

# TREEDC Newsletter

October 6, 2011 Volume 3

# 2011



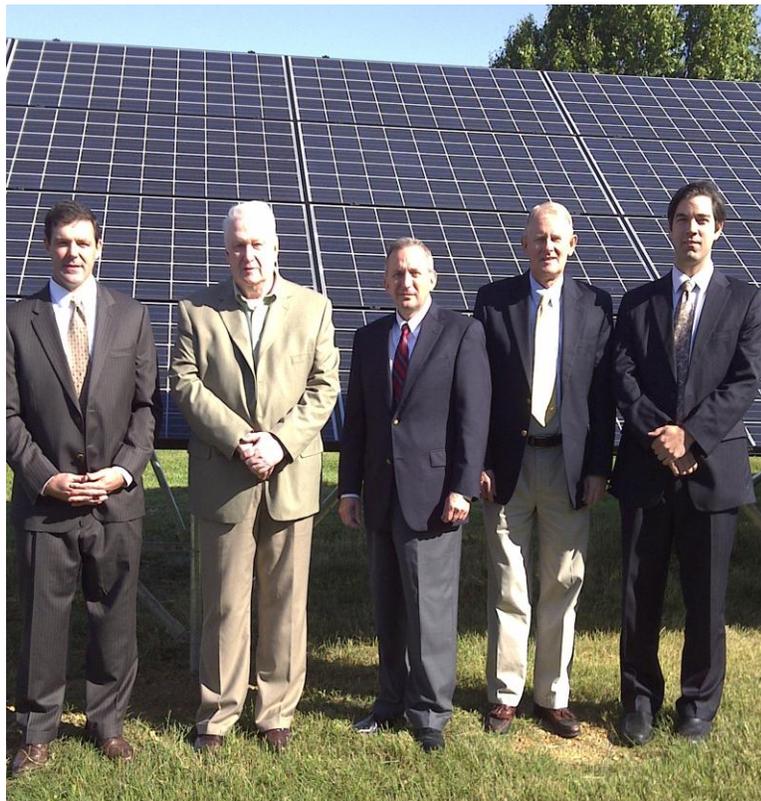
Quarterly Publication

## Upcoming Events

- October 7: TREEDC FORUM: Vonore, TN
- November 3: USDA Rural Development meeting with OECD
- November 18: TREEDC FORUM: Memphis, TN

## The Sun is shining bright in Sunbright

TREEDC Mayor Dennis Reagan dedicated the Sunbright municipal solar facility on September 30, 2011. The 20 kilowatt facility was constructed by TREEDC member Outpost Solar and funded by an energy efficiency block grant from the State Economic and Community Development (ECD) Energy Division. See page 2 for more information.



*From left to right – Wilson Stevenson, Outpost Solar, Mayor Dennis Reagan, Dave Cross, Plateau Electric, John Robbins, Fentress County and David Goodman, ECD*

## **Sunbright Solar Dedication continued**

Representatives from the University of Tennessee Institute for Agriculture, Municipal Technical Advisory Service, Tennessee Valley Authority and ECD attended this historic dedication of the Sunbright solar system. David Goodman with ECD praised the city for their visionary leadership in developing renewable energy to improve the environment, saving taxpayer dollars and bringing energy independence to Morgan County. Outpost Solar President Wilson Stevenson and Plateau Electric President Dave Cross also complimented Mayor Reagan for his perseverance in bringing key stakeholders such as the Tennessee Valley Authority (TVA), TREEDC, ECD and Plateau Electric together to create their solar facility which will help lower Sunbright's energy costs of their municipal facilities. One of the major benefits of the program is that it could eliminate electric bills for the city hall, which would yield significant cost savings. MTAS Management Consultant/TREEDC Director Warren Nevad presented Mayor Reagan with an appreciation award and thanked the town for being a statewide role model in small town excellence in solar energy.

## **Memphis Light Gas and Water Joins TREEDC network**



MLGW President Jerry Collins recently joined TREEDC as a member and will be cohosting a community forum with the City of Memphis and Shelby County on November 18, 2011, at the MLGW auditorium. In addition, the National Association of Energy Service Companies (NAESCO) will present an afternoon panel related to energy performance contracting opportunities for local governments. Details of the Memphis agenda will be released shortly.

## TREEDC Holds Annual Business Meeting/Strategic Planning Workshop



*Front row left to right – Clayton Smith, Dunlap, Dawn Kupferer, Upper Cumberland Development District, Randy Williams, Upper Cumberland Development District. Back row – Jarrod Thurman, Pikeville, Dennis Tenant, Tennessee Tech University, Warren Nevad, MTAS, Yonna Weldon, Dunlap, Mayor James Talley, Ducktown, Commissioner Andy Beene, Graysville*

The TREEDC Executive Committee held its annual meeting at Ducktown City Hall on September 15, 2011. The Board amended its bylaws to create a new position of Membership Director. The Executive Committee appointed TREEDC East Tennessee Coordinator & Ducktown Mayor James Talley to serve as membership director on the Executive Committee until September 2014. The Executive Committee adopted the 2012 dues schedule which remains unchanged from 2011 with the exception of lower annual dues of \$100 for K - 12 schools and public power and natural gas distributors. The annual dues for all local governments in Tennessee remain at \$100. Other business conducted included the adoption of the 2012 Budget, 2012 Calendar of activities and updates on partnerships with TVA and the Upper Cumberland Development District.

After adjournment of the Executive Committee, TREEDC conducted a 2012 strategic planning session which was facilitated by The University of Tennessee Municipal Technical Advisory Service Municipal Management Consultant Margaret Norris. Participants in this session included members from the Upper Cumberland Development District, Tennessee Tech University, Tennessee Clean Tech Association, the Cities of Graysville, Pikeville, and Dunlap. TREEDC members crafted a vision and mission statement which helped propel discussions for long term planning. Norris successfully used a Strategic, Weakness, Opportunities and Threats (SWOT) model to solicit ideas from the audience.

The planning session resulted in a detailed report which contains an inventory of the SWOT results and five goals for 2012. Goals with accompanying objectives include starting a pilot green certification/energy benchmark program and enlisting strategic alliance with Tennessee Board of Regents schools.

Minutes and the Strategic Plan are available upon request at [warren.nevad@tennessee.edu](mailto:warren.nevad@tennessee.edu).



*MTAS Consultants Nevad and Margaret Norris*

## Southern Growth Policies Board Salutes TREEDC



TREEDC was recently featured by the Southern Growth Policies Board (SGPB) in the Southeast Agriculture & Forestry Energy Resources Alliance (SAFER) Bioeconomy Case Study. This case study publication provided a blueprint on how to engage local clean energy stakeholders to support clean energy initiatives. The story described the origins of TREEDC, scope of services and contained interviews with some of the founding members of TREEDC. The Chairman of the Council is UT President Emeritus Dr. Joe Johnson.

SGPB is a non-partisan public policy think tank based in Research Triangle Park, North Carolina. Formed by the region's governors in 1971, SGPB develops and advances visionary economic development policies by providing a forum for partnership and dialog among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic- and community-development sectors. This unique public-private partnership is devoted to strengthening the South's economy and creating the highest possible quality of life. SGPB has partnered with SCUPSO and SAFER to help carry out these organizations' work. Supported by memberships from 13 Southern states — Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia, and West Virginia, Southern Growth provides a gathering place for regional collaboration. Their website address is [www.southerngrowth.com](http://www.southerngrowth.com) The TREEDC case study is located at [http://saferalliance1.files.wordpress.com/2011/09/treedc\\_final.pdf](http://saferalliance1.files.wordpress.com/2011/09/treedc_final.pdf)

The SAFER Alliance was formed in 2006 through an initiative of the [Energy Foundation](#) in conjunction with the national [25x'25](#) initiative to bring together representatives from across the bioeconomy landscape including organizations and individuals from the agricultural, forestry, conservation and environmental communities, as well as researchers, industry representatives, grassroots organizations and other renewable energy champions.

## Tennessee Tech - TREEDC Conference Draws a Big Crowd

TREEDC recently partnered with Tennessee Tech University (TTU), Tennessee Valley Authority (TVA), The University of Tennessee Municipal Technical Advisory Service (MTAS) and the City of Cookeville to provide a free community outreach forum to 101 Upper Cumberland area citizens and clean energy stakeholders at the TTU STEM Center on July 29, 2011. Attendees convened to examine ways to fast track clean energy development such as green diesel, solar, cellulosic ethanol, biodiesel, TVA Green Power programs and electric car charging infrastructure in Tennessee. Mayors from Byrdstown, Pikeville, Livingston, Cookeville, Gainesboro, Roane County, and Kingston also attended the forum. The objectives of this forum were to identify potential workforce development opportunities in clean energy and to offer project guidance in developing appropriate feedstocks to convert into alternative fuels. The agenda consisted of presentations from Hemlock Semiconductor, Frontline Bioenergy, Tennessee Solar Institute, 49 Green, Genera Energy, USDA Rural Development and Choice Solar & Geothermal.

Tennessee Tech University President Dr. Robert Bell thanked the TREEDC mayors in their role of promoting renewable energy in the Upper Cumberland region. TTU Vice President Dr. Susan Elkins gave a brief overview of the TTU Regional Economic Development Institute (REDI) which leverages university resources to facilitate efforts of federal, state and local governments as well as area businesses to bring economic development opportunities to the Upper Cumberland region. Dr. Elkins mentioned that TREEDC's alliance with the university could aid TTU REDI's strategic objectives in developing energy and environmental partnerships that would foster market development of renewables to the region. Assistant Commissioner of State Department of Labor and Workforce Development Iliff McMahan, Jr. complimented TTU's efforts to use the TREEDC forum as an opportunity to educate citizens about workforce development opportunities in renewable energy.

The networking lunch consisted of a presentation regarding clean energy activities by Kim Greene, TVA Group President, Strategy and External Relations. She gave an historical overview of the Green Power Switch (GPS) and Generations Partners program. TVA has encouraged consumer-owned renewable energy and created markets for local renewable power. Greene stated that as TVA looks to the future, balancing competitive rates with the need of renewable energy that is paid for by voluntary consumer contributions will be critical to the program's success. She urged more customers to join the GPS program which was built to fund the incentives offered to users who participate in the Generations Partners Program. Greene expressed her appreciation to TREEDC for their involvement with the redesign work of the GPS program. Greene also stressed that the TVA Integrated Resource Plan calls for a balanced portfolio of traditional and newer forms of power

production and energy efficiency. She urged attendees to visit the TVA Raccoon Mountain Pumped-Storage plant. TREEDC President/Pikeville Mayor Greg Johnson presented Greene with a TREEDC achievement award from UT President Emeritus Dr. Joe Johnson and the Executive Committee.

During the afternoon panel, Jamie Trevathan, producer of WCTE, Upper Cumberland Public Television, acknowledged his appreciation of Cookeville Economic Development Director Melinda Keifer's contributions for WCTE's monthly series, *Live Green Tennessee*. Keifer discussed the City of Cookeville's Energy Efficiency partnership with Cummins Filtration which graduated 22 energy leaders to help the city mitigate \$1.8 million dollars in electricity costs.

The next TREEDC forum is scheduled for October 7<sup>th</sup> and will be sponsored by Monroe County Economic Development Board and East Tennessee TREEDC Coordinator/Ducktown Mayor James Talley. The final forum for 2011 is scheduled for Memphis on November 18<sup>th</sup>.



Kim Greene, TVA Group President for External Relations receives TREEDC award from Pikeville Mayor Greg Johnson at the Tennessee Tech Forum

## TREEDC President Johnson Speaks at the Tennessee 25x'25 Renewable Energy Forum

On July 21, 2011, TREEDC President & Pikeville Mayor Greg Johnson presented papers at the educational forum that brought together agricultural stakeholders, government leaders, industry executives, and clean energy advocates to discuss the opportunities associated with the use of energy crops, agricultural and forestry residues, and other clean technologies in the production of bioenergy in Tennessee. Mayor Johnson shared TREEDC's experience in working with local elected officials to promote renewables and economic development for sustainability. Johnson urged the attendees to develop stronger partnerships in clean energy in order to help meet the 25x'25 national goal of helping the United States generate 25% of its energy from renewable energy by the year 2025. He also announced that TREEDC is working closely with the Tennessee Valley Authority (TVA) to encourage more private and public investment in TVA's Generation Partners Program.

### TREEDC on

The Tennessee Renewable Energy & Economic Development Council (TREEDC) is now on LinkedIn. For those of you unfamiliar with LinkedIn, it is the world's largest online professional networking service. LinkedIn offers its 100 million plus users the ability to acquire and maintain the contact information of their connections, persons or organizations, with whom a relationship exists. A user also has the ability to request an introduction to another user through a shared connection. TREEDC has established a group on LinkedIn that other users can join. The group page will be an efficient medium for sharing news, announcements, forum schedules and other information. Furthermore, it will serve as a forum for communication among members on topics of interest in renewable energy.

Current LinkedIn users can join the TREEDC group by clicking on <http://www.linkedin.com/groups/Tennessee-Renewable-Energy-Economic-Development-4009690?gid=4009690&mostPopular=&trk=tyah>

To create a free account or obtain further details, click here: <http://learn.linkedin.com/new-users/>

# 2011 Membership Update

Below is a list of our 2011 members. Membership enrollment for 2011 expires on September 1, 2011.

## 2011 Founding Partners

Asset and Equity Corporation	Ragan-Smith Engineering
ECOTality North America	Sustainable Futures
Efficient Energy of Tennessee	Tennessee Department of Agriculture
Gibson County Utilities	Tennessee Soybean Council
Jackson Energy Authority	Tennessee Tech University
Lightwave Solar	University of Tennessee MTAS
Maupin Technologies	University of Tennessee-Battelle/ORNL
McBee Bailey & Associates	USDA Rural Development
Tennessee Valley Authority	LTA Consulting
Choice Solar and Geothermal	
Tennessee Department of Economic and Community Development	

## Local Governments

Algood	Columbia
Baxter	Cookeville
Bledsoe County	Covington
Byrdstown	Crab Orchard
Chattanooga	Crossville
Collierville	Decatur

Ducktown	Pikeville
Dunlap	Roane County
Englewood	Rockwood
Franklin	South Pittsburg
Goodlettsville	Sunbright
Graysville	Somerville
Greenback	Weakley County
Harriman	Whitwell
Hendersonville	Winfield
Huntsville	
Jackson	
Jasper	
Kimball	
Kingston	
LaVergne	
Lincoln County	
Livingston	
Lookout Mountain	
Madison County	
Manchester	
McMinnville	
Memphis	
Milan	
Monterey	
Montgomery County	

## **Organizations**

University of Tennessee-CTAS

Columbia State Community College

Memphis BioWorks Foundation

Memphis Light Gas and Water

Jackson Energy Authority

Bi-County Solid Waste Mgt

Clean Cities of Middle TN

Genera Energy

Pathway Lending

Bartlett Chamber

Monroe Co. Economic Dev

Farmer Morgan LLC

Frontline Bioenergy

25x'25 Organization

Roane Alliance

Tellico Reservoir Development  
Agency

Grand Vista Resorts

Michael Brady Architects



**TENNESSEE RENEWABLE ENERGY AND ECONOMIC DEVELOPMENT  
COUNCIL(TREEDC) WEST TENNESSEE MEETING**

**Memphis, Tennessee**

**November 18, 2011**

**8:30am – 3:00 pm**

**AGENDA**

1. Introductions: MLGW President Jerry Collins
  2. City of Memphis, Tennessee Welcome Address: Memphis Mayor AC Wharton
  3. Shelby County Sustainability Initiatives: Shelby County Mayor Mark Luttrell,
  4. Renewable Energy in Memphis: Becky Williamson, MLGW
  5. Green Fleet Management Practices: Karen Ellis, FedEx Express
  6. Regional Strategy Plan for Green Jobs- Pete Nelson, Memphis Bioworks
- Break – 10:30-10:45***
7. Landfill Gas to Energy: Lee Tharp, Waste Management
  8. Municipal Waste Conversion to Synthetic diesel: Henning Bollerslev, 49 Green
  9. Compressed Natural Gas Availability in Tennessee: Pat Riley, Executive Director Gibson County Utilities
  10. Solar Update on 1MW Solar facility – American Business Center: Robbie Thomas, Efficient Energy of Tennessee
  11. Tennessee Tech University Regional Economic Development Partnership with TREEDC: Dennis Tennant

*Lunch – 12:15 – 1:15 pm – Dr. John Hochstein, University of Memphis Center for Biofuel Energy and Sustainable Technologies*

Afternoon Session -1:30 – 3:00 pm to be organized by **National Association of Energy Service Companies**: Performance Contracting opportunities for local governments – Panel presenters: ESG, Ameresco, Johnson Controls among others

The forum is free and includes refreshments and lunch. Please RSVP to [treedc08@yahoo.com](mailto:treedc08@yahoo.com) by November 14, 2011. Registrations after November 14<sup>th</sup> will cost \$15. Seating is limited.