




Welcome

Women in Industry Forum  
Survival of the LEANEST  
and GREENEST!



NATIONAL ELECTRIC



Going Green for  
Electrical Distributors

Key points to consider


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Categories For Green  
Energy Technologies

- Energy Efficiency Products
- Renewable and Energy Sufficiency Products

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Product Sold through  
distribution.

- Solar PV Systems
- Wind Turbines
- Micro Turbine Generators
- Fuel Cell Technologies
- Battery Storage Systems


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Solar PV Products at  
National Electric



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Key Points of the  
National Solar PV Array

- 250kW DC commissioned 12/31/2009
- Produces most of our peak power usage for both NICOR and National Electric
- System operates under a Net Meter agreement and has REC agreement. Power cost is fixed for 20 years
- The system paid for itself in 5 years
- The system has a life expectancy of 25 years
- The system cost was approximately 1.4 million or a cost of \$5.60/watt
- Environmental impact is a savings of 455,000 pounds of CO2 annually

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## NATIONAL ELECTRIC Why Solar in the U.S.?

## NATIONAL ELECTRIC Projected Revenue for Solar PV Investment in the U.S.

Extending the ITC could result in increased investment of \$232 billion between 2009 and 2016.

**Total U.S. Solar Related Investment from 2009-2016 (2008\$Million)**

- \$232 billion equates to a 25% increase in U.S. investment between 2009 and 2016.
- Most of the direct impact will be on U.S. manufacturing and construction industries.

## NATIONAL ELECTRIC Natural Market Fit Electrical Distribution

- The electrical contractors pull the permits, install, and maintain the energy systems
- Electrical Distributors can provide technical support to the electrical contractor for projects
- Distributors already provide part (BOS) of the products used in Solar PV systems

## NATIONAL ELECTRIC Diversification


- New products to stock and sell the customer base
- Expanded offering of services to customers
- Increase revenues per project sold
- New projects are being designed with a renewable energy component especially public work
- The components are 70% of the cost of Solar PV systems

## NATIONAL ELECTRIC Market Strategy

- Establish a line card for renewable products
- Establish an In House Specialist and quotations person to support the markets
- Education/Training for in house and customers to learn the installation and maintenance of products
- Be active in renewable energy industry and invest in the technology by installing it on your facility
- Learn the financing and incentives associated with each renewable technology in every state
- Provide technical resources to the customers for support in using the products

## NATIONAL ELECTRIC Marketing

Programs ♦ People ♦ Capital



**Obstacles to Overcome**

- Sales Channels are not clearly defined and have yet to be aligned
- Manufacturers are slow to embrace electrical distributors
- Technology and products are improving and changing rapidly
- Supply Chain issues for raw materials and manufacturing capacity changes quickly
- Price volatility and fluctuations



**Thank You  
For Visiting  
National Electric and NICOR!**