



**NC SUSTAINABLE**  
ENERGY ASSOCIATION

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**2016** | ANNUAL REPORT

## A LETTER FROM THE EXECUTIVE DIRECTOR

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2016 was a significant year of transition for both the NC Sustainable Energy Association and our state's clean energy economy. NCSEA starts our 39th year stronger, more capable, and better positioned to advance clean energy on all fronts than at any time in NCSEA's modern history. NCSEA stands ready to deliver on our commitment to make clean energy work for all North Carolina – consumers, industry, utilities and our government statewide.

Inside NCSEA, our team and Board transitioned to an entrepreneurial business model, focusing on our highest and best contributions, creating value daily with and for each of you as our 'customers.' We added a collective 52 years of relevant career experience to our accomplished staff team. Thanks to many of our members and supporters, NCSEA's funding support is diversifying and growing around our new and existing programs. We have formalized and scaled up the way we communicate with you, now reaching 1.6 million North Carolinians through our new Communications Hub, and telling your stories with our nationally recognized Story of Clean Energy campaign.

Across our great state, clean energy has become a beneficial and critical part of our landscape, our culture, and our economic opportunity. In nearly every county clean energy now puts food on the table for North Carolina families and businesses, driving billions in new private investments while contributing more in local tax revenues that pay for schools and the services we all depend on each day. All electricity customers are benefiting as clean energy development continues to slow the rise in our electricity rates. The first wind farm in the southeast will soon be online, and utilities have fully complied with the Renewable Energy and Efficiency Portfolio Standard five years ahead of schedule at half the cost. NC is now #2 in installed solar capacity and energy efficiency remains dominant.

NCSEA seized every opportunity to learn, lead and succeed together, because we know as well as most that underneath our shared accomplishments much work remains to be done. In each of the past twelve months, our team invested heavily in spending time with you – convening members and stakeholders to identify challenges and immediate steps forward for both emerging and established clean energy solutions. We learned where challenges remain for customer owned solar, geothermal, bioenergy and utility scale solar, and we laid the groundwork for significant policy and market improvements in 2017.

A key part of leadership is building trust and dialogue. NCSEA launched new programs in energy storage, customer-owned solar, biogas, energy efficiency, solar and agriculture, and wind power, involving utilities, industry, consumer advocates and decision-makers. Our Utility Solutions Program is growing rapidly with generous support from our largest funders and a grant from the US Department of Energy. NCSEA now also works outside of public policy with our utilities, proving out leading edge data driven solutions that can enable utilities to solve their business model challenges around clean energy through delivery of customer savings and service.

On behalf of NCSEA, thank you for the role you play in our affordable, resilient and increasingly clean energy economy. The best is yet to come!

Sincerely,

A handwritten signature in black ink, appearing to read "Ivan Urlaub". The signature is fluid and cursive.

Ivan Urlaub  
NCSEA Executive Director

# 2016 BY THE NUMBERS

**163,506**  
WEBSITE VISITS

**10** INTERNS

**18** POLICY WINS

**34,294** CLEAN ENERGY JOBS IN NC

**74** NCSEA  
SPEAKING  
APPEARANCES

**38** YEARS AND COUNTING

31% GROWTH  
IN NC CLEAN  
ENERGY JOBS  
SINCE 2015

NC CLEAN  
ENERGY REVENUE  
IN EXCESS OF  
**6.4 BILLION**

**10TH YEAR**  
OF CONSECUTIVE  
GROWTH IN NC

**OVER 1,300**  
EVENT  
ATTENDEES

**8TH** ANNUAL MAKING ENERGY WORK

**5** AWARDS AND ACCREDITATIONS

**NC RANKED 2ND**  
IN INSTALLED  
SOLAR CAPACITY

**2,738**  
MEMBERS

**17 EVENTS**  
HOSTED BY  
NCSEA

# NORTH CAROLINA'S CLEAN ENERGY ECONOMY 2016 HIGHLIGHTS

**34,294**  
FULL TIME JOBS  
in North Carolina  
\* Full-Time Equivalent

**\$6.4**  
BILLION  
in NC Revenue

## SEEING ALL NORTH CAROLINIANS IN CLEAN ENERGY

In 2016, NCSEA launched 'The Story of Clean Energy' campaign, telling the many and diverse clean energy stories of North Carolinians across our great state. There are many more stories to be told in 2017, and we encourage you to help us tell in the coming year.

## LEGAL AND FINANCE EDUCATION

NCSEA helped lead a collaborative effort with some of North Carolina's most experienced utility legal experts to create a utilities law specialization within the North Carolina State Bar, and two of NCSEA's attorneys were among the inaugural class of specialists. In addition, NCSEA's second annual Continuing Legal Education event on renewable energy law and clean energy finance event for accounting CPE credit each received high marks from attendees from across the Southeast.

## 10 YEARS STRONG AND GROWING

Thanks in part to the hard work of NCSEA members and staff throughout 2016, North Carolina's clean energy industry experienced its 10th consecutive year of industry growth with 34,294 jobs and \$6.4 billion in annual clean energy industry revenues.



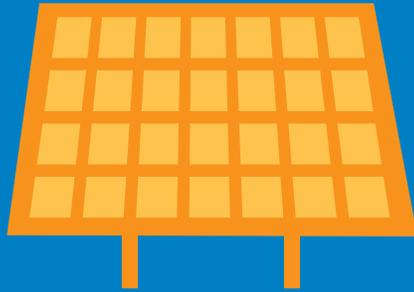
## DEFINING PROBLEMS AND ADVANCING SOLUTIONS

NCSEA convened representatives from the energy storage, customer-owned and large scale solar, wind, bioenergy, and geothermal sectors to participate in ongoing "working group" discussions about the current state of the industry, policy and pathways forward for affordable clean energy in North Carolina.

## LEGISLATIVE SUPPORT FOR CLEAN ENERGY

NCSEA's work connects state and local decision-makers with the clean energy workers, investors, business leaders and resources in their communities and beyond. In 2016, our state's leaders worked with NCSEA to successfully prevent all harmful policy proposals from becoming law and began exploring positive policy options for 2017.



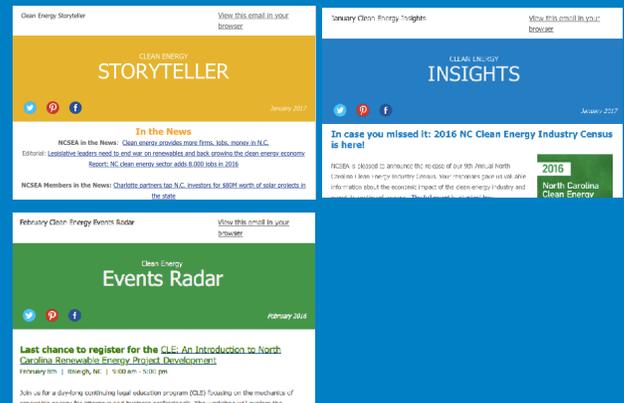


## SOLAR LEADERSHIP

While North Carolina has been a pioneer for decades in passive solar design and high performance building, in 2016 we surpassed Arizona to become #2 in installed solar PV generating capacity with more than 2,000 Megawatts (MW) of installed solar capacity – 53 MW of which is customer owned rooftop solar.

## NEW & IMPROVED NEWSLETTERS

NCSEA overhauled our email communications in 2016 with great results, replacing our general newsletter with three monthly newsletters tailored to our unique members and subscribers: The Clean Energy Storyteller, Clean Energy Events Radar, and Clean Energy Insights.



## STRONG TEAM OF EXPERIENCED LEADERS

NCSEA added 52 additional years of direct career experience to our team, which quickly translated into increased collaboration, problem solving and impact with our members, partners and stakeholders. NCSEA staff also completed our fourth year as a lab team participant in the Rocky Mountain Institute's Electricity Innovations Laboratory, known as e-Lab.

## UTILITY SOLUTIONS PROGRAM AT THE LEADING EDGE

NCSEA designed and launched our innovative new Utility Program. We have started working with several North Carolina utilities to test new data-driven approaches to identify clean energy and business model options that can be beneficial for both utilities and their customers.

## INCLUSIVENESS INITIATIVE

NCSEA launched our new Inclusiveness Initiative, to ensure the work of NCSEA and our members is advancing opportunities for all North Carolinians to participate in and directly benefit from our clean energy economy.



## FINANCIAL SUMMARY

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REVENUE AND SUPPORT	
Contributions	\$1,954,895
Miscellaneous	\$2,596
Program Service Fees	\$150,712
Interest Income	\$3,065
<b>Total Revenues</b>	<b>\$2,111,268</b>

EXPENSES	
Program Services	\$1,798,788
Management and General	\$726,353
Fundraising	\$92,014
<b>Total Expenses</b>	<b>\$2,617,155</b>
Net Assets - Beginning of Year	\$1,602,483
Net Assets - End of Year	\$1,152,801
Change in Net Assets	-\$449,682

## MAJOR FUNDERS

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Thank you to our major funders. Our success would not be possible without you.

**Fred & Alice Stanback**

**The Energy Foundation**

**U.S. Department of Energy**

**Z. Smith Reynolds Foundation**

**FLS Energy**

**Coastal Federal Credit Union**

**Cypress Creek Renewables**

**Green Tech Action Fund**

## DONATE TO NCSEA

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The NC Sustainable Energy Association is a 501(c)(3) membership organization. Please consider making a tax-deductible donation to NCSEA today! Your support will help NCSEA advance the work that ensures a sustainable and secure clean energy future for all of us. **To donate go to [www.energync.org](http://www.energync.org).**

## 2016 NCSEA STAFF

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**Robin Aldina**

MANAGER OF ENERGY RESEARCH

**Andrea Braswell**

EXECUTIVE ASSISTANT

**Daniel Brookshire**

REGULATORY & POLICY ANALYST

**Jeremiah Carey**

GIS & DATABASE MANAGEMENT SPECIALIST

**Diane Cherry**

STRATEGIC DIRECTOR

**Maggie Clark**

INTERIM DIRECTOR OF GOVERNMENT AFFAIRS

**Michael J. Davis**

DIRECTOR OF STRATEGIC PARTNERSHIPS

**Allison Eckley**

COMMUNICATIONS MANAGER

**Pierce Few**

MARKET RESEARCH ANALYST

**Emily Holmes**

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REGULATORY COUNSEL

**Ward Lenz**

DIRECTOR OF DEVELOPMENT

**Christy Marcinkowski**

MANAGER OF MEETINGS AND EVENTS

**Samantha Radford**

WEB & CREATIVE SPECIALIST

**Tony Solari**

DIRECTOR OF GOVERNMENT AFFAIRS

**Victoria Prince-Somol**

MEMBER RELATIONS & ENGAGEMENT SPECIALIST

**Edie Urban**

BUSINESS & FINANCIAL SERVICES MANAGER

**Ivan Urlaub**

EXECUTIVE DIRECTOR

**Michael Youth**

COUNSEL & DIRECTOR OF REGULATORY AFFAIRS

**Lisa Wilson**

OFFICE ADMINISTRATOR

## 2016 NCSEA BOARD OF DIRECTORS

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ULLMAN CONSULTING, INC.

**Randy Lucas, Treasurer**

LUCAS TAX + ENERGY CONSULTING

**Cris Masselle, Secretary**

BTB MARKETING COMMUNICATIONS

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**Jennifer Burris**

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**Carrie Cullen Hitt**

NEXTERA ENERGY RESOURCES

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NC MILITARY BUSINESS CENTER

**Zoë Gamble Hanes**

PINE GATE DEVELOPMENT, LLC

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**Steve Kalland**

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**William G. "Gus" Simmons, Jr.**

CAVANAUGH & ASSOCIATES, P.A.

**Owen Smith**

INGERSOLL RAND

Visit [www.energync.org](http://www.energync.org) to view  
NCSEA's 2017 Board members

## CONNECT WITH US

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Subscribe to the NCSEA's monthly newsletters, the Clean Energy Insights, the Clean Energy Storyteller, and the Clean Energy Events Radar, filled with timely information about our work, our members, and upcoming events.

Find NCSEA on Facebook, Twitter, and LinkedIn.



## THANK YOU!

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NC Sustainable Energy Association extends its sincere thanks and appreciation to our many members, donors, funders, sponsors, partners and volunteers. We feel privileged to work on behalf of North Carolina's clean energy sector, which would not be possible without your continued support.



# NC SUSTAINABLE ENERGY ASSOCIATION

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The North Carolina Sustainable Energy Association (NCSEA) is a 501(c)(3) nonprofit membership organization working daily to promote the interests of North Carolina, its residents, businesses and economy by ensuring a sustainable path for the growth of clean energy. Collectively, renewable energy, energy efficiency, smart grid technologies and plug-in electric vehicles are powerful drivers of jobs, innovation, economic prosperity and energy security for the state and region. Informed by principle and bolstered by rich data, careful analysis and strategic advocacy, NCSEA drives the creation of a market and policy environment that fosters solutions, progress and opportunity for all clean energy stakeholders.