

Heather E. Rhoads-Weaver

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EDUCATION

University of Northern Iowa

Cedar Falls, IA | 1995

Master of Science, Environmental Science

Graduate fellowship research on solar radon reduction and wind turbine acoustics, emphasis on energy analysis; courses in environmental technology, policy, geology, biology, and physics.

Wesleyan University

Middletown, CT | 1992

Master of Science, Environmental Science

Interdisciplinary degree in politics of science and technology; courses in economics, energy resources, earth science, policy, sociology; thesis on sustainable housing.

Experience

Overview: Energy and funding consultant specializing in small-scale, locally owned systems and cooperative development, with more than 12 years of experience in the field. Designed, launched and managed dozens of energy-related outreach and analysis project work plans funded by the USDA, the U.S. Department of Energy, the U.S. Department of Health & Human Services, the Bonneville Environmental Foundation, the Energy Foundation, the Bullitt Foundation, the California Energy Commission, the New York State Energy Research & Development Authority, the Energy Trust of Oregon, the Iowa Energy Center, and others.

eFormative Options LLC

Vashon Island, WA | 2005-present

Founder and Principal

Conducting management, public affairs and market research consulting and initiating community and cooperative development to enhance local economies and guide energy choices through the formation and growth of sustainable ventures. Clients have included the National Renewable Energy Laboratory, Interstate Renewable Energy Council, Canadian Wind Energy Assn., Horizon Energy, Southwest Windpower, JCR Development Company, Entegri Wind Systems, Chinook Wind, Global Energy Concepts, Coastal Community Action Program, Windustry, and others.

American Wind Energy Association

Seattle, WA | 2001 – Feb. 2006

Small Wind Advocate Consultant

Conducted industry surveys, oversaw grant-funded projects, and supported AWEA's Small Turbine Committee and national small wind certification efforts. Conducted first-ever Global Home & Farm Wind Market Survey, launched Small Wind Pavilion at annual WINDPOWER conference, and prepared recommendations for USDA Section 9006 program. Managed the Small Wind Advocate Team of subcontractors producing publications and Communications Toolbox, including permitting handbooks, case studies, fact sheets, state-by-state policy summary web pages, and an online graphics library. Assisted with federal and state-level policy efforts, media outreach, and funding applications.

Northwest Sustainable Energy for Economic Development

Seattle, WA | 2000 - 2004

Executive Director

Founded Northwest SEED and served as first Executive Director. Focused on maximizing local benefits from harvesting "home grown" power resources, emphasizing rural landowner outreach, fostering dialogue among diverse stakeholders, and developing financing approaches to supply distributed green power. Launched, secured funding for and managed Northwest Wind Mapping Project and Our Wind Co-op. Oversaw development efforts to strengthen partnerships and alliances to engage and build support among rural communities, Tribes, public utilities and rural coops for decentralized clean, affordable and reliable energy. Also served as consultant for the Renewable Northwest Project, Climate Solutions, and the Northwest Cooperative Development Center launching numerous undertakings, including Harvesting Clean Energy conferences, the Last Mile Electric Cooperative, and Kittitas Citizens Alliance for Renewable Energy Solutions.

Northwest Energy Coalition

Seattle, WA | 2000 – 2001

Policy Associate

Developed policy proposals, educated policymakers on sustainable energy investments, evaluated green power offerings, and represented regional alliance of nearly 100

environmental, consumer, low income and public interest groups in regulatory and utility proceedings.

Global Energy Concepts

Seattle, WA | 1999 – 2000

Program Manager and Senior Analyst,

Managed technical support and outreach for Wind Turbine Verification Program (TVP), sponsored by U.S. DOE and Electric Power Research Institute. Primary author and editor of numerous annual, quarterly, and monthly reports for multiple utility-scale wind power projects. Reviewed and evaluated performance and meteorological data and other project documentation. Drafted proposals, work plans, and budgets; directed business marketing activities; and managed tasks of staff and consultants to ensure deliverables were completed in a timely manner.

RESOLVE

Seattle, WA | 1997 – 1998

National Wind Coordinating Committee Senior Outreach Coordinator

Directed NWCC's collaborative activities, working groups, subcontractors, and outreach initiatives. Helped build relationships among NWCC members, facilitated dialogue on key issues impacting wind power development, and negotiated landmark consensus products. Mediated concerns and facilitated completion of NWCC's wind facility permitting handbook, issue paper series, state policy options report, transmission issues reports, green marketing papers, distributed wind development report, and avian metrics document. Coordinated release of RFPs and consultant selection. Secured and managed \$560K budget representing 38% increase over previous funding level. Established and supervised development of website and listservs, workplans, and stakeholder database containing 1350 contacts with participation records.

HER Energy Consulting

Iowa City, IA | 1997 – 1999

Energy Consultant

Coordinated Building Operator and Energy Bank Analyst Trainings for Iowa Department of Natural Resources. Consulted on various energy-related projects; conducted research; advised on policy issues; and developed proposals and contract bids.

Iowa Citizen Action Network

Iowa City, IA | 1995 – 1996

Iowa SEED Coordinator/Lobbyist

Developed policy proposals and public outreach campaigns on energy and environmental issues. Prepared testimony for legislative and regulatory proceedings; developed fact sheets and public education materials; designed and implemented media strategies; organized media events, public hearings, and coalition-building efforts. Oversaw funding proposals, grant projects, and participation in regulatory proceedings; conducted direct and grassroots lobbying.

Freiberg Publishing Company

Cedar Falls, IA | 1992 – 1993

Writer/Graphic Design Artist

Researched and wrote news stories for agricultural magazine and newsletter; monitored on-line news services; designed publications and promotional materials.

Free-Lance Writer/Intern

1989 – 1993

Conducted in-depth research and wrote cover stories, news articles, editorials and book reviews for national and local publications including *The Progressive*, *Z Magazine*, *On the Issues*, *In These Times*, and *Isthmus*. Selected feature articles syndicated through AlterNet and cited in *Utne Reader*. Assisted with editorial decisions; reviewed, copy-edited, and proofread submissions. Managed editorial and production staff for independent newspaper; supervised editing, pagination and layout; and coordinated publication schedule and budget. Produced tapes for daily radio news segment.

TRAINING

TableTalks Seminar Series, Non-Profit Works

2003 – 2006

Peer-mentoring learning network for non-profit executive leaders and development professionals to share knowledge and advice on management issues including board engagement with fundraising, major gift strategies, and developing a philanthropic culture.

Nonprofit Navigation: The Essential Training, Gill Foundation

2002

**SELECTED
PUBLICATIONS**

Oliver, Jennifer; M. French, H. Rhoads-Weaver and M. Gluckman, "Small Turbines Creating Community Support to Build the Entire Wind Industry," Poster for American Wind Energy Association's Windpower 2007 Conference & Exhibition.
www.eformativoptions.com/docs/SWWPposter.pdf

Livni, Josh; H. Rhoads-Weaver and M. Gluckman, "How GIS Mapping Tools Can Help Build Global Wind Markets," Posters for American Wind Energy Association Windpower 2007 and Canadian Wind Energy Association 2006 Annual Conference & Tradeshow.
http://umbrellaconsulting.com/outreach/poster_avea.pdf

Rhoads-Weaver, Heather; M. Gluckman and L. Sherwood, "SWCC Organizational Survey," Sept. 2006. <http://www.irecusa.org/articles/static/1/binaries/SWCC%20Survey%20Summary-Public.pdf>

Rhoads-Weaver, Heather and Trudy Forsyth, "Overcoming Technical and Market Barriers for Distributed Wind Applications: Reaching the Mainstream," Proceedings of Solar 2006 Conference, 6 pp., July 2006. www.nrel.gov/docs/fy06osti/39858.pdf. Corresponding slide show: www.eformativoptions.com/docs/DWTBarriers-ASES0706.pdf

Rhoads-Weaver, Heather; P. Asmus; S. Savitt Schwartz; C. MacIntyre; M. Gluckman; and A. Healey, "Small Wind Siting and Zoning Study: Development of Siting Guidelines and a Model Zoning By-Law for Small Wind Turbines," Canadian Wind Energy Association, 39 pp., April 2006. www.smallwindenergy.ca/downloads/Small_Wind_Siting_Guidelines.pdf

Rhoads-Weaver, Heather; T. Wallace and P. Asmus, "Home and Farm Wind Energy Systems: Reaching the Next Level – AWEA Global Small Wind Industry Market Study Confirms Need for Level Playing Field," 8 pp., June 2005. www.awea.org/AWEA_SWT_Market_Study_6-05.pdf

Rhoads-Weaver, Heather; C. Dolwick; P. Asmus; S. Peterson and S. Savitt Schwartz, "Building the Distributed Wind Generation Market in Wisconsin: The Key Role Cooperative Net Metering and Other Policy Recommendations Could Play," Wisconsin Wind Energy Development Study Part 1 Section B, 16 pp., 2004. <http://ecw.org/prod/231-1.pdf>

Asmus, Peter; K. Fullerton; S. Peterson; H. Rhoads-Weaver; A. Shutak; and S. Savitt Schwartz, "Permitting Small Wind Turbines: A Handbook – Learning from the California Experience," 47 pp., September 2003. www.awea.org/smallwind/documents/permitting.pdf

Nielsen, John; S. Innis; L. Kaas Pollock; H. Rhoads-Weaver and A. Shutak, "Renewable Energy Atlas of the West: A Guide to the Region's Resource Potential." 81 pp., 2003.
www.energyatlas.org

Rhoads-Weaver, Heather, "Small Wind Policy Options," Wind Powering America, 10 pp., 2002.
www.eere.energy.gov/windandhydro/windpoweringamerica/pdfs/small_wind_policy.pdf

**SELECTED
AWARDS &
ADVISORY
BOARDS**

Wind Powering America's 2006 Small Wind Advocate of the Year Award
www.eere.energy.gov/windandhydro/windpoweringamerica/filter_detail.asp?itemid=1414

Solar Washington, Board Member 2005-2007
www.solarwashington.org

Bonneville Power Administration Non-Wires Solutions Round Table 2003-2004
www.transmission.bpa.gov/PlanProj/Non-Wires_Round_Table/NonWireDocs/504Newltr.pdf

Lawrence Berkeley Lab report reviewer
<http://repositories.cdlib.org/cgi/viewcontent.cgi?article=2820&context=lbln1>

National Wind Coordinating Committee Economic Development Committee (past member)
www.nationalwind.org/workgroups/economic/briefs/brief02.pdf