



AMERICAN
SOLAR
ENERGY SOCIETY

The **power** of community

2025 Annual Impact Report

*Advancing Renewable Energy
Through Education & Building
Community*



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Dear ASES Community Member,

As we reflect on 2025, we are filled with gratitude for the dedicated community that makes the American Solar Energy Society's work possible. This year, together, we advanced renewable energy education, expanded public engagement, supported the next generation of renewable energy leaders, and strengthened partnerships that help accelerate the transformation to a sustainable energy future.

From the National Solar Tour and SOLAR 2025 Conference to student scholarships, technical divisions, and community outreach programs, ASES continued to serve as a trusted source of information and connection for people passionate about renewable energy.

The accomplishments highlighted in this report are a direct result of your support, participation, and commitment to our mission. Whether you are a member, volunteer, donor, partner, presenter, or advocate, you play a vital role in advancing equitable access to renewable energy solutions.

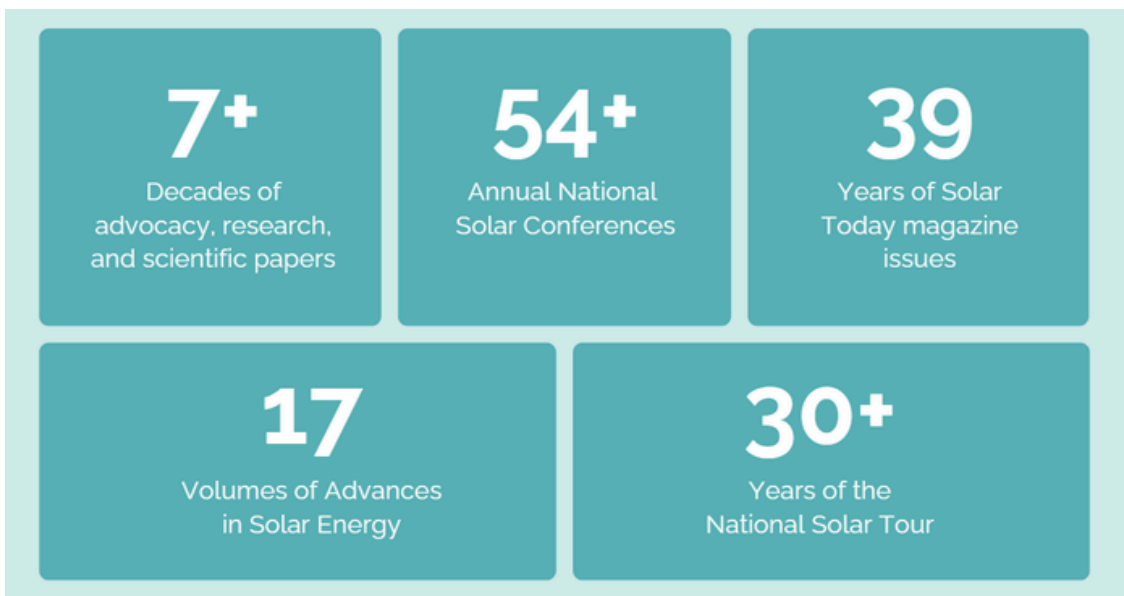
Thank you for being part of this movement. Together, we are creating a more resilient, sustainable, and solar-powered future for all.

With gratitude,



Carly Rixham

Carly Rixham
ASES Executive Director



WHO WE ARE

In 2025, the American Solar Energy Society (ASES) expanded its national impact by advancing renewable energy education, accelerating solar adoption, and strengthening pathways into the clean energy workforce. Through flagship programs including the National Solar Tour, SOLAR 2025 Conference, and ASES Webinars, we reached thousands of individuals, professionals, and communities across the United States and beyond. As the urgency of climate action grows, ASES remains a trusted leader connecting people, policy, and practice to build a just and sustainable energy future.

ASES VISION

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

MISSION

To accelerate equitable solar adoption by educating and building community.

OUR PURPOSE

We believe knowledge and community are a powerful combination for change. Through trusted, well-researched content and comprehensive, thoughtful perspectives, we continue to nurture a transition to a more sustainable world.

We connect the community of renewable energy and sustainable living companies to ASES readers, members, and attendees through:

ASES PROGRAMS & INITIATIVES

- National Solar Conference
- National Solar Tour
- Solar Today Magazine
- Webinar Series
- ASES Online Community
- Mentor Match Program
- Tiny Watts
- Credit Union Partnership and Access
- Partnerships

(CONTINUED)

- Zero Emissions Network (ZEN)
- Solar@Work biweekly e-newsletter
- Eight-Minute Update monthly newsletter
- Educational resources & trainings



Subscribe to our mailing list!
<http://bit.ly/4136Qv1>

Through our programs and publications, we engage individuals, businesses, and partners to advance the possibilities of sustainability and renewable energy in the United States. ASES fosters an informed, inclusive society by presenting **technical data** and **academic research** in highly relatable, engaging formats to solar advocates, industry professionals, and the greater community.

HOW WE CREATE IMPACT

Five-Year Strategic Plan 2026-2030

ASES' UNIQUENESS AS A SOLAR ORGANIZATION

ASES is an INTEGRATOR and EDUCATOR, connecting research, industry, advocates, and consumers of all backgrounds with accurate information, inspiring events, and empowering opportunities that make solar, along with other renewable energy and sustainable living practices, accessible to all.

ASES HIGH-LEVEL ORGANIZATIONAL GOALS

IMPACT OF ASES MISSION-DRIVEN PROGRAMS

Goal: Increase in the number of people impacted by ASES programs (Tour, Conference, Solar Today, and other projects) through creative new outreach and monitoring, an increase in membership and partnerships with like-minded organizations, and an increase in the positive actions that are taken place as a result of these programs.

Measured by:

- Surveys of people's actions taken as a result of ASES programs
- Increase in the number of people, organizations, partners, and diversity of identity and professions of people involved in ASES programs through participating, volunteering, donating to, and/or promoting them

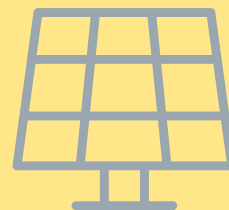
STEWARDSHIP OF FINANCES and STAFF/VOLUNTEERS

Financial Goal: Achieve a more secure financial status.


Measured by income increasing each year, meeting 6 months' operational funds reserve of the finances sustained for a full year, then creating and growing an endowment.

Staff/Volunteer Goal: Address staff/volunteer needs

Measured by self, group staff, and board periodic assessments to evaluate the efficacy of governance and participation



HOW WE CREATE IMPACT

 ases.org/ases-
transformational-five-year-
strategic-plan

Five-Year Strategic Plan 2026-2030

1. ASES key programs (National Solar Conference, National Solar Tour, *Solar Today*) have broader participation and become financially sustainable through revenue generation and creative fundraising (i.e. grants, sponsors, donors).
2. ASES creates operational partnerships with like-minded and solar-adjacent organizations in order to enhance mutual missions and accelerate the overall transformation to solar energy.
3. ASES grows our audience *and impact* through creative communication to connect students, teachers/professors, and young professionals with the tools, resources, mentorships, and other opportunities for networking and development.
4. ASES connects LMI communities, tribal nations and other underserved consumers and professionals with resources to adopt solar energy and sustainable living.
5. ASES encourages resiliency by advocating for efficiency-first and passive strategies, along with solar plus storage systems using traditional PV batteries, those from electric vehicles, and building materials, along with heat from direct solar radiation, earth, air, and water. Incorporation of other renewable energy sources is also included.
6. ASES engages consumers to provide education and inspiration for solar by providing information via programs such as the National Solar Conference and National Solar Tour, webinars, other media and partnerships about solar energy benefits, panel installation, storage and financing, to encourage individuals to install solar on their homes and businesses, or to use plug-in solar.



HOW WE CREATE IMPACT

Five-Year Strategic Plan 2026-2030

7. ASES Divisions Leadership is empowered to enhance Division member engagement by improving outreach, growing Division membership, and creating opportunities for connection through webinars, meetings, and discussion forums.

8. ASES supports the development of the solar energy workforce, including installers, electricians, designers, sales, and marketers by developing a set of activities, potentially including webinars or partnerships with organizations such as academic institutions and unions or partnerships with chapters or social media, to reach out to job seekers so that they consider a career in solar energy.



ASES is a 501(c)(3) non-profit that advocates for:

100% renewable energy and sustainable living by sharing information, events and resources to cultivate community and power progress.

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

ASES Mission: *To accelerate equitable solar adoption by educating and building community.*



2025 Year In Review

Each of these successes was made possible because of people like you.

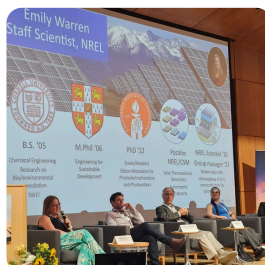
- **Brought the 54th Annual National Solar Conference to Boulder, CO**, convening over 400 experts, students, and industry leaders to collaborate on renewable energy integration. Attendees left energized, knowing solar is strong enough to persist beyond federal subsidies, but it now depends on individual support like yours to continue. See you in Austin, TX for SOLAR 2026, October 19-21!
- **Celebrated the 30th Anniversary of the National Solar Tour**, with more than 800 solar homes, community solar projects, and large-scale solutions showcased nationwide. The grant that has sustained this Tour was not renewed in 2025, and it cannot continue without donor backing.
- **Invested in the next generation of renewable energy leaders**, awarding scholarships and mentoring hundreds of students and young professionals, directly funded by our donors like you.
- **Strengthened our Technical Divisions**, expanding to nine Divisions with the launch of our new Education Division. These Divisions provide the knowledge and tools communities need to cut emissions and expand clean energy access.
- **Expanded the reach of Solar Today (published since 1987) and Solar@Work**, now informing more than 60,000 readers worldwide with trusted, accessible knowledge on renewable energy solutions.
- **Collaborated with Red Cloud Renewable** to build home solar systems for the Oglala Lakota community at Pine Ridge reservation with Project Tiošpáye, before federal funding was unfortunately pulled. Without restored funding, this vital tribal solar work cannot continue.

"The determined, imaginative, smartly-focused work that you all do at ASES is critically important to help keep solar and other green power sources "energized" with members and with the general population. ASES is brimming with good soul, lots of smart honest benevolent buoyant soul."

- Bob McCallister: Professor, ASES Member, SOLAR 2025 Conference Attendee & National Solar Tour Host



ASES members from our tribal projects, the 2025 National Solar Tour and Solar Today building and sharing solar successes



Attendees from SOLAR 2025 in Boulder, CO shared, learned, and demonstrated that **SOLAR IS THE FUTURE**.

CORE VALUES

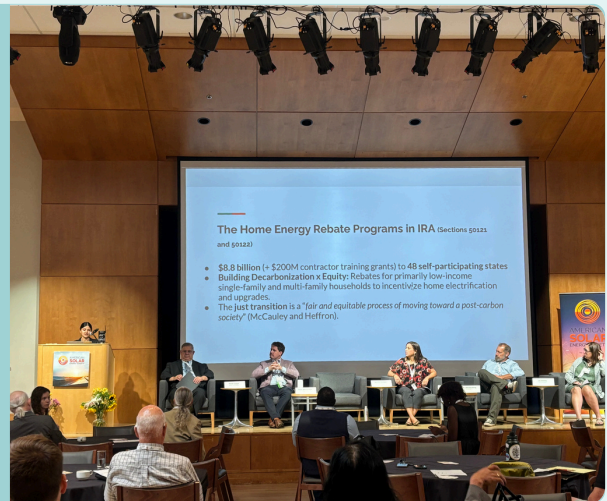
Create and provide accurate, engaging, and useful solar-education resources

Collection, integration, and dissemination of information and resources, particularly in the areas of research, policy, best practices, and technology innovation



Support solar workforce development

Development of the technical and education workforce, with special attention to building focused educational resources, supporting both emerging professionals as well as professionals implementing and influencing solar adoption



Advance equitable solar adoption

Facilitation of solar adoption by individuals and communities with an eye to equity and justice issues, supporting the global expansion of sustainable solar power



DIVERSITY

ASES has a long history of social responsibility with promoting equitable clean energy in communities through projects, awards, scholarships, publications, meetings, and other society activities. We work directly with our community to enhance justice, equity, diversity, and inclusion. Some of our key JEDI focus areas include:

- Cultural Diversity
- Implicit Bias
- LGBTQ+ Issues
- Racism and Discrimination
- Sexism and Gender Inequality
- Ageism
- Classism
- Workforce Diversity
- Education
- Physical Disabilities
- Political Diversity
- Regional Diversity

Public Policy and Outreach

ASES plays a pivotal role in ensuring the renewable energy industry, workforce, and end-users keep energy justice at the forefront. ASES broadly promotes emerging energy technologies, social and environmental benefits, best practices, and industry professionals that facilitate a just energy transition. ASES initiatives include:

- Solar-adoption policy-issue analysis (e.g., net metering)
- Clean energy-related webinars and conferences
- Chapters and Technical Divisions meetings and events

Grants, Scholarships, and Other Support

ASES supports students, members and the broader community through meetings, publications, education, projects, internships, scholarships, and mentoring. All of these support programs are founded on the goal of increasing opportunities for building a diverse and equitable community committed to a just and equitable energy transition. Funding criteria include a commitment for the inclusion of clean energy professionals and students of all genders, races, ages, sexual orientations, disabilities, nationalities, political views, and geographical locations.

Through our Zero Emissions Network (ZEN) Program, we are having a fantastic experience working with the Red Cloud Renewable team this year to launch Project Tiošpáye. This project was chosen by the EPA's Environmental Justice Collaborative Problem Solving Initiative to deploy solar for the Oglala Lakota people at the Pine Ridge reservation in South Dakota, one of the most persistently impoverished communities in the U.S., with sky-high energy bills and dangerously cold winters threatening their people. We look forward to enriching the lives and economies of Pine Ridge families with solar technologies that support electricity generation, water purification, refrigeration, and water pumps.



WORKFORCE DEVELOPMENT

Gain the **knowledge** and **real-world skills** to make a positive change in your community. Join ASES and its partner HeatSpring for regularly scheduled, professional trainings.



National Solar Conference

- Various sessions that are dedicated to workforce development, a couple being: Workforce Education; Expanding a Robust Diverse Solar Workforce; and Economic, Workforce, and Environmental Impacts.
- Speakers publish their research through the conference proceedings.
- Women's PV Workshop typically takes place the week before the conference. Attendees will learn how to design, size, and install a solar electric system.



Mentor Match Program

This program provides meaningful connections and opportunities for ASES members in renewable energy and sustainability. ASES facilitates six-month mentor and mentee relationships to enhance personal and professional development. Others include:

- Share research through an article in Solar Today.
- Present or listen to the ASES monthly webinars.
- Apply for scholarships dedicated to empowering students and young professionals in renewable energy.

COMMUNITY

ASES is committed to fostering a strong and vibrant community of members who are passionate about solar energy. Through membership programs, forums, and networking opportunities, we encourage collaboration and idea-sharing among like-minded individuals.

ASES continues to interact with and inform a broader and more diverse cross-section of solar stakeholders, including individuals, communities, businesses, local governments, and other organizations with similar missions and values.

To ensure its community-building and educational activities have the greatest impact, ASES strives to strengthen these partnerships and develop a more committed and active base of dedicated staff, interns, and volunteers.

62k+

SUBSCRIBERS

ases.informz.net/ASES/pages/SignUpForm

30k+

ONLINE COMMUNITY MEMBERS

community.ases.org

20k+

MEMBERS

ases.org/join

39

REGIONAL CHAPTERS

ases.org/our-community/chapters

14

STUDENT CHAPTERS

ases.org/our-community/student-chapters

9

TECHNICAL DIVISIONS

ases.org/about/about-us/divisions

62+

MEDIA PARTNERS

ases.org/mediapartners



3.4k



45.2k



134k

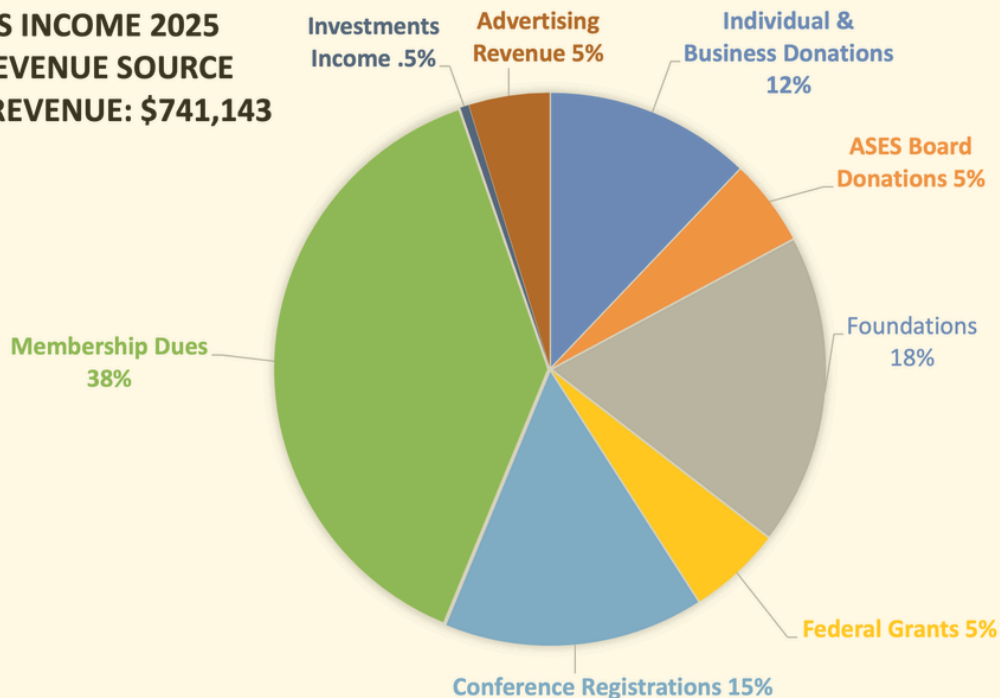


20.6k

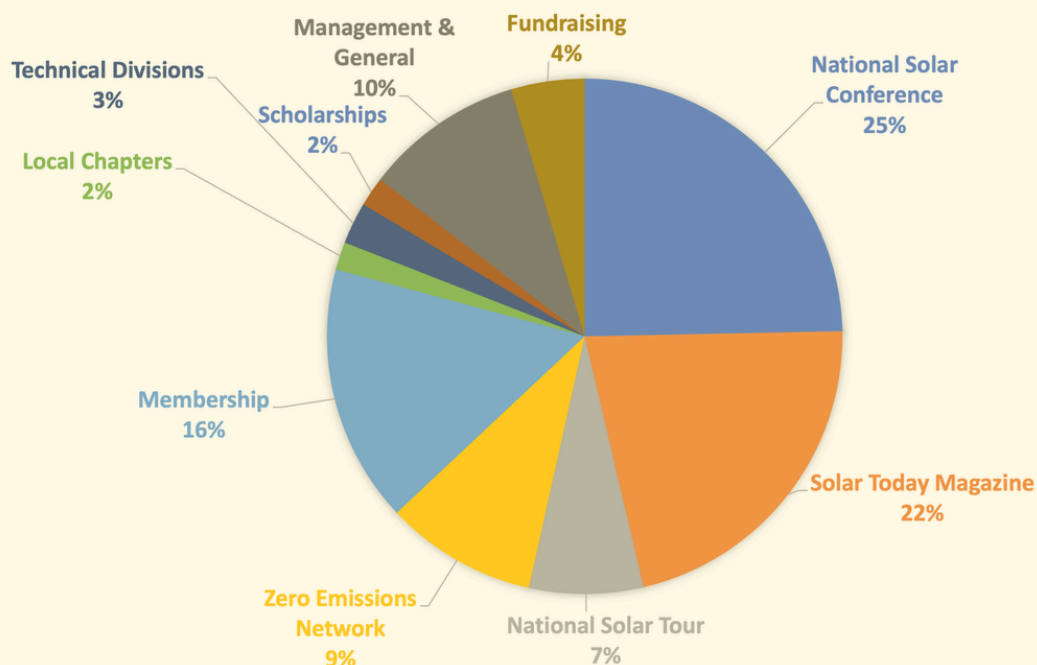
2025 FINANCIALS

We receive most funding from individual ASES members and donors like you. Every dollar invested is channeled into transformative action, fueling grassroots initiatives, empowering volunteers, advancing policy changes, and educating the broader public about renewable energy, energy efficiency, and sustainable living.

**ASES INCOME 2025
BY REVENUE SOURCE
TOTAL REVENUE: \$741,143**



**ASES EXPENDITURES 2025 BY PROGRAM
TOTAL EXPENSES: \$672,079**



PROGRAMS

ASES SOLAR 2025

For over 54 years we have hosted the annual **National Solar Conference**, a unique blend of science, business, policy, and industry.

SOLAR TODAY

Members receive the **Solar Today magazine** that communicates the solar industry's fierce enthusiasm about advancing constructive policies, technologies, and deployment.

ASES NATIONAL **SOLAR TOUR**

The National Solar Tour shows off solar homes, businesses, and schools to educate and empower neighbors about clean energy choices.

ASES ONLINE COMMUNITY

The **ASES Online Community** gives members the opportunity to explore, connect, and engage with other members, chapters, divisions, and staff in an interactive community space.



Zero Emissions Network (ZEN) provides resources and community grants to help you reduce your carbon footprint.

TINY WATTS

Tiny Watts gives members access to a web-based platform to create a nationwide community of "tiny watts," small applications of solar PV and solar thermal.

MEMBERSHIP BENEFITS

ASES Chapters

ASES has 39 chapters, including student chapters, doing regional clean energy work. ASES chapters work together to build a better tomorrow.

ASES Technical Divisions

Access to any division is open to ASES business, professional, student, and life members to exchange information and support ASES media and events.

Monthly Webinar Series

ASES members receive free priority access to our webinars, featuring technology, policy, economics, and other solar and renewable energy information.

Credit Unions

Members get access to several credit unions and financial institutions focused solely on providing loans and investment opportunities in renewable energy and sustainability.



Join: ases.org/join

Renew: ases.org/renew

STUDENT SCHOLARSHIPS

Investing in the next generation of clean energy leaders is central to the mission of the American Solar Energy Society. In 2025, ASES continued to expand access to education, professional development, and leadership opportunities through a growing portfolio of student scholarships, supporting emerging talent across disciplines including engineering, policy, architecture, business, and beyond. Through these scholarships, ASES is not only reducing financial barriers but also cultivating a diverse, skilled, and mission-driven workforce prepared to lead the transition to a sustainable energy future.

Don Aitken Memorial Scholarship: Established in 2022, this \$500 award supports ASES student members pursuing careers in renewable energy, with preference for active student chapter members and interns. Named in honor of Dr. Donald Aitken (1936–2022), a two-time ASES President and lifelong solar advocate, the scholarship recognizes students demonstrating strong engagement and commitment to the field.

John and Barbara Yellott Award: This \$500 scholarship is awarded to a graduate student concentrating on solar energy. John I. Yellott, a pioneer in early solar research and education, helped shape the foundation of ASES and inspired generations of students through his work and teaching.

Justice, Equity, Diversity & Inclusion (JEDI) Scholarships: Founded in 2021, JEDI Scholarships provide complimentary registration to the ASES annual conference. These awards are designed to expand access and foster a more inclusive clean energy community by supporting individuals from diverse and underrepresented backgrounds.

Gene Clark Memorial Scholarship: This \$1,000 annual scholarship supports a graduate student pursuing solar energy studies. Dr. Eugene "Gene" Clark was a respected educator and solar energy pioneer whose work advanced both active and passive solar applications, leaving a lasting legacy in renewable energy education.

Wenger Shugar Solar + Storage Scholarship: Launched in 2025, this \$3,000 award supports students advancing innovation in solar and energy storage. Established by industry leaders Howard Wenger and Dan Shugar, the scholarship reflects a commitment to accelerating clean energy deployment through technology, leadership, and workforce development.



STUDENT SCHOLARSHIP SPOTLIGHT

Q&A with Sonia & the ASES Team

What are you most passionate about?

I am deeply interested in the intersection of energy, technology, and infrastructure, particularly how we can reimagine cities as sustainable, resilient, and smart ecosystems. Fields like urban energy systems, infrastructure innovation, and disaster-resilient engineering excite me because they align with the urgent global need to adapt to climate change, population growth, and increasing urbanization. I'm passionate about designing systems that are not just efficient but equitable ensuring marginalized communities also benefit from these innovations.



Student Scholar Spotlight: Sonia Wabukoya, Don Aitken Memorial Scholarship Recipient

How have you contributed to the betterment of your community?

In my local and academic communities, I've consistently looked for ways to combine my engineering interests with service. I've participated in STEM mentorship programs, volunteered at environmental cleanups, and led efforts as part of NSBE to raise awareness about sustainable energy practices on campus. Most recently, I helped organize a community workshop in my hometown in Kenya that educated high school students about renewable energy options in urban settings. By bridging knowledge gaps, I hope to empower the next generation to participate in climate and tech solutions.

Learn more and apply for student scholarships: ases.org/scholarships
Support Student Scholarships at ases.org/join

"I'm grateful to have been given the opportunity to continue exploring sectors in engineering that I am passionate about thank you American Solar Energy Society"

Sonia's LinkedIn Post

MEMBERSHIP & CHAPTERS

Membership

In 2025, ASES had approximately 20,000 active members, including all membership types, from student digital to professional and lifetime. We host an alliance of 39 local chapters, including 12 that participate in joint memberships with ASES, and 14 of which are student chapters based at universities and colleges around the country.

ASES Chapters

ASES chapters are independent organizations with their own memberships and dues structures, boards of directors, and visions, missions, and programs. Collectively, they work with ASES to achieve the broader vision of stronger solar and renewable energy communities while being responsive to local and regional challenges and opportunities.

Each chapter provides opportunities for individuals to engage with the renewable energy landscape in their local community. They offer incredible opportunities to get to know and engage with the renewable energy landscape in your community.



39	38	14
TOTAL CHAPTERS	STATES REPRESENTED	STUDENT CHAPTERS

TECHNICAL DIVISIONS

 ases.org/divisions

ASES Technical Divisions bring together diverse members with similar interests to **engage, educate, and grow the community** through an exchange of information and ideas. Divisions conduct outreach and ensure that ASES programs and publications are technically accurate. Membership in any Division is open to ASES Business, Professional, Student, and Life members.

Join the discussion on the ASES Online Community: community.ases.org

Photovoltaics

Solar Buildings

Solar
Thermal

Grid Modernization
and Storage

Energy
Economics

Sustainability

Policy

Resource
Applications

Education

TECHNICAL DIVISIONS

Each Division decides its own activities based on members and leadership preferences. Activities include **webinars**, **papers**, **articles in Solar Today** and **Solar@Work**, and the **National Solar Conference**. For the National Solar Conference, the Divisions develop tracks and forums and conduct the paper submission review as part of the Technical Review Committee.



Thank You To Our ASES Divisions Leadership Team

Learn more & Get Involved: ases.org/divisions

 Trudy Forsyth Chair Technical Divisions	 John Steele Chair Education Division	 Christian Custode Chair Energy Economics Division	 Daniel Simon Vice Chair Energy Economics Division	 Wylton Fishman Communications Officer Energy Economics Division	 Bill Guernsey Chair Grid Modernization & Storage	 Emily Moog Vice Chair Grid Modernization & Storage	 Rich Stromberg Chair Photovoltaics Division
 Kajal Sheth Vice Chair Photovoltaics Division	 Tariq Beidleman Communications Officer Photovoltaics Division	 Gilbert Michaud Chair Policy Division	 Elle Nicholson Communications Chair Policy Division	 Debbie Coleman Chair Solar Buildings Division	 Julian Wang Vice Chair Solar Buildings Division	 Bill Guiney Vice Chair Solar Thermal Division	
 Henry Vandermark Chair Solar Thermal Division	 Jessica Chrisman Communications Officer Solar Thermal Division	 Manajit Sengupta Chair Resource Applications	 Remi Akinwonmi Vice Chair Resource Applications	 Qiuhua Lisa Duan Chair Sustainability Division	 Taylor Ryan Vice Chair Sustainability Division	 Paulette Middleton Communications Officer Sustainability Division	

“The ASES Technical Divisions helped me to connect with like-minded members to share knowledge.”
– ASES Technical Division Member

WEBINARS

Expanding Access to Solar Knowledge

In 2025, ASES continued to expand its reach and impact through a dynamic and accessible webinar series designed to educate, inspire, and connect the renewable energy community. As a cornerstone of ASES' educational programming, webinars provide a free, virtual platform for sharing cutting-edge research, practical insights, and real-world applications of solar and renewable energy.

Broadening Access to Expertise

The ASES webinar series spans a wide spectrum of topics—from highly technical deep dives to accessible, everyday guidance on adopting renewable energy solutions. In 2025, sessions featured:

- Industry experts and thought leaders sharing innovations in solar technologies and grid integration
- Highlights from the National Solar Conference
- Community-driven insights inspired by participants in the National Solar Tour
- Cross-disciplinary discussions connecting policy, equity, and clean energy deployment

By offering this diversity of content, ASES ensures that both professionals and newcomers can engage meaningfully with the clean energy transition.

Building a Connected Community

Beyond knowledge-sharing, ASES webinars serve as a hub for collaboration and dialogue. Attendees are encouraged to continue conversations, share ideas, and contribute to future programming through the American Solar Energy Society Online Community. This ongoing exchange strengthens the collective impact of ASES members, partners, and supporters.

Maintaining Accessibility While Expanding Offerings

ASES remains committed to keeping its core webinar series free and open to the public, reinforcing its mission of equitable access to renewable energy education. As interest in renewable energy continues to grow, ASES webinars will play an increasingly important role in bridging knowledge gaps, amplifying diverse voices, and accelerating the adoption of solar energy across communities.



Subscribe to the ASES YouTube Channel!

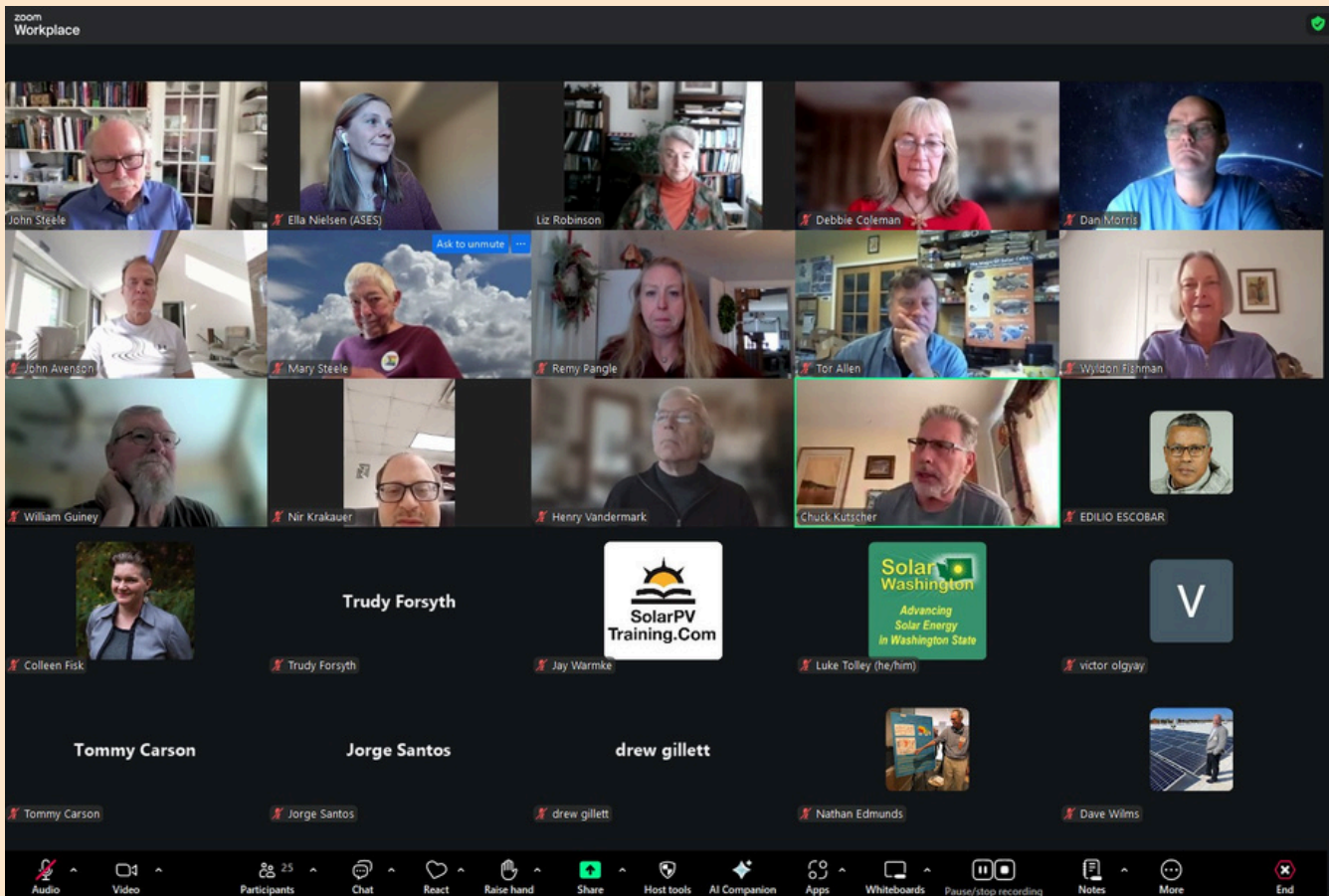


WEBINARS

2025 Webinar Spotlights:

- Energy Economics Division: Harnessing the Power of Virtual Power Plants VPPs
- ASES PV Division: Infrared Thermography
- Solar Buildings Division: Down to Earth Affordable Housing & Low Energy Builds
- Photovoltaics Webinar: PV Operations and Maintenance
- Photovoltaics Division: UV Fluorescence Introduction and Safety
- Introducing the ASES Education Division Webinar
- Resource Applications Division: Foundation Models for Power & Energy Forecasting

16,700+ total YouTube views
6,500+ total webinar registrants



ANNUAL NATIONAL SOLAR CONFERENCE

 ases.org/conference

For over 54 years, the ASES Annual National Solar Conference is America's leading conference on the **emerging trends, technology, and opportunities shaping the new energy economy**. The ASES cutting-edge conference series introduces attendees to the leaders, innovators, and entrepreneurs moving the industry forward. With the solar energy and energy efficiency sectors changing at an unprecedented pace, this conference helps participants understand the ongoing changes and uncover the billion-dollar opportunities. **ASES supports the global initiative that a world equitably transformed to 100% renewable energy is an urgent necessity.**

WHO ATTENDS?

Educators	Students
Contractors	Homeowners
Developers	Policy Makers
Architects	Researchers
Engineers	Manufacturers
Installers	Solar
Consultants	Enthusiasts



Call for Abstracts

On average, over 150 people present at the conference. Submit a proposal to participate in the next ASES National Solar Conference: ases.org/conference

Support the Conference

ASES sponsorship and advertisement opportunities can be found at ases.org/conference/sponsor. Email sales@ases.org if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

“The sessions were informative and educational, I really appreciated the focus on student engagement and early career advice.”

– Conference Attendee

“I can honestly say that for my solar business purposes, the ASES SOLAR 2025 conference held at the beginning of August in Boulder was the best conference I have ever attended. The topics were all well organized with a great deal of variety, and the speakers were all extremely knowledgeable. It was a delight from start to finish listening and taking notes from every set of speakers.”

– Conference Attendee

SOLAR TODAY

 ases.org/solartoday

Solar Today is a print and digital magazine founded in 1987 that communicates the data-driven, fierce enthusiasm of the solar power industry to transform our energy use and combat climate change.

It is written by experts in the American Solar Energy Society's extended professional community. We cover the energy transition that is taking place worldwide, with a central focus on solar power in the United States.



Industry and government need to draw on the latest research, technologies, and practices to create an equitable and fast energy transformation. **Solar Today provides insightful perspectives and data** to help solve the problems of that transition. We provide pragmatic, realistic, unfiltered intelligence. Our magazine helps troubleshoot and catalyze the innovation process. We follow best practices from the American Society of Magazine Editors and other journalism organizations. Fairness and accuracy are key to our success. We seek diverse perspectives.

Our readers are also interested in international and global viewpoints. They include over 20,000 solar enthusiasts and/or professionals. Our surveys show they are often at the senior and/or management level. They value debate and provide us with many story ideas.

Quarterly, we invite contributors to pitch **opinion editorial articles** grounded in solid data and/or experience. We also accept pitches for our **Solar Living** column for homeowners, our **Student Perspective** column, and our **View from Washington** column. We are seeking more articles about **solar R&D** and other **technical subjects**. Each issue has a theme that relates to high-priority discussions. Submit pitches to editor@ases.org.



SOLAR TODAY CONTENT

Seeking out hard-hitting subjects has been a primary focus of Solar Today. We evaluate potential themes based on their impact as well as their relevance to current events. The magazine now contains much more content about international and U.S. social justice issues than it did before, including articles about solar innovations in Africa, stories on Native American communities in the United States, and articles on mining issues around the world.

Other impactful topics Solar Today has emphasized include:

- Electrification
- Peace through solar power
- Minerals challenges and solutions
- The implementation of the Inflation Reduction Act
- Electric vehicles
- New Mexico's solar industry
- The Solar Decathlon
- Higher education
- Powering working-class communities
- Solar marketing and environmental behavior
- Decarbonization
- Colorado's solar industry

Updates to Solar Today content based on feedback from our readership:

- We introduced the Solar Living section, which covers technologies for home-based solar power and provides case studies of individual houses.
- We introduced the Student Perspective section, which was later expanded into the Education Perspective section.
- We created the research summary section, which covers peer-reviewed research.
- We replaced the View from Washington column with a Policy Watch column written by multiple authors.

We consider ASES's equity-related mission to be integral to our work.

We are publishing more articles on sophisticated, high-tech subjects, such as overhead solar transit and advanced concentrated solar power technologies. Our readers request more articles on technically advanced topics.

In response to other reader requests, we've introduced much more content about ASES, including articles about conferences and tours, member spotlights and intern spotlights, testimonials about various ASES programs, and short case studies on the National Solar Tour.

Throughout 2025, we have continued to partner with Jay Warmke of Blue Rock Station to co-brand the Solar News Weekly video and podcast series, which is ongoing. It provides a weekly snapshot of current events in the United States. The podcast is distributed by Pacifica and Blue Rock Station.

NATIONAL SOLAR TOUR

The National Solar Tour (NST) is an annual event organized by the American Solar Energy Society (ASES) that empowers thousands of people and organizations around the country to showcase the benefits of the renewable energy and sustainability features on their properties by hosting local open houses for the public. Participants visit solar-powered homes, schools, commercial buildings, and community solar projects in their local areas.

Homeowners and commercial solar owners open their properties to the public, sharing their experiences and knowledge about solar energy knowledge about solar energy in their local area. This event helps educate communities about the benefits of solar energy, including cost savings, environmental sustainability, and energy independence.

The NST takes place during the first weekend of October; however, many events happen all year round. The NST attracts people interested in renewable energy, sustainability, and reducing their carbon footprint. It provides a valuable platform for networking, learning, and fostering community engagement in the clean energy transition.

Support the Tour

ASES sponsorship and advertisement opportunities can be found at nationalsolartour.org/sponsor. Please contact sales@ases.org if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

Attend a Tour

 nationalsolartour.org/map

Host an In-Person or Virtual Tour

 nationalsolartour.org/signup

Electric
Vehicles

Battery
Backups

Heat
Pumps



ASES NATIONAL
SOLAR TOUR

In-Person & Virtual Solar & Sustainable Tours Across the U.S.

Learn more at nationalsolartour.org



PARTICIPATION & IMPACT

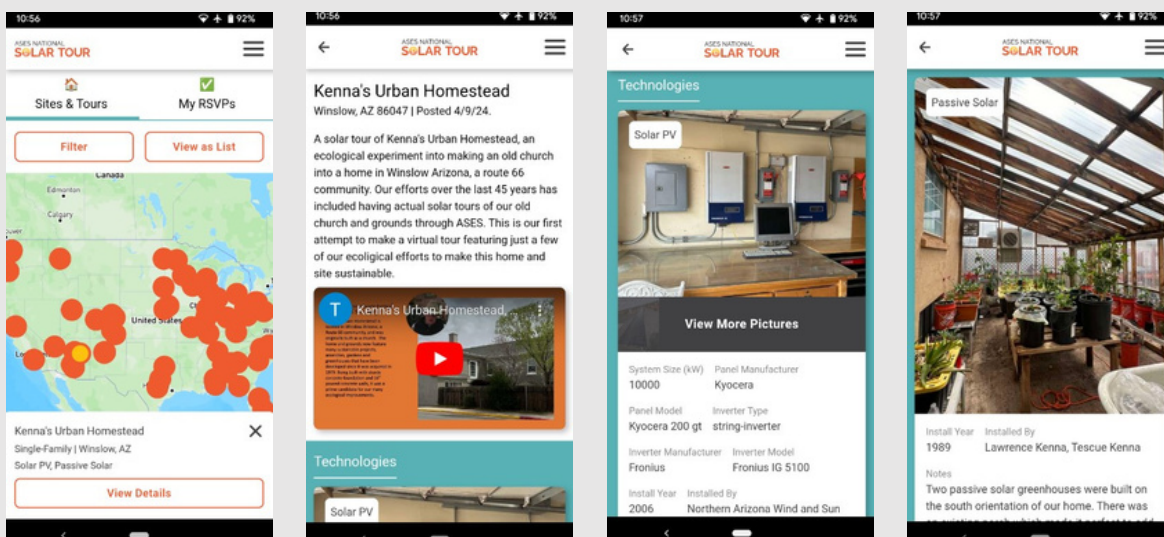
Diversity in Education: In an effort to reach broader audiences, ASES collaborated with youth organizations, schools, and nonprofits to host free tours in underserved communities, expanding awareness of solar energy's benefits to those who may otherwise have limited access to such resources.

Inspiration for Clean Energy Adoptions: 76% of tour attendees surveyed confirmed they are definitely or very likely to purchase and install solar or energy-efficient systems after attending the National Solar Tour. Also, 33% of tour attendees report that they plan to invest in these technologies within the next year, and 51% report the same within two years.

Total Tours and Locations: This year, there were over 800 in-person and virtual tours in all 50 states, reaching communities coast to coast.

Audience Engagement: The tour has attracted 12,500 in-person attendees and 3,200 virtual participants. Our website saw over 37,000 visitors during the tour period in 2025, indicating widespread interest in clean energy.

National Solar Tour App: ASES National Solar Tour map is for download on both the Apple App Store and Google Play Store! In the app, participants can discover local and individual tours with just a tap, virtually tour solar-powered homes and hear stories from owners and installers, access content, videos, and tips on going solar, RSVP to an in-person tour, and lastly connect with others in the solar community and share your solar journey.



Launched in Fall 2024, the National Solar Tour App is available on the Apple App Store and Google Play Store

ZERO EMISSIONS NETWORK (ZEN)



The Zero Emissions Network (ZEN) empowers individuals to take bold steps toward a sustainable future for all life on Earth. At ZEN, we harness the power of collective action and informed choices to make a meaningful impact on reducing carbon footprints. We understand that while many are passionate about cutting emissions, challenges like cost, time, and lack of information can make it hard to know where to begin. That's where ZEN comes in — bridging the gap with accessible resources, expert guidance, and a supportive community to help everyone take impactful, practical steps toward a cleaner, greener world.

Our Approach: The Four Essential Questions

At ZEN, we provide guidance through a four-question framework, addressing:

1. What are carbon-emitting activities? Understanding which everyday actions contribute to CO₂ emissions.
2. What are carbon-reducing activities? Learning about steps that lower your emissions, from lifestyle changes to energy choices.
3. What programs and options are available to help reduce your footprint? Discovering resources, incentives, and programs tailored to emission reduction.
4. How does taking action benefit your life? Exploring the positive impacts of reducing emissions on your health, finances, and community.

The ZEN Experience

"Working with ZEN has allowed me to use my creativity and analytic skills to develop innovative environmental solutions that benefit specifically lower-income, BIPOC communities in the front range." – Joel Cerny

"Working on ZEN projects has challenged me to get out of my comfort zone and do things I never would have thought I would do, such as establishing a student chapter. I've been able to grow and learn throughout my journey here and it has been amazing!" – Sarah Gillerlain

"The opportunities I have gotten to become more integrated into my community from working with ZEN have been fantastic. Forming a student chapter has allowed me to connect with the community in a different way than I have up to this point and is building a community of students passionate about the same issues as me. Most importantly, ZEN has strengthened who I am as a person and student with the opportunities I have been given!" – Franky Jones

Pine Ridge Reservation Spotlight



The ASES ZEN program received EPA funding through the Environmental Justice Collaborative Problem Solving Initiative (EJCPS) for Project Tiošpáye, a Lakota word which means home and security in the largest sense—intergenerational compound living, sharing of resources, and caring for all members and for the land.

We worked in partnership with our nationally recognized partner, Red Cloud Renewable, installing two 3.5kW solar systems in the Wakpamni District at Pine Ridge Reservation. These systems provide power to two brand new, highly energy- efficient dome homes, demonstrating the many financial and lifestyle benefits of solar and sustainable living to Wakpamni residents.

Though the EJCPS projects were canceled before the remaining projects in the proposal could be completed, we hope that future funding opportunities will be drawn in to continue this inspiring work with the Oglala Lakota community.



A big thank you to our installation crew, Marie Kills Warrior, Dylan Tobacco, Terri Iron Cloud, Jack Red Cloud, and Silas Red Cloud.

The People Powering Our Mission

Thank You 2025 ASES Volunteers & Donors! See the committee organization chart and descriptions at ases.org/governance.

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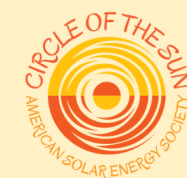
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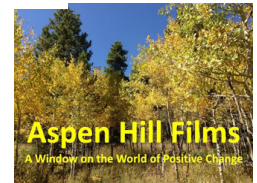
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Sustainability,
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