

Annual Membership Meeting

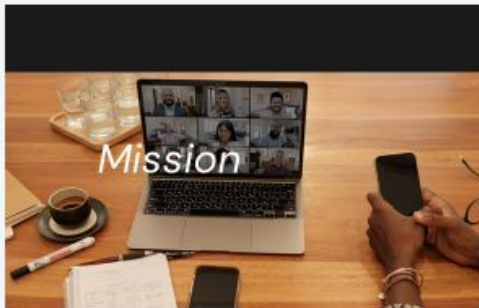
Friday, August 11
3-4:30 PM MT, Center Ballroom
University of Colorado Boulder





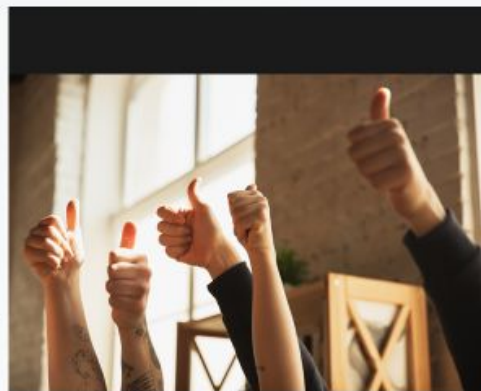
AMERICAN
SOLAR
ENERGY SOCIETY

VALUES



ASES accelerates equitable solar adoption and universal sustainable living by educating and building community.

A world equitably and sustainably transformed to 100% renewable energy.





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ENERGY SOCIETY

OUR TEAM



Carly Rixham

Executive Director



Kat Friedrich

Solar Today
Editor in Chief



Sarah Townes

CFO and ZEN
Director



Ella Nielsen

Membership and
Engagement
Director

Membership Benefits & Programs

National Solar Tour



Solar Today Magazine

National Solar Conference



ASES Technical Divisions

ASES Chapters



Credit Unions

Zero Emissions Network (ZEN)



ASES Webinar Series

Tiny Watts



ASES Online Community Platform

STRATEGIES



To monitor, integrate and disseminate information and resources particularly in the areas of policy best practices and technology innovation.

STRATEGY N°1



Education and workforce development with special attention to providing resources to the knowledge base of professions influencing solar adoption and focused educational resources for emerging professionals.

STRATEGY N°2



Facilitation of solar adoption by individuals and communities by supporting the global expansion of sustainable solar power (PV and solar thermal).

STRATEGY N°3

ASES Finances 2023 Year to Date January 1 to July 15th

Profit & Loss:

Donations \$117,000 Earned Income \$220,000 Total Income \$337,000

Salary & Contractor Expenses \$250,000 Other Expenses \$58,500 Total Expenses \$308,500

NET POSITIVE INCOME Year To Date \$28,500

Balance Sheet:

Operations Cash On Hand in Checking \$89,500

Aitken & Gene Clark Scholarship Funds in Savings \$25,500

ASES Future Endowment & Short Term Investment Funds in Schwab \$105,200

TOTAL CASH EQUITY \$235,900

Budget vs Actuals:

\$3,400 ahead of budget on Donations; \$13,500 short of budget on Advertising

\$20,000 short of budget on Membership (decrease in credit union members)

\$6,000 ahead on other revenues; \$15,000 ahead of budget on Expenses

OVERALL -\$7,500 BEHIND BUDGET TARGETS Year to Date

Financial Projections for 2023

Concern: We have so far a projected **net loss** for 2023 due to budget shortfalls.

Positives

The Fundraising Committee is brimming with fresh ideas and energy for the fall!

We've hired enthusiastic new salesman **Brian Searles**, and we have great suggestions from outgoing salesman Phil Arndt to increase sales.

We are waiting to hear in September whether we will be accepted for a large grant from the EPA we applied for, which would also turn the numbers around.

Expenses are right on track or ahead of Budget.

Financial focuses this fall will be **Sales** and **Foundation Grants** to support Operations.

CONCLUSION

As long as revenues are strongly ahead of budget this fall we will finish 2023 solidly in the black.

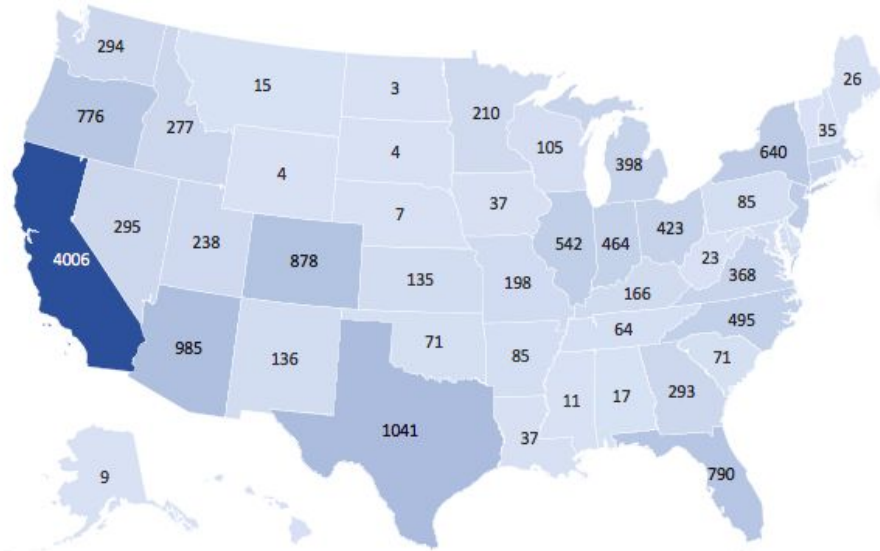
Membership & National Solar Tour

Highlights

- 20,300 + members
- 52% increase in membership since last year
- New features to the Online Community
 - Mentor Match & Volunteer Program
- *Solar Today* magazines to senators & legislatures
- SOLAR 2023: Net Zero Emissions Event!

ASES Membership by State

All ASES Members



Top 5 States:

1. California
2. Texas
3. Arizona
4. Colorado
5. Florida

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ASES SOLAR 2023

SOLAR 2023 will be a **net zero emissions event** by offsetting direct conference emissions specifically within Scopes 1-3. The total event baseline emissions = 107 CO₂-e (metric tons)

SCOPE 1:

Direct Emissions

Emissions from sources that ASES owns or controls. This includes natural gas-fired boilers or vehicle fleets.

Estimated Accumulated Waste:

- Stationary Combustion: Natural Gas = **0.4**
- Mobile Sources: Internal Air & Passenger Vehicle Travel = **0.4**

Scope 1 Total = 0.8 CO₂-e (metric tons)

SCOPE 2:

Indirect Emissions

Emissions that are a consequence of the operations of ASES but occur at sources owned or controlled by another organization, most typically electricity, heat, or steam.

Estimated Accumulated Waste:

- UMC Electricity = **14.6**
- UMC Consumed Steam = **3.7**
- Renewable Energy Reduction:
- On campus Solar Energy = **-1.2**

Scope 2 Total = 17.9 CO₂-e (metric tons)

SCOPE 3:

Indirect Emissions - continued

Indirect emissions that are not covered in scope 1 or 2, including business travel, employee commuting, and product transport.

Estimated Accumulated Waste:

- Attendees Event Travel Air = **62.1**
- Passenger Vehicle = **11.3**
- Catering & Food Services = **2.3**
- Attendees Hotel Consumed Electricity = **13.8**

Scope 3 Total = 87.1 CO₂-e (metric tons)

Vision Statement Update

A world equitably transformed to 100% renewable energy.



*A world equitably **and sustainably** transformed to 100% renewable energy.*

ASES Interns

- 9 interns this year, mix of students & young professionals focussing on:
 - Fundraising and Grants
 - National Solar Tour
 - Conference
 - Social Media
 - Technical Divisions
 - Membership Data

Credit Union Partnerships



Online Community

- Everything Solar Forum
- Ask a Renewable Energy Expert
- ASES Introductions
- Technical Divisions



Mentor Match Program

ASES Mentor Match Program

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WHY BECOME AN ASES MENTOR

Gain new
perspectives



Give back to
society and
planet earth



Be a leader



Expand your
network



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community.ases.org/participate/mentoring



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WHY BECOME AN ASES MENTEE

Receive insight,
career advice



Jumpstart your
involvement in
renewable
energy!



Enhance skill
development



Expand your
reach!



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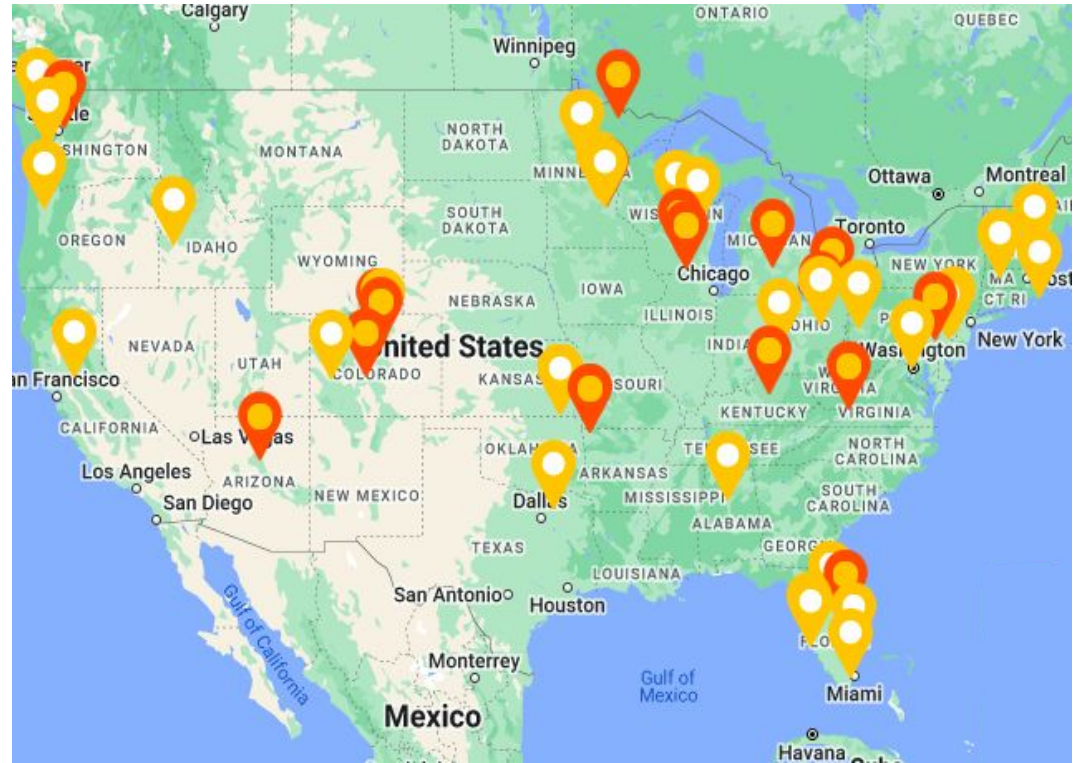
Volunteer Program



Join the National Solar Tour!

Help us recruit the following states:

- Wyoming
- North Dakota
- South Dakota
- Nebraska
- Louisiana
- South Carolina



ASES NATIONAL SOLAR TOUR

Sign Up Today!



Thank you for being an ASES member!

Code: PRO2023

Code: STUDENT2023

ases.org/join

ases.org/renew

We Have Targeted Our Coverage This Year

Solar Today has focused on what matters most this year and has fine-tuned its lineup of stories. I have also gotten more entrepreneurial journalism training.

Newsworthy themes we covered:

- Peace Through Solar Power
- Education Empowers the Energy Transition
- The Implementation of the Inflation Reduction Act
- Powering Working-Class Jobs and Communities
- Minerals Challenges and Solutions (forthcoming)

The Power of Community Strengthens Solar Today

Solar Today is the most community-powered publication of the seven magazines where I have worked as an editor.

This year, our publication has become more community-based and more impact-focused. We regularly talk with our editorial board and the ASES board of directors about ideas for the publication.

Our Magazine Currently Contains...

Around 12 articles (mostly op-ed explainers)

This includes:

View from Washington column (about policy)

Solar Living column (for homeowners)

Student Perspective column

Conference articles

Research summaries

We also have:

Editor's column

National Solar Data Trends table and ASES Events table

Solar Today Is Working on Fundraising to Expand

We initially contacted foundations and agencies about an innovation hub that would enhance the online community around Solar Today and ASES.

Based on funders' level of interest, we decided to instead apply for grants to expand our online technical content by five articles per issue. We have received a donation of \$3,000 from a generous coauthor of an obituary. We are seeking other donations as well. You are welcome to donate to Solar Today through [ASES.org](https://www.ases.org).

We Appreciate Our Frequent Writers This Year

ASES Board of Directors

Interstate Renewable Energy Council

Ken Bossong

Brookhaven National Laboratory

Jill Cliburn

Dave Renné

RMI

Anthony Smith

Joel Stronberg

Sustainable Development Strategies Group