

Green Power Switch[®] News

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TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power — electricity that's generated by clean, renewable resources like solar, wind and methane gas — to Valley consumers. Green Power Switch is a TVA Renewable Energy Initiative.



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Keri Brill of KUB's Environmental Stewardship group accepts the Green Power Switch Leadership Award from Patty West, TVA's director of Renewable Energy Programs.

2012 Green Power Switch Leadership Awards

What better way to encourage and promote sustainable commercial efforts than awarding the green trendsetters within our communities? On Monday, April 9, 2012, the Tennessee Valley Authority and its Green Power Switch partners honored regional businesses and local power companies that are driving the success of TVA's Green Power Switch Program. The GPS Leadership Awards were presented in 18 categories.

Leading power companies were recognized in such areas as having the most consumers and businesses signed up for Green Power Switch and the highest percentage of customers participating. Business awards were based on such criteria as the volume of Green Power Switch blocks purchased and the percentage of energy consumption offset by clean renewable energy.

"Green Power Switch is all about consumers stepping forward to support cleaner energy being generated in the Tennessee Valley," said Patty West, TVA director of Renewable Energy Programs. "This program is successful only through the efforts of local companies of TVA power, and people and businesses who commit to making the region a little bit 'greener' each month. We are proud to recognize those going above and beyond the norm in supporting TVA's renewable goals in 2011 on behalf of Green Power Switch."

Listed below are the winners for each of the 18 total awards categories:

Leader of the Year (for the highest total volume of Green Power Switch megawatt-hours sold in 2011): Knoxville Utilities Board, Knoxville, Tenn.



Leader of the Year (for the highest percentage of Green Power Switch megawatt-hours, based on total energy sales in 2011): Tullahoma Board of Public Utilities, Tullahoma, Tenn.



Continued on next page

Green Power Switch: The Ripple Effect

When Green Power Switch was launched in 2000, we were full of excitement. Green Power Switch offered a new customer choice, a cleaner energy supply, and support for new technologies.

The measure of our progress is often characterized by the statistics you see on our website and in our newsletters. The Generation Update and Participation Update on the opposite page provide for you a snapshot in time of how the program has progressed since the last newsletter. These are convenient, measurable metrics, but they don't tell the full story.

Demand has been growing steadily. And demand by businesses now accounts for over half of total demand for Green Power Switch.

Demonstrated consumer interest has contributed to this growing business support. Businesses see what is important to their customers and want to align themselves with this consumer interest. By the same token, business support validates the consumer market – if the store where I shop buys green power, it adds credibility to Green Power Switch and encourages residential participation.

TVA installed publicly located solar sites, a wind farm and a biogas system in the early years of the program to provide supply for GPS. As demand grew over the years, we had to think creatively to identify new supply sources. Rather than

just build the systems ourselves, we wanted to increase supply while also increasing community awareness and participation. That drove us to launch programs like Generation Partners, the Renewable Standard Offer, and later this summer, Green Power Providers.

These programs provide an incentive for customers to install their own renewable energy systems. As a direct result of these programs, total renewable capacity operating in the Tennessee Valley has grown from less than one megawatt to over 50, with even more on the way.

Offering solar, wind and biogas through Green Power Switch has been a true learning experience for TVA and local power companies. It has helped focus more attention on and support for renewable resource analysis and evolving renewable energy technologies over the past 12 years.

From the first solar installations TVA set up in the Valley 12 years ago to the first 999-kilowatt solar farm installed through our Generation Partners program to the research project installed last year at the Melton Hill campground, TVA has collected information on changing technologies in order to share that knowledge with local consumers and increase awareness in the community. By sharing knowledge we are letting the entire community know that renewable energy is no longer the way of the future – it's a real option for consumers today!



From left to right, Buffalo Mountain wind farm; solar array at Melton Hill Dam; kids show their support for Green Power Switch on Earth Day 2012.

GENERATION UPDATE
September 2011 – March 2012



Solar Power
85,680 kWh



Wind Power
38,510,688 kWh



Biogas
14,801,809 kWh



Green Power Providers
42,047,428 kWh



Program Sales to Date
692,051,370 kWh

To learn more about our generation sites and to find the one nearest you, please visit www.greenpowerswitch.com.

PARTICIPATION UPDATE
AS OF MARCH 2012

50,233 | Total number of green power blocks subscribed

11,198 | Number of residential customers subscribing

2 | Average number of green power blocks per residential customer

524 | Number of business customers subscribing



COMMENTS OR SUGGESTIONS

Let us hear from you!
We'd like your suggestions for articles for the newsletter. Email your comments to greenpowerswitch@tva.com, or write to Green Power Switch, 1101 Market Street, MR 3M, Chattanooga, TN 37402-2881.

Awards continued

Transformer of the Year (for the most customers signed up for Green Power Switch in 2011): Nashville Electric Service, Nashville, Tenn.



Transformer of the Year (for the highest percentage of customers signed up for Green Power Switch, based on total number of customers in 2011): Knoxville Utilities Board, Knoxville, Tenn.



Transformer of the Year (for the most business customers signed up for Green Power Switch in 2011): Sevier County Electric System, Sevierville, Tenn.



Top Recruiter of the Year (for most new Green Power Switch enrollments in 2011): Huntsville Utilities, Huntsville, Ala.



Presidential Award (for the largest single purchase of Green Power Switch blocks in 2011): University of Tennessee, Knoxville, Tenn.



Innovator of the Year (for outstanding combination of Green Power Switch support and energy efficiency improvements in operations): Goodrich Corporation, Landing Gear Division, Tullahoma Facility, Tullahoma, Tenn.



Innovator of the Year (for outstanding combination of Green Power Switch support and on-site renewable energy generation): University of the South, Sewanee, Tenn.



Commitment of the Year (for Green Power Switch purchases that offset 100 percent of total electric consumption): Dr. Brad Priester, Mid-South Retina, Jackson, Tenn.

Business of the Year (for small business sustainability efforts, including Green Power Switch purchases): Horn USA Inc., Franklin, Tenn.



Community of the Year (for demonstrating community leadership in sustainability): Gatlinburg Chamber of Commerce, Gatlinburg, Tenn.



Campus Sustainability Pioneer (awarded by the Southern Alliance for Clean Energy): Mississippi State University, Starkville, Miss.



Green Power Leadership (awarded by Southern Alliance for Clean Energy): University of Tennessee, Chattanooga, Tenn.



Energy Efficiency (awarded by the Southern Alliance for Clean Energy): Tennessee Technological Institute, Cookeville, Tenn.



Excellence in Clean Energy Initiatives (awarded by the Tennessee Renewable Energy and Economic Development Council): Jackson Energy Authority, Jackson, Tenn.



Lifetime Achievement (for ongoing support of Green Power Switch): Staples (national retailer)



Lifetime Achievement (for ongoing support of Green Power Switch): Tennessee State Parks



Green Power Switch would like to give all of the winners a big green round of applause for their tireless efforts and achievements in the world of sustainability.

A Bright Spot for the Valley

The second Tennessee Valley Solar Solutions Conference was held in Memphis April 10-11, bringing local and national speakers together to discuss energy policy, smart grid technology, innovation and job growth.

The Tennessee Valley Authority and Tennessee Solar Institute hosted the two-day event at the Cook Convention Center. Keynote speaker Julia Hamm, president of the Solar Electric Power Association, spoke as fictional president and CEO of “Tomorrow Power and Light” to present a vision for how solar energy could become a significant resource in a utilities’ generation portfolio by 2031. The conference focused on ways stakeholders can help transition solar into the mainstream. Industry experts discussed incorporating solar into sustainable building design; solar technology innovation and education; financing and business models; the solar value chain; and job growth.

More than 400 people attended the conference. More than 60 exhibitors, ranging from installers to integrators to solar component manufacturers, showcased their products and services. The conference wrapped up with tours of the 998-kilowatt solar array at Agricenter International park and the University of Tennessee Living Light House, currently located at Shelby Farms Park.

As Patty West, TVA’s director of Renewable Energy Programs, pointed out, “In 2000, TVA counted three solar installations in its region and now the number of installations in the Tennessee Valley has risen to 879.” TVA has approved another 467 installations



State Representative Steve Cohen; Travis Bradford, president, Prometheus Institute for Sustainable Development; Julia Hamm, president and CEO of the Solar Electric Power Association (SEPA); and Jeffrey Genzer, partner in Duncan, Weinberg, Genzer and Pembroke P.C.

in the region for a total of 1,346 solar sites. TVA’s programs have contributed to 47.5 megawatts of solar capacity operational today and another 61 megawatts in the development pipeline, for a total of nearly 109 megawatts of solar generation currently operating or approved in the Tennessee Valley.

“Worldwide investment in solar energy grew by more than a third last year, hitting \$137 billion, and Tennessee companies are earning a healthy piece of this burgeoning business,” said John Sanseverino, Ph.D., program director of the Tennessee Solar Institute. “Tennessee now has 180 for-profit companies in the solar sector, including 33 new companies that have set up shop since 2008.”

TVA Partners With TREEDC

The Tennessee Renewable Energy and Economic Development Council (TREEDC) has partnered with TVA in an effort to increase the region’s awareness of and support for regional renewable energy through Green Power Switch. The partnership was launched in Memphis on Nov. 18, 2011, and since that time TREEDC has garnered support from thousands of organizations and individuals from around the state.

Participation in Green Power Switch will help bring clean, green power to the Tennessee Valley, but community involvement is crucial to the program’s success. TREEDC has recently organized several educational forums to promote Green Power Switch and has also hosted several sign-up events.

TREEDC hosted a Green Power Switch sign-up event at a Tennessee Tech basketball game. Green Power Switch staff members, as well as representatives of the renewable energy industry, have discussed regional renewable energy at TREEDC forums, providing a free opportunity for the public to

learn more about these technologies.

According to Jenny Wright, Green Power Switch product manager, purchasing two blocks of green power is the environmental equivalent of the generation you could expect from a 16-panel, south-facing solar system in Middle Tennessee. Be on the lookout for a sign-up event in your community, and feel free to contact TREEDC staff at treedc08@yahoo.com if your community is interested in hosting an educational forum on renewable energy. You can also see the schedule for upcoming events at the TREEDC website, www.treedc.us.



Mayor James Talley of Ducktown, TN & TREEDC Membership Director, speaks at the February 24th forum held at Hiwassee College.

Earth Day: Then and Now

For the past 42 years, people around the world have adopted and held this holiday close to their hearts. When it began in 1970, the first Earth Day celebration drew an estimated 20 million people. Today, those numbers have swelled into the billions spanning more than 180 nations around the world. According to former U.S. Senator Gaylord Nelson of Wisconsin, Earth Day gave the American people a forum to express their concerns about what was happening to the land, lakes, rivers and air.

Today, as many as 80 percent of the American public call themselves “environmentalists.”¹ Earth Day has gone from a one-day celebration to a way of life for many Americans. From cleaning parks and streams in their neighborhoods to hosting tree-planting parties, many citizens across the Tennessee Valley have taken the initiative to make sustainable living a year-long effort rather than a yearly celebration. So, you may ask, how can I be more environmentally conscious? What can I do to help make a difference?

CLEAN THE AIR

By supporting renewable energy through Green Power Switch, you are helping to ensure less generation is needed from



traditional energy sources. Encourage your friends and family to sign up! Park your car and ride your bike, take public transportation, or carpool to work.

CLEAN THE LAND

Plan a tree planting party in your neighborhood or coordinate a community clean-up day. Find the nearest recycling center and send less waste to the local landfill. Research your local environment and find out how more environmentally friendly products can benefit you and your family.



CLEAN THE WATER

Make sure to properly dispose of oil when you service your car. Clean up a local creek and be aware of how your actions can impact the local watershed.



Everyone can be an advocate for the environment. Encourage your community, friends and family to become more environmentally conscious. Involve your children and educate them on the importance of living a “greener” lifestyle. Finally, get outside and visit a nearby state park to enjoy the natural beauty that this wonderful earth has to offer!

¹ Roach, John. “Earth Day Facts: When It Is, How It Began, What to Do.” *National Geographic*. 6 Apr. 2010. Web.



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Tennessee State Parks: A Lifetime Effort Toward Sustainability

It's undeniable – the Tennessee Valley abounds in lush greenery and unfathomable beauty. For 75 years now, locals and visitors alike have had the opportunity to discover the natural beauty of Tennessee's 53 public parks that are located across the state.

2012 marks the 75th anniversary of the Tennessee State Parks, and a number of special events are planned to celebrate this year-long commemoration, from Meeman-Shelby to Fall Creek Falls to Roan Mountain and at every state park in between.

In addition to celebrating such a momentous anniversary, the Tennessee State Parks also earned one of two 2012 Green Power Lifetime Achievement Awards for their leadership in sustainable practices. The Green Power Switch Leadership Awards dinner was held April 9, 2012, and the Tennessee State Parks, along with 17 other Tennessee Valley businesses and organizations, were recognized for their leadership in environmental best practices.

The Tennessee State Parks have been Green Power Switch customers since Earth Day 2005. Their commitment to participate in the program spawned from their desire to promote sustainable energy. They knew that to really make an impact they had to "walk the walk". Purchasing green power enables Tennessee State Parks to reduce their environmental footprint and support energy sources that are both domestic and renewable.



In addition to supporting Green Power Switch, the Tennessee State Parks have to their credit an increasing number of sustainable best practices. The inns at four parks have been certified as "Tennessee Green Hospitality" facilities by the Tennessee Hospitality Association. They also have six certified Clean Marinas that protect the health and safety of the boating public by reducing pollution on Tennessee's rivers and lakes. They have built environmentally friendly cabins at both Montgomery Bell and David Crockett state parks. These unique, contemporary accommodations serve as a first in a series of more energy efficient and environmentally responsible cabins that will open within the Tennessee State Parks system in the coming years. Finally, all nine golf courses in the state park system's Tennessee Golf Trail have been recognized as Certified Audubon Cooperative Sanctuaries by Audubon International and as Groundwater Green Guardian sites.

Today, there is a state park within an hour's drive of just about everywhere in Tennessee. These parks deliver a rich fabric of natural landscapes, wild places, preserved ecologies, outdoor recreational opportunities, and protected historic scenes and resources – together representing the heritage of Tennessee in the landscape. So, this summer get out and enjoy the natural wonder that is Tennessee State Parks.

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TVA and your
local power company
Green Power Switch®

