



For Immediate Release

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FlaSEIA and National SEIA Formalize Partnership to grow Florida Solar Market
Partnership promotes solar energy on state and national level; Florida has opportunity to become market leader, gain jobs

WASHINGTON, DC – The Solar Energy Industries Association (SEIA®) and the Florida Solar Energy Industries Association (FlaSEIA) today announced a formalized partnership to coordinate the resources of both organizations and promote the growth of the state’s solar energy market.

“As the Florida solar industry’s in-state connection, FlaSEIA is poised and ready to lead the path to a clean, free energy supply in the state,” said Bruce Kershner, Executive Director of FlaSEIA. “We look forward to the opportunity to work with national SEIA to ensure that the Sunshine State lives up to its namesake as one of the top markets for solar energy in the U.S.”

“Florida has an opportunity to be one of the top solar markets in the U.S., but it will take leadership at the national as well as local level to achieve its full potential,” said Tom Kimbis, Vice President of Strategy and External Affairs for national SEIA. “Today, Florida trails other states in solar deployment that have far less sunshine and lack Florida’s long history with solar energy. It’s time for Florida to get back in the lead. With SEIA’s national resources and FlaSEIA’s on-the-ground efforts, this partnership will bolster the state’s strong foundation in solar energy. We look forward to working closely with FlaSEIA to accelerate the deployment of solar and creation of new jobs across Florida.”

Today, solar energy is one of the fastest growing energy technologies in the United States. The U.S. solar industry now employs more than 100,000 Americans who work at more than 5,000 companies, mostly small businesses, located in every state. Following the expansion of the U.S. solar industry, the costs of solar panels have declined by 30 percent since the beginning of 2010. Solar electric power across the country now surpasses 3,100 megawatts, enough to power 630,000 American homes.

Florida’s growing solar industry employs over 4,200 workers, the sixth highest solar employment in the nation. Through the first half of 2011, the state had enough solar energy installed to power more than 30,000 homes. With 50 megawatts of utility-scale solar projects currently under construction in Florida, this electric capacity is expected to grow significantly in the near future.

About SEIA:

Established in 1974, the Solar Energy Industries Association is the national trade association of the U.S. solar energy industry. Through advocacy and education, SEIA and its 1,100 member companies are building a strong solar industry to power America. As the voice of the industry, SEIA works to make solar a mainstream and significant energy source by expanding markets, removing market barriers, strengthening the industry and educating the public on the benefits of solar energy. www.seia.org

About FlaSEIA:

The Florida Solar Energy Industries Association (FlaSEIA), founded in 1977, is a nonprofit professional association of companies involved in the solar energy industry. Members include manufacturers, distributors, contractors, retailers and consultants who provide solar water heating, pool heating and solar electric systems. Research Centers and Utilities also are members. <http://www.flaseia.org/>

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Background Materials:

Q2 2011 U.S. Solar Market Insight shows record-setting growth of U.S. solar:

http://seia.org/cs/news_detail?pressrelease.id=1592

2010 U.S. Solar Market Insight: Year-in-Review shows dramatic growth for the U.S. solar industry: http://www.seia.org/cs/news_detail?pressrelease.id=1292

Details on the solar energy companies operating in each state, plus the real jobs they are creating: www.SolarWorksforAmerica.org

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