

## Meet the Panel

### Keeping PACE: The Opportunities of PACE Financing for EE and Solar

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**Mr. Barry Cinnamon, CEO, Westinghouse Solar (formerly Akeena Solar):**

Barry Cinnamon is a long-time advocate of solar power. He started his career in solar energy in the late 1970s as a researcher into new flat plate and concentrating collector designs at the Massachusetts Institute of Technology (MIT). During the late 1970s and early 1980s he designed and installed active solar, passive solar and ground coupled heat pump systems. Mr. Cinnamon's work in solar power computer modeling led him into the software industry- he served as CEO of Software Publishing Corporation, and founded Allegro New Media, which he led to an IPO in 1995. Mr. Cinnamon earned a BS Degree in Mechanical Engineering from MIT and an MBA degree in Marketing from Wharton. He is a NABCEP Certified Solar Installer, a licensed California C-46 Solar Contractor, an active member of the Silicon Valley Leadership Group, a member of the Board of Directors of the National Solar Energy Industries Association and California Solar Energy Industry Association, and is a Senior Fellow of ALF - American Leadership Forum, Silicon Valley.

*About Westinghouse Solar (formerly Akeena Solar):* Westinghouse Solar is one of the nation's leading installers, and is also the manufacturer of the award-winning line of Westinghouse Solar panels. ([www.westinghousesolar.com](http://www.westinghousesolar.com).)

**Mr. Ken Kurtzig, CEO, iReuse:**

Mr. Kurtzig founded iReUse in 2004, fusing his passion for the environment with the best aspects of his decade+ experience in the corporate and non-profit sectors working with PeopleSoft, eBenefits, and then CompassPoint Nonprofit Services.

*About iReuse:* iReuse provides Sustainability Consulting and Software Services to help companies reduce their environmental impact while maximizing their return on investment. iReuse received the Green Entrepreneur of the year award presented by Assemblyman Joe Nation, the Environmental Enterprise Award presented by Acterra, in addition to being selected as a 2007 Going Green 100 Top Private Company.

**Mr. Rich Chien, Private Sector Green Building Coordinator, SF Environment; Program Manager, GreenFinanceSF**

In his role as Private Sector Green Building Coordinator, Mr. Chien works closely with government agencies, industry professionals, and nonprofits to design and implement market transformation initiatives that enhance the economic and environmental performance of the built environment. He currently serves as the City's Program Administrator for "GreenFinanceSF," San Francisco's new PACE financing program for green retrofits of existing buildings. Previously, Mr. Chien led an industry stakeholder process to develop and pass the City's groundbreaking green building code for new construction, and recently completed a similar process for accelerating energy efficiency activities in commercial properties.

*About SF Environment- San Francisco's Environment Department:* SF Environment develops wide-ranging environmental programs, fosters ground-breaking legislation, and educates the public by providing comprehensive and easily accessible information on a wide range of sustainable practices.

**Ms. Kelley Mckanna, Project Manager, Renewable Funding LLC:**

Kelley McKanna manages policy efforts at Renewable Funding at both the state and federal level. Her primary focus is helping pass effective PACE state enabling legislation, serving as a resource to policy makers, and facilitating advocacy efforts. Kelley has a background in environmental economics and policy and has previously worked on initiatives involving "green" jobs and climate action planning.

*About Renewable Funding:* Renewable Funding is a leader in the turnkey administration of Property Assessed Clean Energy (PACE) programs. The firm has had a key role in pioneering the program and remains today the

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only firm in the nation with experience in its administration and financing. In addition to operational programs in California and Colorado, the firm is developing programs for over 200 communities in several States. Renewable Funding works with governments and organizations at all levels looking to adopt, support or strengthen PACE. Renewable Funding has also been at the forefront of the development of legislation and policy to enable the clean energy municipal finance program.

**Mr. Rick Pearce, General Manager for San Francisco Region, Recurve:**

Mr. Pearce has 25 years of experience working with real-estate, construction, and technology companies. In his role at Recurve, Mr. Pearce has full P&L responsibility for Recurve's retrofitting operations, a leader in the delivery of home performance audits and retrofits. Prior to joining Recurve, Mr. Pearce spent over 10 years in executive management positions, including Vice President of Timeline Design (design/build remodeling) and Vice President of Client Services at TNS Prognostics (customer satisfaction for technology-based clients). Other posts included positions with The Koll Company (commercial real estate), McKinsey and Co., and IBM. Mr. Pearce holds an MBA from the Stanford Graduate School of Business and a BA in Engineering and Applied Sciences from Harvard University.

*About Recurve:* Recurve began as a response to the founder's experience working with homeowners who were flying blind when it came to making decisions on how to make their homes more energy efficient. Recurve today provides home energy audits and energy remodeling / construction services to homeowners in an effort to improve the health, comfort, and energy efficiency of America's homes.

**Michael Kanellos, Editor-in-Chief, Greentech Media:**

Mr. Kanellos covers emerging technologies and companies in the green world. Prior to joining Greentech Media, Kanellos worked for CNET Network's News.com for 11 years. He has appeared on NPR, CBS, CNBC, Fox News and other media outlets and has spoken at CES, the Japan Business Strategy Summit, Ceatec, the Irish Software Association, Stanford, U.C. Berkeley, the Flash Memory Summit and Clean Energy Venture Summit.

*About Greentech Media:* Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events.