



THE STELLA GROUP, LTD

IF I WANT MY LOCAL GOVERNMENT and COMMUNITY TO TAKE STEPS FOR CLEAN ENERGY, WHAT ARE SOME STEPS I CAN ADVOCATE FOR ?

1. Resource mapping - work with State and community foundations to fund very detailed resource, maps of solar, wind, freeflow hydropower, geothermal and possibly collection of biomass resource data – ask them to purchase service from www.3TierGroup.com
2. Diesel displacement campaign - working with State and local program incentives to displace stationary diesel gensets with clean distributed generation options including advanced batteries and controls, energy efficiency, fuel cells, heat engines, minigeneration (natural gas), microhydropower, modular biomass, photovoltaics, small wind
3. Waste stream "interception" campaign and database - host a place where companies, communities and individuals can list their wastes for use or conversion by others -- waste wood, wooden moving pallets, ag or garden residues etc.. manures,
4. Create a safe haven program for schools - allowing them to be emergency centers during intense weather patterns, floods, forest fires or grid failure - convergence for first responders or displaced people -- utilizing solar water heating and ground-coupled heat pumps -- and dedicated clean energy electric systems to power front school office, computer lab room, gymnasium and cafeteria.
5. Establish community poster campaign using competitions between schools -- elementary, middle and high schools -- for recycling, changing out lightbulbs, by Energy Star and high-rated appliances, and clean energy options such as solar, small wind for home and local businesses
6. Ask local service organizations to pick an issue - Boy Scouts, Girl Scouts, Camp Fire Girls, and Lions, Optimists, Kiwanas, VFW - and develop some campaigns around them - from cleaning bicycle paths, to collecting

incandescent lightbulbs for recycling when people change out to CFLS and LEDs, etc.

7. Establish community awards for builders and renovators each year for highest efficient building -- also one for local businesses -- build some recognition and acknowledgment program

8. Ask local banks, credit unions and leasing companies to offer and promote clean energy loans maybe just before winter and summer when utility bills are highest for double pane low-e windows, insulation, solar water heaters and gchp's, as well as DG systems like small wind and photovoltaics.

9. Create a community infrastructure program to use renewables for street or signal light powering, back-up municipal water or sewage pipeline pumps, back-up local WIFI or cellular towers, - basically critical functions that benefit the whole community to keep going in case of power outages.

10. Work with utility to have deployable clean energy gen sets - fuel cells, photovoltaics, small wind, biogas/biodiesel systems to provide emergency power for those people more adversely impacted by long power outages - elderly, handicapped, and people with illnesses or undergoing treatment (i.e dialysis, etc.)

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Scott Sklar, President
The Stella Group, Ltd.
Phones: 703-522-1195 or 202-347-2214 Fax: 703-522-0638 or 202-347-2215
E-mail: solarsklar@aol.com or solarsklar@yahoo.com
Websites: www.thestellagroupltd.com and www.stellacapitalllc.com

The Stella Group, Ltd. is a strategic marketing and policy firm advancing the utilization of clean, distributed energy applications such as advanced batteries and controls, energy efficiency, fuel cells, geo-exchange, heat engines, microhydropower, minigeneration (natural gas), modular biomass, photovoltaics, small wind and solar thermal (air-conditioning, water and industrial process heat, and power generation); with blended financing and customer facilitation. Scott Sklar, the Group's founder and president, lives in a solar home in Arlington, Virginia, has solar on both his VA and DC offices, and his coauthored book, A Consumer Guide to Solar Energy, was re-released for its third printing while his Q&A and commentary columns appear on the largest renewable energy web portal: www.RenewableEnergyWorld.com.

Scott Sklar serves as Steering Committee Chair of the Sustainable Energy Coalition, composed of the renewable energy and energy efficiency trade associations and analytical groups, and sits on the national Board of Directors of the non-profit Business Council for Sustainable Energy, Renewable Energy Policy Project, and CoChairs the Policy Committee of the Sustainable Buildings Industry Council.