



The 2011 Legislative Session will mark the beginning of Florida's transition to establishing statewide clean energy policies.

For the first time ever, Florida will begin to establish a long term, sustainable, renewable energy marketplace. Now more than ever before it is absolutely critical that stakeholders from across the state, the nation, and the world, invest in the future of clean and renewable energy in Florida. Investing today for the 2011 Legislative Session will yield a maximum return on investment by establishing a marketplace that will attract billions of dollars in investments and development, and create tens of thousands of jobs in the clean and renewable energy industry. Join the movement today, and become a member of the Florida Alliance for Renewable Energy.

Why Florida, Why Now:

The oil spill in the Gulf of Mexico is a tragedy of unprecedented proportions, and as a result the emphasis and collective desire to transition Florida towards establishing clean and renewable energy policies has never been stronger. For the first time in decades of the State's history, there is tangible political will to establish a strong renewable energy policy. It is the direct objective of FARE to capitalize on this political will and bring home a comprehensive energy policy that will benefit all stakeholders and thrust Florida on to the national stage as a leader in clean and renewable energy production. For two years in a row, the need for a comprehensive clean energy policy has been a priority for Floridians, but not for the Legislature, who has introduced and then failed to pass dozens of clean and renewable energy bills each year. During the 2011 session, however, all bets are off and things will be different, the need for establishing a comprehensive clean energy policy is no longer an option for legislators. It is for this reason, that now, in the months leading up to the 2011 session, it is so important to invest in putting policies in place. The policy to be established during the next legislative session will be a direct result of the input and involvement of industry stakeholders. If your company plans to do business and be part of the marketplace in Florida, it is critical that you invest **today**.

Policy change in Florida:

FARE's mission statement is "FARE is dedicated to creating jobs and economic benefit to the citizens of Florida by the use of renewable energy through effective public policy". In support of our mission statement, during special session we will be supporting a comprehensive clean energy policy that will include the following goals:

1. Establishing a Production Based Incentive marketplace, giving small scale, distributed generation systems the ability to sell the power they produce to the electricity grid at an economically viable rate.
2. Establishing a statewide Renewable Portfolio Standard to set targets for clean energy production by utilities and to establish an inherent value for clean and renewable energy facilities.
3. Establishing a Public Benefit Fund to be distributed in a variety of ways including upfront rebates, public education, research and development, and technology specific (i.e. solar thermal) incentives.
4. Advocate for tax related policy improvements related to property tax exemptions and tax credits.

One of FARE's key strengths is the ability to adapt to political realities and nuances as they occur. In the 2010 session, we successfully added amendments, which were in effect condensed versions of our bill, to bills that were moving and had the most chance of passing in the final days of session. Although no renewable energy bill made it out of session, our amendments and legislative language we included in many bills that could have passed.

Why FARE:

The combined strengths of FARE put us in an unquestionable position of strength and leadership in the State of Florida. In addition to our ability and track record of coalescing and working with other industry groups, our most important strengths are as follows:

1. Leadership – FARE is a leader in policy advocacy in the state. One of the main reasons for this is the leadership we have proven to give during the tough times faced by our industry. FARE has a proven track record of bringing all of the stakeholders to the table to find common ground with which we can all coalesce. FARE also has a track record of advocating for progressive, meaningful policy which would offer the most return on investment for our members. While other groups are single minded in purpose or focus on specific industry issues such as permitting and code enforcement, our objective is to take specific steps towards creating a thriving, sustainable, renewable energy marketplace in Florida. We are also the only entity in Florida with an active Political Action Committee (PAC) dedicated to the advancement of renewable energy.
2. Membership –FARE's success is a direct result of the hard work put in by the membership and leadership of our organization. We have a tirelessly dedicated Board of Directors who not only fill many different roles within the organization, but they also lead by example, investing thousands of their hard earned dollars into renewable energy advocacy in Florida. We have a

young, energetic and passionate Executive Director, Mike Antheil, who has placed the success of FARE and the renewable energy industry above all else, and who will stop at nothing to bring home a win for the renewable energy industry of Florida.

3. Political Savvy – One of the biggest game changers for FARE in 2010 was the addition of professional government representation. In 2010 we made the transition from a grassroots advocacy group to a functional political advocacy group. Our lobbying team is led by seasoned lobbyist Richard Pinsky who brings 27 years of experience successfully lobbying the Florida Legislature.
4. Coalition Building – FARE prides itself on the ability and track record of bringing many industry stakeholders, including NGO's, municipal entities, elected officials and business of all types to the table in an effort to bring a collective and cohesive message to our legislature. By joining FARE, you will be associated with the best and most successful participants in the clean and renewable energy industry.

Statewide partners include:

- a. Florida Solar Energy Industries Association – FlaSeia
- b. Florida Renewable Energy Association - FREA
- c. The Florida Farm Bureau
- d. Florida Renewable Energy Producers Association – FREPA

National partners include:

- e. Alliance for Renewable Energy – ARE
- f. American Council on Renewable Energy – ACORE

International partners include:

- g. European Photovoltaic Industries Association – EPIA
- h. The World Future Council

Use of Funds:

An investment now in the Florida Alliance for Renewable Energy will have a multiplier effect because we will be using the funds contributed by industry stakeholders to leverage additional funds from state, national and global non-profit entities and grant opportunities. Funds invested today will also be put towards a comprehensive report on the impact of a clean and renewable energy policy for Florida's economy. Also along with our coalition partners we will be launching a public relations campaign, using celebrity endorsements and a message with mass public appeal. And finally we will be investing funds in polling and supportive data to show our legislature the importance and acceptance of renewable energy by Floridians.

By becoming a FARE member today, you will be doing your part to establish the long term, sustainable, renewable energy marketplace in Florida. Success is within reach, and we need you to join us by investing in the future...today.

www.farenergy.org

Membership benefits include:

- Legislative advocacy
- Legislative updates, assessments, action alerts, breaking news
- Networking
- Sponsorship opportunities
- Statewide support network
- Local event opportunities
- Advancing a meaningful, impactful policy
- Investing in your businesses future & growing the industry
- Invitation to participate in local, statewide and legislative events

Membership levels:

Sponsors \$2500: provides email, phone, web link, logo, home page listing, recognition in printed materials, 1st right of refusal on event sponsorship

Partners \$1000: provides email, phone, web link, logo and recognition in printed materials, “featured” listings rotated on home page , 2nd right of refusal for event sponsorship

Business Members \$500: provides link, email, logo, 3rd right of refusal for event sponsorship

Members \$100: provides listing only, event sponsorship opportunities

Friends of FARE \$20 to \$100: includes individual membership, subscription to newsletter and action alerts.

Company Name: _____

Street Address: _____

City: _____

State & Zip: _____

Contact Name: _____

Website: _____

*Be sure to email your company logo to info@fareenergy.org

Please make checks payable to:
Florida Alliance for Renewable Energy, Inc.

Mail payments to:
Florida Alliance for Renewable Energy, Inc.
10990 NE 107th Terrace, Archer, FL 32618

You can also sign up online at
www.fareenergy.org

Please email info@fareenergy.org with questions.

Thank you!