

15 YEARS 15 WAYS



Thank you, Irene . . . For a decade, Irene M. Stillings has been at CCSE's helm, guiding its vision of a clean energy future as the center grew from a small, San Diego nonprofit with seven employees to a statewide player in energy issues and developments with 85 employees and active projects throughout California from San Diego to Yreka.

Irene oversaw tremendous growth in CCSE's scope and influence, during which the center implemented a host of renewable energy and sustainability programs, consulted on a wide variety of energy strategies and projects and advised

on emerging policies and regulations. CCSE became what she envisioned — an integrator and translator of energy information and knowledge between key industry sectors.

As 2012 got under way, Irene decided it was time for a transition, to pass the banner on to other leaders and to retire as executive director. She will take on a new role as CCSE's first executive director emeritus, supporting special projects and activities. We all wish her well and look forward to many years of continued work together in our travels toward a clean energy future.

“ Irene has shaped CCSE into a major force for California's future and leaves a powerful legacy. Now we must build upon her leadership to take CCSE and California to the next level of sustainability. ”

John Moot, San Diego attorney
CCSE board of directors member

California Center for Sustainable Energy

The year 2011 marks the 15th anniversary of the California Center for Sustainable Energy. Although this is a relatively short period of time, we are taking this opportunity to celebrate the many ways CCSE has grown to be a partner with governments, industry, businesses, utilities and others in accelerating the adoption of clean and efficient energy solutions.

Since our founding in 1996, CCSE has grown into a high-performance social enterprise through program development and management, technical assistance, policy and planning and broad-based education and outreach. We continually strive to provide objective information that drives energy innovation and empowers people to make wise energy decisions. To help accomplish this mission, we have created a one-stop resource where everyone, from homeowners to legislators, can get the knowledge and tools they need to help create a more sustainable world.

CCSE has a vision of a clean energy future, and we invite you to join us in bringing this vision to life.

15 YEARS 15 WAYS





Saving Self-Generation

CCSE joined clean energy advocates statewide working diligently in 2011 to continue and revise California's Self-Generation Incentive Program, among the nation's longest running energy incentive programs. We supported Assembly Bill 1150 to allow the California Public Utilities Commission to collect funds for the program through 2014 and made successful comments to the commission to broaden the eligible clean energy technologies.

“ This newly revised program will help our people and planet by reducing greenhouse gas emissions, decreasing demand on the electric grid, promoting innovation and providing customers new options for their power needs. ”

Catherine J.K. Sandoval, commissioner
California Public Utilities Commission

Planning for Emergencies

The City of San Diego broke ground for a self-sufficient command center, with solar power and energy storage capabilities for standalone operation, designed to provide a safe place from which to manage emergency services during wildfires and other crises at the Scripps Ranch Recreation Center in late 2011. The project was conceived by CCSE and funded by the Department of Energy and the California Public Utilities Commission.

“ The goal is for fire, rescue and health responders to be able to attend to the situation and those in need without having to worry about losing electrical power and communications. ”

Andrew McAllister, former managing director
California Center for Sustainable Energy



advise

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CCSE advises legislators and regulators about energy policies and relevant legislation in efforts to accelerate California's transition toward a sustainable energy future.

From the Past . . .

In early 2009, CCSE took a leadership role in successfully urging the California Energy Commission to utilize American Recovery and Reinvestment Act funds to support energy efficiency and clean energy projects.





“ *Battery second use . . . has the potential to become a common component of future automotive battery life cycles and potentially to transform markets in need of cost-effective energy storage.* ”

Jeremy Neubauer, senior engineer
National Renewable Energy Laboratory

“ *Through the Rooftop Solar Challenge, the Energy Department is helping to unleash America’s solar energy potential in California and communities across the country.* ”

Steven Chu, Energy Secretary
Department of Energy

Second Life for Batteries

CCSE is teaming up with the Department of Energy’s National Renewable Energy Laboratory to study how lithium ion batteries from electric vehicles (EVs) might be used as energy storage devices after they can no longer power cars and trucks. The \$700,000 award from NREL will be leveraged by an ongoing California Energy Commission-funded CCSE/UC Davis study on the repurposing of used EV batteries for home energy storage.

Streamlining Solar

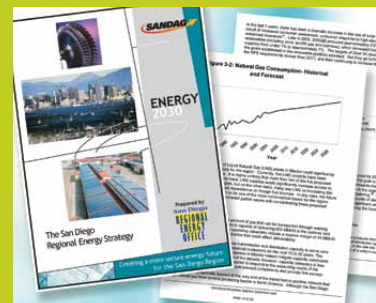
In late 2011, the Department of Energy selected CCSE to lead a consortium of 11 jurisdictions and five utilities in determining how to expedite the widespread adoption of rooftop solar energy systems throughout Southern California. The consortium will work to standardize permitting processes, update zoning codes and improve standards for connecting solar to the grid with a \$700,000 DOE award.



analyze

2

CCSE is actively involved in analyzing techniques and technologies that accommodate and accelerate the adoption and use of sustainable energy.



From the Past . . .

Working with the San Diego Association of Governments, CCSE authored the 2003 “Regional Energy Strategy 2030” that contained many recommendations on energy efficiency, renewable energy and electricity resource planning that became part of California’s blueprint for energy policy today.

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connect

CCSE connects people to information and programs that when combined add up to large-scale environmental and economic benefits.

From the Past . . .

During 2004-06, CCSE provided the Green Action Program for high schools students to learn about energy efficiency and sustainability during lectures and hands-on energy audits and lighting retrofits at neighborhood community centers.



Energy Open Houses

As part of Energy Upgrade California, CCSE organized an initiative with the City of Chula Vista that doubled the state energy upgrade rebates to up to \$8,000 per household. One way residents learned about upgrading was through a series of open houses held in the community of Rancho Del Rey. Mike and Paula Gorski's house served as the first model of an energy-efficient home.

“I expect that other people are going to be able to take advantage of some of the solutions that we found for the deficiencies in our house.”

Paula Gorski, homeowner
Chula Vista



“Funding for CVRP for 2011-12 is a three-fold increase . . . this significant investment will help residents make the switch to a cleaner, more efficient vehicle, creating cleaner air for all of us.”

David Almeida, program manager
CCSE Plug-in EV Program

Electric Vehicle Tailgating

CCSE's promotion of the Clean Vehicle Rebate Project (CVRP) has helped make San Diego the region with the highest adoption rate for electric vehicles in the nation. In October 2011, more than 80 owners brought their EVs to CCSE for "Tailgate without Tailpipes," marking National Plug-In Day and promoting the benefits of plug-in EVs.

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One of the core missions of CCSE is to educate everyone who is interested, from homeowners to professional contractors, about a broad range of energy topics and sustainability issues.

educate

“It should be easy to go green. No one should ever feel like it’s too expensive, too complicated or too difficult.”

Michelle Kaufmann, owner and architect
Michelle Kaufmann Studio

Simplicity in Design

Architects, contractors and homeowners formed a standing room only crowd during a lunchtime lecture at CCSE in June 2011 when Michelle Kaufmann outlined her quest for simplicity in designing and building sustainable homes at a moderate cost. She prescribes to five basic principles: smart design, use of eco-materials, energy efficiency, water conservation and healthy environment.



“Ferrellgas is proud to partner with the CCSE and ROUSH CleanTech to educate Californians about ways to save money and the environment by implementing energy efficiency solutions.”

George Koloroutis, president
Ferrell North America

From the Past . . .

Some 3,000 people participated in San Diego’s first Solar Energy Week held by CCSE in September 2005 with sponsorships by SDG&E and Kyocera Solar, Inc.



Efficiency On the Road

During mid-2011, CCSE developed a mobile showcase, the Residential Energy Roadshow, to educate and inspire homeowners to learn about energy-saving practices in home efficiency, solar technologies and alternative-fuel transportation. ROUSH CleanTech supplied a propane autogas truck to pull the trailer and Ferrellgas provided fuel for going to events across Southern California. It houses a wide variety of exhibits donated by various manufacturers and service providers.



Reduce then Produce

As part of San Diego Mayor Jerry Sander's Summer of Energy Independence, encouraging residents to reduce energy consumption, CCSE initiated a collaborative purchasing program for energy efficiency and solar improvements. Called Reduce then Produce, it brought together more than a dozen local home performance contractors and solar installers to participate and provided homeowners with discounted energy upgrades and reduced prices for solar energy systems.

“This program is designed to make it both easier and less expensive for San Diego homeowners to get their homes into top energy shape.”

Jerry Sanders, mayor
City of San Diego

Solar Volunteers

During a sunny weekend in January 2011, a CCSE team joined in helping install a rooftop solar photovoltaic system in Vista, Calif., as part of the Single-Family Affordable Solar Housing program. The program funds solar for low-income families throughout the state and provides on-site job training. For the CCSE team, the hands-on work introduced a broader perspective of the solar industry.

“This experience at an installation made the components and procedures for solar real for me — plus, I had fun doing it!”

Andrea Cook, senior manager
CCSE Education and Outreach



empower

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CCSE empowers individuals to take control of their energy choices by introducing innovative ways to support and deliver clean energy technologies in the community.

From the Past . . .

In 2002, CCSE established the region's first energy education center, the San Diego Energy Resource Center. Since then, tens of thousands of visitors have learned about energy technologies and gained access to expert resources.





Going Green

Residents of Las Serenas, a low-income community in San Diego, switched on a solar energy system in June 2011 thanks to the California Solar Initiative Multifamily Affordable Solar Housing Program. CCSE presented a check for \$412,000 to the Community HousingWorks for the system, which along with a \$475,000 federal NeighborWorks America grant for other green improvements, provides tenants with lower utility bills and a more sustainable community.

“With the combined resources of federal and state funding, we are investing in the community and promoting the development of renewable energy sources in our own backyards.”

Bob Filner, member
U.S. House of Representatives

“The GETUP experience was an excellent opportunity to have my hands on advanced home performance techniques . . . The methods that the GETUP team imparted during the two weeks were priceless!”

Dan Ignosci, home performance advisor
Comfort Advisors

Home Performance

CCSE helps individuals and construction businesses wanting to transition into the home energy performance field with the Green Grad Education & Training Upgrade Program – GETUP. Participants attend job skill classes, work on-site at home retrofits and intern with local Energy Upgrade California contractors.



enable

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CCSE programs enable people to put into action their desires to participate in a sustainable lifestyle by providing access and training.



From the Past . . .

In 2005, CCSE initiated the Green Building Education and Technical Assistance Program. That year, the program conducted 18 green building workshops, provided design assistance on 11 projects and offered building policy assistance to four municipalities.

7

engage

CCSE engages people in sustainability and clean energy through programs that connect best practices with actionable operations.

From the Past . . .

In 2005, CCSE's Technical Assistance Program provided free energy audits to businesses that took part in the City of San Diego's Climate Wise-Energy Star Program.



“Our efforts, combined with organizations like CCSE, have increased awareness in the market and should drive growth in the home performance industry. Years from now we hope to be seen as pioneers helping change the way people think about their homes.”

Steven Rawls, regional president
REEis Companies

Raising Energy Efficiency

As part of Energy Upgrade California, CCSE supported home improvement programs in parts of San Bernardino and Riverside counties during 2011. CCSE worked with home performance contractors, realtors and local officials to spread the word about the program through public forums, workshops, training and marketing campaigns.

Solar for Schools

During 2011, the Encinitas Union School District tapped CCSE expertise to establish the best strategies for installing renewable energy and reducing energy use. CCSE conducted a comprehensive energy analysis and developed a plan for energy savings involving energy efficiency and solar power at the district's nine school campuses.



“CCSE is unique as an independent third-party consultant. We want to ensure that our schools are receiving the highest quality and best expertise available before we enter into multimillion dollar contracts with solar vendors.”

Gerry Devitt, director, maintenance, operations & facilities
Encinitas Union School District

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CCSE implements programs that offer practical and concrete actions that help people achieve more sustainable lifestyles — in their homes, at work and on the road.

From the Past . . .

CCSE's popular Cool Communities Shade Tree Program during 2002-08 exceeded its goals with some 33,500 trees planted in the county. They continue producing clean air, cooling homes and reducing carbon emissions.



implement

Solar Water Heating

The first commercial solar-thermal rebate awarded in San Diego went to the homeowners association of Mission Heights Condominiums during a ceremony held in June. In addition to reducing energy costs for residents, the project's environmental benefits include cutting natural gas consumption by 5,690 therms per year and carbon dioxide emissions by about 32 tons per year.

“We have saved thousands of dollars. Every homeowner association should strongly consider installing solar thermal systems.”

Aaron Sathrum, president
Mission Heights Condominiums

“Clean transportation plays a critical role in meeting our state's long-term air quality goals.”

Ron Roberts, member
San Diego County Board of Supervisors



Clean Transportation

For the third year, the California Air Resources Board (ARB) designated CCSE as administrators of the Clean Vehicle Rebate Project, with \$15 million allocated for some 6,000 to 8,000 vehicles. Since the project's inception through December 2011, CCSE has awarded 4,655 clean vehicle rebates, totaling nearly \$17 million.

The first rebate in the 2011 funding cycle was given to Kim Adelman of Poway, owner of a Nissan LEAF, at a CCSE press conference attended by ARB member and San Diego County Supervisor Ron Roberts.



Funds for Solar

Began in 2007, the California Solar Initiative (CSI) is set to last until 2016, but the program's funding for nonprofit and commercial applications ran out in late 2010. With CCSE's urging and support, State Senator Christine Kehoe (D-San Diego), a longtime advocate for solar, sponsored a bill to increase the CSI incentive budget by an additional \$200 million. In October 2011, Governor Jerry Brown signed the bill into law.

“The bills I signed today are part of a solar energy revolution that is sweeping our state. These bills will help create jobs, lower electric bills and clean up the air we breathe.”

Jerry Brown, governor
State of California

Energy Planning

CCSE actively participates in regional energy policy and planning, primarily through the San Diego Association of Governments (SANDAG) and their Regional Energy Working Group. During 2011, CCSE supplied technical support and advice to SANDAG's Energy Roadmap Program to develop energy action plans tailored to the unique characteristics of each local jurisdiction to save electricity, natural gas and transportation fuel in government and community operations.

“San Diego is pretty lucky in having a nonprofit organization, CCSE, administering rebate programs and doing an excellent job of educating consumers about the ability to go solar as well as energy efficiency and alternative transportation.”

Bernadette Del Chiaro, energy advocate
Environment California



influence

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CCSE works to develop and execute stakeholder-based energy planning and legislation that support long-term energy efficiency and renewable energy.

From the Past . . .

In 2003, CCSE headed a team that created a vision document outlining a sustainable San Diego-Tijuana region that took second place at the International Competition for Sustainable Urban System Design.





Championing Urban Trees

With a grant from the California Department of Forestry and Fire Protection, CCSE launched an urban forestry program for the San Diego region during March 2011. Its mission is to promote trees and landscaping as means for reducing greenhouse gases while conserving water and energy resources. Exhibits were built at CCSE to highlight the many benefits of trees to air quality and the environment.

“Urban forestry is America’s frontline defense in the fight against climate change.”

Robin Rivet, urban forester
California Center for Sustainable Energy

“The Green Learning Adventure is so interactive, engaging and fun that taking action to help the environment becomes common sense for the students.”

Susan Miller, vice president, corporate social responsibility
Union Bank

CCSE in the Classroom

Several corporations stepped forward during 2011 to support CCSE’s Green Learning Adventure, a classroom enrichment program that teaches students how to take action at school and at home to implement energy conservation and efficiency. Since the program launched in 2009, it has reached more than 16,000 San Diegans at events throughout the county.



inspire

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CCSE brings to life programs that inspire people of all ages to participate in activities that help the environment and promote wise energy choices.



From the Past . . .

During 2001-03, CCSE administered the Cool Savings with Cool Roofs Program that issued some \$3 million in rebates funding more than 21 million square feet of white roofing.

11 integrate

CCSE focuses on integrating new sustainable technologies into everyday practice by providing pathways to holistic solutions.

From the Past . . .

In 2002, CCSE was tapped by the state legislature to administer the newly established Self-Generation Incentive Program in the San Diego region to help fund commercial-sized solar electric systems — the only nonutility selected.



“The fuel cell projects that we installed are helping Cox Communications achieve its nationwide goal to reduce the company’s carbon footprint by 20 percent by 2017.”

Jennifer Shaffer, program manager
Cox Communications



Clean Energy Systems

The California Public Utilities Commission reopened the Self-Generation Incentive Program in 2011, allocating more than \$10 million for CCSE to distribute in the San Diego region. The revised program allows CCSE to offer rebates for a wider variety of clean energy systems, from fuel cells to advanced energy storage, that help lower energy use and reduce greenhouse gas emissions.



Electric Vehicle Support

In 2011, the California Energy Commission awarded \$400,000 for two planning projects managed by CCSE to develop regional EV plans, one with the San Diego Association of Governments and another with the San Joaquin Valley Air Pollution Control District. CCSE also is participating in a \$1 million grant from the Department of Energy’s Clean Cities initiative to develop EV infrastructure readiness statewide.

“This innovative transportation investment program . . . will create California jobs, improve the environment and reduce our dependence on foreign oil.”

James Boyd, vice chair
California Energy Commission

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CCSE motivates specific social groups and business sectors to adopt clean technologies through specially targeted programs.

motivate



From the Past . . .

Within three months of the October 2007 wildfires that destroyed more than 1,000 local homes, CCSE established Rebuild Central, offering training and information to homeowners and contractors about how to rebuild green.



“We immediately saw value in this green program. It’s important to our employees, our customers and the future of San Diego.”

Jason Mossy, executive
Mossy Auto Group

Green Taxis

Hybrid taxis began operating at San Diego International Airport in late 2011 as part of an innovative public-private partnership involving CCSE, the San Diego County Regional Airport Authority, Mossy Toyota and San Diego Metropolitan Transit System.

CCSE and the Airport Authority secured \$750,000 for state-funded rebates for ground transportation providers who adopt clean vehicles; and Mossy Toyota joined in, developing a special purchase package for the Prius v station wagon.

“Whether you’re looking at energy use from a security, economic or environmental standpoint, efficiency and conservation are positive impacts for everyone.”

Dan Nolan, colonel (U.S. Army, retired)
Sabot 6 Consulting



Heroes at Home

Nationwide and locally, the military is taking a leadership role on energy efficiency, and CCSE is helping active duty personnel, veterans and their families implement energy efficiency in their homes. The San Diego Hero Alliance provides energy education and leads participants to special offers, affordable financing and rebates through online resources and outreach activities.

“We are honored and humbled to receive this award in light of the strong efforts other San Diego organizations have made toward sustainability.”

Michael Catanzaro, director of sustainability
University of San Diego



Energy All-Stars

For the eighth consecutive year, CCSE honored businesses, organizations and individuals who made noteworthy energy savings and greenhouse gas reductions during 2011. Eight Energy All-Star Awards were presented in categories ranging from commercial and residential building projects to community leadership and sustainable transportation. A special Ultimate Energy All-Star Award was given to honor Irene Stillings for her 10 years as CCSE executive director.

Civic Pride

As administrators of the California Solar Initiative in the San Diego region, CCSE is proud to be able to acknowledge clean energy accomplishments. At a ribbon-cutting ceremony in November 2011, the City of Chula Vista unveiled the final two solar electric systems at municipal facilities completed as part of a citywide solar initiative. CCSE's Andrew McAllister presented a CSI rebate for \$740,975 for more than 400 kW of clean solar energy.

“The new solar arrays represent a seven-fold increase in Chula Vista's renewable energy capacity and help to reduce its carbon footprint.”

Cheryl Cox, mayor
City of Chula Vista



recognize 13

CCSE recognizes efforts that contribute to advancing sustainability on all levels and is proud to help others achieve their green goals.

From the Past . . .

During 2008-09, CCSE sponsored two high school students who created the Young Scientist Innovation Fair for students in grades 4-6 to compete for prizes with exhibits on ways to increase the use of energy conservation, energy efficiency and renewable energy.





“ Home energy upgrade programs like those provided by CCSE are a vital component of the city’s ongoing efforts to encourage residents to be more energy efficient and improve the quality of their homes and neighborhoods. ”

Tony Young, council president
San Diego City Council

“ In working closely with CCSE, we know firsthand how their dedication to the success of our program will no doubt render significant financial savings and environmental benefits for any other program as well. ”

Erik Anderson, customer generation manager
Pacific Power

Cost-Affordable Upgrades

Among CCSE initiatives with local municipalities in 2011 was the San Diego Home Energy Upgrade program. The program provided free energy improvements for low- and moderate-income residents in the city, with funding from the Department of Energy’s block grant program.

California Solar Market

When the California Public Utilities Commission approved a California Solar Initiative (CSI) program in 2011 for Northern California counties served by Pacific Power, the utility chose CCSE to administer the rebates. CCSE directs the program’s marketing and outreach, applications and rebate awards.



support

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As a mission-driven organization, CCSE steps up to support the efforts of public agencies, municipalities and others who are striving to reach sustainable energy goals.



From the Past . . .

Between 2002 and 2006 SDREO was awarded the administration of nine energy efficiency programs by the California Public Utilities Commission.

15 translate

One of CCSE's critical roles is to translate what is going on in the sustainable energy marketplace for Californians in efforts to help them move forward in the clean energy transformation.

From the Past . . .

In 2002, the center led studies examining San Diego's regional energy infrastructure that formed the foundation for a regional energy strategy created the following year.



“We want to make sure that we have policies and rate structures in place that encourage the deployment of renewable energy rather than discourage it.”

Dan Sullivan, president and owner
Sullivan Solar Power

Impacts of Rates on Solar

When San Diego Gas & Electric filed its rate case with the California Public Utilities Commission in October 2011, CCSE engaged local stakeholders in discussions of a proposed charge for use of the electric grid. CCSE collaborated with solar contractors, industry leaders and officials to analyze impacts on existing solar users and the industry. Eventually, the charge was denied.

“Continued growth of San Diego's green economy depends on an all-inclusive approach that seeks innovative solutions and requires considerable investment and participation from all members of the local business community.”

Jack Clark, building performance senior manager
California Center for Sustainable Energy

Green Job Marketplace

As part of the San Diego Green Workforce Coalition, CCSE helped present “Growing Clean, Growing Green, Growing Jobs” in May 2011 at Cuyamaca College. Attended by more than 250 people, the symposium identified opportunities for growth, addressed barriers and developed strategies to create green jobs and careers.



2011 Energy All-Star Awards

Celebrating accomplishments in energy efficiency, energy conservation, renewable energy and greenhouse gas reduction

The annual Energy All-Star Awards were a great success again this year, with the presence of California State Senator Christine Kehoe and an assembly of local and regional clean energy advocates, stakeholders and other dignitaries.

Outstanding Innovation: San Diego Building Project
**County of San Diego,
Department of General Services**

In keeping with its long-term strategic energy plan, the County of San Diego has created a greener campus at the San Pasqual Academy, which was partially destroyed by wildfire in 2007.

San Diego Sustainable Community Leadership
Birch Aquarium at Scripps

The Birch Aquarium at Scripps Institution of Oceanography offers sustainable energy education to the public through its exhibits and programs.



Sustainable Transportation
car2go

The company car2go has made San Diego the nation's first city with a large-scale, all-electric vehicle car-share fleet.

Outstanding Innovation: California Building Project
**Housing Authority of
San Bernardino County**

Maplewood Homes is a 65-year-old multifamily affordable housing complex in San Bernardino that completed extensive energy upgrades and the installation of solar energy systems in 2011.



California Sustainable Community Leadership
**City of Palm Springs,
Office of Sustainability**

The City of Palm Springs aggressively pursues policies and programs that support sustainability by cutting water and energy use and though reducing greenhouse gas emissions.

Outstanding Sustainable Organization
University of San Diego

The University of San Diego is a leader in sustainable facilities and programs through the integration of green transportation, progressive energy management and community leadership in waste reduction.

Outstanding Homeowner
Soheil Nakhshab

Soheil Nakhshab has designed and built a 5,600-square-foot, canyon-side home for his family in Mission Hills with high standards of energy efficiency and sustainability.

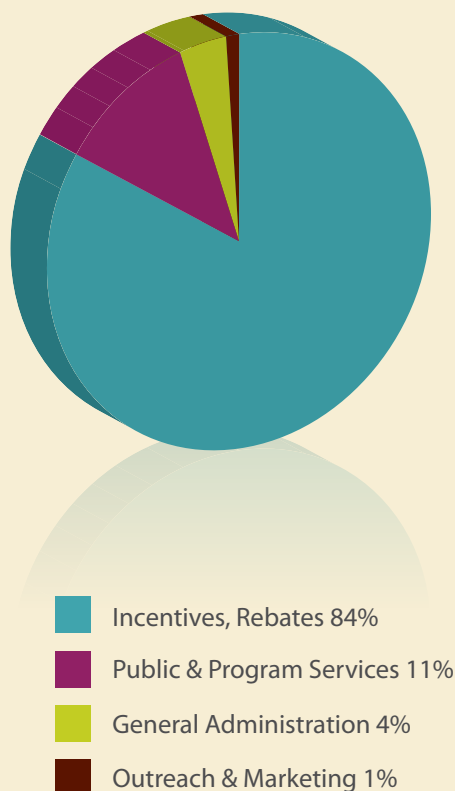
Ultimate Energy All-Star
Irene Stillings

For a decade, Irene Stillings has been tirelessly dedicated to pursuing a clean energy future as executive director of CCSE.

Fiscal Year 2011 in Review

As a nonprofit organization, CCSE's goal is to invest its total resources in achieving its mission and serving the community and to do so in a cost-effective manner. Overall, 95% of its total resources in 2011 were invested in the community, either directly (rebates and incentives) or as program services and education. In order to support all the initiatives that take place at CCSE, the center efficiently spends its funds by investing 4% of its total expenses in general administration and only 1% in marketing and outreach.

Investment by Cost Category 2011



CCSE's 2011 Board of Directors



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