Biker Zone LLC
Blake's Auto Body of Rohnert Park, CA
BMW Manufacturing Co. / Greer, SC Facilities
Bomber's Burrito Bar
Bonny Marlin
Boulder Associates / Boulder, CO Office
Boulder Associates / Sacramento, CA Office
BP / Austin, TX
Buck Hill Ski Area
Butler Floors
Cafe in the Square
Capitol Aggregates
Caryl Dalton, PhD
Cascadia Region Green Building Council
Certified Realty Services Consulting
Chautauqua Natural Foods
Chez Zee American Bistro
Chipotle / Austin, TX
Choban & Associates
Choice Organic Teas
City of Boulder, CO / Boulder Recreation Center
City of Boulder, CO / Municipal Building
City of Fresno, CA / General Services Department
City of Portland, OR
City of San Diego, CA
City of Santa Barbara, CA / El Estero WWTP
City of Santa Monica, CA
City of Takoma Park, MD
Clif Bar
Climate Solutions / Olympia & Seattle Offices
Club de Ville
Cole Sport
College Houses
College of the Atlantic
Collision Correction, Inc.
Connecticut College
Convict Hill Floorcovering
Counter Production, LLC
Creekside Whole Health Center
Crone Apartments
Croton-on-Hudson, NY
Crystal Works
Dagoba Organic Chocolate
David Poole, PhD
Debra Lynn Dadd Communications
Domaine Carneros Winery
Dr. Emilio Torres
Dr. Fred Raschke
Dr. James Maynard
Dr. Thomas Keller
Dragon's Lair
Drs. Rolland & Juli Fellows
Dusty Dogs
Dynamic Reprographics
Earth Island
Earth Policy Institute
East Bay Municipal Utility District/Main WWT Plant
East West Partners / Wild Goose Restaurant
Eastern University
Ebenezer Baptist Church
EcoFish, Inc.
Ecology Action of Santa Cruz
Ecoprint
Ed Holt & Associates
Edward Jones Investments / Billy Johnson
Edward Jones Investments / David Nguyen
Edward Jones Investments / Kevin Rainosek
Edward Jones Investments / Larry Najvar
Edward Jones Investments / Neil Walters





2005 Members of the Green Power Leadership Club (as of 9/3/2005)

Edward Jones Investments / Roy Longoria
Edward Jones Investments / Roy Springer
Edward Jones Investments / Susan Combs
ELFON
Emerson College
Emerson Process Management / Systems Division
Emmis Austin Radio
Encore Ceramics, Inc.
Energy Trust of Oregon
Environmental Resources Trust
ERG
etown
Express Alterations by Ace Custom Tailors
Fabrics & Frames
Family Eye Clinic
Far West Optical
Farmington Office Associates
FedEx Kinko's
Fetzer Vineyards
Fire Island Hot Glass Studio
First English Lutheran Church
First Evangelical Free Church
Foundation Communities
Four Seasons Dry Cleaners
FPC Services
Friends Meeting House
Friends of Trees
Frog's Leap Winery
Galactic Pizza
Garbo a Salon
GE Consumer Finance - Corporate Payment Services
General Erectors
Genzyme Corporation / Genzyme Center
Global Energy Concepts
Good Flow Honey & Juice Company
Grand Targhee Resort
Green Mountain Coffee Roasters
GTI Coatings, Inc.
Guerrero-McDonald & Associates
Habitat Suites Hotel
Hall Chiropractic
Hamilton College / Skenandoa House
Hangers Cleaners
Harrison House B&B
Hayward Lumber
Healing Acupuncture Center
Holistic Healing Center
HSBC North America
Husky Injection Molding Systems/Buffalo Center
IBEW Local 332
IBM / Austin, TX
ICData Solutions LLC
ICF Consulting
Independent Order of Oddfellows
Inglis & Reynolds
Inter-Cooperative Council / University of Texas
Interface Flooring Systems
Iowa Energy Center
Jans Mountain Outfitters
Johnson & Johnson
Jones Consulting Inc.
Judy L. Kelly PC/Wellness Plus
KEMA Inc.
L. M. Holder, FAIA
La Casa Apartments
Land Title Guarantee Company
Lauterstein Conway School of Massage
Lazy Oak B&B
Lone Star Cycle
Los Angeles World Airports
Lunar Design / Palo Alto Facility
Lundberg Family Farms
Maaco/Fort Worth/Hulen St.
Maine Energy Investment Corporation
Massachusetts Audubon Society
Maximum FX Spa & Salon
MDS Advertising
Melaver, Inc.
Meridian Energy Systems
Meyer Associates
Midtown Grooming
Missouri Dept of Natural Resources / Headquarters
Mohawk Fine Papers, Inc.
MOM's - My Organic Market
Mount Eden Vineyards
Napolis Pizza/Crandall TX
National Church Residences
National Wildlife Federation / Austin, TX Office
Natsource
Nature's Way Day Spa & Salon
New Belgium
New Leaf Paper
New Seasons Market
New York City EDC / Bush & Brooklyn Army Terminals
New York State Municipal Wind Buyers Group
Nike / World Headquarters
Norm Thompson Outfitters
NRG Systems, Inc.
Oracle Corporation / Austin Facility
Orion Construction Group LLC
Outward Bound West/Moab Offices and Warehouse
P2 Consulting, Inc.
PC Guru
Peninsula Conservation Center
Philadelphia Eagles
Piccadilly Pets
Quizno's / Farmers Branch
Rapid Color
Ray Tonjes Builders
REAL-COMP

2005 Members of the Green Power Leadership Club (as of 9/3/2005)

Rebekah Baines Johnson Center
ReCellular
Reconstructionist Synagogue of the North Shore
Recycline
Redjellyfish
Renewable Energy Systems / Austin, TX
Renewable Generation
Renewable Northwest Project
Ridge Vineyards
Rivanna Natural Design
Riveredge Nature Center
Riverside Dental Clinic
Robnett's Hardware
Rochester City School District
Rodney Strong Vineyards
Roos Instruments, Inc.
Round Rock (TX) Independent School District
Ruta Maya International Headquarters
Rydman Record Retrieval
Scanlan Buckle & Young
Schlitz Audubon Nature Center
Scrapbooks in Bloom
Sewerage Commission/ Oroville, CA Region
Shoal Creek Saloon
Shoehorn Design
Sisters & Brothers, Inc.
SMWM
Solar Data Centers, Inc.
Solar Electric Power Association
Solar Powered Host
Sounds True
Spirit Lake Community Schools
St. Francis Winery
St. Martin's Evangelical Lutheran Church
St. Olaf College
Staples
State of Utah / Energy Office
Sub House
Sue Fairbanks, LCSW
Summerwood Homeowners Association
Sun & Earth
Syracuse University
TateAustin Public Relations
Tazo Tea
Technology Transition Corporation
TerraClean
Texas Highway Patrol Museum
Texas Solar Power Company
Texas Wesley United Methodist Campus Ministry
The Beck Group / Austin, TX
The Brick Companies / Renaissance Center
The Cellar
The Clean Energy Partnership
The Driskill Hotel
The Synergy Company of Utah
The Tower Companies
The Toy Factory
The World Bank
Things Celtic
Think Energy
Thompson Strategy Consulting
Thorpe Foundation
Tokyo Electron / Austin, TX Facilities
Tom Gohring's School of Tai Chi
Town of Caroline, NY
Town of Shelter Island, NY
Traditional Medicinals
U.S. Army / Fort Carson
U.S. Dept. of Energy / Chicago Regional Office
U.S. Dept. of Energy / Headquarters
U.S. Dept. of Energy / Pacific Northwest Natl Lab
U.S. Dept. of Energy/NREL/Denver & Golden Off
U.S. Environmental Protection Agency
U.S. General Services Administration / Region 2
U.S. General Services Administration / Region 9
U.S. Mint / Philadelphia
U.S. NPS / John Day Fossil Beds
U.S. NPS / Lewis & Clark National Historic Park
Uchi Restaurant
Uinta Brewing Company
Union of Concerned Scientists
University of Colorado at Boulder / Student Center
University of Maine / Orono Campus
University of Minnesota, Morris
University of Pennsylvania
University of Utah
Urban Ecology Center
Urgent Care Plus
Utah National Guard / Camp Williams
Vandewalle & Associates
Vertex Technology Management
Village of Tivoli, NY
Weil Capital Management
Western Washington University
Wheatsville Food Co-op
White Mountain Foods
WhiteWave Foods
Whole Foods Market
Wild Oats Markets/UT Locations
Xanterra Parks & Resorts / Crater Lake Lodges
Xtracycle
Yorkshire Development
Zackin Publications
Zilker Skyline Homeowners Association





On-Site Generation

Aspen Skiing Company

As the first ski resort to purchase wind power in 1997, Aspen has advocated renewable energy and environmental protection for many years. In addition to their annual purchase of 1,200 MWh of wind power, Aspen has constructed a 115-kilowatt microhydro plant, meeting a combined total representing 5 percent of their electricity usage. Aspen is also the first and only ski industry member of the Chicago Climate Exchange and hopes to achieve a 10 percent reduction in annual carbon dioxide emissions by 2010 based on a 1999 baseline.

The Australian ski industry recently asked Aspen to share their ideas on climate change and renewable energy, demonstrating the contagiousness and transferability that help make Aspen's work so important. In 2004, another local ski resort increased their own wind power purchase to 3 percent of their total electricity use, citing Aspen as a clear leader. Aspen Skiing Company's enthusiastic support for green power continues to create a model for environmental responsibility in the ski industry.

City of Fresno, California

Reduction of air pollution is a top priority for the City of Fresno, and renewable energy is a key component of their strategy to improve local air quality. After evaluating many renewable energy options, the City chose to install one of the largest municipal solar projects in the nation. Covering 62,500 square feet of parking canopy roof at Fresno's 14-acre Municipal Service Center campus and numerous bus shelters, the solar electric system has a peak capacity of 668 kilowatts.

Fresno views its solar generation system as a way of reducing energy demand from the utility grid, lowering operating costs and improving air quality. The City of Fresno has shown commendable leadership by demonstrating the many advantages of renewable energy.

On-Site Generation

City of Vallejo, California

When the State of California announced its goal of deploying enough renewable energy to meet 17 percent of its energy needs by 2006, the City of Vallejo began looking for ways to help meet the challenge while saving money on their energy purchases and improving the local environment. In March 2002, Vallejo undertook an aggressive solar electric generation program to supplement their electricity usage, installing four PV systems at city-owned facilities. Collectively, the installations are rated at 619 kilowatts and include multiple rooftop and ground-mounted systems.

The City held dedication ceremonies for each new installation and distributed fact sheets and case studies providing details about Vallejo's new solar systems. The City of Vallejo also held seminars and tours of the rooftop and ground-mounted PV systems for national and international visitors. As the City continues to explore other energy alternatives—from solar and wind power to clean air vehicles—Vallejo's leaders hope their new solar installations will inspire other cities to similarly embrace renewable energy. The City of Vallejo's efforts exemplify municipal leadership in responsible energy management.





On-Site Generation

County of Alameda, California

By embracing clean, reliable solar photovoltaic technology, Alameda County is leveraging one of California's most plentiful resources—abundant sunshine. The County is now generating 6 percent of its electrical needs from on-site solar power, significantly reducing their operating costs and helping the State of California achieve its sustainability goals.

In 2002, the County received a Green Power Leadership Award for installing its first solar electric system—a 1.2 megawatt (MW) system atop its Santa Rita Jail in Dublin, California. In 2005, Alameda County doubled its solar energy capacity with seven newly-installed photovoltaic systems representing over 1.1 MW of capacity, including five rooftop arrays on County-owned facilities and two innovative, 250-kilowatt (kW) solar tracking carport systems. In addition to generating electricity, the carports also provide shaded parking for 245 vehicles. Together these eight systems total 2.3 MW, making Alameda County one of the nation's largest solar-powered local governments. The County hosted an Earth Day dedication ceremony and press event for their new systems and has installed a solar education kiosk in the lobby of its Administration Building to further promote solar technology to the public. Alameda County's efforts reflect a continuing dedication to developing local, renewable energy sources and raising public awareness of green power.

On-Site Generation

FedEx Express – Oakland Hub Facility

Earlier this year, FedEx Express implemented two major environmental initiatives, beginning with the March announcement of a long-term market commitment to hybrid-electric delivery trucks. In May, they completed installation of one of the largest corporate-owned solar electric systems in the country, covering 81,000 square feet of roof space at the FedEx Express Oakland International Airport hub. The 904-kilowatt array is expected to provide nearly 80 percent of the facility's peak energy load. In addition, the solar panels will help shade the buildings, further reducing heating and cooling costs.

A dedication ceremony on August 9th received wide coverage from local and national media. In addition to demonstrating solar power's business benefits, FedEx Express is contributing to the City of Oakland's goal to add 5 MW of solar power to its energy mix by the end of 2005. This latest green power effort illustrates FedEx's continued commitment to environmental stewardship.

St. Francis Winery & Vineyards

Located in Northern California's Sonoma Valley, St. Francis Winery & Vineyards has a reputation as a leading environmentally responsible maker of fine varietal wines. In 2004, the company installed a 457-kilowatt, grid-connected photovoltaic rooftop solar system that supplies 40 percent of its total power usage. By harnessing clean, reliable solar power, the system not only lowers St. Francis Winery's utility costs, but also helps protect the natural beauty of Sonoma County.

Saint Francis's Chief Financial Officer Robert Aldridge has made renewable energy presentations at several conferences and has hosted numerous visits from other wineries, dignitaries and international delegations to showcase the economic and environmental advantages of renewable energy. Most recently, St. Francis joined the German Council General and the German Chamber of Commerce to host a delegation from Germany focusing on viticulture and renewable energy. The group discussed opportunities for similar solar power projects in the Rhineland-Palatinate, a region responsible for over two-thirds of Germany's total wine production. St. Francis Winery & Vineyards' notable commitments to renewable energy and the environment continue to lead and inspire the wine industry.





On-Site Generation

University of Minnesota, Morris

UNIVERSITY OF MINNESOTA
MORRIS

In March 2005, the first large-scale wind turbine at an American public university began generating power. Located 1.5 miles east of the University of Minnesota, Morris (UMM) campus near the West Central Research and Outreach Center (WCROC), the 1.6 MW turbine provides approximately 50 percent of the campus' electricity needs. Minnesota Governor Tim Pawlenty attended the dedication ceremony on April 22, generating significant media coverage around the state. In addition to on-site generation, the University also purchases wind energy from Otter Tail Power Company's Tailwinds Program to power the UMM Student Center. Students helped enable the wind power purchase by participating in an energy conservation program to reduce the campus' electricity, water and waste needs.

In 2006, UMM and the WCROC plan to construct a biomass gasification heating plant capable of producing heat for 80 percent of the school's campus. In addition, UMM faculty are integrating green energy research into the classroom and academic environment. These ongoing initiatives will allow for research and advancement in the areas of biomass consumption and efficiency while creating green power development models for rural communities. The University of Minnesota, Morris has shown admirable leadership by installing on-site wind energy and educating their academic and broader community about renewable energy.

Green Power Purchasing

Atlantic Golf, a Division of The Brick Companies

Located near Annapolis, Maryland, the headquarters of the Brick Companies is 100 percent powered by renewable energy and boasts the first living roof in Anne Arundel County. One of The Brick Companies divisions, Atlantic Golf, leads the company in green power purchasing.

Atlantic Golf has offset their energy use through renewable energy certificate purchases of over 600 MWh annually. This includes the electricity load for one of its 36-hole courses, Queenstown Harbor, as well as other facilities. In September, Queenstown Harbor hosted a "Cool Golfer Family Day" featuring live music, children's activities and Clif Bar's Biodiesel Tour. The event launched Atlantic Golf's Cool Golfer program, which offers members the opportunity to "green" their memberships by purchasing carbon dioxide offsets. All of the Cool Golfer Day proceeds were dedicated to purchasing additional certificates to support the development of a new anaerobic methane digester on the Schrack Family Dairy Farm in Pennsylvania. With each of its companies located in the Chesapeake Bay watershed, The Brick Companies is proud to support a local renewable energy project that will reduce greenhouse gases while lowering pollutant runoff into the Bay. Atlantic Golf and The Brick Companies are demonstrating how businesses and communities can work together to implement renewable energy programs that make a difference.





Green Power Purchasing

Dagoba Organic Chocolate

Since its founding in 2001, Dagoba Organic Chocolate has purchased renewable energy for 100 percent of its annual energy use. Dagoba factors energy and resource use into all operational decisions: they use only organic beans from environmentally responsible farms, work directly with cacao producers to sustain rainforests and revive heirloom species, print labels and materials on 100-percent recycled paper, and follow a comprehensive recycling and conservation program.

Green power is central to Dagoba's brand messaging and is mentioned throughout company materials. In addition to displaying green power logos on their sales materials, Web site and trade show exhibits, Dagoba also informs their staff about opportunities to purchase renewable power at home. The company also strives to work with suppliers who use renewable energy and employ similarly sustainable operations. Dagoba plans to further their efforts by offsetting the environmental effects of company travel and third-party energy usage, and eventually by installing an on-site generation system. Dagoba's success shows that sustainability can form the foundation for a strong business, large or small, with particularly sweet rewards.

Green Power Purchasing

Green Mountain Coffee Roasters

In 1981, a small café in Waitsfield, Vermont, began serving fresh-roasted coffee, forming the base of operations for what was to become one of the nation's leading specialty coffee companies. Known for their wide-ranging environmental commitments, Green Mountain Coffee Roasters recently achieved their goal of 100-percent carbon neutral operations through renewable energy purchases. In addition to addressing electricity usage, the company has also offset the environmental effects of fossil fuel use for roasting their product, delivery of products by company-owned vehicles, heating their facilities, business travel and employee commuting. Their latest purchase of renewable energy certificates will cover all fossil fuel use, totaling 226 percent of their electricity load. Green Mountain's purchase will help build two new renewable energy facilities—a farm methane project in Loganton, Pennsylvania that came online in 2005 and a wind project to be completed in 2006.

Working with their renewable energy certificates supplier and Clean Air Cool Planet, the company has developed plans to increase renewable energy awareness. Along with other socially responsible companies, they recently placed a national magazine advertisement promoting action to slow global warming. Green Mountain Coffee Roasters' actions continue to exhibit an extraordinary commitment to renewable energy and environmental protection.





Green Power Purchasing

Harvard University

In less than two years, Harvard University has become a leading green power purchaser in the higher education sector. Eight of Harvard's schools and departments are now purchasing renewable energy, collectively accounting for nearly 22,000 MWh annually or 7 percent of Harvard's total electricity usage.

Through the Harvard Green Campus Initiative, thousands of staff and students have been encouraged to participate directly in saving energy to raise funds for purchasing RECs. Many design teams for Harvard building projects have elected to purchase green power for credit in the LEED certification process. In addition, both the Kennedy School of Government and Faculty of Arts and Sciences students voted to increase school fees to offset the cost of purchasing RECs, and Harvard Business School students secured funding to install a 37-kilowatt photovoltaic array on their building. Other schools and departments purchasing green power include Harvard School of Public Health, Harvard Medical School, Harvard Divinity School, Harvard Real Estate Services and Radcliffe College.

Harvard's commitment goes beyond purchasing green power. Harvard's official campus-wide Sustainability Principles, established by President Summers in August 2004, specifically address green power and energy conservation. In March 2005, President Summers emphasized these principles by establishing a new fund for the research and development of renewable energy options at the University. In addition to their green power purchases and continuing commitment to renewable energy development, Harvard University has shown remarkable resourcefulness by involving the entire campus community in these wide-ranging efforts.

Green Power Purchasing

Hyatt Regency Dallas & Hyatt Regency DFW

In June 2005, Hyatt Regency Dallas in downtown Dallas and Hyatt Regency DFW at Dallas-Forth Worth International Airport entered an agreement to purchase approximately 36,000 MWh annually of 100 percent new renewable energy. This purchase places the two Hyatt hotels among the Top 20 green power purchasers in the country and the top five in Texas.

As the largest national purchase of green power by a hotel, this commitment represents a significant investment in renewable energy for an industry that reaches thousands of potential clean energy consumers and business purchasers. In addition to promoting energy and water conservation to guests, the two hotels will highlight renewable energy choices through in-room displays and videos. A training program will enable hotel staff to further address the benefits of renewable energy, while employees and guests will be encouraged to purchase green power in their own communities. As an industry leader with a large audience, Hyatt's efforts in Dallas and DFW will help promote renewable energy usage nationwide.





Green Power Purchasing

Mohawk Fine Papers

Mohawk Fine Papers is the nation's largest manufacturer of premium printing and imaging papers. The company strives to minimize its environmental footprint by taking decisive actions to reduce or eliminate impacts beyond their operations and by seeking suppliers who share their environmental values.

MOHAWK
MOHAWK FINE PAPERS

In 2003, Mohawk became one of the first large-scale production facilities in the United States to use wind-generated electricity for manufacturing 100-percent post-consumer waste recycled papers. Mohawk has emerged as a national leader in the use of wind power for manufacturing. Since 2003, Mohawk has increased their annual purchase of wind energy by more than 350 percent to run their two mills in upstate New York and a newly purchased facility in Ohio. Their annual purchase of 45,000 MWh of RECs offsets 21 percent of the electricity used at Mohawk Fine Papers' two New York mills (with plans to increase to 50 percent in January 2006) and 50 percent of the electricity used at Mohawk's mill in Beckett, Ohio. Mohawk has demonstrated considerable green power leadership in the manufacturing sector.

Green Power Purchasing

Safeway Inc.

Safeway is one of the largest food and drug retailers in North America, and their approach to business operations, stakeholder interactions and the company's environmental commitments has continued to gain recognition. Making a commendable first step into green power, Safeway recently purchased enough RECs for all of their U.S. fuel stations, their corporate and Northern California offices and all 15 of their grocery stores in San Francisco. This sizable purchase of 78,000 MWh of wind power makes Safeway the first U.S. retailer to offset the electricity usage of all their fueling stations. Additionally, Safeway's purchase of RECs for their 15 San Francisco grocery stores makes them the city's largest single purchaser of green power.

Safeway plans to further demonstrate environmental leadership by launching an aggressive campaign to promote green power. Information about the company's green power commitment will be prominently displayed on fuel pumps at 270 locations throughout 15 states and at every company store in San Francisco. Additionally, an explanation of the purchase's environmental benefits appears on Safeway's Web site, which generates a significant amount of traffic from its online shopping service. Safeway has shown leadership in the retail and corporate worlds not only through their sizable renewable energy purchase, but also through planned efforts to promote green power to their customers.





Green Power Purchasing

Starbucks Coffee

As one of the world's most recognized brands, Starbucks' actions rarely go unnoticed. In April 2005, Starbucks announced the purchase of 24,000 MWh of RECs from wind power, bringing the corporate power load covered by renewable energy to 5 percent. The purchase will support approximately 9 MW of wind power capacity in California and Minnesota.

As part of their multi-faceted environmental sustainability strategy, Starbucks believes it is important to communicate the Company's purchase to a broad audience. Internally, Starbucks informed their nearly 100,000 partners (employees) via a three-part climate change series in the Company's monthly newsletter. Externally, Starbucks publicized their green power purchase through a press release that prompted successful media coverage. Starbucks also plans to highlight renewable energy purchases in their upcoming Corporate Social Responsibility Annual Report, which will reach more than 30,000 readers. In June, Starbucks participated in the United Nations' World Environment Day in San Francisco, exemplifying their efforts to help create awareness around climate change issues while promoting green power to mainstream audiences.

Green Power Purchasing

Whole Foods Market – Rocky Mountain Region

Whole Foods Market, Rocky Mountain Region, has completed one of the largest retail purchases of wind power in Colorado and New Mexico. For the nine natural foods stores in the Rocky Mountain Region, Whole Foods Market purchases nearly 25,000 MWh of RECs, offsetting 100 percent of each location's electricity usage.

Whole Foods Market informs their customers about green power through a variety of promotions, including their Earth Month celebrations. In April 2004 and 2005, participating stores offered customers a free month of wind power for their homes. To further highlight the promotion, stores displayed banners and six foot wind turbines while store team members wore windmill hats and buttons. Whole Foods Market further promoted wind power to the general public through full-color advertisements in local newspapers and at many Colorado events. By pioneering wind power training at store meetings, inviting industry speakers to their stores, providing wind power talking points to employees, offering discounts to encourage customer and team member participation, and planning customer education classes, Whole Foods Market has demonstrated exemplary leadership and commitment to promoting green power.





Green Power Purchasing

The World Bank Group

In 2004, the World Bank Group made an impressive commitment to renewable energy by increasing their green power purchase from 12 percent to 100 percent of annual electricity use at their Washington, D.C. headquarters. The Bank's 101,700 MWh purchase of RECs was the second-largest in the United States in the past year, positioning the World Bank Group as the nation's fourth largest purchaser as of Fall 2005.

Renewable energy purchasing represents just one part of the World Bank's overall Greening Program—an effort to reduce the Bank's environmental footprint in areas such as procurement, energy and waste management, and staff commuting. The World Bank Group has also made an international commitment to increase support for renewable energy and energy efficiency by 20 percent annually for the next five years in development projects worldwide. This REC purchase demonstrates that the World Bank Group, one of the world's largest development institutions with more than 178 member countries, is truly committed to "walking the talk" by becoming a leading purchaser and advocate for renewable energy.

Green Power Purchasing

Western Washington University

Located in Bellingham, Washington, Western Washington University's 215-acre campus is home to approximately 12,500 students. Their recent green power purchase represents one of the largest renewable energy commitments made by a university. The Students for Renewable Energy campus group introduced the idea of purchasing green power in 2003. In spring 2004, the renewable energy purchase was supported by 85 percent of students participating in a campus-wide vote, and the measure received final approval from the Board of Trustees in 2005.

Western Washington University will purchase approximately 35,000 MWh of RECs annually from their provider, making the University the utility's largest single green power purchaser to date. Positioned among other national leaders in green power purchasing, Western has used numerous methods to promote their commitment to alumni and the greater community, including press releases and Web site articles. With an admirable display of student initiative and community cooperation, Western Washington University's demonstrated vision in purchasing green power has set an outstanding example for other institutions of higher education to follow.





Green Power Partner of the Year

HSBC North America

HSBC North America is one of the top 10 financial services companies in the United States. In December 2004, HSBC became the first major bank to set a goal of becoming carbon neutral by the end of 2006. To reach this aggressive goal, HSBC has undertaken a number of environmental initiatives, including energy conservation programs and investments in carbon credit projects. A major component of this environmental initiative is HSBC's 68,000 MWh purchase of RECs, the fourth largest U.S. corporate purchase of green power to date. "HSBC is helping to build a sustainable planet and a sustainable economy," said HSBC Bank USA President and CEO Martin Glynn. "We want to be the first bank in the world to have zero greenhouse gas emissions, and a cornerstone of this effort is powering our branches and offices with 30 percent clean, natural wind power."

HSBC communicates their dedication to environmental protection and sustainable development to their customers on an environmental wall in all their new branches. Displaying images of HSBC's environmental projects globally, the wall also includes information on the wind power facilities supported by their commitment. Internally, HSBC's intranet educates employees about renewable energy issues, with firm support from executive management. Within the HSBC culture, sustainability and stewardship are not just seen as good steps for the environment, but are central to the company's business operations and elemental to HSBC's success worldwide. HSBC's green power purchase and communications efforts provide a great example of environmental leadership for the financial services industry.

Green Power Partner of the Year

Johnson & Johnson

Johnson & Johnson is the only green power purchaser to earn a Green Power Leadership Award for three consecutive years. This year, Johnson & Johnson bolstered their environmental stewardship efforts by again significantly expanding their renewable energy commitment. Within the past year, Johnson & Johnson has more than doubled their 2003 procurement of 102,000 MWh of RECs with an additional purchase to bring total renewable energy procurement of REC's, green energy purchases and on-site solar projects to 214,000 MWh annually. This makes Johnson & Johnson the largest corporate renewable energy purchaser in the United States. In addition to their REC purchases, the company also generates a significant amount of their own renewable energy through a variety of on-site projects, with more scheduled for completion by the end of 2005.

Johnson & Johnson is an active member of many groups dedicated to promoting environmental protection and addressing global climate change, including the Environmental Protection Agency's Climate Leaders program, the World Resource Institute's Green Power Market Development Group and the World Wildlife Fund's Climate Savers. The entire company has committed to reducing their carbon dioxide emissions to 7 percent below 1990 levels by 2010, in absolute terms, and believes green power will play a major role in achieving that target.

Johnson & Johnson's decentralized management structure comprises over 200 independent operating companies. In each case, there is an aggressive energy champion at the facility and corporate level. By highlighting benefits like carbon dioxide reductions, management helps build and communicate the case for renewable energy projects. Each facility determines how best to capitalize on their local energy resources, yielding projects ranging from a landfill gas combined heat and power project in California to the installation of photovoltaic cells in New Jersey. With a sincere dedication to renewable energy purchasing and an exemplary model for implementing projects across divisions, Johnson & Johnson continues to set the pace for corporate green power procurement.





Green Power Partner of the Year

U.S. Air Force

What started as efforts at individual bases has become a nationwide commitment, and this year the U.S. Air Force will continue in their role as the nation's leading purchaser of renewable energy. During fiscal year 2004, ten Air Force bases collectively purchased over 320 gigawatt hours (GWh) of RECs, accounting for 41 percent of all green power purchased by the federal government.

In early 2005, the Air Force completed a Renewable Energy Study commissioned by Congress with the recommendation to increase use of renewable energy while increasing commercial development of new renewable power. The Air Force is turning recommendations into reality through power purchasing initiatives that include a variety of landfill gas, wind and solar power opportunities. These purchasing initiatives are complemented by a number of on-site projects, including a wind farm and photovoltaic system at Ascension Island, biomass power generation at Hill Air Force Base in Utah and a wind power project recently completed at F.E. Warren Air Force Base in Wyoming. Additional solar power projects are currently in development for Los Angeles Air Force Station and March Air Reserve Base in California.

Air Force energy leaders are promoting their efforts and encouraging others to embrace renewable energy's benefits by participating in numerous industry and federal workshops. The staff of Fairchild Air Force Base in Washington State promoted their purchase of 100 percent renewable energy with presentations at Seattle's 2004 "Meeting Federal Renewable Energy Goals" conference. Air Force representatives also provided a briefing on Federal renewable energy goals and purchases at the 2004 Alaska Federal Renewable Energy Forum and led the Renewable Energy track at Energy 2005.

The U.S. Air Force's combined commitments to renewable energy purchasing and on-site project implementation continue to provide an outstanding example of federal green power leadership.

Green Power Partner of the Year

WhiteWave Foods Company

Since 2003, WhiteWave has purchased enough green power to offset the environmental effects of 100 percent of the energy used in the production of their Silk® soy products. In 2004, WhiteWave's parent company, Dean Foods, acquired Horizon Organic®, a leading national producer of organic dairy products. Dean Foods consolidated the Silk and Horizon Organic brands under a new division called WhiteWave Foods Company. In 2005, demonstrating the company's continuing commitment to sustainable business practices, WhiteWave Foods Company dramatically expanded their green power purchase to encompass the energy used by the Horizon Organic operations as well. WhiteWave Foods Company now purchases 49,500 MWh of certified renewable energy certificates, more than doubling the company's 2004 purchase.

Not wholly satisfied with simply greening their own operations, Silk has continued to dedicate substantial space on much of their packaging—including more than 150 million Silk Soymilk cartons and 14 million Silk Cultured Soy Yogurt containers—to promote wind power to their customers. WhiteWave Foods Company and the Silk brand also promote the company's green power commitment on their Web sites. Both home pages include a flash-animated image of a wind turbine and links to a page promoting the company's wind power commitment and the benefits of renewable energy. Through both their wind power purchase and customer promotions, WhiteWave Foods Company continues to display their industry-leading commitment to renewable energy and the environment.





New Green Power Program or Product

FPL's Sunshine Energy® Program

Florida Power & Light (FPL) voluntarily developed and launched the Sunshine Energy® program in February 2004 in response to their customers' desire to support environmentally-friendly electricity generation. Customer support for the program has been extremely strong, with more than 22,000 customers voluntarily enrolling in the first 18 months, making Sunshine Energy one of the fastest growing green power programs in the nation.

As the largest green power program in the southeast, Sunshine Energy has continued to educate customers on how they can help preserve the environment for future generations by reaching out via direct mailings, bill inserts, telemarketing and direct sales. FPL has also partnered with local sports teams, the Miami Dolphins and the Miami Heat, to further promote the program and its environmental benefits. FPL is committed to energy efficiency and cleaner technologies. Sunshine Energy allows customers to voluntarily support electricity from cleaner, renewable sources including bioenergy, wind and small amounts of solar. For every 10,000 customers who sign up for Sunshine Energy, an additional 150 kilowatts of solar will be built in Florida. New solar arrays being built this year will be among the largest solar energy producers in Florida. The Sunshine Energy program has been a successful avenue in which customers can voluntarily support electricity from cleaner, renewable sources and make the construction of new solar projects in Florida a reality.

New Green Power Program or Product

PECO and Community Energy for PECO WIND

Together, PECO and Community Energy are making a difference in Pennsylvania. Available to residential and business customers in the five-county Philadelphia area, PECO WIND is the first wind energy product offered by a utility in Pennsylvania. The wind power is supplied by Community Energy from the Waymart Wind Energy Center near the Pocono Mountains in Pennsylvania.

PECO WIND IS SUPPLIED BY COMMUNITY ENERGY®

PECO®
An Exelon Company

Launched in May 2004, PECO WIND achieved first-year program sales totaling 38,100 MWh of green power to 12,400 residential, commercial and institutional customers in the PECO service territory. Today, more than 17,000 customers are enrolled in the program. Marketing tactics have included monthly bill inserts, direct mailers, tabling at community events, public relations and media events. PECO WIND makes it easy for residential and business customers to understand the environmental effects of participating in the program. An environmental benefits calculator enables customers to quantify the benefits of their wind energy purchase by showing the tons of emissions the purchase helps prevent each year. Through an outstanding partnership and a successful first year, PECO and Community Energy have made great strides at introducing homegrown wind power to a new market.





Renewable Energy Technology Supplier

3 Phases Energy

In a few short years, 3 Phases Energy has become a defining force in the world of green power marketing. 3 Phases consistently demonstrates a capacity to create innovative and appealing renewable energy solutions across their program areas. As a retailer, 3 Phases serves an elite group of green power purchasers, including 8 of the Top 10 in the United States. As a partner to utilities, 3 Phases' programs consistently exceed national benchmarks. 3 Phases serves the nation's second-ranked utility program by participation and the second-ranked program by megawatt hour sales. Many of the company's partners and customers are also current or former recipients of Green Power Leadership Awards including Kinko's (2003), PaloAltoGreen (2004), Lundberg Family Farms (2004), Whole Foods Market (2004), Johnson & Johnson (2004 and 2005), PacifiCorp (2005), HSBC Bank (2005), Safeway (2005) and Starbucks Coffee Company (2005).

3 Phases' offerings support 230 MW of new wind and other forms of renewable energy generation capacity. These resources include 56 renewable facilities across the nation, affording customers a selection of Green-e certified renewable energy that includes wind, landfill gas, solar, wood biomass and cow power. Through power purchase agreements, renewable energy certificate sales and the development of on-site generation projects, 3 Phases is driving the growth of new renewable resources and the green power market.

Renewable Energy Technology Supplier

Enel North America, Inc.

Taking on notable challenges, Enel North America has shown incredible dedication to renewable energy development in the United States. One example, the Fenner Wind Project, was developed under significant market uncertainty—no power purchase agreement was in place, the New York Independent System Operator (NYISO) energy spot market was less than a year old and the renewable energy credit market was in its infancy. Fortunately, Fenner's owners believed in the emerging green power market. With assistance from the New York State Energy Research and Development Authority (NYSERDA), Fenner became a reality and commenced operations in 2001.

In 2002, Enel forged an agreement with Community Energy Inc. to help develop the voluntary green power market. As of June 2005, the Fenner Project serves more than 20,000 retail customers, more than 50 local governments and dozens of private businesses in New York, as well as thousands of retail customers in Massachusetts and Rhode Island. Each year hundreds of people visit the project for a chance to see a model wind farm, which extends over 200 acres of rolling farmland. Fenner and Enel's other New York State projects will help New York reach its Renewable Portfolio Standard goal of 25 percent by 2013. With over 70 hydroelectric, biomass and wind facilities in 16 states, Enel North America displays outstanding dedication to environmentally sound energy development.





Green Power Program of the Year – Honorable Mention

PacifiCorp Blue Sky Program

PacifiCorp (d.b.a. Pacific Power/Utah Power) offers renewable energy options to customers in six Western states through its Blue Sky program. In December 2004, the U.S. Department of Energy ranked Blue Sky second in the nation for customer enrollment and third in the amount of renewable power sold to its nearly 40,000 customers. In 2004, overall customer participation in Blue Sky grew 55 percent, and today they have over 41,000 participants. Blue Sky participation rates are nearly twice the national average of other voluntary green power programs.

PacifiCorp has partnered with grassroots environmental organizations to assist in marketing efforts and has even collaborated with The Nature Conservancy to wed fish habitat restoration promotions with renewable power messaging. In addition, PacifiCorp has launched community challenges, sent direct mail to selected residents, businesses and government entities, and established a business-partner recognition program to help spur greater overall program growth. Last year PacifiCorp introduced a price discount for organizations making large-volume purchases. Today, 88 accounts participate in Blue Sky QS, buying more than 2,700 MWh of new renewable energy each month. PacifiCorp's repeated innovations in Blue Sky's marketing strategies demonstrate true leadership in the development of a successful green power program.

Green Power Program of the Year – Honorable Mention

Sacramento Municipal Utility District's Greenergy Program

As the only green pricing program in the country to earn a top-ten ranking from the National Renewable Energy Laboratory in all four evaluation categories every year since 2001, Sacramento Municipal Utility District's Greenergy Program continues to gain well-deserved recognition.

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.®

With success in both the residential and commercial segments, Greenergy has a long history of not only developing innovative green power marketing methods and sales channels, but of sharing them openly with the industry to help other programs achieve rapid growth. As a means for promoting new development, SMUD matches 40 percent of Greenergy's revenue with construction of additional renewable generation resources. Thus far, $8 million has been committed to new projects, including three wind turbines and a solar electric system sited at a highly visible retail mall in Sacramento. SMUD's efforts to develop not only the success of the Greenergy Program, but of green power programs across the country exemplify the leadership that will continue to move renewable energy into the future.





Green Power Program of the Year

Austin Energy's GreenChoice® Program

Number One is an important theme for Austin Energy. Since 2002, Austin Energy's GreenChoice® program has been the highest selling green power program in the nation. With annual sales exceeding 439,000 MWh as of August, GreenChoice expects to maintain its top ranking for 2005 while offering one of the lowest premiums in the nation.

Austin Energy's creative strategy and leadership have helped GreenChoice excel in sales performance and in promoting the development of Texas green power supplies. In February 2005, Austin Energy doubled their wind power portfolio with the addition of the 93-MW Sweetwater Wind Project, with a 35-MW addition scheduled for operation this fall. In addition to residential customers, GreenChoice attracts large and small businesses with benefits like fixed rates for up to ten years, a comprehensive energy efficiency program to help businesses offset any additional green power costs, a recognition-based advertising package and a direct marketing salesperson. Remarkably, 90 percent of GreenChoice's nearly 400 businesses subscribe for 100 percent of their energy needs, giving Austin more 100-percent green-powered businesses than any other city in America.

The GreenChoice program reinforces a quality-of-life emphasis that has allowed Austin to build the nation's most comprehensive energy efficiency programs. The 2004 goals of 15 percent additional demand-side reduction and 20 percent renewable energy by 2020 set firm components of Austin's new strategic plan. Austin Energy continues their highly successful solar-rebate program, wherein businesses and residents can obtain rebates for up to 80 percent of the cost of photovoltaic systems installed. Austin Energy's outstanding achievements have established GreenChoice as the nation's model for an exceptional green power program.

Green Power Beacon

3 Phases Energy

By defining and delivering a meaningful value proposition for their business sector customers, 3 Phases Energy cultivates the market for new renewable energy. While investing heavily in originating sales and building that value proposition, 3 Phases' success stems from their ability to partner with internal champions to build renewable energy's relevancy to corporate goals.

3 PHASES ENERGY SERVICES
Be Proud of Your Power

3 Phases drives demand for new renewable energy purchases through effective direct sales of retail RECs, utility green pricing partnerships, direct access and on-site generation offerings. 3 Phases also works skillfully with their partners to help them unlock green power's full potential by strategically communicating its meaning to their stakeholders.

A number of 3 Phases' partners are showing their support for green power by placing the Green-e logo on their products, making 3 Phases a primary market promoter for the Green-e Product Labeling Initiative. Millions of consumers now receive the green power message through the chips and snacks of Lundberg Family Farms, the wine of Andrew Lane Wineries, the juices of Smucker's Santa Cruz Organic Beverages, and the fabrics and carpets of Interface, Inc., among others. At the urging of 3 Phases, many additional customers have sought the right to utilize the Green-e logo in other ways.

3 Phases Energy stands as a beacon to the green power industry. By developing genuine partnerships with visionary businesses, 3 Phases has shown how an organization and its partners can work together to build awareness and relevancy of renewable energy while bringing new clean generation to market.





Green Power Beacon

Gainesville Regional Utilities

The marketing and public relations efforts of Gainesville Regional Utilities (GRU) are cohesive, broad, inventive and carefully crafted to educate and promote renewable energy to consumers. By successfully utilizing a combination of conventional and innovative guerilla marketing tactics to surprise the consumer, GRU creates buzz and excitement around "GRUgreen Energy," the utility's green pricing program.

GRU works to inform every customer about how GRUgreen Energy can benefit both themselves and the larger community. Their marketing and public relations tactics have reached all audiences in the community, from football fans and newspaper readers to activists and churchgoers. GRU integrates multiple marketing methods—newspaper ads, bill stuffers, "green people" and green letter "g's"—to create a buzz about green energy. For example, they launched their first campaign at the Florida versus Florida State football game by circulating green people through the crowd while teaser questions appeared on the scoreboard and television broadcast. The teaser campaign culminated with a full-page launch ad in the local newspaper as the new service became available, driving customers to GRU's Web site to sign-up.

In addition to using signs, brochures and banners, GRU launched local awareness-building contests including "GRUgreen Your Home" and a customer calendar contest featuring renewable energy illustrations by local students. They send direct mail packages, bill messages and Customer Bulletin newsletter articles to inform customers about green energy. GRU also encourages companies to align their business goals with the environmental goals of the region's customers, helping to keep Gainesville the "greenest city in the South."

The GRUgreen Energy program represents a commendable marketing achievement that offers an attractive green power product to Gainesville residents. Through their unique variety of innovative tactics, media and materials, GRU is helping bring green energy to a mainstream audience.

Green Power Pilot

Sacramento Municipal Utility District

Often cited by industry experts for the best practices of its programs and marketing efforts, the Sacramento Municipal Utility District (SMUD) displays a core commitment to expanding the renewable energy market. The team behind its innovative Greenergy Program regularly shares their tracking and evaluation data by participating in industry events and one-on-one discussions in an effort to help other green power programs and services grow.

SMUD's Greenergy Program drives enrollment though a fully integrated outreach effort incorporating direct mail, image advertising, earned media, retail partnerships, event marketing and call center sales. Greenergy participation has increased to nearly 30,000 customers in the last four years, with retail partners including Arden Fair Mall, Borders Books, Jamba Juice, The Sacramento Natural Foods Coop and Starbucks.

In a continuing effort to bring additional qualified renewable resources on-line, SMUD matches 40 percent of Greenergy premiums with the construction of new green power plants. To date, SMUD has committed over $8 million to new projects, including three wind turbines and a solar project sited at a highly visible retail mall.

As a pilot for the green power market, SMUD's programs are leading the way for their customers and peers throughout the renewable energy industry.





Green Power Pioneer

Blair Swezey, National Renewable Energy Laboratory

Over the past two decades, Blair Swezey's vision and accomplishments have been integral to advancing the U.S. green power market and uniting industry stakeholders to tackle key challenges, share best practices and highlight innovation. His efforts have helped grow the industry from an experimental stage in the early 1990s—when a few utilities offered green pricing programs—to today's level, with more than 50 percent of consumers able to purchase green power directly from utilities or competitive power providers. Blair's tireless work to help various industry segments and players has had an extensive effect on the market.

As a Principal Policy Analyst with the National Renewable Energy Laboratory (NREL), Blair leads efforts on behalf of the U.S. Department of Energy (DOE) to collect and disseminate credible data on the green power industry and host the National Green Power Marketing Conference. He also provides information and assistance to policy makers, renewable energy providers, government agencies and environmental organizations to advance the development and implementation of green power and other market-based programs for renewable energy.

Blair led the DOE effort to co-organize the first green pricing workshop in 1996, when U.S. green power markets were beginning to emerge. This initial workshop has evolved into the preeminent national conference on green power marketing. Blair also led the creation of the Green Power Network Web site, a nationally and internationally recognized information source on green power markets, news and data. Blair has written or co-authored more than 40 publications on green power marketing and renewable energy policy, providing market data to spur competition and innovation. He produces NREL's annual list of the top 10 utility green pricing programs and other industry status reports that are widely cited by utilities and the trade press.

The commitment, dedication and continuous contributions of Blair Swezey have been integral to the growth and prosperity of the renewable energy industry. Blair is a true Green Power Pioneer whose efforts are central to the foundation of the U.S. green power community—a community he has worked tirelessly to create and support.

2004 Green Power Leadership Award Winners

Green Power Purchaser Awards

On-Site Generation
California State University at Hayward
City and County of San Francisco,
Moscone Convention Center
Harbec Plastics, Inc.
Mauna Lani Resort
Rodney Strong Vineyards

Green Power Purchasing
Alterra Coffee Roasters
College of the Atlantic
Edwards Air Force Base
Interface, Inc.
Johnson & Johnson
Lundberg Family Farms
New York Municipal Wind Buyers Group
Salt Lake City Corporation / Salt Lake City
Whole Foods, Inc.

Green Power Partner of the Year
Clif Bar, Inc.
Montgomery County, Maryland
Silk
Staples, Inc.
United States General Services Administration –
Region 2

Green Power Supplier Awards

New Green Power Program or Product
Lenox Municipal Utilties
PaloAlto**Green**

Innovative Use of Renewable Energy Technology
Calpine
The Energy Cooperative of Pennsylvania

Renewable Energy Technology Supplier
PPM Energy, Inc.

Green Power Program of the Year
Austin Energy

Market Development Awards

Green Power Beacon Award
Recipient: Western Washington Green Power Campaign

Green Power Pilot Award
Recipient: World Resources Institute (WRI)
Honorable Mention:
Maine Green Power Connection

Green Power Pioneer Award
Recipient: Rob Harmon,
Bonneville Environmental Foundation
Honorable Mention:
Alan Apt and Jim Welch (joint nomination)