



Dear Solar Thermal Industry Stakeholders:

I want to express my opinion and comment on the efforts Eneref Institute has made this year, helping the solar thermal industry work directly with the Pentagon and the outreach of the Solar Heating & Cooling Newswire and the Case Studies published by Eneref Institute have been right on target.

I was fortunate to be invited by Eneref Institute to participate in the first industry discussion with the Pentagon this year, representing the entire solar thermal industry. Eneref's goal was to provide the Department of Defense with the confidence they need expedite the implementation of solar heating and cooling on all DoD facilities. I believe we have begun to make progress in this critically important market which has Federal Statutes and Executive Orders requiring solar thermal water heating in DoD and all other Federal Facilities.

While the industry is experiencing a difficult year, the programs initiated by Eneref Institute will go a long way to building the foundation we need to grow, even in today's challenging times. I am convinced Eneref's programs are on the right track and they have the breadth of experience necessary to help us grow.

However, Eneref Institute receives no funding for any of their Solar Thermal efforts except what few dollars the industry is able to contribute. And our industry funding covers far less than the actual costs of Eneref Institute's Solar Thermal initiatives. The majority of the solar thermal programs are funded directly by Eneref Institute. As an industry, we have provided very little financial support either internally as a company or externally as a cooperative industry to fund a market initiative. We have also been under-represented in the solar trade magazines and provided little editorial support, both in the technical and economic or environmental benefits of solar thermal.

Our concern as an industry is the fact that the Eneref Institute cannot continue to help our industry without our industry supporting Eneref Institute.

Therefore I am reaching out to ask everyone to support the tremendous efforts of Eneref Institute's "Solar Thermal Advantage" initiative, as well as their separate Pentagon and EPA Webinar initiatives. By support I mean financial in addition to making yourself available to provide Eneref industry representation when called upon.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bill Guiney", written over a light blue horizontal line.

Bill Guiney

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