

Solar Services & Consumers Candidates

Chair Candidates

Karla Loeb, Principal, Loeb Consulting – Page 2

Vice Chair Candidates

Chris Diaz, Co-CEO, Seminole Financial Services – Page 14

Karla Loeb, SEIA Solar Services Division Chair Candidate



Why do you want to serve on the SEIA Board of Directors? What strengths and expertise will you bring to the SEIA Board of Directors? How will your service on the SEIA Board of Directors advance the solar and storage market? For Division Chair or Vice Chair candidates, how will you represent the needs of division members??

It has been my absolute greatest honor to serve as an elected member of the SEIA Board of Directors over these last 8 years. Representing this amazing, dynamic and growing industry has been nothing short of awesome. I have been humbled by the support and encouragement of my fellow board members and colleagues to continue to serve the industry I have dedicated my skills, time, expertise and passion to for these past 15+ years.

I would love to continue to serve the industry that I am grateful to be a part of everyday as the Solar Services Division Chair, representing the diverse interests of the businesses that support the solar industry, be it consultants like me, or financiers, tax specialists, law firms and every provider in between. I have worked with many of you over the years and hope that our years of continued coordination, collaboration and advocacy has been as rewarding and beneficial to you as it has been for me. I have always operated with an open-door policy; as elected member of the board, it is my responsibility to represent the needs and priorities of the constituents that I represent. I believe I have consistently done this for the Solar Services Division while standing alongside colleagues like Chris Diaz. Please consider casting your vote for me so that I can continue to represent the industry's and the solar services division's priorities in the years to come.

We are in interesting times and we need nimble, seasoned, creative and thoughtful leadership to support the Nation's insatiable energy appetite and the solar & storage industry's bold and imperative deployment targets. I know I can do the job and commit to you to bring the same tenacity I have brought to my work throughout my career.

What has been your involvement in the solar and storage industry (or related sectors)? What has been your involvement in SEIA to date?

Over the past 2 years while serving as an at-large elected director, I worked feverishly on behalf of the entire solar industry to help implement and defend the Inflation Reduction Act (IRA), coordinating, advocating and sharing intel with colleagues and allies, and cultivating relationships and connections with historic foes. During the 4 years before that I worked tirelessly as the Distributed Generation (DG) Division Chair advocating and organizing advocacy for the residential, commercial & industrial and community solar industry segments, as well as leading SEIA's Diversity, Equity, Inclusion and Justice policy initiatives while serving as the Board-elected State Policy Chair on the Executive Committee. These activities helped to increase and elevate SEIA as the clearing house for federal distributed generation and equity provisions in the Inflation Reduction Act (IRA) and ensured lessons learned in state policy development and implementation, as well as state energy equity programming, could be utilized and applied federally.

The wins from this period turned out to be short-lived, but they had the potential to be transformational, including sections 48e, the greenhouse gas reduction fund solar for all program, a 10-year 25D tax credit extension, a sub 1MW labor requirement exemption, the storage ITC and the inclusion of interconnection costs for projects under 5MWs for the investment tax credit, among other wins. With personal professional experience in every sector of the distributed energy landscape, I was able to bring a unique and measured perspective and acumen to policy negotiations, equity advocacy engagement and implementation know-how to ensure the IRA wins achieved, are realized. And, to guarantee these wins were not in vain, worked closely with SEIA staff, leadership and Board colleagues to organize meetings & webinars with key federal staff responsible for developing and issuing the respective guidelines, to make sure membership had ample opportunity to communicate key feedback, considerations and ask questions of federal staff to ensure programs function as efficiently as possible.

Each of my positions on the Board over these last eight years has allowed me to advance and guide policies to benefit the solar industry at large, including supporting the CEO, staff and industry through COVID, advocating to establish a resiliency and security working group, amending our bylaws to encourage greater diversity on the board, farm bill recommendations to encourage equitable treatment of renewables under the USDA's conservation reserve program, among other initiatives. During my service the industry survived and persevered through the pandemic. Board and industry advocacy resulted in solar workers being included as essential service providers and kept thousands of solar and storage businesses open and working. At every moment the needs of each of the divisions was considered to ensure each segment of the industry was represented in every strategic industry conversation. This was a continual balancing act with the greater industry's needs, other divisions' priorities and the Board's greater goals, but we were able to get it done.

Throughout my clean energy career, I have specialized in state policy. I have achieved meaningful policy wins through regulatory processes, legislative action, and administrative partnerships in states from Connecticut down to Louisiana. I have built and participated in coalitions across the Country, including the Residential Renewables for All and the Virginia Clean Economy Act coalitions. I crowdfunded almost \$390k in a year to support legislative, regulatory and communication action in Virginia alone.

I am committed to the advancement of state policy across the Country on behalf of all segments of the solar industry and understand the unique needs of each sector and division. I know the importance of a balanced approach as it relates to budgeting across states and regions, as well as market segments. Every day I work collaboratively with representatives from every sector of the industry, regularly

inquiring about and verifying the needs of the variety of business models so that all interests can be accurately represented in policy discussions.

My years in the industry working in the utility sector, commercial solar, community solar, and residential solar/storage/energy efficiency sectors provide me with a more wholistic perspective that I bring to every discussion. I understand and know what it takes to establish coalitions, advance good policy, and ensure that solar is at the center of every economic discussion, especially those involving infrastructure deployment.

Since joining the solar workforce, I have worked tirelessly with SEIA, solar advocates, and other allies on state policies to expand ITC access, duration, and value, increase opportunities for storage deployment, preserve net metering, solar & clean energy legislation and have advocated for equitable access to solar, as well as advanced diversity, equity and inclusion policies at the Board, regional trade associations, and across the industry generally.

As a seasoned clean energy worker and a builder of coalitions, I bring more than 15 years of state and national grassroots campaign experience to the board. I have a proven track record of developing and enacting solar energy policy strategies as well as establishing and leveraging strategic partnerships. I engage state and federal legislators regularly, as well as regulatory officials to advance solar initiatives. I have operated in more than 20 states. Each of those states represents relationships with dozens of stakeholders, colleagues, and allies cultivated over my career.

What experiences and viewpoints which may be currently underrepresented do you bring to the clean energy industry?

I am leader on DEIJ policy and the equitable deployment of clean energy. I lead the DEIJ Policy Committee at SEIA and have worked with dozens of environmental justice organizations to develop policy recommendations for the industry at large. I advised on more than 10 Solar for All Applications and worked to provide feedback on other applications. In addition, I worked through previous positions and my role at SEIA to help shape the Solar for All Guidelines.

I regularly coordinate with organizations and entities, particularly in the Southeast, to advance solar deployment. As one of a few handfuls of females on the SEIA board, I have worked to ensure women and people of color have a seat at the table and that their voices are heard, and their opinions inform decisions that affect the industry at large. Statistics verify diverse opinions and perspectives lead to more profitable businesses and entities. I would like to continue my work to help the industry diversify, increase profitability and amplify voices of those not traditionally included. I have been an active proponent of DEIJ (diversity, equity, inclusion, and justice) policies and speak regularly on the subject, including at regional conferences and RE+.

I work in a variety of venues to establish equitable community solar programming, preserve net metering, and generally advance the equitable deployment of solar. During my Board tenure I established the Residential Renewables for All Coalition alongside colleagues from the residential solar industry and coordinated with SEIA to advocate for the inclusion of Direct Pay for 25D in the Reconciliation Package to ensure equitable access to solar for communities of color and main street Americans. The Coalition was composed of more than 700 signatories, including solar companies,

environmental justice, and environmental advocates. And, developed a sign-on letter that more than 25 Senators formally endorsed in a Dear Colleague letter.

In 2019 and 2020 I worked with the Virginia General Assembly to establish the Clean Energy Advisory Board to deploy residential solar and energy efficiency to disadvantaged and environmental justice communities throughout Virginia. During the 2019 Virginia legislative session this low-income solar policy passed unanimously with bipartisan patrons in a Republican-controlled General Assembly. This work garnered Virginia inclusion in the IREC Clean Energy States Honor Roll for States to watch. Previously, I worked with regulators, administrators, and legislatures to enact low-to-moderate income solar policies in New York, Connecticut, and Mississippi, as well as laid the foundations and provided inputs to establish the Clean Energy Fund in New York (the pool of funds used to support the deployment of all clean energy technologies through incentives in New York).

I was a collaborator on the CESA & DOE Sun Shot's study "Bringing the benefits of Solar to Low Income Customers- A guide for States & Municipalities", as well as the Lawrence Berkeley National Lab's "Energy Efficiency Financing for Low-and Moderate-Income Households" in which I presented the case for leveraging solar to increase deployment of energy efficiency specifically for low-to-moderate income households. In Louisiana I worked with regulators to preserve the state-wide net metering program. Additionally, I worked with the Mississippi Public Service Commission and staff to establish a net-metering rule, and in the spring of 2017, I worked with the local ratepayer advocate in the New Orleans to pass a 2% energy efficiency standard. I regularly work with the energy efficiency industry to advance solar policy initiatives.

I have presented at the Home Performance Contracting Conference, Energy Efficiency for All (EEFA) Forum, as well as more than a dozen other conferences about the benefits of the complementary deployment of solar + energy efficiency. I am a member of the Vote Solar Low-Income Solar Policy group and have previously served in a variety of regional and state policy positions with CHESSA, CCSA, GSREIA, the Virginia Energy Efficiency Council, and was my former company's representative on the Department of Energy's CELICA group (a precursor to the DOE's equity initiatives we see being implemented under the Biden Administration). I have presented on solar at RE+ (both national and regional conferences), Solar Focus, Regional Infocast Events, SEIA Tax Forum, Virginia Clean Energy Summit, NABCEP Annual Conference, NARUC, Innovations in Clean Energy Finance IV: Market Successes and Lessons for Lower Income, several ACORE conferences and meetings, and the Clean Energy States Alliance board meetings. Additionally, I was a member of the planning committee and presenter at the 2017 Gulf Coast Power Association's MISO South meeting and the 2016, 2017, & 2019 SEIA Southeast conferences.

Have you been a board member of any other trade association(s) or relevant organization(s)? If yes, please provide the name of the trade association(s), number of years of service, and any positions held.

SEIA Board of Directors, At-Large Elected Director 2024-Present

SEIA Nominations Committee Chair, 2024-Present

SEIA DEIJ Policy Committee Chair 2020-Present

SEIA Board of Directors, DG Division Chair 2020-2023

State Policy Committee Chair & Executive Committee 2021-2023

WRISE Chapter Co-chair DMV 2022- 2025

CCSA Wisconsin Committee Vice Chair 2023

CCSA Virginia Committee Vice Chair 2023
SEIA Executive Committee person 2020-2021
SEIA DEIJ Policy Committee Chair 2020-Present
SAC Committee Chair 2019-2020
MDV-SEIA DG Policy Chair 2019-2021
CVille REA Board of Directors 2018-2021
Virginia Energy Efficiency Council (VAEEC Policy Committee) 2017-2021
SEIA Board of Directors, Alternate 2018-2020
MDV-SEIA DG Policy Chair 2019-2021
CVille REA Board of Directors 2018-2021
GSREIA Board of Directors 2013-2017
WOWE Austin, Co-Chair 2007-2012

While in the wind industry, I served as the Co-Chair of the Austin Chapter of the Women of Wind Energy (WOWE). I developed a speaker series that featured speakers from all parts of wind energy and clean energy sectors, including environmental companies, attorneys, lobbyists, mortgage companies, solar companies, battery storage specialists, engineering services groups, GIS specialists etc. Our attendance at our bimonthly meetings was consistently 50 or more attendees.

ACORE- Leadership Council Representative for PosiGen, 3 years

GSREIA, Gulf States SEIA trade organization, Board of Directors, 3 years.

WRISE, Louisiana, 2 months and Co-Founder of WRISE Charlottesville, 18 months

CELICA (Clean Energy for Low Income Communities Accelerator), Member and Mentor, 17 months

KARLA LOEB

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EXPERIENCE

OWNER, LOEB CONSULTING, LLC

WASHINGTON, D.C. and NEW ORLEANS, LOUISIANA JUNE 2017-PRESENT

Consult with a portfolio of clients, including businesses, counties, cities and non-profits on project development, policy development, program design, energy education campaigns, legislative campaigns & engagement, regulatory campaigns & engagement and non-profits providing strategic advisory services, corporate communications, lobbying, regulatory and legislative affairs support, policy expertise, project origination and business development guidance to clients. Past and present clients include: SolarEdge, Reactivate/Invenergy, Arcadia, Dimension Renewable Energy, Arcadia, Harris County Texas, Green Coast Enterprises, The Ad Hoc Group, CLEARresult, Alliance for Affordable Energy, PosiGen, among others.

HEAD OF GOVERNMENT AFFAIRS, ARCADIA

WASHINGTON, D.C. JULY 2022-JULY 2023

- Developed and implemented Arcadia's Inflation Reduction Act implementation strategy, engagement and comment preparation. Secured meetings with key administration officials, stakeholders and advocates to ensure Arcadia's positions were well represented and contemplated in comments filed by trade associations and other key stakeholders.
- Created and socialized alternative community solar products and programs to support Arcadia expansion to non-Community Solar enabled markets.
- Originated key and lucrative partnerships with fortune 100 and 500 firms to support Arcadia's non community solar business verticals.
- Established key relationships and engaged consultants with deep connections to Republican operatives and decision makers, including Andy Speth of Wisconsin and Laura Norton of Georgia.
- Helped to coordinate the first legislative effort for Community Solar in West Virginia.
- Lead strategy and engagement for community solar policy in partnership with CCSA in the Southeast, Pennsylvania, Virginia, Wisconsin, Ohio, West Virginia, Kentucky, and Michigan.
- Managed communications consultant Marathon Strategies' engagement and strategy for Arcadia's verticals nationwide, executive positioning and community solar campaigns.
- Acted as liaison between American Farmland Trust, Edelen Renewables and Arcadia on the Farmer's Powering Communities Initiative, further catalyzing other partnerships with the American Farmland Trust.
- Prepared and Submitted Arcadia's comments to the Securities and Exchange Commission on the ESG rulemaking.
- Developed and launched the legislative and communications strategy for the expansion of Shared Solar programming in Virginia alongside the Coalition for Community Solar Access (CCSA).
- Developed and launched the legislative and communications strategy for the establishment of Community Solar alongside CCSA in Wisconsin.

POLICY ADVISOR, ARCADIA

WASHINGTON, D.C. NOVEMBER 2021-JUNE 2022

- Identified and hired a Communications Firm to support Arcadia's policy team.
- Supported a Georgia Community Solar and Net Metering legislative Campaign in collaboration with Vote Solar, GA SEIA and SEIA. Concurrently, supported the regulatory strategy to expand net metering and establish community solar in Georgia.
- Secured Paul Ryan's chief of staff of 20 years as Arcadia's lobbyist in Wisconsin (it is his first lobbying contract ever).
- Participated in the Mississippi Public Service Commission Regulatory Proceeding on Net Metering and Community Solar in coordination with CCSA, GSREIA and other stakeholders.
- Supported Pennsylvania, Ohio, and Missouri Legislative campaigns alongside CCSA on behalf of Arcadia.
- Secured the Deputy Secretary of Commerce in Virginia as the Arcadia lobbyist (her first lobbying contract) and recruited a former Virginia State Corporation Commissioner to come work for Arcadia.

- Advocated for Distributed Solar Policies that ultimately were captured in the Inflation Reduction Act.

CHIEF POLICY & DEVELOPMENT OFFICER, SIGORA SOLAR

CHARLOTTESVILLE, VIRGINIA MARCH 2019- OCTOBER 2021

- Lead Sigora's lobbying, policy, regulatory, communications, commercial and development functions, managing procurement, subcontractors, consultants and lobbying budgets of 20M+ and a team of 7.
- Helped negotiate passage of the Virginia Clean Economy Act (VCEA), 100% clean energy standard for the Virginia investor-owned utility sector, including acting as the chief negotiator of all solar related provisions, creating at least a 36 billion dollar market opportunity over the next 10 years.
- Negotiated a more than 20 fold increase to the PPA market, 6 fold increase to the net metering market, expansion of eligible residential net metering projects, expansion of eligible commercial net metering projects, increase to the residential net metering standby charge threshold and increase to the residential net metering eligible capacity from 100% to 150%, expansion of net metering and PPA markets to Appalachian Power Company and Old Dominion Power service territories, established solar equity provisions and a distributed generation Renewable Portfolio Standard (RPS) carve out in VCEA with a market value of billions of dollars.
- Developed and implemented the VCEA solar strategy and policy platform alongside and in collaboration with more than 20 different coalition partners and legislators, including solar industry messaging, communications and grassroots engagement.
- Raised more than \$390k from 24 solar companies to execute the VCEA solar strategy which included funding 2 attorneys, 3 expert witnesses, and communications support for the regulatory implementation proceedings, as well as a distributed generation legislative session solar advocacy campaign inclusive of a lobbyist and communications consultant.
- Coordinated, and developed the strategy and drafted regulatory comment content for implementation proceedings for Shared Solar, Multifamily Shared Solar, Storage and RPS.
- Recruited new SEIA Terawatt members to support policy development and federal advocacy efforts. Each company membership is valued at \$163k.
- Established partnership between Sigora and a REC aggregator to generate a passive revenue stream for Sigora with an estimated value of 2 million dollars in year 1.
- Coordinated and secured more than 1000 individual public comments before the Virginia State Corporation Commission and more than 1000 phone calls to the Virginia General Assembly member offices.
- Negotiated and passed Virginia HOA reform legislation in partnership with key stakeholders and legislators.
- Worked in coordination with the Coalition for Community Solar Access to establish a 500 million dollar shared solar market in Virginia via legislation.
- Expanded the scope of the Clean Energy Advisory Board, the board composition and extended the duration of the board beyond the initial 2 years through Virginia legislation in partnership with key stakeholders and legislators.
- Secured the Fairfax County RFP Procurement and financing partner for the largest locality solar procurement ever in Virginia with an initial estimated value of ~70M minimum and negotiated the accompanying Form PPA.
- Secured the Isle of Wight Schools RFP Procurement and financing partner valued at more than 8M in VA.
- Championed for the establishment of a grassroots outreach and lobbying initiative at the Solar Energy Industries Association (SEIA) to engage second and third tier congressional members resulting in several robust sign-on letters including the Cook/Pineta Republican Letter, the Murkowski Energy Tax letter and the Tillis/Murkowski/Graham letter advocating for the Investment Tax Credit (ITC) extension, resulting in a 2-year bipartisan ITC extension.
- Secured Congressman Denver Riggleman letter calling for IRS guidance for PPP loans for the residential solar market resulting in millions of dollars of financial relief for small distributed generation solar sales businesses.
- Led gender diversification effort at Sigora yielding an 50/50 executive Leadership Team and almost 40% company-wide and championed the adoption of aggressive diversity, equity inclusion and justice (DEIJ) policies at Sigora, including engaging a 3rd party consultant to create a roadmap to increase DEI in the company during national expansion efforts.

- Represents Sigora and the industry in multiple stakeholder discussions with Dominion including time of use discussions, low-income discussions, standardized RFP development, energy efficiency stakeholder discussions, among other working groups.
- Serves as representative, POC and relationship manager for Sigora and coalition partners and trade associations, including AEE, MDV SEIA, VAEEC, SEIA, CALSSA and other local and regional associations.

VICE PRESIDENT OF POLICY & DEVELOPMENT, SIGORA SOLAR

CHARLOTTESVILLE, VIRGINIA JUNE 2017- MARCH 2019

- Lead Sigora's lobbying, policy, regulatory, communications, and development functions, managing consultants and lobbying budgets of 2.5M.
- Successfully developed and coordinated unanimous passage of Virginia legislation in partnership with the bill patron to establish the Virginia Clean Energy Advisory Board to establish a low-cost clean energy financing platform for all Virginians, specifically targeted at marginalized and low-income households alongside stakeholders and legislators.
- Facilitated a partnership with Appalachian Voices, a nonprofit serving the marginalized coal communities of Virginia to provide 3MWs of solar to Appalachia, as well as provide workforce training to the community.
- Collaborated with MDV SEIA and the Ruben Group (a Virginia mediated stakeholder process) to establish equitable community solar programming, preserve net metering and generally advance solar deployment within the State of Virginia.
- Represents Sigora at the local, state, region and federal trade associations.
- Organized and secured hundreds of public comments at the Virginia State Corporation Commission to thwart efforts to end net metering in Virginia.
- Represents Sigora in Ruben's working groups, state coalitions and other clean energy efforts.
- Manages new market early stage through mid-stage development activities, including evaluations of potential markets and incentives, legislative and regulatory landscapes and compliance policies.

VICE PRESIDENT OF POLICY & GOVERNMENT AFFAIRS, POSIGEN

NEW ORLEANS, LOUISIANA 2016-JUNE 2017

- Lead PosiGen's lobbying, policy, regulatory, communications, and development functions, managing consultants and lobbying budgets of 2M to ensure positive policy development and to protect and enhance assets.
- In collaboration with aligned stakeholders passed a 2% energy efficiency target reducing Entergy New Orleans retail energy sales by 2% via the Entergy Energy Smart Program valued at 18.6 million dollars over the next 3 years, re-established net energy metering in the Louisiana Public Service Commission regulated service territories following a more than 2 year regulatory battle, successfully blocked the reconsideration and repeal of net energy metering in the City of New Orleans and preliminarily thwarted Entergy New Orleans' Application to build an unneeded 236 million dollar gas plant in New Orleans.
- Established the regulatory foundations to explore the establishment of a clean energy standard for New Orleans.
- Coordinated with key stakeholders to develop and draft comments regarding the Clean Energy Incentive Program, as part of the Clean Power Plan, to enhance PosiGen assets and increase access to clean energy by low-to-moderate income (LMI) households.
- Continued to refine the LMI residential solar policy platform.
- Engaged the New Jersey Board of Public Utilities in discussions on LMI access to solar which ultimately led to the establishment of the New Jersey Solar for All Program.
- Developed a federal LMI residential solar policy platform with the assistance of key industry participants which included financing solutions, technical solutions, technical support and administrative solutions aimed at streamlining and reducing impediments to LMI solar deployment.
- Served as the PosiGen representative on the Department of Energy's Clean Energy Low-Income Communities Accelerator (CELICA) and helped to inform the development of the Low-Income Energy Affordability Data (LEAD) Tool.
- Responsible for the preparation of all responses to Requests for Proposals (RFPs) for PosiGen's residential solar business, including negotiations relating to the RFPs.

- Regular presenter and conference curriculum organizer on distributed energy resources, demand side management and LMI access to clean energy on the local, state and federal levels.
- Served as a representative on the Company's leadership team during investor pitches and throughout due diligence, coordinated and provided reports to investors on policy landscapes in the Company's footprint and acted as the data coordinator and intermediary to investors regarding the solar fleet's generation performance and energy efficiency measures' maintenance.
- Provided feedback and policy development support for solar programming in Massachusetts, Colorado, Florida, Illinois, New Jersey, Vermont, New Hampshire, Georgia, South Carolina, among others.
- Responsible for comment development and submission in regulatory proceedings, drafted both progressive and defensive legislation in states around the country, and worked with administrative agencies to develop effective LMI solar programs.
- Directed market early stage through mid-stage development activities, including evaluations of potential markets and incentives, legislative and regulatory landscapes and compliance policies.

DIRECTOR OF BUSINESS DEVELOPMENT & GOVERNMENT RELATIONS, POSIGEN
NEW ORLEANS, LOUISIANA 2013-2015

- Lead PosiGen's lobbying, policy, regulatory, communications, and development functions, managing consultants and lobbying budgets of 2.5M to ensure positive policy development and to protect and enhance assets.
- Served as a representative on the Company's leadership team during investor pitches and throughout due diligence, coordinated and provided reports to investors on policy landscapes in the Company's footprint and acted as the data coordinator and intermediary to investors regarding the solar fleet's generation performance and energy efficiency measures' maintenance.
- Created a policy platform regarding the lack of access of low-to-moderate income (LMI) households to residential solar in the New York and Connecticut markets. The policy platform ultimately became a national policy initiative adopted by other states, agencies, and organizations. As a result of strategic regulatory and legislative advocacy, New York and Connecticut created LMI elevated solar incentives and additional LMI programming with a combined value of more than 75 million dollars annually and the Mississippi Public Service Commission adopted an LMI adder to their Net Metering Program. Secured an LMI adder as part of the Mississippi Public Service Commission's newly adopted net metering rules.
- Worked with regulators, administrators and legislators to enact low-to-moderate income solar policies in New York- which included the allocation of more than 100M in Clean Energy Funds and the establishment of the Affordable Solar Incentive available through NYSEERDA.
- Collaborated with the Connecticut Green Bank (CGB) to establish an elevated performance-based incentive coupled with a financial partnership allowing LMI households to go solar. The financial platform now exists with Inclusive Prosperity, a non-profit spinoff of the CGB providing financing to LMI households nationwide.
- Secured a sign-on letter from more than 70 members of the NY State Legislature, including the Senate Chair of Energy and Communications and the Chair of the Assembly Committee on Energy in support of the establishment of an elevated incentive for LMI households.
- Responsible for comment development and submission in regulatory proceedings, draft both progressive and defensive legislation in states around the country, and work with administrative agencies to develop effective LMI solar programs.
- Oversee responses and coordinate negotiations for Requests for Proposals (RFPs) for financing, business development and policy opportunities.
- Direct residential solar market early stage through mid-stage development activities, including evaluations of incentives, legislative and regulatory landscapes, permitting and compliance policies, as well as the identification of potential market partners.

GOVERNMENT RELATIONS CONSULTANT
AUSTIN, TEXAS 2012-2013

- Developed and implemented legislative agendas with clients to pursue proactive legislation and defend against adverse legislative actions to protect and enhance assets.

- Works with the media to distribute a calculated media campaign addressing key concerns with proposed legislation from opposing parties.
- Monitor media and policymaking entities to track key policy and regulatory developments for clients in a variety of fields including education & agriculture.
- Research and analyze opposing policies of clients and develop strategic counter policy initiatives.
- Prepare and distribute press releases on behalf of clients.

OUTREACH & DEVELOPMENT DIRECTOR, TEXAS HOUSE FARM TO TABLE CAUCUS

AUSTIN, TEXAS 2012-2013

- Founded the first ever governmental Caucus dedicated to the cultivation of a more sustainable agriculture system in the State of Texas.
- Developed the mission statement, bylaws, and legislative agenda for the Caucus.
- Established and fostered relationships with legislators, state & local officials, and key stakeholders to establish partnerships to facilitate advocacy of the bipartisan legislative agenda.
- Surveyed the agriculture policy climate of Texas to identify areas in which a bipartisan policy could be made to address negative issues.
- Worked with legislators and stakeholders to develop a 12 bill agenda to address issues with and foster the expansion of sustainable agriculture.
- Acted as an ambassador for the Caucus at trade associations, on committees, at meetings, conferences, public forums and as a city appointed member on the Sustainable Food Policy Board of Austin & Travis County.
- Developed a fundraising program, including dinners, luncheons, happy hours and touring educational events to financially support the Caucus's efforts.
- Personally secured donations, partnerships and sponsorships from strategic businesses, individuals, and stakeholders for fundraising events for the Caucus

BUSINESS DEVELOPMENT MANAGER, INVENERGY LLC

AUSTIN, TEXAS 2009-2012

- Managed wind and solar farm greenfield through late-stage development activities for 12 utility scale wind and solar energy projects, including environmental assessment evaluations, acquisition of permits and economic impact analyses in 4 states and 2 French speaking territories.
- Aided in the development and construction of 1650+ MW of wind energy in Texas equating to over 2 billion dollars in project financing.
- Cumulatively secured over 300,000 acres of wind energy projects in 4 states, laying the foundations for an additional 3 billion dollars' worth of project financing.
- Acted as the development liaison between and coordinator of tax professionals, relevant governmental agencies including Fish & Wildlife and FAA, in-house and external engineers, internal financial analysts, internal and external legal teams, lobbyists, and other general contractors & consultants.
- Developed and implemented a legislative and regulatory agenda with consulting lobbyists and supervisors to pursue proactive legislation and defend against adverse legislative and regulatory actions to protect and enhance development assets.
- Monitored and evaluated national, state and local policy changes and coordinated strategic development responses with consultants, environmental specialists, engineers, tax professionals and lobbyists.
- Responsible for actively developing & maintaining potential off taker relationships in Mississippi and Louisiana.
- Semi-Annual maintenance of budgeting for over 2 million dollars' worth of projects and quarterly project updates for each of the 10 projects.
- Monitored interconnection studies, including LGIA studies, by transmission providers, internal engineers and third-party consultants.
- Successfully negotiated tax abatements and 313 agreements in Texas.
- Prepared and oversaw the preparation of responses to requests for proposals (RFPs) and unsolicited proposals for potential off takers in SPP, AEI, CLECO, ETR and ERCOT.
- Served as Invenergy's representative for Wind on the Wires in Missouri in negotiations related to the 2008 Renewable Electricity Standard implementation.

- Developed, fostered and maintained relationships with 400+ landowners, local/county/state government officials, allied stakeholders and potential off-takers to facilitate renewable energy advocacy, information sharing efforts and the successful development of wind facilities.

BUSINESS DEVELOPMENT ASSOCIATE, INVENERGY LLC

AUSTIN, TEXAS 2008-2009

- Led greenfield through middle stage wind farm development activities, including site evaluation, site acquisition, lease agreement negotiations, meteorological tower installation, wind resource evaluations, transmission access evaluations, acquisition of necessary permits, management of environmental assessment evaluations, and the coordination with internal and external engineers, internal and external legal teams and general contractors & consultants.
- Responsible for managing and directing internal and external resources to continue the development of 10 utility scale wind energy projects in 2 states, including representing Invenergy at industry conferences, meetings, trade associations and community events.
- Established and managed relationships with 400+ landowners, local/county/state government officials and potential off-takers on projects.
- Annual maintenance of budgeting for over 2 million dollars' worth of projects and the preparation of regular project status updates for supervisors.
- Evaluated, monitored and launched interconnection analyses internally and externally, via the LGIA process, for additional wind projects.
- Served as Invenergy's representative for Wind on the Wires in Missouri in negotiations related to the 2008 Renewable Electricity Standard implementation while navigating the regional transmission structure, permitting, and regulatory environment in Missouri.
- Successfully negotiated leases for an additional 80,000 acres with landowners for potential wind energy projects.
- Prepared responses for Requests for Proposals (RFPs) for Power Purchase Agreements (PPAs) in the ERCOT, AECI and SPP markets.

BUSINESS DEVELOPMENT CONTRACTOR, INVENERGY LLC

AUSTIN, TEXAS 2007-2008

- Identified and developed greenfield wind energy projects by securing leases for 70,000 acres in the first year in a highly competitive market.
- Aided in the financial closing of Camp Springs 2, Stanton, and Turkey Track Wind Energy Facilities.
- Established and managed relationships with 150+ landowners and local & county officials.
- Prepared responses for Requests for Proposals (RFPs) for Power Purchase Agreements (PPAs) in the ERCOT and SPP markets.
- Launched the LGIA process, environmental assessments and coordinated with engineers to install Meteorological Towers and begin wind analysis monitoring for projects.
- Monitored changing regulatory requirements on a local, state and federal level and coordinated development strategies with supervisors.
- Established a development program for the Texas office to offer financial support to local communities via 4H and other community-based programs.

Additional Qualifications

Leadership Positions: Elected At-Large Director of the Board of Directors of the Solar Energy Industries Association (SEIA), DEIJ Policy Committee Chair 2020-Present, Nominating Committee Chair 2024- Present.

Past Leadership Positions: WRISE D.C. Co-Chair 2022-2025; Women in Renewable and Sustainable Energy Industries (WRISE) 2024; WRISE 20th Anniversary Gala Committee 2024 SEIA DG Division Chair, State Policy Committee Chair, and Executive Committee 2020-2023; Coalition for Community Solar Access (CCSA) Virginia State Vice Chair and Wisconsin State Vice Chair 2023; MDV-SEIA VA DG Policy Chair 2019-February 2021; RE+ Southeast Planning Committee Member 2019-2021; Elected Alternate Member of the Board of Directors of the Solar Energy Industries Association (SEIA) 2018-2019; Board Member and Policy Committee Chair of Charlottesville Renewable Energy Industries Association (Cville REA) 2018-2019, Co-Founder of WRISE Charlottesville Co-

Founder of WRISE Louisiana; Department of Energy's Low Income Solar Incubator Gulf Coast Power Association Conference Committee; SEIA Southeast Planning Committee 2016-2017; GSREIA- Gulf States Renewable Energy Industries Association Board of Directors 2013-2018; Nexus City Fellow; PBS WYES Gala Host Committee 2016; Alliance for Affordable Energy Board of Directors 2015-2016; Sustainable Food Policy Board of Austin & Travis County Board Member 2012-2013 (Appointed by the Mayor); Slow Food Austin 2009-2012; Chairwoman-Women of Wind Energy (WoWE)-Austin 2008-2012

Papers: Collaborated on the CESA & DOE Sun Shot's study "Bringing the benefits of Solar to Low Income Customers- A guide for States & Municipalities", as well as the Lawrence Berkeley National Lab's "Energy Efficiency Financing for Low- and Moderate-Income Households" where the case was presented for leveraging solar to increase deployment of energy efficiency specifically for low-to-moderate income households.

Speaking Engagement History:

Regular speaker at industry and trade conferences on a variety of issues including state legislative & regulatory policy, distributed generation and storage, federal regulatory work, removing financial barriers for clean energy deployment in marginalized and frontline communities, federal solar policy initiatives, among others. Past speaking engagements include, but are not limited to: RE+ (FKA SPI), SEIA Tax & Finance , RE+ Southeast (FKA Solar Power Southeast), Infocast Southeast, Solar Focus, NABCEP, NARUC, Clinton Foundation, Solar Power World Webinar Series, Virginia Clean Energy Summit, DOE Continuing Education Series, Home Performance Contractor Annual Conference, Clean Energy States Alliance Annual Conference, Vote Solar Low Income Working Group, Citi's Clean Energy Finance Forum, REFF Wallstreet, and Gulf Coast Power Association. Podcast Interviews include: Suncast Interviews Policy Recap for RE+ 2023, Episodes 259 & 260 with Nico Johnson and Good Energy Interview Sunny Days Ahead with John Heil.

EDUCATION

University of Texas- Austin, Government

Université de la Sorbonne Paris IV- Cours de Civilisation, Certificat

Affiliations: Krewe of Iris, National Council of Jewish Women, Southern Foodways Alliance, Foodways Texas

Proficient in French

References upon Request

Chris Diaz 2026-2027 SEIA Board of Directors Application

SSC Division Vice Chair Candidate

1. Why do you want to serve on the SEIA Board of Directors?

As the current second-term SSC Division Chair, I have been deeply engaged in advocating for favorable solar policies and supporting SEIA's leadership during one of the most pivotal periods in our industry's history. If elected as SSC Division Vice Chair, I will continue championing the growth of national solar adoption through unwavering support of SEIA's mission and strategic initiatives.

This is both a challenging and opportunity-rich time for solar. The industry faces policy uncertainty, supply chain pressures, and labor shortages, yet underlying demand from commercial sectors, data centers, and domestic manufacturing signals tremendous potential. SEIA's board must remain strategic and nimble, and my strong financial background will continue providing analytical rigor to these efforts. As we pursue SEIA's Solar+ Decade vision—achieving 20% of U.S. electricity from solar by 2030—I will contribute balanced optimism, pragmatic planning, and financial discipline.

Personally, I am motivated by both my role as a father and as a business leader. As a father, I care deeply about securing our planet's future for the next generation. As a business leader, I have found my calling in combining financial expertise with renewable energy advancement. These dual motivations fuel my commitment to expanding solar's accessibility and economic viability. Since joining SEIA in 2011, I have benefited greatly from its resources and am honored to give back by helping guide the organization through this critical juncture.

2. What experiences and viewpoints will you bring that may be underrepresented on the SEIA Board?

Mid-Scale Solar Finance Expertise: 15+ years financing 1–10 MW projects; 400+ transactions. Segment is strategically important yet underrepresented.

Financial Services Representation: Seminole among very few firms providing both debt and (historically) tax equity with SEIA board experience; brings rare perspective on capital markets and financing realities.

Small Business Perspective: Owner of a 14-employee company; authentic voice for entrepreneurial firms often overshadowed by larger players.

Community Solar Experience: Financed 100+ projects across multiple states; ensures representation of this critical adoption pathway.

Bridge Builder: Over a decade of SEIA leadership; able to connect perspectives of developers, financiers, and small businesses.

3. What strengths and expertise will you bring to the SEIA Board of Directors?

Financial Innovation and Market Intelligence: Over \$3 billion in solar debt and tax equity financing across 1.8 GW of projects provides deep understanding of capital market challenges constraining industry growth. My experience financing 400+ transactions reveals practical insights into interconnection delays, permitting complexities, and capital structuring needs that directly inform effective policy advocacy.

Strategic Relationship Building: Proven track record cultivating partnerships across distributed generation, commercial & industrial, and community solar markets. These relationships provide real-time market intelligence ensuring SEIA's positions reflect actual industry conditions and member needs.

Collaborative Leadership Experience: Demonstrated ability to lead through inclusive engagement, pragmatic problem-solving, and results-oriented advocacy as both current SSC Division Chair and former SEIA Board Elected Director. My leadership style considers diverse stakeholder perspectives while maintaining focus on achievable outcomes.

Cross-Sector Renewable Energy Perspective: Service on the Distributed Wind Energy Association board since 2013 provides valuable insights into broader renewable energy policy and market development, enhancing my

ability to advance solar within comprehensive clean energy frameworks.

Strategic Vision for Industry Growth: Deep commitment to advancing solar's central role in achieving U.S. energy independence and resilience, with practical understanding of the policy and market mechanisms needed to unlock solar's full deployment potential.

4. How will your service on the SEIA Board advance the solar and storage market?

I will advance the solar and storage market by focusing on three strategic areas:

Capital Market Innovation: Advocate for policies and financing structures that expand access to capital for underserved mid-scale segments, promoting innovative approaches needed to scale solar deployment across diverse market segments.

Policy Advocacy Grounded in Market Reality: Ensure SEIA's advocacy reflects real-world project economics operating under IRA implementation, supply chain constraints, and evolving regulatory landscapes. My financing experience provides essential insights into how policy changes translate into actual project deployment and job creation.

Strategic Market Segment Development: Champion distributed generation growth, community solar expansion, and innovative siting solutions like brownfield redevelopment that can significantly accelerate solar adoption while delivering community benefits. Additionally, advance policies supporting solar-plus-storage integration to enhance grid flexibility and energy resilience.

5. What has been your involvement in the solar and storage industry?

I founded Seminole's renewable energy finance program in 2009, growing it from concept to over \$3 billion in financing across 1.8 GW of projects, representing substantial environmental impact—avoiding over 10 billion pounds of CO₂ annually.

Key Accomplishments:

- Financed over 100 community solar projects across multiple states, helping establish this critical market segment
- Structured financing for 15+ brownfield solar installations, pioneering the repurposing of underutilized land while generating municipal revenues
- Supported solar deployment at 12 educational institutions, freeing resources for educational programs
- Led financing for Florida's largest rooftop photovoltaic system at Butler Plaza in Gainesville
- Partnered with Florida State University alumni to develop the university's first on-campus solar system

Since 2015, I have actively advocated for Solar Investment Tax Credit expansion through lobbying and public speaking, regularly presented at national SEIA conferences on financing topics, and contributed articles to industry trade publications. This combination of hands-on project development and thought leadership provides comprehensive perspective on advancing solar deployment.

6. What has been your involvement in SEIA to date?

Progressive Leadership Roles: My SEIA involvement demonstrates sustained member confidence through increasingly significant positions: SSC Division Chair (2022, re-elected 2024), SSC Division Vice Chair (2020), SEIA Board Elected Director (2018), and Board Alternate (2014, 2016).

Strategic Committee Participation: Active member of key committees including RE+ Events Board of Managers (since 2016), RE+ Finance Committee, SEIA Governance Task Force, Finance Working Group, and Finance/Tax/Buyers Seminar Planning Committee, providing comprehensive understanding of SEIA's operations and strategic priorities.

Financial and Advocacy Support: Substantial contributor to SEIA's mission through financial support of tax credit expansion efforts, trade defense cases, and annual Solar PAC contributions, demonstrating commitment beyond

volunteer leadership to advancing industry-wide advocacy goals.

Educational and Thought Leadership: Frequent presenter at SEIA conferences and contributor to industry publications, sharing expertise on solar financing and policy development while maintaining consistent engagement with evolving industry developments through RE+ Week and regional conference participation.

This 13+ year involvement reflects deep institutional knowledge, sustained member confidence, and proven ability to represent member interests effectively at the board level.

7. Have you been a board member of other trade associations?

Eleven years of DWEA board service provides cross-sector perspective on distributed renewable energy policy, financing, and advocacy. This enhances understanding of regulatory frameworks affecting distributed energy resources and advocacy approaches for customer-sited technologies. Parallel challenges between distributed wind and solar—interconnection standards, net metering, permitting—provide insights strengthening DG advocacy within broader energy policy frameworks.

8. How will you represent division members as Vice Chair?

As an 11+ year SSC Division member and two-term Division Chair, I have direct, firsthand understanding of the challenges facing our diverse membership. My experience as a small business owner financing mid-scale solar projects provides authentic insight into the operational realities, regulatory burdens, and market pressures that SSC members navigate daily.

Proven Advocacy Track Record: My re-election as Division Chair demonstrates member confidence in my representation capabilities. I have consistently elevated member voices in SEIA board discussions, addressed the specific needs of small businesses and mid-scale project developers, and translated complex policy changes into practical business implications.

Strategic Focus Areas: I will prioritize advocacy addressing current industry challenges including policy uncertainty around tax credits, supply chain pressures, and labor shortages, ensuring that small and mid-scale businesses have the resources and policy support needed to thrive during this transitional period.

Inclusive Representation Approach: I understand that SSC Division members represent diverse business models, geographic markets, and operational scales. My commitment is to continue the collaborative, member-focused leadership approach that earned re-election support while bringing the strategic board-level perspective needed to advance SSC member interests during this critical period for the solar industry.

9. Other information for the Nominating Committee

I bring a unique combination of continuity of proven leadership, rare financial expertise, and a demonstrated track record of results-oriented service. My 13+ years of SEIA involvement provide valuable institutional memory during a period of significant industry evolution, while my work pioneering community solar financing, brownfield development, and innovative financing models reflects the fresh, scalable solutions needed for future growth.

As both a Florida resident and father, I am personally invested in accelerating clean energy adoption and securing a sustainable future for the next generation. My hands-on involvement in developing educational institution solar projects and advocacy for renewable energy expansion demonstrates the personal commitment I bring to this service.

This role represents both a significant privilege and responsibility. I am deeply grateful for the opportunity to be considered to represent the SEIA SSC Division membership during this transformative period for our industry. My commitment is to bring the same energy, expertise, and dedication that has characterized my SEIA service to date.

Thank you for your consideration and your vote.

CHRIS DIAZ - SEMINOLE FINANCIAL SERVICES 2026-2027 SEIA DG DIVISION VICE CHAIR NOMINEE

CHRIS DIAZ – BIO

CHRIS DIAZ is the co-CEO of Seminole Financial Services, LLC (SFS) a full-service national investment management / financial services organization. In addition to his role as co-CEO, Mr. Diaz oversees the Business Development team which is responsible for the identification, evaluation, and negotiation of renewable energy finance transactions focusing on solar and wind projects between \$2 million and \$40 million in need of construction financing and permanent debt financing. To date Chris has personally closed over \$2 Billion in Construction Financing, Permanent Financing, and Tax Credit Equity for Renewable Energy projects, representing a total of 1.5+ GW. Prior to joining Seminole in 2010, Chris was employed by Credit Suisse, MMA Financial and the Midland Companies where he gained over 25 years of experience with tax credits and financial services. He has had multiple articles published on Renewable Energy Finance and continues to be a frequent speaker on Renewable Energy Finance and Energy Credits at national industry conferences. Chris is a member of the Board of Directors for the Solar Energy Industry Association (SEIA) as the Chair of the Solar Services & Consumers (SSC) Division, is a board member for the RE+ Events Board of Managers, is a member of RE+ Board of Managers Finance Committee, and is a member of the Board of Directors for the Distributed Wind Energy Association (DWEA). Chris holds a Bachelor's Degree in Social Science with an emphasis in urban and regional planning from Florida State University, as well as an MBA from Nova Southeastern University.

