



## *History of Organization, Mission and Goals*

The **Great Lakes Renewable Energy Association** (GLREA) was founded in 1991 "to promote the design, construction, manufacture, marketing, sales, use and education of the general public in the practices of renewable energy sources in the Great Lakes Bioregion," and to help other 501(c)(3) organizations achieve these goals. Our focus since then has been to promote, educate and advocate for:

- Solar, wind, hydro, biomass and other clean, sustainable energy technologies;
- Energy efficient materials and practices;
- Passive solar building design;
- Public awareness of alternative fuel vehicles; and
- Distributed generation utilizing clean fuels particularly hydrogen.

GLREA was originally headquartered in Traverse City, Michigan, where its members, with funding support from the Michigan Public Service Commission, installed a 600 kilowatt (kW) wind turbine to serve local residents and businesses in one of the country's early green-pricing programs.

In 1995, several graduates from the Jordan Energy Institute's Science for Renewable Energy Technology program (a four-year degree program) were elected to the GLREA board of directors and moved the organization's activities to Lansing, Michigan. By that time, Detroit Edison had initiated its green-pricing program, known as SolarCurrents®, for supplemental solar electric service to its customers. A Detroit Edison representative was elected to GLREA's board, the Lansing Board of Water and Light (Lansing's municipal utility) became involved, and other leading energy organizations throughout the state have followed.

Now, electricity restructuring and advances in renewables development have combined to create exciting new opportunities for the GLREA to work with utilities and regulators in the region to ensure that sustainable resources play a prominent role in the Great Lakes energy future. Restructuring legislation in Illinois, Ohio and most recently, Michigan, has generated strong interest among many stakeholders in establishing new structures, institutions, and financing mechanisms to advance distributed and sustainable resources. In 2000, GLREA became the U.S. Department of Energy's Michigan partner in DOE's Million Solar Roofs Initiative, in order to further our goal of identifying and removing barriers (regulatory, financial and legal) to the economic deployment of photovoltaic systems. Photovoltaic manufacturing capacity in Ohio (First Solar), Michigan (Unisolar/Bekaert ECD Solar Systems LLC ) and Illinois (BP Solar/Spire) is close to equaling 50 percent of the worldwide capacity that was available in 1998, making the Great Lakes region a world center for solar photovoltaics manufacturing.

For these and other reasons, the GLREA is positioned to make major contributions to sustainable energy development in the region in the next several years. We have

begun this work and expect to continue it with the cooperation and support of our members, sponsors, and event partners representing the major constituencies:

- Utilities (DTE Energy, Lansing Board of Water and Light, Wisconsin Electric Power Co. , American Electric Power, Gaylord Gas Company)
- Regulators (staff from the Michigan Public Service Commission and the Institute for Public Utilities)
- Renewable Energy Equipment Manufacturers (Unisolar/Bekaert ECD Solar Systems LLC, First Solar, Spire Corporation)
- Small renewable energy businesses (numerous solar and wind companies in Michigan, Ohio and Illinois), and
- Advocates for energy efficiency and renewable energy
- State and other organizations (Michigan Energy Office, Ohio Energy Office, ESD The Engineering Society)

Working together, we have established a set of common goals by which to guide the regional strategies and program development of the Great Lakes Renewable Energy Association:

1. *Build regional markets that allow renewable energy, energy efficiency and clean, small generation technologies to compete for new power demands*
2. *Establish federal, state, and regional policies that remove barriers to, or provide incentives for renewable energy, energy efficiency and clean, small generation technologies*
3. *Accelerate the commercialization of renewable energy and energy efficiency through out-reach programs (such as Energy Fairs, participation at community and business events and holding technical conferences) directed at the various consumer sectors and general advocacy*
4. *Promote utility scale investments in renewable energy through issues resolution and regulatory work, and advocacy for stable, long-term financial incentives*
5. *Promote cost effective and reliable energy efficiency and renewable energy products and systems through performance testing, monitoring and reporting*
6. *Promote 'green' electricity products which meet the highest environmental standards*
7. *Establish a working relationship with regulators, utilities and businesses within each state through state and/or local GLREA working groups and chapters as may be necessary to accomplish the GLREA's agenda.*

Through our Michigan partnership in the U.S. Department of Energy's Million Solar Roofs Initiative as well as through the jointly-presented national MicroGeneration to PowerParks Conference; through our ongoing efforts in renewable energy education and advocacy in our energy fairs, workshops, sponsorship of the Michigan portion of the National Tour of Solar Homes and other community outreach programs; and through our combined years of experience in the field of renewable energy, GLREA believes that we are making a difference and that through our efforts and the support of our members, sponsors and partners, the Great Lakes region can look forward to a sustainable and environmentally safe energy future.



## **Board Members**

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## **Staff**

**Jennifer Alvarado-** Jennifer has served as Executive Director for two years, and has worked with GLREA over the past four years. She continues to adeptly manage programs, funding sources and staff.

**Jeremy Wittrock** is our Program Coordinator.

**Jennifer Malinowski** is our Program Manager.

**Joe Arens** is the Finance Manager new for the organization and comes to us with lots of financial experience from General Motors. He also has interest in renewable energy, owns a solar system and is a farmer.

## **Contact Information**

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