Name: Liz Merry  
Organization: Verve Solar Consulting  
E-mail: LMerry@vervesolar.com

Abstract: Uses of Solar Installation Data  
With more than 38,000 system installed, photovoltaics in California are, in some places, reaching "mainstream" status. Yet, now that the early adopter crowd has bought in, how do we convey the benefits of PV to those motivated solely by a financial, security, or posterity perspective? How do we effectively influence solar policies and programs in cities where PV is still seen as a niche technology and not a solid investment? This presentation describes a unique recognition program that used solar installation data to create a regional status report, generate strong media coverage, and recognize Bay Area cities for the amount of PV installed by their residents and businesses.

Bio: Liz Merry, M.B.A., is Owner of Verve Solar Consulting, which provides solar industry education products and services. Ms. Merry served as the first Executive Director of NorCal Solar, a chapter of the American Solar Energy Society, and most recently completed writing and editing the “Customer’s Guide to Solar Power Purchase Agreements,” on behalf of the Rahus Institute. Her seminars have been produced for sponsors such as: the Solar Electric Power Association, Pacific Energy Center, California Sustainable Energy Society, and the Solar Living Institute. Ms. Merry has had the honor of teaching more than five hundred students since 2006, and she most appreciates the evaluations that describe her courses are like receiving "a fire hose" of solar information.