

Fact Sheet: Initiative to build the clean energy economy in WNC

- **Western North Carolina spends \$3.2 billion on energy imports annually**, representing a significant opportunity for energy efficiency and development of regional renewable energy resources.
- **Western North Carolina has more than 1,000 businesses, 1,200 manufacturers and 300 technology companies** that identify themselves as green and/or part of the clean energy business cluster.
- The initiative to build the clean energy economy in WNC focuses **on renewable energy, energy efficiency and green building, and clean vehicles.**
- **The initiative's core components:**
 - The formation of a regional clean energy leadership group (*see attached*)
 - An analysis of trends and opportunities in the regional and global clean energy economies
 - The establishment of an online networking platform and resource directory for clean energy businesses (www.advantagreennetwork.org)
 - The creation of clean energy brand and marketing strategy
 - The development and execution of strategic business outreach and recruitment
- **Counties involved in the project:** Alexander, Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Cleveland, Davie, Forsyth, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Stokes, Surry, Swain, Transylvania, Watauga, Wilkes, Yadkin, Yancey
- **Project partners:** Six Regional Councils of Government (COGs) in Western North Carolina and AdvantageWest
 - **Land-of-Sky Regional Council**, based in Asheville, is the Project Leader. Land-of-Sky is one of the 17 Regional COGs across North Carolina, which are multi-county planning organizations that are a cooperative extension of local governments. Land-of-Sky serves North Carolina's Region B, consisting of Buncombe, Henderson, Madison and Transylvania counties. www.landofsky.org
 - **High Country Council of Governments** – Based in Boone, serves Region D, consisting of Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes, and Yancey counties. www.regiond.org
 - **Isothermal Planning & Development Commission** – Based in Rutherfordton, serves Region C, consisting of Cleveland, McDowell, Polk and Rutherford counties. www.regionc.org

- **Northwest Piedmont Council of Governments** – Based in Winston-Salem, serves Region I, consisting of Davie, Forsyth, Stokes, Surry and Yadkin counties. www.nwpcog.dst.nc.us
 - **Southwestern Commission** – Based in Sylva, serves Region A, consisting of Cherokee, Clay, Graham, Haywood, Jackson, Macon and Swain counties. www.regiona.org
 - **Western Piedmont Council of Governments** - Based in Hickory, serves Region E, consisting of Alexander, Burke, Caldwell and Catawba counties. www.wpcog.org
 - **AdvantageWest** – Based in Fletcher, serves 23 western counties as one of seven regional economic development partnerships across North Carolina. www.advantagewest.com.
- **Project funding:** The project is funded with grants from the N.C. Rural Center, the U.S. Economic Development Administration and the Appalachian Regional Commission.
 - **Project management and fiscal agent:** Land of Sky Regional Council
 - **Project Advisory Committee members:**
 - H. DeWitt “Dee” Blackwell Jr., *Executive Director, Western Piedmont Council of Governments*
 - Matthew Dolge, *Executive Director, Northwest Piedmont Council of Governments*
 - Jim Edwards, *Executive Director, Isothermal Planning and Development Commission*
 - Bill Gibson, *Executive Director, Southwestern Commission*
 - Scott Hamilton, *President & CEO, AdvantageWest Economic Development Group*
 - Rick Herndon, *Executive Director, High Country Council of Governments*
 - Joe McKinney, *Executive Director, Land-of-Sky Regional Council*
 - **Project contacts:**
 - Patrick Harper, *Clean Energy Regional Planner, Land-of-Sky Regional Council*
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 - Matt Raker, *SR Director AdvantageGreen & Grants Administration, AdvantageWest*
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 - **Media contact:**
 - Kathi Petersen, *KP Communications (AdvantageWest media liaison)*
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 - **Project website:** www.cleanenergywnc.org

See next page for list of Leadership Group members

Initiative to build the clean energy economy in WNC Leadership Group

- Fred Alexander, *District Manager for Government and Community Relations, Duke Energy*
- Kittie Barnes, *Chair, Unifour Air Quality Oversight Committee*
- David Brown, *Executive Director, Asheville HUB Alliance*
- Steven Burke, *CEO, Biofuels Center of NC*
- Mark Burrows, *Director, Transylvania County Economic Development*
- Dr. Sid Connor, *Director, N.C. Center for Engineering Technologies*
- Laura Copeland, *VP Workforce Development/Public Policy, Asheville Area Chamber of Commerce*
- Brian Crutchfield, *Director of Sustainable Development, Blue Ridge Electric Membership Corp.*
- Jim Fox, *Director, UNC Asheville Renaissance Computing Institute, National Environmental Modeling and Analysis Center*
- Vicki Greene, *Planning, Development and Workforce Director, Southwestern Commission*
- Jane Hatley, *Business Development Officer for Green Lending, Self-Help Credit Union*
- Jason Hoyle, *Research Analyst, Appalachian State University Energy Center*
- Dr. Rose Johnson, *President, Haywood Community College*
- Steve Kalland, *Executive Director, North Carolina Solar Center*
- Rick Larson, *N.C. Program Director, Natural Capital Investment Fund (NCIF)*
- Rodney Locks, *President, N.C. League of Municipalities (NCLM); Transportation Committee Chair, N.C. Energy Policy Council*
- Sushma Masemore, *Environmental Program Supervisor II, N.C. Dept. of Environment and Natural Resources Division of Air Quality*
- Lee McElrath, *Manager, Large Accounts & Commercial Sales, PSNC Energy*
- Dr. Bob McMahan, *Dean/Professor, Western Carolina University's Kimmel School of Construction Management and Technology*
- Mack Pearsall, *Treasurer, Asheville-Buncombe Sustainability Community Council / HUB Alliance*
- Paul Quinlan, *Deputy Director and Strategic Projects, N.C. Sustainable Energy Association (NCSEA)*
- Kelly Sheehan, *Director of Grants and Special Projects, the office of U.S. Rep. Heath Shuler (11th District, North Carolina)*
- Larry Shirley, *Director of the Green Economy, N.C. Dept. of Commerce*
- John Stanier, *Principal, Carolina Financial Group Investment Banking; Inception Micro Angels Fund*
- Ron Stillwell, *Lenoir City Council*
- Dr. John Stevens, *Executive Director, Blue Ridge Sustainability Institute*
- Martha Thompson, *Community Relations Manager, Progress Energy*
- Kevin Ward, *Board Chair, Western North Carolina Green Building Council*