

# Annual Report for 2003

# AZSC

Arizona Solar Center



## Introduction to the Solar center

Arizona Solar Center Mission The mission of the Arizona Solar Center is to enhance the utilization of renewable energy, educate Arizona's residents on solar technology developments, support commerce and industry in the development of solar and other sustainable technologies and coordinate these efforts throughout the state of Arizona.

The Arizona Solar Center (AZSC) presently operates the website [www.azsolarcenter.com](http://www.azsolarcenter.com) designed to provide some basic understanding of solar energy, especially as it pertains to Arizona. It is a non-profit organization administered by a Board of Directors, made up of individuals with wide experience and training in solar energy and other renewable energy resources.

It is the goal of the center to provide users not only with core information about solar energy in Arizona, to keep users up to date on what is happening in the Arizona solar energy community, steer users to published resources and equipment, and to also link users to solar energy sources outside the state as well.

The AzSC is not intended to provide specific technical or financial analysis; for that, we encourage users to contact a licensed professional. Overall, the mission of the AzSC is to enhance the utilization of solar and other renewable energy, educate Arizona's residents on solar technology developments, support commerce and industry in the development of solar and other sustainable technologies and coordinate these efforts throughout the State.

Our site contains various maps, data, and other information - there is a substantial amount of information about solar energy there. The center's purpose is to provide information about solar energy. If users cannot find what they are looking for, they can contact the Solar Center via E-mail ([solar@azsolarcenter.com](mailto:solar@azsolarcenter.com)) with any questions, news items for posting, or suggestions. E-mail questions are immediately forwarded to one of the members of the Board of the Arizona Solar Center for response.

The Arizona Solar Center, Inc. has completed its fourth year of operations.

During the year two members of the Board of Directors were reelected and the resulting terms of office are as follows:

<u>Member</u>	<u>Term</u>	<u>Expires</u>
Peter Johnston	2 years	2005
Dan Aiello	3 years	2006
Mike Pasqualetti	2 years	2005
Michael Neary	3 years	2006
Lane Garrett	1 year	2004
William Kaszeta.	1 year	2004

Jim Arwood continues to assist as a resource to the Board.

During the year the Board reelected Officers as follows:

President	Dan Aiello
Vice President	Peter Johnston
Treasurer	Lane Garrett
Secretary	William Kaszeta

Brandon Vogt continues as Webmaster and the site continues to operate to serve the public as it has since April 22, 1999.

The Board continues to be concerned about funding the Center by soliciting donations and selling advertising. The financial results of the fourth year were:

#### **Income and Expenses for 2003**

Income	
Donations received	31,600.00
Web advertising	700.00
Total Income in 2002	<u>32,300.00</u>
Expenses	
Commissions	4,850.00
Webmaster	25,945.00
Miscellaneous	304.00
Web Server charges	373.71
Legal & professional	10.00
Total Expenses in 2003	<u>31,482.71</u>

Excess retained for 2004                      817.29  
 (Excess retained from 2002  
 was \$6,380.10)















#### **Balance Sheet as of 12-31-2003**

Assets	
Cash and Bank accounts	7447.39
Total Assets	<u>7447.39</u>
Liabilities and Equity	
Liabilities	0.00
Retained excess (Equity)	7447.39
Total Liabilities and Equity	<u>7447.39</u>

Major donations were received from the Arizona Department of Commerce, Arizona Public Service Company, Salt River Project, Tucson Electric Co., and The Arizona Solar Energy Industries Association.

**Web Site Activity** (Generated by Brandon Vogt for the Arizona Solar Center)

**Visitors to Site:**

<b>Jan</b>	19380	
<b>Feb</b>	19136	
<b>Mar</b>	22634	
<b>Apr</b>	24843	
<b>May</b>	23789	
<b>Jun</b>	16139	
<b>Jul</b>	12273	
<b>Aug</b>	15069	
<b>Sep</b>	20081	
<b>Oct</b>	19927	
<b>Nov</b>	18158	
<b>Dec</b>	16280	
<b>Jan</b>	22354	
<b>Feb</b>	11121	 <b>Thru 2/17</b>

Last 14 months to MAIN INDEX.HTML page ONLY.

**The Webmaster is responsible for the following continuing tasks:**

1. Add Links/Images to Main Page of each section (i.e., Solar News, Solar education...).
2. Update XML "flyout" Menu w/ Links to New Content.
3. Clean up or resize images, making them "AzSC web friendly".
4. Receive All Emails sent to Site - Either FWD to Board Member or Reply with a Generic Response. Forwarded about 40 Emails to Sales for contact as potential advertisers.
5. New images added to left of paragraphs (mostly in News section).
6. Calendar updated regularly (created second "archive" section in April).
7. News updated regularly.
8. Submitting key pages to search engines (10 or so pages, approx. every 2 months)
9. Maintain "current" appearance of site by updating contacts page, "last updated on..." on main page.
10. Meet with Board and/or Chair several times a year.
11. One on one meeting with John Martin regarding advertising. Worked with John Martin on a "proposal" for the Board re: advancing advertising ideas

**The site evolved substantially during the year. Some specific changes in 2003 were:**

- Added new links to "links" pages
- Updated the main page with "site features" (events, etc)
- Updated metatags

- Added "random" images to set (resize and put into rotation) for main "Arizona Image" section
- Rotated "Arizona Image" on main page every 2-3 weeks
- Posted, then updated the form displaying how Arizona businesses can advertise on site (costs, sample ads, etc)
- Added scrolling "clickable" links to our sponsors
- Added Jim A's "Solar Cooking" to "Our Image Gallery"
- Added batteries section (required editing of PDF files, adding images, adjusting Technology section)
- Added Mike P's Flagstaff Presentation "Arizona's Renewable Energy Future" (converted his 4 MB+/- PowerPoint document to Web friendly formats; this involved dissecting PowerPoint to make the imbedded images smaller (.png and .jpg), and combining animated gif's to single slide/image).
- Added Jim A's "VIDEOS" to site -
- Telephone conversation w/ Jim and his video-specialist friend to decide on best video format(s)
- Created a main "go to download" page - the "jumping off" page for all videos
- For each video page, created a "Sample Images Here" page, each including a table w/ thumbnails linked to larger images
- For each video page, created a "Download Options" table, wmv (high or low quality) and a mpeg format
- For each video page, created a movie script page (converted from MS Word to PDF).
- Redesigned the main page to accommodate the new Products/Services FLASH animation (off-line; still under construction).
- Redesigning the main page to accommodate the new TOP-DOWN flyout menu (off-line; still under construction).
- Redesigning entire site to accommodate the new TOP-DOWN flyout menu and new layout w/out sidebar on left side.
- Creating multiple menus that are specific to each level or folder on site, using a product called "Selteco Menu Maker"
- Redesigning various "template" pages to serve as new AzSC Site foundation
- Transferring tracking codes from old pages to new pages (necessary due to new script put out by Extreme Tracking)
- Transferring meta tags from old pages to new pages
- Creation of three new (precise) images for site (two for main page and one for top of ALL pages)(off-line)
- Broke up the following sections to make site more intuitive: Solar Technology (five new sections), Solar Education (five new sections), Solar Economics (four new sections), Solar Architecture (five new sections), Solar News (broken up into state/local, national, international and SolarAccess.com),(all off line as of yet)
- Added "Govt. and Policy" section w/ three new sub-sections (off-line)

**During the year the Webmaster assisted in the development of several 'Modules':**

- Formatted PowerPoint presentations for Web format
- Dissected PowerPoint to make imbedded images (.png, .jpg) web-friendly
- Scanned hundreds of slides
- Designed layout of 8 web pages
- Formatted presentations for Apple MacIntosh (.gif)

- Created PDF, .doc, .rtf versions
  - Integrated Modules onto site
  - Prepared new ".gif" format for Module brochures (made each 1/2 page (two columns) into one page)
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## **Chairman's Report**

The Arizona Solar Center (AzSC) had a very productive year in 2003 with AzSC representation in a number of State, Regional, and National activities, and the continuing evolution of the web-site. The Virtual Center continues to evolve and grow in both content and context, with the addition of original material and the development of additional sections dedicated to the professional and the do-it-yourselfer. The number of site visitors surpassed 500,000 and continues to grow as the site gets more visibility and gains more trust for the information and responses to questions submitted. The increase in site visitors parallels a healthy increase in visitors to the Products and Services section of the site, and site advertisers have new clients who found out about their business at the AzSC Products and Services section of the site.

In 2003, the Arizona Solar Center:

- Website continued to be identified as a one-stop-shop resource for solar and renewable energy information within the professional and educational community, and was described as the go-to source for solar and renewable energy information and energy issues in Arizona by staff members of the American Solar Energy Society.
- Continued to interact with National and Arizona. solar, renewable, and sustainability groups and resources, in soliciting and posting information on the website
- Developed original information for website posting, in addition to continuing to post material and information from other sources.
- Provided presence, speakers and materials at Arizona activities and events, including the Southwest Renewable Energy Fair, the Solar Splash, the Scottsdale Green Building Expo, the Living With the Sun - Arizona 2003 Tour of Solar Buildings, the Solar Spring Tour of Solar and Green Buildings; the Tucson Hot Topics/Cool Solutions conference, AIARC meeting, and the Global Climate Change conference in Boulder.
- Co-sponsored with ASEA the Living With the Sun - 2003 Lecture series. Initiated under the Scottsdale Green Building Program, the lecture series ran for the entire year, and segments of the Lecture Series were presented in Sedona, Flagstaff, Phoenix, Yuma, Wickenburg, and in Santa Cruz, Berkeley, and Grass Valley/Nevada City, California, and Seattle, WA.
- Co-sponsored coordination and implementation of the annual Arizona Living With the Sun - Arizona 2002 Tour of Solar Buildings, resulting in 7 tours in Arizona communities over 5 consecutive weekends in October. Tour communities included Flagstaff, Taylor, Prescott/Prescott Valley, Sedona/Verde Valley, Phoenix/Valley of the Sun, Tucson, and Yuma. Total public attendance for the October Tours was well over 5500.

- Co- sponsored with ASEA, the Arizona Solar Spring -2003 statewide events to be held over the month of April 200. Activities include the Tucson Solar Potluck, the ASEA Annual Meeting, open houses in various Arizona communities, and local tours in Flagstaff and Sedona. Solar Spring activities and Tours attendance was over 1500
- Met the Director of the American Solar Energy Society, DOE Assistant Dir., NBS Associate Dir., and AIARC representatives in discussions re: solar and renewables in Arizona. At each meeting a packet of AzSC material was provided including a full color front page, and copies of the newly developed and posted 8 modules.
- Contracted with the Arizona Energy Office, in partnership with the Arizona Solar Energy Association - a Chapter of the American Solar Energy Society, to develop solar information modules for multi-venue dissemination. Eight Information modules covering the topics of Passive Solar, Photovoltaics, Solar Water Heating, Incentives, Solar Cooking, Solar Integration, and a Virtual Tour of Arizona. Buildings were packaged for use in 3 venues - a lecture, on the Solar Center website, and in a small downloadable brochure. All venues content were posted on the website in downloadable formats, and to date a number of solar and educational organizations have utilized same for local use.

Additionally, the AzSC Board has been, and continues to be, a resource in response to solar and renewable energy questions submitted by the public to the website. Inquiries for information have come from Arizonans and from national and international sources on the average of 10 per week.

With the public and professional interest in solar and renewable energy, and the development of original information, 2004 looks to be a year of continued evolution in growth and content, with a focus on the evolution from a virtual to a real Solar Center continuing.

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## **Secretary Report:**

The following Board actions were reported in the minutes of the meetings:

- February 21, 2003: Motion made and passed to include a commission rate of 10% on all sponsorships, new and renewal.
- February 21, 2003: Motion made and passed to charge out of state companies \$25 per year for inclusion in the listings while Arizona companies are not charged for this service. Arizona companies to be further identified by an Arizona flag symbol. We need to consider a mechanism to handle and report designated donations and assure that any such donations are handled properly. Future Board action required.
- February 21, 2003: Webmaster reported about 3,000 hits per day on the various web pages with counters.
- February 21, 2003: Webmaster is spending 3-6 hours per week on site maintenance and adding new material. He will add a survey page for visitor feedback.
- February 21, 2003: The Board meet as General membership and to elect/reelect Board members. Two members of the Board of Directors were reelected and the resulting terms of office are as shown on the front page.

- February 21, 2003: Chairman reported that the personnel working on the Energy Office project had a meeting 2/20/03 at the Energy Office and planned a Saturday working meeting at ETA Engineering during the week of 2/24. The project should be complete by 3/31/03.
- February 21, 2003: Mike Neary announced that The Arizona Court of Appeals ruled in favor of AriSEIA and the homeowners in the lawsuit "Garden Lakes Community Association v. Madigan/Speak". Press releases are planned. The Appeals Court found that the HOA's deed restriction and architectural guidelines, combined with the HOA's conduct, violated the public policy of Arizona as expressed in Arizona Revised Statute Section 33-439.
- February 21, 2003: The Board set the following 2003 goals:
- A bank balance of at least \$10,000 at the end of the year with all bills paid. This will require more sponsors and additional advertising.
  - We need to develop some alternative means of income, and we should have some discussion re: what AzSC could provide to a business and consumer marketplace.
  - Develop a plan and vision re: moving from a "virtual" center to a "real" center. To this end Neary suggested we might even develop a visual (virtual) representation.
  - Standing tours.
  - Participation with other events such as the Living with Solar series and the SRP boat race.
  - More original content on the web site.
  - Continue our partnership with ASEA in the Living With the Sun public education efforts - i.e. the lecture series; the building tours; etc..
  - Continue partnerships with membership orgs like AriSEIA, ASEA, Citizens for Solar, etc. including sharing tables at public events like the Solar Boat Race, the SW Renewable Energy Fair, etc. - Since we have no "membership" we would look to these groups to distribute AzSC information.
- April 4, 2003: Need a rotating list of sponsors on the main page.
- April 4, 2003: The Energy Office project was essentially complete on 3/31/03. There is some additional work needed on alternate formats.
- April 23, 2003: Suggestion made to breakout solar powered water pumping as a special category. Will be reviewed at next meeting.
- April 23, 2003: Added a rotating list of sponsors on the main page. Brandon to consider adding sponsor logos.
- April 23, 2003: Need to increase the Technical Section, add more original information. Webmaster has some material that has not yet been posted.

- April 23, 2003: The Energy Office project was essentially complete on 3/31/03. Additional work completed on alternate formats. There are some formatting problems to workout, some parts that display correctly on PCs (Windows) do not display correctly on Macs.
- April 23, 2003: Brandon is relocating to Austin, Texas, but will continue as webmaster for the time being.
- May 28, 2003: Suggestion made to have a "How Not to Do It" section with lessons learned.
- May 28, 2003: Most of the meeting was taken up with a presentation by Andrea Tintle regarding a tentative SolFest Southwest to be held at WestWorld in Scottsdale 4/17-18/04. There will be internet access for terminals in 'dark' tents. AZSC asked to participate in program development. This is to be a whole family affair. The Board was in favor of assisting the event.
- May 28, 2003: A final copy of the 'Living With the Sun Arizona Style' was passed around and is being kept with the Secretary records.
- July 22, 2003: Tucson Electric requested that we keep a listing of their current solar and renewable activities on the site. Those in attendance would rather have a link to a Tucson Electric page that would be their responsibility to maintain.
- July 22, 2003: Webmaster is slow in posting/updating site materials. Request to 'take down' the PV and DHW parts of the Multi-venue information project until changes could be made was not acted upon. Will be back mid-August.
- July 22, 2003: Discussion as to possible paid "Solar Center" memberships. No action.
- July 22, 2003: AZSC will have a presence at the Southwest Renewable Energy Fair in Flagstaff in August.
- July 22, 2003: Dan reported on his trip to the Climate Change conference in Bolder, Colorado.
- July 22, 2003: Scottsdale lecture series continues.
- August 27, 2003: **Site Development/improvements**
- "New" Graphic next to new items.
  - Active calendar.
  - Added "Technical Resources" section, Battery Handbook, etc. will be located in this section.
  - 8 modules almost ready
    - Alternate 2-column format
    - .pdf versions
- August 27, 2003: Running about 26,000 hits per month.
- August 27, 2003: considering adding some cartoons, submissions requested to Webmaster.
- August 27, 2003: Actions taken to reactivate sales activity. Motion made and passed to hire John Martin for the sales position effective immediately.
- August 27, 2003: The Central Arizona Renewable Energy network has been formed in the Prescott area. Ben Mancini of EV solar is a director. Plan is to build a joint use building in the Prescott area, part office, part public resource/meetings with most or all of the energy from renewable resources.
- November 19, 2003: Report by John Martin:
- Problems getting Webmaster to quickly update ad pages,
  - Ready to send out new letters after the update.
  - AZSC needs to invoice companies with customized listings per the original annual advertising agreements.
- November 19, 2003: Webmaster will attend the next Board meeting.

- November 19, 2003: The Business Plan committee met 11/7 and 11/17 at ETA. Lane passed out a summary of the vision that was outlined.
- November 19, 2003: Mike P. reported that Battelle wants to do an "Arizona Solar Project"
- December 10, 2003: FastQ (our web host) is now charging \$119.70 per month due to higher usage.
- December 10, 2003: APS planning on a \$5000 sponsorship this January.
- December 10, 2003: Mailing to current advertisers on the new advertising options and AZSC goals for 2004.
- December 10, 2003: Working meeting with Brandon on the AZSC website layout and changes to be presented to the board.
- December 10, 2003: Ongoing contacts with out of state companies on advertising possibilities
- December 10, 2003: Peter will have all APS solar news releases sent to Brandon for possible posting.
- December 10, 2003: Motion made, seconded and passed "All new sponsors be approved by at least two Board members."
- December 10, 2003: Motion made, seconded and passed "The \$250 Sponsorship is for non-profit organizations only."

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## **Advertising Report**

In August 2003 the AZ Solar Center web site added a staff position to solicit and organize the advertising pages on the web site in an effort to increase the funds available.

The initial task was to gather and consolidate the advertisers into a common database, in this case Excel. All businesses were contacted, verified and updated. The listings were culled and reformatted.

The review lead to site design, re-organization, and some improvements to the overall AZSC web site. The advertising sections had not been updated in over two years.

The old advertising options were reviewed and changes were made to improve the visibility and appeal of the options. For Example, moving the sponsor logos to the home page, and listing advertisers in a double column to show the companies with fewer mouse clicks.

Additionally, efforts were initiated for identifying Private Funding organizations, and Grant Foundations. These foundations were evaluated as to their contribution type and how best to establish a relationship to benefit the AZSC future growth and our plans for a physical site in Arizona.

As a result a committee was formed dedicated to formulating a detailed, long-term business plan for the solar center. This committee work continues.