



Annual Membership Meeting



American Solar Energy Society

Opening Remarks

Carly Rixham
ASES Executive Director

ASES Vision

ASES Board of Directors

- Dara Bortman
- Kaycee Chang
- Jill Cliburn
- Lucas Dixon
- Wyldon Fishman
- Robert Foster
- Elaine Hebert
- Angela Lipanovich
- Paulette Middleton
- Marc Perez
- Achyut Shrestha

ASES Staff

- Carly Rixham
 - Executive Director
- Sarah Townes
 - Accounts and Finance Manager
- Carly Cipolla
 - Director of Operations
- Eva Coringrato
 - Membership Assistant
- Heddie Hall
 - Volunteer
- Izzy Sofio
 - Intern

SOLAR 2019 Volunteers

Thank you!

- Lynn Albers
- Eric Barry
- Gail Burrington
- Cary Church
- Laura Cina
- John Dunlop
- Sarah Grace
- Donald Hanson
- Marlene Brown
- Frank Kelly
- Barbara Lunde
- Mario Monesterio
- Morrine Omolo
- Steven Read
- John Richter
- Lucy Stolzenburg
- Earl Wilson
- Drew Gillette

SOLAR 2019 Report

Status of ASES Programs:

- Solar Today magazine
- SOLAR 2020 Washington D.C.
 - National Solar Tour
 - Tiny Watts

Updates:

- Solar@work
- Career Center

Update:

- Clean Energy Credit Union

Update:

- ASES Archives at Penn State University

Update:

- Partnerships and Development

Webinars & Chapters Update

Carly Cipolla
Director of Operations



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Now Offering

WEBINARS

Join Today for Access

ases.org/join

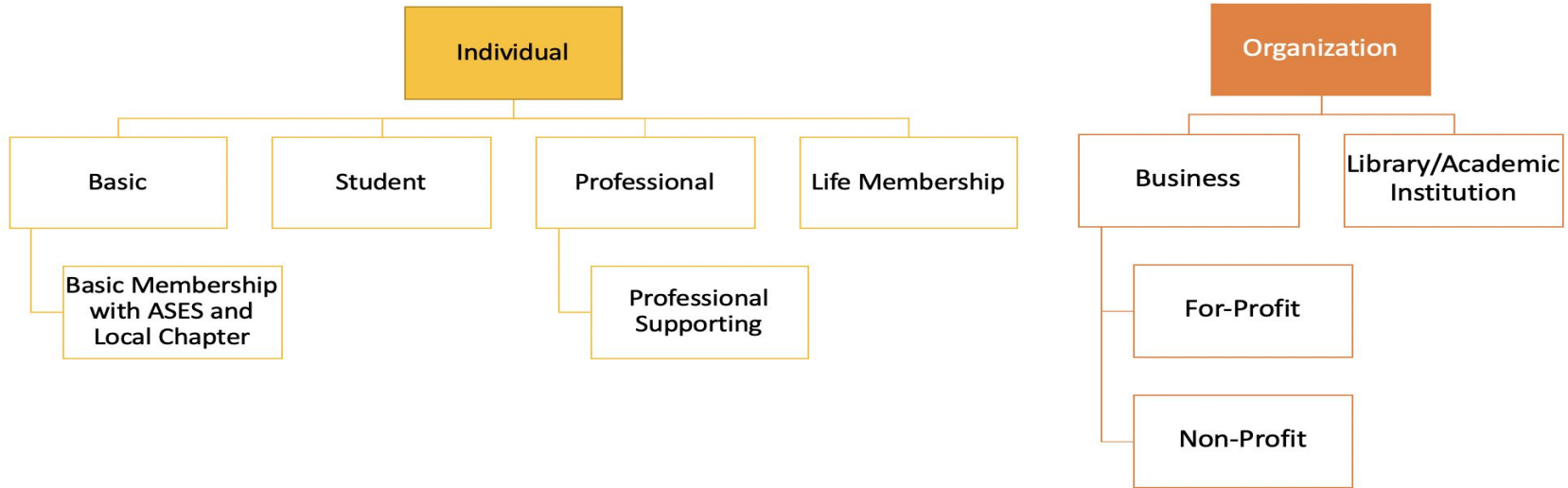
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Membership Report

Eva Coringrato

Membership Assistant

ASES Membership Structure





**National Solar
Conference**



**National
Solar Tour**



**Tiny
Watts**



***Solar Today
Magazine***

ASES Membership Growth

August 2018-August 2019

ASES Membership growth: %5 in the last year

Largest areas of growth:

Auto-renewing basic: 32%

Digital basic (category introduced in July 2017): 99%

Auto-renewing digital basic: 94%

Auto-renewing senior: 38%



**WE HAVE THE POWER
TO MAKE A LASTING
DIFFERENCE**

**Make a sustainable commitment to ASES today!
Join with our new auto-renewing membership options.**



Discounted Auto-Renew Rates

Impact

Start before discounted rates (mid-April 2019): 309 auto-renewing members

Finish at current (August 1, 2019): 382 auto-renewing members

23.5% increase over 3 months since implementation of discount

Benefits

- Reduced price to incentivize and reward committed members
- Auto-renewals are more sustainable and reliable for ASES- we are better able to estimate and count on these membership dues- helps us better plan for the future
- Auto-renewals are processed electronically- reducing the number of paper renewals ASES needs to print and mail- more eco-friendly- saving paper and transportation fuel as well as ASES staff time

Tiny Watts Update

Heddie Hall

ASES Volunteer



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A Big Tiny Community

In 2018 ASES launched a new web-based platform to create a nationwide community of users of "tiny watts" – small applications of solar PV and solar thermal – because even small applications add up in a big way!

What are Tiny Watts?

Tiny Watts are affordable solar strategies and technologies available to everyone, everywhere!



How Can I Participate in Tiny Watts?

Start by joining ASES at ases.org/join or renewing at ases.org/renew

- Register your Tiny Watts device(s) and join the conversation on our Tiny Watts Forum through your ASES Member Portal
- Read up on the latest Tiny Watts technology on our blog at ases.org/tinywatts
- Help us continue to surpass our goal of One Million Tiny Watts!

Our new program offers a multitude of outlets for you to engage with other users, blogs to educate yourself and your friends, and a platform to log all of your Tiny Watt usage!


Sponsors & Donors

- Check out our sponsors and buy your own Tiny Watts device(s) all while supporting ASES at ases.org/tinywatts
- Inquire about possible partnerships or sponsorships by contacting us at tinywatts@ases.org
- Donate online to support our Tiny Watts program at ases.org/donate



Solar Energy Use ?

Select your solar device or activity

 Solar USB charger

You may customize these values for your device or activity. We have provided an estimate.

V 5.0 X A 2.40 = W 12

Year

Calendar year device was used.

 2019


Time Period

Please select your month or annual usage. Keep in mind you can estimate all future usage.

 Month - August

Hours Per Month or Year

How many hours did you use this during your selected time period? (i.e. 3.5)

 2

Custom Name (optional)

☐ Click to create and save a new name for your device or activity.

Comments

Please review before submitting.



Device	Solar USB charger
Device Type	Electric
Volts	5.0
Amps	2.40
Watts	12
Year and Time Period	August 2019
Hours Used During Time Period	2

Track Our Progress



Goal: 10,000,000 Watt-Hours

Total Watt-Hours: 2,420,112

Total Capacity: 8,846 Watts

Percentage Reached of Goal: 24.2%

Financial Update

Elaine Hebert, Treasurer

Sarah Townes, Finance Manager

- ASES annual budget ~\$350K
- FY 2018 (Jan-Dec) - we came out \$20K ahead
 - Mid-year 2019 - spent more than we took in
 - End of year projections - same
- End of year projected bank balance ~\$100K (which is good but less than we budgeted)

- Increased payroll in 2019 - investment in staff & programs
- Revenue is below what we estimated back in Dec
- Coming soon: 2019 conference results and soliciting sponsorships for 2020 conference
 - Coming later: year-end fundraising drive

THANK YOU FOR YOUR ONGOING SUPPORT!

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Income	
4 Contributed support	
4000 Revenue fr Direct Contributions	
Total 4010 Indiv/business contribution	\$ 9,335
Total 4000 Revenue fr Direct Contributions	\$ 9,835
4200 Revenue fr Non-Gov't Grants	
4230 Foundation/trust grants	15,200
Total 4200 Revenue fr Non-Gov't Grants	\$ 15,200
Total 4400 Revenue fr Indirect Contrib.	\$ 1,820
Total 4 Contributed support	\$ 26,854
5 Earned revenues	
5100 Conference and Program Revenue	
5110 Event Registration	34,343
5125 Workshops and Tours	2,953
5130 Social Events	1,615
5140 Banquet Income	1,608
5155 Sponsorship Income	8,000
Total 5100 Conference and Program Revenue	\$ 48,518

5200 Membership Revenue	
5210 Membership dues - individuals	51,922
5215 Lifetime Memberships	2,000
Total 5200 Membership Revenue	\$ 53,922
Total 5410 Gross sales - inventory	\$ 834
5470 Other Revenue	
5474 Affiliate Rev.-other	3,138
5485 Service/Fee Income	2,010
5490 Miscellaneous revenue	199
Total 5470 Other Revenue	\$ 5,347
Total 5 Earned revenues	\$ 108,664
Total Income	\$ 135,518
Cost of Goods Sold	
5500 Cost of Goods Sold	
5520 Magazine Printing	9,938
5530 Mailing Services (Magazine)	2,795
5550 Digital Printing	540
55560 Cost of labor - COS	110
Total 5500 Cost of Goods Sold	\$ 13,383
Total Cost of Goods Sold	\$ 13,383
Gross Profit	\$ 122,136

Expenses		8300 Conference and Programs	
7200 Salaries & Related Expenses		8313 Meeting Rooms	4,000
Total 7200 Salaries & Related Expenses	\$ 112,108	8314 Registration expenses	331
7500 Contract and Outside Services	15	8322 Workshops and Tours	1,785
7520 Accounting fees	6,110	8326 Proceedings Print	350
7521 Bank/Brokerage Service Charges	94	Total 8300 Conference and Programs	\$ 6,467
7522 Credit Card Processing Fees	3,086	8350 Travel, Meetings & Ent.	
7523 Payroll/HR Service Fees	2,492	8360 Travel, Meals & Ent	1,467
7530 Legal fees	842	8390 Staff Development	362
7540 Professional fees - other	500	Total 8350 Travel, Meetings & Ent.	\$ 1,829
7541 Web Design	272	8500 Information Services & Tech	
7543 Graphic Design and Production	3,630	8520 IT, Network Expense	750
7550 Contract Labor	8,616	8530 Website Hosting	106
Total 7500 Contract and Outside Services	\$ 25,657	8550 Software Services	9,057
8100 Non-personnel/General Office		Total 8500 Information Services & Tech	\$ 9,913
8110 Supplies	1,968	8600 Advertising and Marketing	
8130 Telephone & telecommunications		8650 Marketing Materials	1,399
8131 Telephone	924	Total 8600 Advertising and Marketing	\$ 1,399
Total 8130 Telephone & telecommunications	\$ 924	8900 Business expenses	
8140 Postage, shipping, delivery	1,555	8925 Insurance - non-employee	2,252
8150 Mailing services (Non-Magazine)	160	Total 8900 Business expenses	\$ 2,252
8170 Printing & copying	303	Total Expenses	\$ 167,714
8180 Dues, Subscriptions, Reference	1,070		
Total 8100 Non-personnel/General Office	\$ 5,979	Net Income	-\$ 45,578
8200 Facilities & Equipment			
8210 Rent, parking, other occupancy	1,730		
8211 Rent-Temp	381		
Total 8200 Facilities & Equipment	\$ 2,111		

ASES Cash Balance Sheet Projection	
Checking Account Balance 8/2/19	\$94,115
Savings Account Balance 8/2/19	\$25,025
Total Cash Assets 8/2/19	\$119,140
Debt Total	\$0
Current cash projection for Checking Acct Balance 12/31/19	\$79,415
Current cash projection for Savings Acct Balance 12/31/19	\$25,037
Total Cash Assets projection 12/31/19	\$104,452
Potential net loss in Cash Assets Aug-Dec 2019	-\$14,688
Potential net loss in Cash Assets Jan-Dec 2019	-\$56,570

The Future of ASES

What would you like to see ASES be doing more/better?

ASES Membership

What would bring more value to your membership?

Q & A

Thank you for your support!



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