

# Tennessee Valley Solar Conference PROGRAM



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#TNValleySolar

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**TenneSEIA**  
Tennessee Solar Energy Industries Association  
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**Wednesday, November 7, 2018**

## **Embassy Suites by Hilton Nashville SE Murfreesboro**

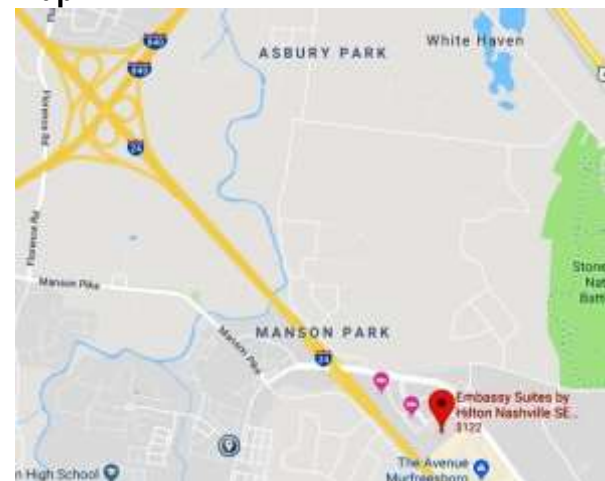
1200 Conference Center Blvd, Murfreesboro,  
TN 37129

**Objective:** The focus of the Tennessee Valley Solar Conference is to bring together people and organizations in the Tennessee Valley to discuss strategies, market trends, and policies that impact the solar industry.

**TenneSEIA:** (Tennessee Solar Energy Industries Association) is the state chapter for the national Solar Energy Industries Association and represents the interest of the solar energy industry in Tennessee.

**Our Mission:** Our mission is to make solar energy a mainstream energy source and realize the full potential of the Solar Industry in the state of Tennessee.

## **Map**



## Tennessee Valley Solar Conference – November 7th, 2018 (times are CDT)

Time	<u>Registration starts at 8 a.m.</u> Event	Location
9:00	<b>Welcome and Safety Moment</b> <ul style="list-style-type: none"> <li>Matt Beasley, TenneSEIA/Silicon Ranch</li> </ul>	Mirabella I,J
9:10	<b>Panel 1: A Fireside Chat with Utility Leaders</b> <ul style="list-style-type: none"> <li>Doug Peters, Tennessee Valley Public Power Association (TVPPA)</li> <li>Tim Echols, Georgia Public Service Commission</li> <li>Brandon Presley, Mississippi Public Service Commission</li> </ul>	Mirabella I,J
10:00	<b>Panel 2: Economic Development and the Solar Supply Chain</b> <ul style="list-style-type: none"> <li>Moderated by Ryan Stanton, Strategic Energy Initiatives at TDEC</li> <li>Dean Solon, SHOALS Technology Group</li> <li>Mary Beth Hudson, Wacker Chemical</li> <li>Cortney Piper, Tennessee Advanced Energy Business Council (TAEBC)</li> </ul>	Mirabella I,J Sponsored by WideLens
11:00	<b>Break</b>	
11:15	<b>Panel 3 Open Forum "Residential Solar Market in the Valley"</b> <ul style="list-style-type: none"> <li>Moderated by Ginny Kincer, Tennessee Solar Solutions</li> <li>Tammy Bramlett, Tennessee Valley Authority (TVA)</li> <li>Michael Walton, Green Spaces</li> <li>Chris Koczaja, Lightwave Solar</li> <li>Hunter Ellis, Electric Power Board (EPB)</li> </ul>	Mirabella I,J
12:15	<b>Break – Lunch Served</b>	
12:30	<b>Networking Lunch and Announcements</b>	Mirabella G,H
1:30	<b>Panel 4: Local Power Companies Solar Success Stories</b> <ul style="list-style-type: none"> <li>Moderated by Betsey Kirk McCall, Seven States Power Company (7SPC)</li> <li>Brandon Wagoner, Middle TN Electric Municipal Corp (MTEMC)</li> <li>Jeff Dykes, BrightRidge</li> <li>Sylvia Smith, Nashville Electric Service (NES)</li> </ul>	Mirabella I,J
2:45	<b>Break</b>	
3:00	<b>Panel 5: The Commercial and Industrial Market Demand</b> <ul style="list-style-type: none"> <li>Moderated by Matt Beasley, TenneSEIA / Silicon Ranch</li> <li>Adam Kabulski, Mitsubishi</li> <li>Chad Bullard, Vincit Group</li> <li>Chris Hansen, Tennessee Valley Authority (TVA)</li> <li>Todd Michaels, Correlate Inc.</li> </ul>	Mirabella I,J Sponsored by Radiance Solar
4:00	<b>Final Thoughts and wrap up</b> <ul style="list-style-type: none"> <li>Matt Beasley, TenneSEIA/Silicon Ranch</li> <li>Gil Hough, TenneSEIA/RSI EnTech</li> </ul>	Mirabella I,J
5:00	<b>Networking Reception - Sponsored by TVA</b>	Mirabella G,H
5:30	<b>Award Presentation (Solar Champions)</b>	Mirabella G,H

## Speaker Bios - Panel 1: A Fireside Chat with Utility Leaders



**Doug Peters**, President and CEO, Tennessee Valley Public Power Authority

Doug is a 35 plus year electric utility veteran with experience in a wide variety of generation-, transmission-, and distribution-related positions. Doug began his tenure as President and CEO of the Tennessee Valley Public Power Association (TVPPA) in August 2017. TVPPA provides a variety of services designed to meet the needs and interests of 154 municipal and cooperative distribution utilities that buy power from the Tennessee Valley Authority. Doug holds an undergraduate degree in Electrical Engineering from the Georgia Institute of Technology and a master's degree in Business Administration from the University of Tennessee. Doug is a native of Rossville, Georgia, and has three daughters.



**Tim Echols**, Vice Chairman, Georgia Public Service Commission

Commissioner Echols has tried to lead by example. He added solar hot water heating to his Athens home just before being sworn in. He bought a natural gas car, a propane van, and now owns an electric car. Tim created the Clean Energy Roadshow that has traveled the state every summer for the last 8 years. This educational event travels to cities around Georgia helping commuters, businesses, and municipal governments evaluate alternative fuel for their transportation and residential use. He wants to keep rates low and he works hard with his colleagues to make sure Georgia has the energy it needs from diverse sources, including nuclear power. Tim and his wife, Windy, have been married 35 years and they have seven children. He has three degrees from the University of Georgia and lives in Jefferson, Georgia.



**Brandon Presley**, Chairman, Mississippi Public Service Commission

Commissioner Presley currently serves as the Chairman for the Mississippi Public Service Commission. He also has served as President of the Southeastern Association of Regulatory Utility Commissioners, which is composed of Public Service Commissioners from the 11 southern states and Puerto Rico. He is a member of the board of directors for the National Association of Regulatory Utility Commissioners (NARUC). Brandon currently serves on the advisory committee for the New Mexico's State University Center for Public Utilities and serves on the advisory committee for Midcontinent Independent System Operator (MISO). He is a lifelong resident of Nettleton, where he is a member of the Enon Primitive Baptist Church. He is past-president and current member of the Nettleton Lions Club and is a member of the Nettleton Civitan Club.

## Speaker Bios – Economic Development and the Solar Supply Chain



Moderated by **Ryan Stanton**, Strategic Energy Initiatives at TDEC

Ryan serves as Senior Consultant for Strategic Energy Initiatives for the Tennessee Department of Environment and Conservation (TDEC). Ryan also serves on the board for TennSMART, a statewide consortium to accelerate intelligent mobility innovations in Tennessee. Prior to joining TDEC, Ryan spent a decade working in smart cities, renewable energy, energy efficiency, and microgrid projects in the private sector. Originally from the Pacific Northwest, Ryan earned his B.S. in General Engineering with a minor in Business Administration from Gonzaga University.



**Dean Solon**, President and CEO, Shoals Technologies Group

As President and CEO of Shoals Technologies Group, Dean Solon is responsible for all facets of the business. Dean has a proven executive management track record with over 20 years of experience driving sales and technological growth in the solar industry. Dean founded Shoals Technologies Group in 1996 with partners and in 2000, bought all their shares in the business and changed the course of Shoals from manufacturing for the automotive industry to the solar industry. While solar was in its infancy, Dean saw an opportunity to bring his extensive automotive knowledge and experience to a fledgling industry.



**Mary Beth Hudson**, Vice President of Wacker's Polysilicon Wacker

Mary Beth began her career as a Process Engineer at Air Products and Chemicals in Calvert City, KY. When the joint ventures were formed between Air Products and Chemicals and Wacker Chemie in 1998, Mary Beth joined Wacker as Plant Manager of the Calvert City Dispersible Polymer Powders operations. Mary Beth was promoted to Vice President of Wacker's Polysilicon Division in the Americas region in 2016. In this role, she is responsible for all aspects of manufacturing, supply chain, sales, and profitability of the Polysilicon Division throughout the region. She is located at Wacker's newly built Charleston, Tennessee, manufacturing plant where she is also the Site Manager.



**Cortney Piper**, Tennessee Advanced Energy Business Council (TAEBEC)

Cortney Piper started her company Piper Communication in 2008 at the height of the recession. Thanks to her focus on energy, technology, and getting results, Piper's business grew rapidly in its first four months. She's an active executive committee member of the East Tennessee Economic Council, chairs the Visit Knoxville Board of Directors, and served as the Chair of the city of Knoxville's Better Building Board for 6 years. Cortney is a graduate of the Leadership Oak Ridge Class of 2009 and Leadership Knoxville Class of 2013. In addition, Piper serves on The University of Tennessee Political Science Department's Board of Advisors, is the 2014 recipient of the Postma Young Professional Medal, and was named to the 2014 Greater Knoxville Business Journal's 40 Under Forty class.

## Speaker Bios – Panel 3 Open Forum "Residential Solar Market in the Valley"



Moderated by **Ginny Kincer**, TenneSEIA

Ginny Kincer has taken an active role in initiatives to help expand solar energy in her community through educational workshops and visiting with local groups to engage people about solar power and other renewable technologies, while contributing to national efforts in expanding and maintaining incentives for renewables. Ginny holds a B.A. from Robert Morris University.



**Tammy Bramlett**, Director, Business Development and Renewables, Tennessee Valley Authority (TVA)

Tammy Bramlett's responsibilities include guiding and shaping TVA's renewable energy direction, mainly at the distributed generation level. In her new role, she also will be responsible for new business ventures and business development growth, adding value to the public power model. She has served as strategist, project manager, and product manager with TVA's commodity management, energy trading, industrial marketing, and energy efficiency functions. Prior to joining TVA, Bramlett served as marketing director for Listerhill Credit Union.



**Michael Walton** AIA, NCARB, LEED AP, Executive Director, Green|Spaces

An architect by trade, Michael Walton has worked for more than a decade to integrate sustainability into the building practices, business operations, and public policy in Chattanooga, Tennessee, to improve both the quality of life and the quality of the environment. Currently, Michael focuses the programming at Green|Spaces as a reflection of the values of its donors and members on the shared responsibility of pushing the envelope of sustainability while simultaneously ensuring the economic, social, and environmental benefits of sustainability are shared equitably throughout Chattanooga and the region.



**Chris Koczaja**, President, Lightwave Solar,

Chris Koczaja serves as LightWave Solar's President and CEO, leading the company in its pursuit to deliver high-quality and cost-effective solar power solutions. Previous to this role, he served as PHG Energy's Chief Operating Officer. Chris also worked for Caterpillar, Inc. in both their Mining and Electric Power Divisions. While at Caterpillar, he earned his Six Sigma black belt certification. Chris holds a B.S. in Mechanical Engineering from Purdue University.



**Hunter Ellis**, Electric Power Board (EPB)

Hunter Ellis is a Research Analyst at EPB in Chattanooga, Tennessee. During his 6 years at EPB, Hunter has worked in strategic research performing industry research, economic analysis, and financial modeling. He has authored many reports detailing trends in the areas of energy, communications, alternative generation, and energy storage industries. Currently, Hunter is developing a set of economic models that will project the economic and distribution system impacts of alternative generation and storage technologies to EPB's smart grid.



## Speaker Bios - Panel 4: Local Power Companies Solar Success Stories



Moderated by **Betsey Kirk McCall**, Seven States Power Company (7SPC)

Betsey Kirk McCall is TVPPA's Executive Vice President for Market Strategies and Corporate Operations. She is also Vice President of Seven States Power Company. Betsey joined TVPPA and Seven States after 7 years at TVA. Her last position at TVA was Director of Fleet Optimization in Power Operations. She also served as Senior Manager of Coal & Transportation Origination. Prior to joining TVA, Betsey practiced corporate law in Chattanooga, Tennessee, where she lives with her husband, Michael, and their son, Will.



**Brandon Wagoner**, Middle TN Electric Municipal Corp (MTEMC)

Brandon has been with MTEMC for 7 years, working in Engineering and Member Services. He currently serves as the Manager of Strategy Execution and Analytics for MTEMC. Growing up in Mt. Juliet, Tennessee, his family has been members of MTEMC since he was in 4th grade.



**Jeff Dykes**, President & CEO at BrightRidge (formerly Johnson City Power Board)

In his leadership role at BrightRidge located in Johnson City, Tennessee, Jeff Dykes has worked tirelessly over the past year with his Board, employees, and local stakeholders to become an innovative and thoughtful leader in all-things energy for his customers. In this capacity, he led the transition of the Johnson City Power Board to an authority now known as BrightRidge, which enables this leading local power company in the TVA service area to serve customers in multiple new capacities, providing value-added services to his customers. This includes developing a new state of the art substation as well as working on DER strategy in his position as a 7SPC Board member.



**Sylvia Smith**, Nashville Electric Service (NES)

Sylvia Smith has been in the electric industry for 30 years, with her current role being Vice President of Customer Services for NES. The Customer Services umbrella entails all departments that are front facing or have a direct impact to the external customer, such as Corporate Communications, Customer Relations, Metering, AMI Network, Billing, and Rates. Also included under this umbrella is organizational O&M and Capital Budget since financial objectives and measurements are a direct result of rates, billing, and expenditures. Sylvia sponsored and led NES on their most recent endeavor with Music City Solar.

## Speaker Bios – Panel 5: The Commercial and Industrial Market Demand



Moderated by **Matt Beasley**

Chief Marketing Officer, Silicon Ranch Corporation and President, TenneSEIA

Matt Beasley brings global marketing expertise to Silicon Ranch’s business development activities as his previous work experience includes assignments in New York, Tokyo, and London. At Silicon Ranch, Matt’s focus is on expanding project development to new markets and on creating tailored marketing, community engagement, and media strategies to help its partners maximize public awareness of their solar energy commitment. For the past 3 years, Matt also has served as President of TenneSEIA.



**Adam Kabulski**, Mitsubishi Electric Power Products, Inc. (MEPPI)

Adam Kabulski is the North American Sales Manager for the Mitsubishi Electric Power Products Renewable Energy Solutions business. After a decade in technical and commercial roles for power electronics and power systems companies, Adam understands the role of new technologies and renewable energy solutions in building a more resilient and sustainable power grid. In addition to growing a renewable energy solutions business, his current focus is identifying new technologies for grid modernization.



**Chad Bullard**, Creative Producer at The Vincit Group

As Creative Producer, Chad Bullard specializes in strategic implementation and leadership training throughout The Vincit Group, optimizing associates and processes for maximum impact and sales. He pioneered a new solar future for the international industrial conglomerate. Working with Lawson Electric and Solar Site Design, Chad envisioned and outfitted a new 270,000 sf facility in Lookout Valley with one of the largest rooftop solar energy systems in Tennessee—a 657kW solar photovoltaic system.



**Chris Hansen**, Director of Pricing Strategy and Origination, TVA

Chris Hansen has more than 20 years of experience in the energy sector, which spans generation planning, price forecasting, structuring, trading, systems integration, regulatory support, and commercial negotiations. In this role, he is responsible for developing, executing, and managing power purchase arrangements with independent power producers (utility scale solar, natural gas, coal, oil, wind, and hydro), utilities, and regional transmission organizations as well as coordinating the long-term direction for TVA’s pricing strategy for over \$10 billion of electricity sales.



**Todd Michaels**, Co-Founder and CEO at Correlate, Inc.

Correlate, Inc. delivers technology-driven, subscription-based energy programs that require no upfront capital for facility improvements. Todd Michaels created and led SunEdison’s Product Innovation group that focused on scaling adoption of distributed energy resources via new business models and product designs for global markets. Prior to SunEdison, Todd led NRG Solar’s distributed generation

practice for the Americas. In 2011, NRG acquired Solar Power Partners (SPP), the second largest distributed solar owner-operator in the U.S., where Todd, as the first employee, built and led the team that deployed over \$500 million in capital for distributed solar initiatives.

## Lunch Announcements Resources

**Amanda Garcia**, Senior Attorney, Southern Environmental Law Center

SELC announced the launching the *Rates of Solar*. This interactive site provides simple, straight-forward information on how utilities across the Southeast are treating customers with rooftop solar on their homes.

**Bryan Jacob**, Solar Program Director, Southern Alliance for Clean Energy (SACE)

*Solar in the Southeast* is an annual report produced by SACE. To provide an equitable, unbiased comparison of various-sized utilities throughout the Southeast, SACE has ranked utilities on the basis of watts per customer (W/C) of solar power sourced to the customer

## [Thank you for joining us for the Tennessee Valley Solar Conference!](#)

Please email, text, or call me with any thoughts on how to improve the conference. We welcome your feedback and hope you will join us as a member of TenneSEIA.

*Our Annual meeting to elect a new board and strategize will be at:*

Silicon Ranch, 222 2nd Ave S, Nashville, TN 37201, 12<sup>th</sup> floor meeting room,  
between 1:30 p.m. and 2 p.m. Central Time on Wednesday, December 5, 2018

## For Conference and TenneSEIA related questions contact:

**Gil Hough**, Executive Director

(865) 789-5482, [execdirector@tenneseiasolar.com](mailto:execdirector@tenneseiasolar.com)



Renewable Energy Manager at RSI EnTech, LLC and part time Executive Director of TenneSEIA

RSI EnTech, LLC is a small, certified minority-owned business enterprise owned by Arctic Slope Regional Corporation (ASRC) Industrial Services, a subsidiary of ASRC, an Alaska Native Corporation. Established in 1996, RSI has more than 20 years of successful experience on environmental restoration projects and beneficial site reuse ([www.rsienv.com](http://www.rsienv.com)). While with RSI, Gil has worked on the development of successful solar projects, including Brightfield One, Powerhouse Six, Plateau Park Solar, Eastbridge Solar, and the Highlands Solar projects. Gil serves part time as the Executive Director of TenneSEIA, the state affiliate of the national Solar Energy Industries Association ([www.tenneseiasolar.com](http://www.tenneseiasolar.com)). Gil also is the author of several books series ([www.gilhough.com](http://www.gilhough.com)).