



# Sustainable Hudson Valley Highlights

2014

**In 2014, SHV** continued working with consumers and communities to achieve systems change in the energy marketplace. We realized the impact of making it more compelling to take personal action and reducing marketing costs for clean energy providers. We spent a single-focused year seeding a new regional program to make it easier and more affordable to go solar and launching an exploration of economic development opportunities in protecting and restoring water. This included bringing together the clean energy policy and advocacy expertise of the region in July in a symposium to shine the light on the opportunity, “Creating Solar-Friendly Communities: A Workshop for Local Leaders.”

Most exciting, we brought the successful Solarize model from New England to the awareness of local and regional decision makers in briefings and webinars, and found the interest we had hoped for -- not just among communities but funders. We were thrilled to win a 3-year, \$485,000 contract to participate in RenewableNY, a partnership led by Catskill Mountainkeeper and funded by NYSERDA, rolling out Solarize throughout the Hudson Valley.

## **Solarize Hudson Valley**

Solarize Hudson Valley is a three-year program funded by NYSERDA to make going solar easier and more affordable for residents and businesses in the Hudson Valley. Community workshops provide reliable, up-to-date information on the process of going solar and answer questions for homeowners and businesses alike. Trusted, pre-selected installation companies offer group purchase discounts for the 3 – 4 months of each local campaign. We began organizing to pilot the program in Kingston and then accept applications from interested communities region-wide. Besides directly inspiring people to go solar, Solarize is unique for its ability to mobilize volunteers and build buzz.

In July of 2016, we celebrated Executive Director Melissa Everett’s birthday with a World Café in Kingston, an opportunity for friends and allies to delve deeply into their hopes, fears and above all their ideas. A core group gelled from this event that was willing to propose a pilot Solarize campaign in Kingston – which was approved at year-end for launch in early 2015.

## **People**

This year we were pleased to welcome **Jeffrey Domanski** to the Board. Jeff has worked for more than 15 years as a multi-disciplined environmental professional. His areas of expertise include the use of science-based behavioral, organizational, financial, and technological approaches for clients including Hospitality Green,

Cushman & Wakefield, The World Bank, Bard College and the University of Pennsylvania. Jeff is a LEED AP, received his BS in Chemistry from SUNY ESF at Syracuse, and an M.P.A. from Princeton University. He proudly served in the U.S. Peace Corps from 1994 to 1996.

Staffing up! Thanks to Solarize we have hired John Wackman and Hannah Karp to manage this three-year program.

**John Wackman**, Solarize Program Manager has been a television producer, licensed massage therapist and social entrepreneur. John earned a Masters degree in Communication Arts from University of Wisconsin-Madison and was a prolific writer-producer for WMTV-Madison (an NBC affiliate), New Hampshire Public Television and the Odyssey Channel in New York City, which became Lightworks Producing Group. He was responsible for numerous series and special programs in American culture and issues. John left the television industry in 2009 to follow his dream of managing an art cinema business (and today is an active volunteer with the Rosendale Theatre). In response to his own experience with headaches and the healing power of massage, John moved into a second career as a massage therapist and graduated with honors from the Connecticut Center for Massage Therapy. He is a member of the American Massage Therapy Association and the Society for Oncology Massage. While continuing this practice, John moved to the Hudson Valley and launched the Repair Café where people can get help fixing their beloved but broken items and cultivate self-reliance while having fun.

In the fall of 2014, John cycled over 200 miles from Grand Rapids to Chicago to benefit SHV in The Climate Ride.

**Hannah Karp**, Communications Coordinator, graduated from Binghamton University in 2014 with a B.S. in Biology, Concentration in Ecology, Evolution and Behavior. A well organized and creative self-starter, Hannah maintains databases (and wrestles data out of collaborators), drafts outreach materials, organizes events, supervises interns and volunteers, and generally keeps this complex outreach campaign on track. She also does business development for Mainstay, a co-working space in Poughkeepsie.