

Pacific Consulting Services, Vice President, 1991-1999

- Managed PG&E-funded statewide project to assess strategies for improving the overall efficacy of the energy codes and their support mechanisms, and reducing the gap between paper compliance and actual building performance
- Supervised market research activities, including data collection and analysis associated with phone and mail surveys, focus groups, and mystery shopper visits
- Managed numerous evaluations of energy efficiency programs, involving customer survey and market data collection, customer utility bill analysis, and related techniques
- Authored numerous Conference Proceedings papers discussing the latest program evaluation methodologies and results

David Blanke, Division Director, Build It Green

Education and Training

California Polytechnic University, Pomona, B.Sc. Civil Engineering,
University of the Pacific, Bachelor of Music,
Certified Energy Analyst for the California residential and nonresidential Building
Energy Efficiency Standards,
Certified HERS Rater,
Certified Green Building Professional,

Research and Professional Experience

Sustainable Design Consultant, 2008 – Present

- Area of Emphasis, Energy Efficiency and Environmental Design.
- Green Building Programs, analysis, review and management, documentation, and field verification.
- Energy Efficiency Programs, design, management, and analysis.
- Market Research, Measurement, and Evaluation
- Energy Modeling

Southern California Gas Company (SCGC) and San Diego Gas & Electric (SDG&E), Manager, New Construction Energy Efficiency Programs, 2002 - 2008

- Responsible for the design and successful implementation of new construction energy efficiency programs including business processes and marketing strategies for both utilities.
- Lead for statewide programs.
- Developed and managed a total portfolio of over \$50 Million, meeting ambitious program energy savings goals.
- Recruited and provided mentoring and direction to the program management team in execution of daily roles and responsibilities.
- Prepared Requests for Proposals for programs solicitations.
- Evaluated submissions and selected vendors. Supported vendors through activities and reviewed and approved monthly reports and expenditures.
- Coordinated programs with external organizations such as the Environmental Protection Agency, California Building Industry Association, California Energy Commission, California Public Utilities Commission, HERS Providers.
- Set policies and procedures for programs. Develop marketing and presentation materials for building industry and sales team.
- Reviewed goals and sales successes.
- Developed the sales strategy and execution for a sales force of energy efficiency Account Executives.

SCGC and SDG&E, Market Advisor, 2000 - 2002

- Responsible for the design of residential new construction energy efficiency programs for Southern California Gas Company.
- Developed marketing plan and worked closely with internal and external advertising and public relations agencies.
- Developed databases to track program participation and incentive payments.

- Created a variety of management reports including energy savings tracking, cost control and goal forecasting.

SCGC and SDG&E, Senior Account Executive, 1998 - 2000

SCGC and SDG&E, Account Executive, 1995 - 1998

Energy Consultant, 1989 - 1995

- Responsible for the successful implementation of energy efficiency programs and account management.
- Developed presentations on energy efficiency programs offered by the utility and represented utility at various industry activities.
- Supervised the training of new Account Executives.

Mr. Blanke has over nineteen years of experience in the California utility industry, holding management positions of major strategic importance. He developed and managed the new construction energy efficiency programs for Southern California Gas Company and San Diego Gas & Electric with multi-million dollar program portfolios. An energy industry expert with excellent analytical and quantitative abilities, he is experienced in developing and implementing business, marketing and strategic plans. In addition, he has a strong background in architecture, engineering, energy efficiency, sustainable design and green building practices and programs.

Francisco DeVries, President, Renewable Funding LLC

Education and Training

University of California, Bachelor of Arts in Political Science, 1995

University of California, Masters in Public Policy, 2000

Research and Professional Experience

Renewable Funding LLC President, 2008 – Present

- Founding partner of a renewable energy financing company focused on solar and energy efficiency projects paid for through a voluntary property tax assessment
- Worked with partners to develop and implement all aspects of financing program, including bond underwriting, administration and marketing effort

City of Berkeley, Chief of Staff, Office of Mayor Tom Bates, 2002 – 2008

- Developed and implemented the Mayor's policy agenda, represented the Office of the Mayor and the City of Berkeley at official and political events, served as the Mayor's press secretary, provided strategic and day-to-day direction to staff, and coordinated Berkeley's state and federal legislative agenda
- This role required the ability to consistently and successfully deal with high impact, high profile, and politically sensitive issues

Staton & Hughes, Political Associate, 2000 – 2002

- Staton & Hughes is a San Francisco-based consulting firm providing research, strategy, media relations, and communications support to political campaigns, corporations, and non-profit organizations
- Acted as architect, general contractor, and carpenter for strategy, media, and political projects.

U.S. Department of Energy and Transportation, Special Assistant to United States Cabinet Secretary Federico Pena, 1996 – 1998

- Managed all aspects of domestic and international travel and event management, traveling extensively with the Secretary
 - This role involved strategic planning, complex scheduling, logistics, and security, often in a classified environment
 - Worked closely with a wide variety of stakeholders, including White House and policy staff, embassy staff, public affairs officers, legal counsel, and interest groups
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Synergistic Activities

1. Over ten years, working with government agencies on policy and programs
2. Visionary and architect of the PACE program while working at the City of Berkeley
3. Educating and training various local agencies on PACE programs at over 100 engagements and conferences over the past year including US EPA, HUD, and DOE
4. Helped lead the national PACE NOW coalition of cities and counties working on PACE programs, including as the chair of the best practices working group
5. Served as a key participant in the "Retrofit Roadshow" program convened in several cities by the Clean Economy Network, Sierra Club, LIUNA and the U.S Department of Energy.

Mimi Frusha, Chief Operating Officer, Renewable Funding LLC

Education and Training

Carleton College, Bachelor of Arts in Latin American Studies, 2000
University of California, Berkeley, Master of Business Administration,
Expected 2010

Research and Professional Experience

Renewable Funding LLC, Chief Operating Officer 2008 – Present

Firm providing turn-key financing solutions to local municipalities to promote clean energy improvements in commercial and residential buildings

- Original member of firm responsible for day-to-day operations of the firm including financial analysis and reporting, capital formation, technology, marketing, contract management, and program implementation

Inner City Advisors, Program Manager, 2006 – 2008

Pro-bono business consulting organization designed to serve local, high-growth companies committed to social and environmental responsibility

- Managed relationships with 20 portfolio companies and over 75 professional advisors, including recruiting companies and advisors, assessing needs, matching companies with advisors, and reporting on activities
- Developed and implement new program products and services, such as educational forums and strategy sessions, to facilitate financial and operational performance of portfolio companies
- Managed communication and create marketing collateral circulated stakeholder base

The Assets Alliance, Consultant, 2004 – 2008

National organization of consultants dedicated to expanding the capacity of financial services and asset building programs for low-income families and individuals

- Worked on various consulting projects that involve providing technical support services, delivering trainings on effective program design, developing educational materials, and evaluating program's impact. Clients include U.S. Office of Community Service, Jim Casey Youth Opportunities Initiative, Assets for Independence Act, CFED, and New York City ACS

Juma Ventures, Asset Services Manager, 2004 – 2005

Social enterprise providing jobs along with financial, health, and education services to Bay Area youth

- Managed Asset Services department consisting of three programs providing financial education, first bank accounts, and matched savings accounts to over 500 low-income youth
- Administered approximately \$150,000 in participant savings and \$400,00 in matching funds, requiring regular analysis of disbursed and available matching funds

East Bay Asian Local Development Corporation, Program Coordinator
2000 – 2003

Community Development Corporation that develops affordable housing and community facilities with integrated services

- Implemented and managed a new program delivering financial education and a matched savings program to help youth learn financial basics and save for future goals
- Coordinated six adult Individual Development Account programs to help families and individuals build assets

Synergistic Activities

1. 10+ years experience developing & implementing finance programs for various communities and target audiences
2. 10+ years managing the needs of various stakeholders coming from non-profit, business and public setting
3. Experience leading the design and implementation of PACE programs including Berkeley, Boulder, San Francisco, and Sand Diego
4. Served as a key participant in the "Retrofit Roadshow" program convened in several cities by the Clean Economy Network, Sierra Club, LIUNA and the U.S Department of Energy.

Joanna Karger, Chief Financial Officer, Renewable Funding LLC

Education and Training

University of California, Bachelor of Arts in Economics ,1987

University of Pennsylvania, Masters in Business Administration, 1993

Research and Professional Experience

Renewable Funding, Chief Financial Officer, 2009 – Present

Firm providing turn-key financing solutions to local municipalities to promote clean energy improvements in commercial and residential buildings

- Responsible for the overall financial health of the company, including risk management
- Responsible for managing the financial component of PACE programs

McMorgan & Company, Senior Vice President & Head of Fixed Income
2003 – 2008

Institutional investment management firm with over \$12 billion in assets under management

- Developed and managed the Fixed Income investment strategy, process and risk management; actively managed institutional fixed income assets totaling approximately \$8 billion
- Lead portfolio manager for all structured/securitized products including residential and commercial mortgages, asset backed securities and floating rate notes
- Responsible for Fixed Income business development and strategy; managed department budget

Dresdnerrcm Global Investors, Director, 1994 – 2002

Institutional investment management firm with over \$20 billion in assets under management

- Managed \$4-5 billion in mortgage portfolios; determined asset allocation within the mortgage
- Developed a proprietary investment process for securities with embedded options
- Managed \$100 to \$200 million in mortgage securities for leveraged, closed-end income fund

Sutro & Company, Associate in Public Finance, 1993 – 1994

Municipal bond underwriter & dealer

- Structured and executed municipal bond transactions

U.S. Treasury, Senior Examiner, Office of Thrift Supervision, 1987 – 1991

Regulatory agency responsible for overseeing the safety and soundness of savings and loans

- Co-lead examination teams for the largest savings and loans in the Western U.S.
 - Developed expertise in evaluating risk and asset/liability systems
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Synergistic Activities

1. 15-plus years of institutional investment experience
2. 15-plus years of investing in PACE like bonds/financings
3. Deep understanding of how institutional investors evaluate and manage the risk of PACE like bond investments
4. 4-plus years of experience in assessing residential real estate credit, including underwriting standards and workout procedures

**Cal Broomhead, Energy and Climate Programs Manager, Department of Environment,
City and County of San Francisco**

Education and Training

University of California, Berkeley, Political Science, 1972
University of California, Berkeley, Elementary Teaching Credential, 1973
BABEL, Bilingual Certificate Competency, 1976
English as a Second Language Credential, 1978
College of Marin, Energy Auditor- State of CA, 1988
Sierra College, Community College Teaching Credential- Energy Technology, 1993
Association of Energy Engineers, Certified Energy Manager, 1999
National Council of Qualified Lighting Professionals, Lighting Designer, 1999

Professional Experience

City of San Francisco, Department of the Environment (SFE), Energy and Climate Programs
Manager, 2000 - Present

- Manage 15 staff in the areas of energy efficiency and climate action including renewable energy projects in solar, tidal, wave and urban wind.
- Direct updates of the SF Climate Action Plan and strategic plans and oversee coordination of interdepartmental efforts for carbon accounting, reduction activities, adaptation planning, and the Carbon Fund.
- Provide oversight to \$6 M annual energy efficiency program for small businesses, commercial and multi-family buildings.
- Coordinate with community organizations, other municipal departments and commissions, and manage departmental relations and official comments to several regional and state agencies to secure funding and fair rules for local government programs.
- Participate or direct staff support to City task forces such as Commercial Buildings, Peak Oil and PACE financing program.
- Update current laws and craft new local ordinances such as the Residential Energy Conservation and Commercial Lighting Efficiency Ordinance.
- Develop new energy and climate initiatives.

City of San Francisco, SF Public Utilities Commission, Energy Project Manager, 1989 - 2000

- Municipal Facilities:
- Designed and managed programs for the retrofit of Hetch Hetchy system customers.
- Managed the Building Retrofit Program coordinating three staff and providing direct assistance with difficult retrofit projects.
- Identified energy efficiency opportunities, performed feasibility and lifecycle cost analysis.
- Managed engineers performing audits, design and construction of energy efficiency and peak load management projects at General Hospital, underground rail stations, administrative buildings and other facilities.
- Assisted with management and planning for Bureau's \$2.5 million capital budget.
- Co-managed Design Review Program for new construction projects to be more efficient than the CA State Energy Code (Title 24).

- Reviewed plans and specifications, coordinated training workshops for City design staff.
- Conceived, developed, and guided implementation of the Green Building program for new construction and renovations in City facilities.
- Private Sector:
- Managed the development of the Energy and Climate Change chapter of the City's Sustainability Plan.
- Co-wrote an energy sustainability planning guide for local governments.
- Identified need for a Department of Environment and supported local activists to successfully lobby for its establishment.
- Designed, developed and implemented a youth employment training program in minor home repair, energy efficiency, water conservation, earthquake safety, toxics and home safety, for African-American youth in Bayview Hunters Point, serving 400 homes of seniors and other low-income residents of that community.
- Managed an environmental awards program for SF businesses to encourage resource efficiency.
- Conducted research and wrote a business plan for a program to aggregate small businesses for energy efficiency services to be run by a non-governmental organization.
- Collaborated with the Mayor's Office, Small Business Commission, Council of District Merchants, and Small Business Network.

Sierra College, Instructor (Part-time), 1993 – 1995

- Taught Introduction to Energy Technology, an intensive course for the CA Conservation Corps on principles of energy efficiency and solar.

City of San Jose, Office of Environmental Management, Environmental Analyst, 1989

- Researched and analyzed data for the Sustainable City Project, a tri-city project with San Francisco and Portland, OR.
- Produced environmental database and instruction manual for annual updating.

American Lumenetics, Sales Representative, 1987 - 1988

- Design/build contracting of lighting conversions, HVAC and energy management systems.
- Installed lighting retrofits.
- Surveyed public sector, contacted and met with decision makers, audited facilities, recommended and determined cost-effectiveness of measures, designed and monitored installations with project engineer.

Publications

Author, Power In Numbers, Aggregating Small Businesses for Energy Efficiency Services, Public Technology Inc. '97

Synergistic Activities

1. Manager, Power Savers, small business lighting retrofit program for 4,069 businesses in 15 months, 2000-2001.
2. Adelante Inc, organized and taught vocational preparation in an adult school, 1977-1983

Education and Training

University of Toronto, Anthropology, 1967

University of California, Los Angeles, M.A., African Studies, 1972

Research and Professional Experience

Department of the Environment, City and County of San Francisco, Energy Efficiency Programs Manager 2001 - Present

- Senior Manager in the Energy and Resources Group, with responsibility for developing and managing energy-conservation programs for businesses and residences in San Francisco (over 7,000 facilities served to date).
- Provide direct daily oversight of program staff.
- Principle work has been managing funds obtained through participation in proceedings of the CA Public Utilities Commission to successfully obtain over \$30 million from 2003 through 2012.
- Other tasks include preparation of the City's Electricity Resource Plan, commercial and residential code initiatives, proposals for future programs, and representing the City at local and state government meetings.

Department of Customer Energy Management, PG&E, Senior Program Manager, 2000 - 2001

- Responsible for the design and management of incentive programs for commercial energy-saving retrofit projects throughout PG&E's territory.
- Work focused mainly on small business programs and pilot programs for new technologies.
- As Senior Program Manager, oversaw all aspects of assigned programs as those of program staff: planning, forecasting energy savings, budgeting, evaluating projects, regulatory compliance, managing contracts, hiring consultants, developing marketing plans, giving presentations, and supervising staff.

Home Energy, Executive Director and Publisher, 1992 - 1999

Home Energy is a non-profit corporation that analyses and disseminates information on new energy- and resource-efficient technologies. It publishes Home Energy Magazine, a professional trade journal, and undertakes outreach projects on energy conservation.

- Overall responsibility for the operation of the organization: developing and managing educational programs, overseeing the content and production of the magazine, a book and educational materials, fundraising, financial management, and staff hiring and supervision.
 - Worked with the board of directors to set and implement sound and sustainable goals.
 - Brought the organization out of debt and raised new funding for expanded educational activities.
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Publications

- Edited and published: *No-Regrets Remodeling: Creating a Comfortable, Healthy Home that Saves Energy*. (1992-1999)
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Synergistic Activities

1. Women Energy Associates, Board of Directors, 1998-present
2. Affordable Comfort, Inc. Board of Directors, 1996-2002
3. Consortium for Energy Efficiency, Inc. LED Traffic Signals Committee, 2000-2001

Wendy Sommer, Senior Project Manager, StopWaste.Org

Education and Training

Sonoma State University, B.A. Environmental Studies/Planning, 1987
University of California, Berkeley Extension, Integrated Waste Management Certificate
U.S. Green Building Council, LEED Accredited Professional

Research and Professional Experience

StopWaste.Org/Alameda County Waste Management Authority, Senior Program Manager 2000 – present, Program Manager, 1996 – 2000, Associate Planner, 1993 – 1996, Assistant Planner, 1991 – 1993

- Manages numerous programs focusing on public policy, legislation, consumer outreach and media campaigns, and green building projects.
- Serves as senior expert on the executive management team where decisions are made on internal and external policies, board recommendations and agency budget.
- In FY 2007– 08, responsible for programs with a budget of over \$10 million.
- Represents the agency to various local, state and national organizations.

Babbitt Civil Engineering/Bryan Murphy Associates, Planner, 1990 – 1991

- Worked on subdivision planning and preparation of Improvement Plans and Tentative Maps for East Bay engineering and land development firm whose clients included major production homebuilders.

J. Kapolchok & Associates, Assistant Planner, 1988 – 1990

- Secured entitlements and land use applications for subdivisions, annexations, zone changes and use permits.
- Negotiated conditions of approval and policy changes with public agency; prepared and reviewed documents for CEQA compliance.

City of Napa Cultural Heritage Commission, Staff Assistant, 1988

- Worked with property owners and planning department to ensure compliance with design guidelines.
 - Managed the Certified Local Government Grant awarded to Napa by the State Office of Historic Preservation.
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Synergistic Activities

1. **Policies and Ordinances.** Serves as primary liaison with Alameda County cities on the development of solid waste contract and franchise agreements and the creation of model policies and ordinances, including a model Construction and Demolition Ordinance and model Civic Green Building Ordinance.
2. **Media.** Manages media-related projects, including developing new consumer-friendly brand for the agency to strengthen its message, award-winning foodscraps recycling campaign, and coordinating marketing and outreach plan for all agency programs. Serves as public affairs director; oversaw major

restructuring and design of agency's award-winning website; develops and administers public opinion surveys; and oversees production of TV commercials, print ads, transit and outdoor billboards.

3. **Program Development and Management.** Created and managed the Green Building in Alameda County program, including developing the first Residential Green Building Guidelines in the state. The guidelines formed the basis of GreenPoint Rated, the residential green rating program endorsed by ABAG and the Home Builders Association of Northern California. Oversaw development and launch of Alameda County's highly successful food scrap recycling program. Developed the agency's design assistance and grants program for member agencies. Convened and facilitated a regional committee of major builders and city building officials.
4. **Nonprofit Organization Development.** Facilitated the merger of two local nonprofits, Green Resource Center and Bay Area Build It Green, to found Build It Green, which now has 800 members statewide, including over 70 public agencies.
5. **Legislation.** Successfully negotiated with various stakeholders to pass the first agency-sponsored bill to allow local governments to adopt mandatory green building standards that exceed State code.

Education and Training

University of California, Berkeley, B.A., Development Studies, 1992
Massachusetts Institute of Technology, Master of City Planning, 1995
Nanjing, China, independent studies in Chinese language and culture, 1999 – 2000

Research and Professional Experience

StopWaste.Org/Alameda County Waste Management Authority, Project Manager II, 2003 – present

- Leads green building initiatives in the residential sector through policy, education, partnerships and marketing.
- Developed, launched and managed many innovative and influential programs and tools for building and retrofitting single-family and multifamily homes, including GreenPoint Rated (for new construction), GreenPoint Rated Existing Home, GreenPoint Rated Climate Calculator, Multifamily Green Building Guidelines, and Green Building Guidelines for New Home Construction.
- Advises member cities on green building policies and programs, and administers technical assistance and grants for civic buildings and affordable housing projects.

Urban Ecology, Director of Sustainable Cities Program, 2001 – 2003

- Established green building criteria for reviewing infill development projects and advocated for progressive environmental and housing policies.

U.S. Department of Agriculture, Administrative Officer, 1998 – 1999

- Worked as a world development expert and managed budget and administrative operations, including contract oversight, for \$350 million community development program.

U.S. Department of Transportation, Community Planner/Policy Analyst, 1994 – 1996

- Conducted research and built consensus for transportation legislation. Developed policies and guidelines for federal certification of metropolitan planning organizations.

Metropolitan Transportation Commission, Transportation Planner, 1992 – 1993

- Developed outreach strategy, coordinated advisory meetings and prepared technical reports.
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Synergistic Activities

1. **Program Development and Management.** Developed GreenPoint Rated Existing Home, the first rating system in the nation for existing single-family homes. Managed launch and strategic positioning of GreenPoint Rated, California's leading residential green building program.
2. **Program Development.** Initiated development of the GreenPoint Rated Climate Calculator, a third-party verified residential green building tool to measure the total avoided greenhouse gas emissions from building green homes.

3. **Green Building Guidelines.** Produced the Multifamily Green Building Guidelines, the most comprehensive resource for sustainable multifamily construction and retrofit. Coordinates multi-stakeholder process of updating the Residential Green Building Guidelines that are used throughout California.
4. **Technical and Policy Assistance and Grant Management.** Advises local government staff, commissions and elected officials in developing green building policies and programs. Administers technical assistance and grants for city buildings and affordable housing projects in Alameda County.
5. **Grant Management.** At U.S. Department of Agriculture, managed grants for the federal Empowerment Zones program, serving as the administrative officer for a \$30 million grant program with 50 grantees.

Education and Training

University of California, Berkeley, B.A. Architecture, 2000

University of Chile, Santiago Faculty of Architecture and internship at Museo Nacional de Bellas Artes

University of Sydney School of Architecture, Master of Design Science in Sustainable Design, 2004

Professional Certification:

- U.S. Green Building Council, LEED Accredited Professional
 - California Association of Building Energy Consultants, Certified Energy Plans Examiner (CEPE)
 - CHEERS and CalCERTS Certified HERS Rater
 - Build It Green Certified Green Building Professional
 - Build It Green Certified GreenPoint Rater
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Research and Professional Experience

StopWaste.Org/Alameda County Waste Management Authority, Program Manager, 2008 – Present

- Manages consultant contracts for residential green building program development.
- Provides technical oversight of green building guidelines and design assistance projects, and energy cost-effectiveness studies that inform local policy and green building program thresholds.
- Manages the expansion of GreenPoint Rated Existing Homes program into the multifamily sector.
- Provides technical green building and energy efficiency assistance for multifamily affordable housing projects.

California State University (San Jose, CA) and University of California Extension (Berkeley, CA), 2008 - Present

- Instructor of courses in Solar Home Design and Zero Energy Homes.

Heschong Mahone Group, Inc., Project Manager/Building Science Energy Efficiency Analyst, 2005 – 2008

- Managed energy efficiency contracts and led team that implemented and marketed the ENERGY STAR Multifamily New Homes program sponsored by California investor-owned utilities (IOUs).
- Represented IOUs Multifamily ENERGY STAR New Homes Pilot program to U.S. Environmental Protection Agency.
- Provided design assistance, site inspection and verification, building energy simulation, energy code updates and other analyses of mixed-use high-rise buildings.

Architects Kauai, Designer Project Manager, 2001 – 2003

- Designed and managed construction of mixed-use green building.
- Coordinated planning and building permits for large condo/hotel projects.

Hope Architects, Associate Designer, 2000 – 2001

- Designed energy-efficient heating systems and water-efficient landscapes.
-

Synergistic Activities

1. **Rating System Program Expansion.** Manages expansion of GreenPoint Rated Existing Homes, the first rating system in the nation for existing single-family homes, into the multifamily building sector.
2. **Technical Assistance and Policy Guidance.** Oversees development of green building guidelines and design assistance projects. Contributes to energy cost-effectiveness studies that inform local policies and green building programs.
3. **Program and Contract Management.** At Heschong Mahone, managed utility contracts and lead a team of analysts to implement and market the California ENERGY STAR Multifamily New Homes Program sponsored by Pacific Gas & Electric Co. and Southern California Edison.
4. **Utility Program Manager.** At Heschong Mahone, represented investor-owned utilities' multifamily energy-efficiency projects to U.S. Environmental Protection Agency; conducted utility training; facilitated design meetings on energy-efficient building design, technologies and building energy standards.
5. **Design, Verification and Analysis.** At Heschong Mahone, provided design assistance, plan checking, site inspection and verification, building energy simulation and life-cycle cost analysis to developers and design teams of mixed-use high-rise projects.

Ann Hancock, Executive Director, Climate Protection Campaign

Education and Training

B.S. University of California, Applied Behavioral Sciences, 1972

M.P.H. University of California, Public Health Administration and Planning, 1974

Research and Professional Experience

Climate Protection Campaign, Co-Founder and Executive Director, 2001 to Present

- Founded in 2001, the Climate Protection Campaign (CPC) is dedicated to creating a positive future for our children and all life by inspiring action in response to the climate crisis through advancing practical, science-based solutions for significant greenhouse gas reductions. Ms. Hancock initiated and fostered the establishment of regional collaboration on climate protection issues, facilitates the implementation of regional climate protection solutions, and works with schools, businesses, the community at large, and governments (i.e., municipal climate action plans) to establish effective climate protection policies and practices. Under Ms. Hancock's leadership, the CPC helped Sonoma's nine cities, the County, and other local agencies achieve seven national precedents including setting one of the most ambitious community GHG reduction targets in the nation — 25 percent below 1990 levels by 2015. In addition, the CPC was instrumental in facilitating a commitment from all ten local governments to reduce greenhouse gas emissions (2002), determining emissions baselines for municipal operations for all ten governments (2003), determine total County emissions as baseline for monitoring GHG reduction target (2004), setting a countywide GHG target (2005), develop and publish the *Community Climate Action Plan* that provides GHG reduction solutions (2008), and initiate solutions such as the development of the countywide retrofit/renewables program that will service all ten local governments and the Renewable Energy Secure Communities project to increase the local renewable grid portfolio (2009). In 2007, the CPC was one of only five non-profit organizations worldwide to receive the Climate Protection Award from the U.S. Environmental Protection Agency in recognition of exceptional leadership, outstanding innovations, personal dedication, and technical achievements in climate protection. In 2008, the CPC received the Flex Your Power Community Outreach Award in recognition of the agency's Climate and Energy Expo held in August 2008 at Santa Rosa's Downtown Market. In 2008, Ms. Hancock was one of 100 women worldwide to receive the Women Taking the Lead to Save the Planet award from the National Women's History Project and in 2009 she was named Leader for a Sustainable Future by the Leadership Institute for Ecology and the Economy.

Sustainable Sonoma County, Co-Founder and Coordinator, 1997-2000

- Co-founded and led this community-based organization to help create a sustainable future for Sonoma County. Created and implemented the USEPA-funded Sonoma County Ecological Footprint project.

Sonoma County Resume: Ann Hancock

Northern California Nuclear Weapons Freeze, Executive Director, 1985

- Directed this non-profit organization during a period of transition.

County of Marin, Sustainability Planner, 2000-2001

- Served as part of the planning team to update the County of Marin's general plan based on sustainability principles.

County of Humboldt-Del Norte Health Department, Health Program Advisor 1976-1982

- Served as administrative support to Health Officer.

Synergistic Activities

1. New College of the Northbay Masters Program in Humanities and Leadership, Program Coordinator (2000-2001)
2. Commentator for TomPaine.com, a national online journal (2000-2001), and columnist (eco.logic) for Sonoma West Times and News (1998-2001)
3. Founding Board member, Global Footprint Network (2003)

**Chris Cone, Energy Efficiency Implementation Manager,
Climate Protection Campaign**

Education and Training

B.A. Sonoma State University, Liberal Arts/Music, 1981
Fellow, Leadership Institute for Ecology and the Economy, 2008
Graduate, Green Home Energy Upgrade/California Building Performance
Contractors Association, 2007
Home Energy Rating System (HERS) rater, 2008

Research and Professional Experience

Community Climate Action Plan Implementation Manager/Energy Efficiency, Climate
Protection Campaign; February 2009 to Present

- Coordinate local government and industry efforts to implement the energy efficiency component of the *Community Climate Action Plan* (CCAP) for residential and commercial buildings and facilitate the design and implementation of a countywide retrofit/renewables program for the ten Sonoma County governments. Responsibilities include facilitating effective communication with retrofit program partners and community stakeholders, monitoring retrofit program design/implementation to ensure program success in meeting local greenhouse gas (GHG) reduction goal (i.e., 25 percent below 1990 levels by 2015), pursuing complementary built environment GHG reduction strategies as designated in the CCAP, and building public and political support for widespread participation in countywide retrofit/renewables program.

Solar Sonoma County (SSC), Technical Consultant, December 2008 to Present

- Coordinate the preparation of the SSC *Solar Implementation Plan* to provide local governments with resources and policy models designed to encourage synergy and collaboration of efforts for increasing energy efficiency and renewable energy generation within Sonoma County.

Green Energy Loan, Coordinator, September 2007 to July 2008

- Implemented pilot program called Green Energy Loan (GEL) for promoting residential energy efficiency for Global Legacy, Inc. Coordination services included researching/ developing home analysis protocols per best industry practices; securing services of qualified home analyst; preparing home analysis reports for homeowners; working with participating lenders to offer home equity financing where applicable; making presentations on GEL program and energy efficiency; developing partnerships with local contracting trade groups to provide home performance training to increase number of qualified local contractors; working with local educational institutions to encourage the adoption of energy efficiency training for all sectors of efficiency industry (e.g., building analysts, building performance contractors).

Technical Editor, Climate Protection Campaign; August 2007 to September 2008

Provided technical editing and report preparation services for the Sonoma County *Community Climate Action Plan*.

Sonoma County Resume: Chris Cone

Engineering and Consulting Inc.:Senior Technical WriterMACTEC, July 2006 to July 2007

- Provided editorial review for client deliverables.

Dominion Environmental LLC, Technical Writer-Editor/Document Manager, 2002 to 2005

- Provide technical editing, writing, document design, and document production services for the California office of Dominion Environmental on such client deliverables as remediation investigation reports, Phase I environmental site assessments, sample and analysis plans, health and safety plans, damage evaluation reports, and over 150 mold/indoor air quality (IAQ) investigation reports; and company marketing materials including Statements of Qualifications, brochures, targeted marketing packet, and Web site design and content, as well as mold/IAQ contracts.

A MACTEC Company, Technical Writer-Editor/Document Manager Harding ESE, Inc., 2000 - 2002

- Provided technical editing, writing, document design, and production services for the Bay Area offices of Harding ESE on client deliverables such as NEPA/CEQA-compliant environmental impact reports, environmental impact statements, environmental assessment/restoration plans, risk management plans, water quality monitoring reports, remediation monitoring reports; company marketing materials.

Chris Cone Editorial Services, Contractor, 1996 – 2008

Provide writing, editing, proofreading, photographic, and desktop publishing services for publishing companies, businesses, and individuals.

Publications

- Journalist, Assistant to Managing Editor, Photographer, *Petaluma Weekly News* (weekly newspaper), Petaluma, California, 1992 – 1995
 - Production Staff, *Marin Independent Journal* (daily newspaper), Ignacio, California, 1991
 - Book Compositor, TBH Typecast, Inc., Cotati, California, 1989 – 1991
 - Manager – Typesetting Department, Barlow Printing, Inc., Petaluma, California, 1985 – 1989
 - Production Manager – Production Dept.; Assistant to Publisher, Journalist – Editorial Dept. *Point Reyes Light* (weekly newspaper), Point Reyes Station, California, 1984 – 1985
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Synergistic Activities

1. Steering Committee Member, NorCal Collaborative, a chapter of the national Thousand Home Challenge, a national think tank for deep energy retrofits
2. Chair, Solar Sonoma County Energy Efficiency Committee
3. Committee member, Santa Rosa Junior College Green Jobs Curriculum Development Committee
4. Researched and wrote white paper on financing for energy retrofitting entitled "Green Homes 101" while a student in the Leadership Institute for Ecology and the Economy training, and made several presentations on the topic

Dave Brennan, Manager, Sonoma County Regional Climate Protection Authority

Education and Training

B.S. University of California, Community Development, 1973

M.S. University of California, Community Program Management and Administration, 1979

Research and Professional Experience

Sonoma County Regional Climate Protection Authority Manager, March 2009 to Present

- Develop a strategic plan and coordinate climate protection programs in Sonoma County with the county government, the nine cities; with public and private partnerships to maximize GHG emission reductions to achieve Community Climate Action Plan countywide goals of a 25% reduction of 1990 emissions by 2015.

City of Sebastopol City Manager, Executive Director for Redevelopment, 1999 to 2009

- Management of a full service city with nine departments serving an area population of 30,000. Through the City Council leadership and highly capable city employees, we prepared and initiated the first Strategic Plan for the city, conducted annual review with the City Council on priorities and objectives; created specific plans for city's development; initiated three affordable housing projects, created a \$4million solar power and energy efficiency capital improvement program; adopted a comprehensive city municipal code and Memoranda of Understanding with employee groups; Successfully gained voter approval for four ballot tax measures; restructured city organization expenditure allocations; maintain collaborative relationships with community non-profits to operate city recreation, arts and economic development programs. As the City Manager have served on regional Boards for risk management, community development, and solid waste.

County of Nevada County Administrator, 1995 to 1999; Assistant County Administrator 1993 to 1995

- Responsibilities included the preparation and management of \$100M budget including 900 employees; implementation of Board of Supervisors policy direction to sixteen appointed and seven elected department heads, initiated reorganization of public works, land use and human service departments into agency structures. Direct oversight responsibility for municipal bonds, risk management and airport expansion and administration. Implemented locally mandated funding transfer of \$2.3M of General Fund MVLF to road maintenance and voter approved sales tax ballot measure to fund the county library system. Board representative on Economic Development Council; Managed labor relations and contract administration for county services including annexation agreements and law enforcement services with cities. Initiated capital maintenance plan and capital expansion plan for county facilities. As Assistant CAO, performed as chief labor negotiator and department head for solid waste and wastewater county programs receiving

Sonoma County Resume: Dave Brennan

'Department of the Year' award from the Board of Supervisors. Initiated landfill closure and maintained oversight of seven rural wastewater systems.

City of Brentwood Assistant City Manager, 1986 to 1993

Responsible for personnel management and labor relations; prepared and implemented Source Reduction and Recycling Programs under CIWMB AB 939. Supervised the management of city water and sewer enterprise operations. Managed all risk management program in coordination with sixteen member JPA insurance pool. Managed city purchasing program; served as Assistant Director of Redevelopment managing \$6M public improvement program. Worked closely with City Manager and City Council on policy issues and procedures, personnel and labor negotiations. Initiated and managed City Hall expansion project. Responsibilities as Finance Director included participation on municipal bond financing team and subsequent administration of municipal bond program. Managed preparation and management of all aspects of city budget and city investment portfolio.

County of Calaveras Assistant County Administrator, 1984 to 1986; Administrative Analyst, 1981 to 1984

Administered county personnel system including benefit plan procurement; risk management program administration, facility planning and construction management; labor relations and contract negotiations, provided emergency services planning and preparedness exercises for county; department and county budget preparation and analysis; acting Building Official; procurement and administration of \$3M community development program for housing and community development programs.

Central Sierra Planning Council/Economic Development District City of Sonora, 1979 to 1981

Supervised and managed regional community development state demonstration program that provided funding for economic, public facility and housing needs in four county area. Coordinated with state and federal development agencies to maximize the delivery of financial and technical assistance, administered contractual agreements with agencies; solicited grant/loan resources; prepared Overall Economic Development Program for counties of Amador, Alpine, Calaveras, Tuolumne and seven cities served by the agency.

Synergistic Activities

1. Program Manager for regional housing and economic development program 1979-1981 (Central Sierras – Amador, Alpine, Calaveras, Tuolumne Counties)
2. Community Development Program Manager for Housing rehabilitation and infrastructure development in low/moderate income areas 1981-1986 (Calaveras County)
3. Executive Director Sebastopol Redevelopment Agency – developed three affordable housing projects with water conservation and renewable energy components.

Mary Tucker, Energy Program Manager, City of San Jose

Research and Professional Experience

City of San Jose, Environmental Program Manager/Specialist, 1988 - Present

- Municipal and Community Energy Efficiency and Renewable Energy Management.
- Citywide Strategic Environmental Planning and Policy Development.
- Oversight of Special Projects: Water Quality, Pollution Prevention, Watershed Management.
- Legislative Oversight/Analysis on environmental issues.
- Sustainable City Project-Manager - Strategic Planning of Environmental Programs Green Building, Climate Change.
- Development of Community Energy Management Program.
- Development and implementation of Energy/Environmental Educational Programs.
- Development of Solar Access/Land Use Planning Guidelines.
- Grant Development and Oversight/Management.

Community Energy Services Corporation, Energy Services Manager, 1987 - 1988

- Development of energy accounting system for City of Berkeley facilities.
- Energy audits, analysis and project recommendations for city facilities.
- Development and oversight of summer youth work experience and minor home repair program.
- Marketing and technical assistance for direct weatherization programs.
- Administration, management and fundraising.

Jobs in Energy Inc., Executive Director, 1985 - 1987

- National Advocacy & technical assistance on energy and community development.
- Created a contracting business for non-profit housing rehabilitation and weatherization.
- Provided job creation and training education for community energy conservation programs.
- National consultation and workshops on Oil Overcharge funds/Energy legislative issue.
- Administration, Management and Fundraising.

Appropriate Technology Employment Project, Project Director, 1983 - 1985

- Founded a Solar Technician training, installation and job placement school.
- Development & implementation of a refugee job training program.
- Secured and implemented contracts for Housing Weatherization services/joint venture projects.
- Provided educational outreach/on the job training for County Conservation Corps.

Nuclear Waste Campaign, Nuclear Information and Resource Service, Project Coordinator, 1982-1983

- Directed a National Educational Campaign on high-level nuclear waste.
- Provided national and state lobbying, policy and regulatory analysis for a multi-state network.

- Coordinated a national Citizens' Nuclear Waste Siting Strategy Conference

Ohio Solar Energy Association, Project Coordinator, 1979 - 1981

- State-wide Association Management
- Management of Ohio Solar Summer '81, a multi-educational and media event
- Publisher/Editor of state solar newsletter and Solar Ohio Book
- TV and radio PSA and public affairs production
- Solar Action program for state of Ohio
- Producer: Public Television film documentary on solar homes
- Coordination of three technical and construction workshops
- Developed environmental education programs and resources library
- Coordinated a city-wide, week long Earth-Day '80 Celebration
- Participated in Toledo Comprehensive Community Energy Management Plan

Synergistic Activities

1. Chair, Board Member, American Solar Energy Society (1996-2001)
2. President, Northern California Solar Energy Association (1988-1995)
3. Board of Director: US Green Building Council (2002-2007)
4. City of San Jose Representative: Public Technology, Inc. Sustainability/Energy Task Force, International Council for Local Environmental Initiatives
5. Advisory Member, EPA-Region IX Climate Change Panel

Education and Training

San Jose State University, enrolled in Masters TEOSL Certificate Program
San Jose State University, B.A. TEOSL Certificate 1997
Parsons College, B.A. Education/History

Research and Professional Experience

Office of Economic Development, City of San Jose, Special Projects/Workforce Development

Career Summary

- A dependable, versatile business professional who can effectively manage multitasked, multi-cultural environments
- Extensive experience in information management including planning, organization, controlling, analyzing and evaluation procedures
- Responsible for planning, implementing, and managing of nonprofit agency
- Strong communication and interpersonal skills to effectively interface with funders, clients, staff and board management
- Positive attitude
- Extensive experience in coordinating and developing operational budgets
- Proposal writing and fund development capabilities
- Coordinated/Collaborated with community, government, and private sector in program development
- Extensive experience in recruitment, hiring, training, supervision, scheduling, performance evaluation, salary reviews, and administration of wage and benefits programs

PROFESSIONAL EXPERIENCE PROFILE

OPERATIONS Provided input for business planning, control and administration

AND Program and fund development

ADMINISTRATION Managing of day-to-day activities

Analysis and reporting of financial activities

Ability to coordinate activities required achieving concrete development goals

Strong collaborative and entrepreneurial skills

Recruitment, hiring and training of sales and management staff at store, district, corporate

levels

Supervision and scheduling of employees

Performance evaluation and salary reviews

Payroll management and administration of wage and benefit programs

EMPLOYMENT HISTORY

City of San Jose work2future/**Special Project Manager**

Center for Training and Careers/ **Vice-President, Programs**
Crosscultural Community Service Center/ **Operations Director**
COST PLUS, INC. **Allocations Analyst/ Store Management**
BUGLE BOY INDUSTRIES | **District Sales Manager** |
Dayton Hudson Co. Target/Mervyns |**Senior Analyst/ Store Ops.**
J.C. PENNEY | **Merchandise Manager** |
SHERWIN WILLIAMS | **Store Manager** |
LONG BRANCH BOARD OF EDUCATION | **Teacher** |
EDUCATION

AFFILIATIONS/MEMBERSHIPS

Franklin McKinley Education Foundation-Board of Directors
Association of Youth Service Providers of Silicon Valley- First-Co-Chair
San Jose Mayors Gang Prevention Task Force-Technical Team Member
San Jose/Silicon Valley Youth Employment Consortium, Lead Team Member
Connecting Youth and Families to Technology, Lead Team Co-Chair
Silicon Valley Workforce Investment Network-Youth Council Member

Walter Lin, Environmental Services Specialist, City of San Jose Environmental Services Department

Education and Training

San Jose State University, B.Sc. Environmental Studies, 1997

Research and Professional Experience

City of San Jose, 1998 – Present

- Contract manager of electric power and natural gas purchase contracts between the City of San Jose and third party suppliers through deregulated energy markets.
- Administration of Citywide 12% energy reduction goal.
- Management of facility energy audits and efficient equipment retrofits, including demand response.
- Ensuring electricity and natural gas service reliability throughout City.
- Analyzing and developing pilot projects for new energy efficiency technologies.
- Coordination of Citywide renewable energy installation projects.
- Corporation Yard Manager for the City of San Jose's Central Service Yard.
- Technical support services for Central Service Yard Phase II Development Project.
- Design and programming of San Jose Environmental Innovation Center (LEED Platinum goal).
- Technical support for Citywide Departments to ensure environmental compliance and staff safety.
- Development of Hazardous Materials Business Plans and Storm Water Pollution Prevention Plans.
- Design and programming of Household Hazardous Waste Collection Facilities.
- Chair of Countywide Household Hazardous Waste Technical Advisory Committee.
- Coordination of Citywide Integrated Pest Management Program.
- Administration of Citywide interior air quality management program, including response to customer concerns, site walkthroughs, interviews with involved staff and consultant contract management.
- Management of construction projects related to facility and energy improvements for City sites.

Sacramento Municipal Utility District, 1997

- Solar Energy Department - Administered projects such as: PV Pioneer I, PV Pioneer II, PV Pioneer Newsletter, PV Tour and "Greenenergy" promotions.

DeAnza College, 1994

- Production Coordinator - Wind Energy Exhibit.
 - Educated public on benefits of wind power.
 - Developed wind energy informational guides.
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Publication

- Energy User News, April 1999. Detailed the City of San Jose's participation in California's deregulated electricity market
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Synergistic Activities

1. Energy contracts management.
2. Energy conservation, efficiency, generation and reliability programs.
3. Facilities management.
4. Indoor air quality and hazardous materials management.
5. Public work construction projects.

Devon Muto, Chief of Advance Planning, County of San Diego

Education and Training

University of California, Berkeley, Conservation and Resource Studies, 1997

Research and Professional Experience

County of San Diego, Department of Planning and Land Use, 4 Years

- Mr. Muto is currently the Chief of Advance Planning for the County of San Diego, Department of Planning and Land Use. In this position, Mr. Muto is responsible for all land use related policy and ordinance initiatives. The County is currently undertaking a comprehensive overhaul to its general plan, referred to as the General Plan Update, which is managed by Mr. Muto. Mr. Muto directed preparation of the County's first greenhouse gas emissions inventory and is currently involved with preparation of its Climate Action Plan. Mr. Muto was also a primary co-author of the County's Energy Strategic Plan which outlines goals and strategies for reducing energy consumption by the County and its communities.

Planning and Environmental Consulting, 7 Years

- Mr. Muto has 7 years of professional planning and environmental consulting experience, the majority of which occurred with the firm PBS&J as a Project Manager. Mr. Muto's experience includes preparation and implementation of regulatory programs for local jurisdiction, development of resource management plans, and composition of environmental impact reports and assessments.
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Synergistic Activities

1. County of San Diego General Plan Update
2. County of San Diego Climate Action Plan
3. County of San Diego Energy Strategic Plan

Brendan Reed, Environmental Resource Manager, City of Chula Vista

Education and Training

- University of Richmond, B.S. Biology, 1998
 - San Diego State University, M.S. Biology, 2005
 - University of Washington, Storm Water Monitoring Certification, 2001
 - US Green Building Council, LEED Accredited Professional, 2007
 - Northwest Energy Efficiency Council, Building Operator Certification, 2009
-

Research & Professional Experience

City of Chula Vista, Environmental Resource Manager, 2006 – Present

- Developed and implemented municipal environmental programs and policies dealing with energy management, global climate change, and environmental sustainability
- Managed a program to facilitate energy efficiency and renewable energy projects at City facilities and in the community to reduce thermal and electrical loads; program recognized by the California Flex Your Power campaign as a “2008 Award Honoree” and bestowed the “2009 Cool City Award” by the Sierra Club

California Bay-Delta Authority, Environmental Scientist, 2005 – 2006

- Oversaw the agency’s ecosystem restoration projects in the San Francisco Bay region and performed a broad range of project coordination tasks such as managing consultant contracts and reviewing technical work products
- Represented the agency on multiple regional committees and technical advisory groups dealing with regional planning, at-risk species conservation, and science-based adaptive resource management

San Diego State University Foundation, Research Assistant, 2002 – 2005

- Coordinated a seagrass habitat restoration and monitoring project for the Port of San Diego’s Environmental Division and the California Department of Transportation
 - Responsibilities included overseeing project implementation, supervising support staff, data analyses, and technical report writing
 - Project results used to support biological monitoring and mitigation requirements for the public agencies
-

Synergistic Activities

1. Coordinate the City’s implementation of community energy efficiency and renewable energy activities including lighting exchanges, on-site energy evaluations, and retrofit financing assistance
2. Oversee City’s climate action plan and related carbon-reducing strategies which include expansion of energy efficiency and renewable energy services in the community and at City facilities
3. Assist with the development of citywide Green Building standards and incentives that maximize energy efficiency and renewable energy in new construction and major remodels
4. Participate in regional strategic planning through the SANDAG Energy Working Group, San Diego Regional Climate Action Network, and other energy-focused efforts

5. Deliver presentations on energy-related programs and policies at professional workshops and conferences

**Andrew Martin, Regional Planner, San Diego Association of Governments
(SANDAG)**

Education and Training

California State University at Long Beach, B.A. Sociology, 2004
San Diego State University, Master of City Planning, 2006

Research and Professional Experience

San Diego Association of Governments, Regional Planner, 2008 – Present

- Andrew works in SANDAG's energy and climate change planning program, which includes an energy planning partnership with the California Energy Commission.
- Andrew's current projects include updating the San Diego Regional Energy Strategy; preparing a regional climate change action plan; and developing a regional assessment of alternative fuels, vehicles and infrastructure.
- He also works on the Sustainable Region Program, which develops energy roadmaps for local governments to save energy, reduce greenhouse gas emissions and consider energy within land use and transportation planning.

EDAW, Urban and Environmental Planner, 2005 - 2008

- Andrew spent three years with EDAW (now AECOM), an environmental and urban planning firm, where he prepared a variety of urban planning and CEQA documents for public and private sector clients, with a major focus on integrating environmental sustainability principles into planning projects, as well as emphasis on climate change mitigation and reducing reliance on fossil fuels.

Education and Training

Columbia University, B.A. American History, English Literature, 1997

Professional Experience

California Center for Sustainable Energy, Director of Education and Outreach, 2009 – Present

- Oversee all facets of CCSE's education, outreach, marketing and public relations efforts.
- Direct special events, energy education, climate change and marketing, encompassing department staff, budget, program development and delivery and fostering partnerships.
- Design and articulate focus for marketing, outreach and educational programs, developing a framework for appropriate activities and working with teams to ensure activities support program goals.
- Work with Executive Director and Director of Programs to develop key priorities and strategic, mission-oriented goals and to align business and program development accordingly.
- Develop a communications strategy and implement operational plans that enable CCSE to accomplish its mission and objectives.

Bonneville Environmental Foundation, Director of Marketing and Public Relations, 2008-2009

- Planned and implemented marketing strategy for Solar 4R Schools including:
- Creation of new Solar 4R Schools brand identity to match new BEF branding.
- Development and design of curriculum materials in coordination with education manager.
- Launch extensive update of Solar4RSchools.org with multiple new features including dynamic mapping and data display.
- Marketing for 71 projects in FY09 including 50 at elementary, middle and high schools.
- More than 30 solar celebration events nationwide at schools and community centers, with notable speakers from utilities, local and federal government and national television.
- Management of marketing coordinator and leadership of working groups focused on ad hoc program needs.
- Led BEF's public relations efforts as the first internal resource assigned to do so, including:
- Writing and implementing a comprehensive public relations plan focused on telling the various stories of BEF related to renewable energy, carbon offsets, solar schools and long-term watershed restoration.
- Cultivating internal and external relationships to raise BEF's profile with national, local, trade and social media.
- Launched new website shrinkyourfoot.org.
- Launched new product Water Restoration Certificates.
- Assisting CEO with executive and public outreach to raise leadership profile of BEF.
- Oversee BEF's testing of direct social media outreach on the BEF blog, Twitter and other tools.

LAByrinth Theater Company, Director of Marketing and Communications, 2006 - 2007

- Redefined off-Broadway theater's position and brand for its 15th anniversary season.

- Restructured subscription program to quintuple participation and increase revenue tenfold.
- Implemented telesales program and launched online subscription and donation capabilities.
- Managed creation of all branded communications including season brochures, original artwork for each production, print and online advertising, programs, invitations, annual appeal letters, and marketing emails.
- Produced and promoted special events including opening night for *Jack Goes Boating* featuring Artistic Directors Philip Seymour Hoffman and John Ortiz and Celebrity Charades featuring more than 25 celebrity players.
- Secured sponsorship with partners including Everlast, GQ, DKNY, and American Airlines.

Travelocity, Director of Marketing and Communications, 2003 - 2005

- Led strategic planning, development, and coordination of marketing and communication for last-minute travel package product across multiple channels: Site59.com, Travelocity, AOL Travel, and Yahoo! Travel.
- Coordinated smarter cross-product and cross-channel merchandising for Last Minute Deals with other Travelocity and Sabre teams, including cross-sell on Travelocity.com and travel agent training with Sabre.
- Analyzed biweekly customer surveys for Site59.com and collected periodic product and site feedback for other channels including focus groups, usability testing and onsite surveys.
- Worked closely with Travelocity brand champion to implement 2004 re-branding principles in Last Minute Deals section, writing and editing copy and developing purchase path opportunities for branding.

Travelocity/Site59, Manager of Marketing and Communications, 2000-2003

- Managed strategy, timing and execution of last-minute product marketing on entry pages and in marketing emails for multiple sales channels, including Site59, Travelocity, Agent59, Cheap Tickets, American Express, Yahoo! Travel, AOL Travel, Orbitz, Continental Airlines, Delta Air Lines, Northwest Airlines and Starwood Hotels.
- Established the messaging strategy for Site59.com and Travelocity Last Minute Deals, including:
- Managed PR and served as Site59.com's primary media spokesperson 2002-2005.
- Directed communication strategy with consumers and trade following Site59's 2002 acquisition by Travelocity, a Sabre Holdings company, for \$43 million.
- Directed internal and b2b communication strategy as Site59 was further streamlined into the Travelocity business in 2002-2004.

Synergistic Activities

1. Developed and launched scalable, open source website community with energy data and education for K-12 students (solar4rschools.org).
2. Collaborated on consumer friendly energy and carbon website (shrinkyourfoot.org).
3. Staged multiple educational events nationwide related to energy use and renewables.
4. Led co-op and strategic partnerships with a variety of retailers and commercial entities.

Education and Training

University of California, Ph.D. Haas School of Business, 2001

University of California, M.S.B.A, Haas School of Business, 1998

University of California, B.S. Quantitative Economics and Decision Sciences, 1993

Research and Professional Experience

San Diego State University, Associate Professor, August 2000 – Present

Centre for Integrated Marketing Communications, Research Fellow, August 2001 - Present

- Background in psychology and economics frames research in consumer behavior, interactivity, technology, and energy consumption. Research examines:
 - consumers' psychological reactions to direct response marketing activities,
 - incentives and rebates, games of chance, and interactive consumption experiences;
 - identifies consumer affect, attitude and response metrics
 - non-rational versus rational response in consumer and consumption behavior; identifies determinants of consumer adoption of technology, conservation, commitment and loyalty
 - economic and social models of technology implementation; examines green models of organizing and marketing, role of decentralization, digital, and networked environments on business and communication
-

Publications

Horsky, Sharon and Heather Honea (2009), "Do We Judge a Book by its Cover and a Product by its Package? How Affective Expectations are Contrasted and Assimilated into the Consumption Experience," *Advances in Consumer Research*, vol. XXXVI, Ann L. McGill and Sharon Shavitt (eds.).

Honea, Heather; Morales, Andrea C. and Fitzsimons, Gavan J. (2006) "1=2: When Singular Experience Leads to Dissociated Evaluations." *Journal of Consumer Psychology*, Vol 16, (2).

Dahl, Darren, Honea, Heather and Manchanda, Rajesh V. (2005) "Three Rs of Interpersonal Consumer Guilt: Relationship, Reciprocity, Reparation." *Journal of Consumer Psychology*, Vol. 15, (4).

Honea, Heather and Dahl, Darren (2005) "The Promotion Affect Scale: Defining the Affective Dimensions of Promotion." *Journal of Business Research*, Vol. 58.

Honea, Heather (2005) "Investigating the Impact of Negative Self-Conscious Emotions on Consumer Memory, Processing, and Purchase," in Geeta Meenon and Akshay Rao (eds.), *Advances in Consumer Research*, Vol. 32.

Dahl, Darren, Honea, Heather and Manchanda, Rajesh V. (2004) "The Nature of Self-Reported Guilt in Consumption Contexts." *Marketing Letters*, Vol. 14 (3).

Work in Progress

"Motivational Determinant of Transportation into Marketing Narratives"

Co-authored with Brent McFerran, Darren W. Dahl and Gerald J. Gorn
Revision requested Journal of Consumer Psychology.

"Judging Books by Their Covers and Products by Their Package: Examining the Beauty Bias"

Co-authored with Sharon Horsky
Manuscript under review Journal of Consumer Psychology.

"Electricity Supply and Price Security in San Diego County Comparison of Strategies for the Production/Procurement of Electricity and Elimination of Greenhouse Emissions"

Co-authored with Jim Bell
White paper submitted to San Diego Regional Apollo Alliance.

"Vice and Virtue: Corporate Social Responsibility Failures and the Consumer "Regulator"

Co-authored with Dale W. Russell
Manuscript targeted for Journal of Business Ethics.

Synergistic Activities

1. Faculty advisor for the SDSU Enviro-Business Society, Summer 2005-present.
2. Advisory board member for the San Diego Regional Apollo Alliance, 2004-present
3. Advisory board member for the San Diego Coalition for Sustainability, 2001-present.
4. San Diego State University Representative, San Diego Regional Association of Governments Energy Working Group, Summer 2007-present.
5. "A Consumer Based Sustainable Energy Policy," invited presentation at the Workforce Partnerships Conference San Diego, CA, June 2006.
6. "Grassroots Marketing and Community Organizing," invited presentation at the Prescott College Bioneers Conference, October 2005.
7. "One Small Step for Chula Vista, One Giant Leap for the San Diego Region," press conference held by the Apollo Alliance and City of Chula Vista, Chula Vista, CA. July 2005. Invited Speaker.

Robert Lee Chase, AIA, County of Sacramento

Education and Training

Pratt Institute School of Architecture, 1965
Boston Architectural College, 1972

Research and Professional Experience

County of Sacramento, Chief Building Official, 2006 – Present

- Focused on developing a more efficient, customer-friendly building division within the Building Department, while maintaining the highest standards of code compliance.
- Developed and championed a Green Building Program for the city, and now for the county, on behalf of which he has presented publicly in many panels and conferences
- Nominated to the State Building Standards Commission Green Building Code Advisory Committee by the CA Air Resources Board

Private Practice, Title, BegYr – EndYr

- Involved in the design of high-rise condominiums and office buildings, mixed-use, housing, retail and medical facilities
- Received local and national awards for passive solar design projects, including awards from DOE and HUD

Name Organization, Title, BegYr – EndYr

- Taught and guest lectured on passive solar design
-

Publications

- Sacramento Magazine 9/08, featured as one of the Top 100 Most Influential
- The First Passive Solar Home Awards Book
- Solar Age Magazine
- Sun Coast Magazine
- LA Architect
- Carbon Regionprint, Comstock's Business March 2008

Cecilia T. Jensen, P.E., Sustainability Program Manager, County of Sacramento

Education and Training

California State University, Sacramento, Bachelor of Science, Civil Engineering, 1986
California State University, Sacramento, Bachelor of Arts, Biological Sciences, 1982
Build It Green, Certified Green Building Professional
State of California, License No. C44789, Registered Civil Engineer

Research and Professional Experience, Sustainability Program Manager, County of Sacramento, October 2008 to present

- Responsible for the development and implementation of a new County-wide Sustainability Program to comply with the greenhouse gas reduction mandates of Assembly Bill 32 and to prepare for the potential impacts of climate change.

Water Protection Division Chief, County of Sacramento, Environmental Management Department, , September 2003 to October 2008

- Developed and implemented practical, cost-effective water, stormwater, and wastewater programs to comply with federal, state, and local environmental and public health mandates. Monitored new and evolving legislation and regulations and made program adjustments, as necessary.
- Secured sustainable sources of funding to provide for program cost recovery and provided administrative oversight of the division's budget and staffing.
- Created a new County-wide stormwater compliance program that received a 2007 California Stormwater Quality Association Outstanding Stormwater Program Implementation Award and a 2008 national EPA Clean Water Act Award of Excellence by the State Water Resources Control Board and US EPA Region 9.
- Initiated and maintained collaborative working relationships with internal and external stakeholders including other County departments, the Business Environmental Resource Center, various public agencies, industry associations, regulatory agencies, environmental groups, and community organizations.
- Effectively presented information on regulatory programs and funding to elected officials, industry groups, the Sacramento Environmental Commission, facility operators, community members, and the media.

Department of Water Resources, County of Sacramento, Stormwater Program Manager, April 2001 to September 2003

- Restructured the County of Sacramento's stormwater management program into an effective, successful compliance program and reestablished the County's credibility with state regulators. No enforcement actions were taken against the County during management tenure.
- Effectively presented stormwater program information to elected officials, industry groups, the Sacramento Environmental Commission, regulatory agencies, community organizations, and the media.

- Developed cooperative and collaborative working relationships with other County departments to successfully comply with permit requirements and received a Department of Water Resources 2003 Recognition Award for Teamwork.

Sacramento Regional County Sanitation District (SRCSD), Water Recycling Program Manager, May 1992 to April 2001

- Managed the planning and design of the water recycling treatment plant and developed the institutional framework required to implement the production, transmission, and sale of recycled water. Responsible for securing regulatory approvals and permits, negotiating with recycled water customers, and developing recycled water marketing and pricing strategies.
- Served as the SRCSD's spokesperson as part of a proactive and comprehensive public outreach campaign. Delivered presentations to the SRCSD Board of Directors, business organizations, planning advisory councils, various community groups, the Elk Grove Community Services District, the Elk Grove Unified School District, and several technical conferences. Participated in regional community events with a public outreach booth, conducted print, radio, and television interviews, and assisted in the development of water recycling school science curricula.

CH2M Hill, Inc., Project Manager, May 1986 to May 1992

- Responsible for project administration, scheduling, budget, billing, staff supervision, and reviewing project deliverables for civil, water, and wastewater planning and design projects.
 - Conducted water and wastewater business development activities including the development of business marketing strategies, responded to requests for qualifications and proposals, and participated in consultant selection interviews.
-

Peter Ucovich, Senior Planner, County of Sacramento

Education and Training

California State University, B.A., Communications Studies, Sacramento, 2004

Research and Professional Experience

County of Sacramento, Senior Planner, February 2008 to present

- Responsible for the development of a Special Planning Area Ordinance, allowing the County landfill to engage in green cycle, recycling and waste to energy projects.
- Lead project manager responsible for the development and execution of \$1.7 million contract for the development of a highly sustainable master planned community, incorporating solar, neighborhood design, water conservation and other LEED ND related designs.

Hodgson Company, Senior Project Manager, September 2005 to February 2008

- Project manager for several development projects, including development of Energy Efficiency program; including methodology for calculations of energy demand reductions.
- Technical expert on development of community specific programs to increase energy efficiency and streamline the approval process for development projects.
- Developed administration and managed budgets and allocation costs of up to \$7 million for the project cycle.
- Procured and negotiated contracts for consultants, including economic consultants, environmental consultants, engineers, planners, architects, landscape architects, utility planners and energy specialist.
- Arranged exhibitions, community workshops, and developed websites and several outreach and education programs. Implemented budgets, consultant controls and procedures to ensure cost, quality, and scheduling controls.

Yvette Rincon, Sustainability Program Manager, City of Sacramento

Education and Training

New Mexico State University, BA in Criminal Justice, 1999

University of Arizona, MA in Public Administration and Policy, 2002

Research and Professional Experience

City of Sacramento – Department of General Services, Sustainability Program Manager, January 2009 – Present

- Manage Citywide Sustainability projects including;
 - AB 811 program development and implementation
 - Performance-Based Energy Efficiency for City Facilities Program
 - Solar on City Facilities through a Power Purchase Agreement
- Develop City-wide sustainability policies and programs

City of Sacramento – Department of General Services, Senior Management Analyst, October 2007 – January 2009

- Manage Director of General Service's priority projects.
- Assist in department strategy on complex projects and reports.

City of Sacramento – City Manager's Office, Senior Management Analyst, May 2006 – October 2007

- Continued responsibilities under the management analyst position with increased responsibilities as listed below.
- Lead person staffing and coordinating the Law and Legislation Committee.
- Increased responsibility in taking on staff reports that address more complex and politically sensitive policies.
- Lead coordinator for strategy on state legislation with staff and lobbyist.

City of Sacramento – City Manager's Office, Management Analyst – Legislative Analyst, October 2005 – May 2006

- Coordinated the development of the City's State and Federal Legislative Platform.
- Analyzed and monitored state and federal bills that potentially impact City's operations. Worked closely with City lobbyists and City departments to coordinate our positions and strategies on legislation and grants.
- Provided staff support to the Law and Legislation Committee.
- Researched, wrote, and presented policy and discussion papers for Law and Legislation Committee and Mayor and Council.