

**SEIA Mounting Systems Manufacturers Committee Meeting  
@SEIA Offices, Washington, DC  
August 23 - 24, 2016**

**Meeting Notes**

**Chair – Dustin Haddock, S-5! Attachment Solutions / Metal Roof Innovations**

**Vice Chair -Mark Gies, Panelclaw**

**SEIA Staff Lead – Evelyn Butler, SEIA**

**Tuesday, August 23, 2016**

**Introductions**

Anchor Products LLC – Joel Stanley, Gary Calderwood

IronRidge – Yann Schwarz

Mounting Systems, Inc., USA – Eduardo Lainez

OMG Roofing Products – Joseph DiSanto, Chris Mader

PanelClaw, Inc. – Mark Gies, Vasilije 'Mika' Jovanovic

Pegasus Solar – Mark Conroy

Quick Mount PV – Bob Haley, Jeff Spies (by phone)

RBI Solar, Inc – James Cormican

Roof Tech, Inc. – Milton Nogueira

S-5! Metal Roof Innovations, Ltd. – Dustin Haddock, Keith Lipps

SolarCity – Duncan Cleminshaw (by phone)

**Anti-trust statement**

Anti-trust statement was given.

**Mission, Vision, Priorities**

Dustin introduced mission statement, objectives. Each member is asked to refine the statement as they suggest.

Keith shared background on development of MSMC, why it was formed and how can they unify and benefit the segment

Dustin provided information and background on the LA County agreement issue which was a motivating factor to create the group; the list was reduced several times, with many items being transferred to the standards developments process; essentially the list is now being issued as a technical bulletin to help installers understand general expectations. This was a great effort by the MSMC to collaborate and present a unified perspective. Additional discussion on LA County and SEAC ensued and more will be discussed Day 2.

Mark and Joel expressed the same sentiment that as a group there is a lot of opportunity in other jurisdictions.

*Evelyn to send out Dustin's PPT (done); everyone to provide feedback on Mission wording by Sept. 2 (Milton +).*

### **Training and Workforce Development**

Keith introduced objectives of the initiative

January 31 – Feb. 2 – next SOMO conference in Anaheim, CA; offering 100+ hours of NABCEP training; objective is to build the event to eventually relinquish it to MSMC/SEIA; made for mounting systems segment, 10 x 10' booths, 2 hours of training (one session repeated twice)

Industry Core Training

1. Online interactive training tool
2. Repository of product training (InterPlay)
3. Training group within MSMC members to provide training

What other ideas?

AHJ training

*Form a subcommittee - Jeff, Keith, Anchor (TBD), Milton, Mika, Joe D.*

*Jeff would like to schedule a follow-up meeting since he and Duncan were not able to attend in person*

*Jeff mentioned that the NABCEP Conference in March conflicts with our dates for the C&S Summit; Evelyn to look into.*

*Consider mounting guidelines document.*

### **State Affairs**

Sean Gallagher, SEIA State Affairs, provided a review of their activities; have about 12 states covered; work with VoteSolar, Environment Law & Policy Center, etc. to collaborate on State solar /energy issues

Is information available on recoverable value of steel / mounting systems to support perspective that value of decommissioned systems exceeds the removal cost

Sean works with the local SEIAs, varies based upon activity – CoSEIA, CalSEIA, NYSEIA, GASEIA, FlaSEIA, ArizSEIA, TennSEIA – affiliate agreement to support each other as much as possible, alignment, 15 official SEIAs, 18 States, California and Colorado are biggest; not all State solar orgs are SEIAs

## **SEAOC**

Mark introduced SEAOC and the PV Committee, which includes different professional engineers

Technical papers on PV released by SEAOC were very influential on codes and AHJs

Mark covered several projects underway. Individuals are encouraged to participate and contribute individually. Question was asked about representation from MSMC. Joe is a voting member of this group.

Jeff asked about effect of additional rooftop attachment as a result of the code proposal based upon new ASCE 7-16 wind coefficients and how do we get access to background research and information.

*Mark suggested that the group consider pulling a committee project on it. Mark / Joe need to get Murray Morrison's coefficient presentation.*

*Technical / Codes & Standards MSMC group – Jeff, Chris Mader, Dustin, Gary, Mark, Yann, MSI (TBD), Duncan, Mika, James*

## **UL 2703**

Jeff and Duncan are still waiting for feedback from Chris Flueckiger of UL. *SEIA / MSMC could make a formal inquiry considering this may affect our LA County agreement to not pursue the separate agreement. Will follow-up with Jeff on suggested methods for escalation.*

## **Developing a professional standard of compliance**

Reviewed SEIA's Code of Ethics, Solar Business Code to start a discussion on if additional principles are needed for this segment; how do we self-regulate so provide a level of confidence to industry that the companies they are dealing with are ethical, provider quality products, etc.

Amir Yazdi, SEIA's assistant general counsel, participated in the discussion to review SEIA's Code of Ethics and Solar Business Code to help set the stage for the discussion. Keith suggested that there are additional provisions that MSMC could write specifically for the segment; Mark suggested technical, business, accounting, etc. types of elements specific to mounting products could be developing.

James commented that participation in MSMC has additionally raised the bar in their own company's quality and engagement in C&S.

Amir commented that the principles in existing SEIA codes are achievable and don't present a barrier. There was a robust discussion on whether or not the current documents address the segment or if there are more detailed factors that should be worked on. Keith believes that there is definitely room for that

effort and create additional factors / principles. These could be things like having UL 2703 certification, some way to enforce, rehabilitate or action depending upon the action.

### **Wednesday, August 24, 2016**

The group discussed expanding our reach with other jurisdictions, strategic relationships, entities such as:

- MBMA
- Cities / Counties
- Leading Builders of America
- NRCA / RISE
- NAHB, BOMA, fire service

*Evelyn / Joe to share a list of potential collaborators, particularly with upcoming code hearings, and group will respond back with connections, opinions about those entities, identify places where permitting challenges occurred (Spruce / Clean Power Finance (formerly)). Dustin to consider more proactive relationships.*

SEAC / LA County – request for MSMC to become a collaboration partner with them; the group noted that this would be a SEIA organization level

Evelyn will reach out to SEAC inquire about membership (voting) vs. collaboration partner. At this time, SEAC is seeking SEIA to become a collaboration partner, where we can help promote each other's opportunity and work, potentially working on some joint projects in the future, etc.

Regarding other jurisdictions, other cities/counties were discussed in which we can learn more about their expectations and we can also provide education about the segment / products.

- *Develop a point person to create a plan of outreach*
- Create a list of cities / jurisdiction
- Develop an approach

### **Membership**

David and Hannah from SEIA covered the membership benefits and program. Hannah also offered to conduct on-board sessions for each member if they have not participated in one so far.

It was also discussed whether or not the committee should consider upping the required level of membership within SEIA to raise the bar on organizations who join in the future. It was also brought up whether or not other organizations (other than manufacturers, such as EPCs, O&M, etc.) could join.

It was also discussed that SEIA's Membership committee could develop a new level of membership, with staff recommendations if the current levels do not reflect certain parameters. Keith suggested that a new member category or expansion of membership would create market advocacy funds that are targeted to a specific efforts by MSMC.

## **Communications**

Dan, Alex and Colin from SEIA met with the group to share information on communications resources and support.

- Earned Media – working with journalists, favorable coverage, members stepping up to speak,
- Owned Media - work directly on publicly driven media (social media); Million Solar Strong
- Shared Media – economic activity, environmental benefits
- Paid Media – advertising (don't really do much of that);

SEIA also has a Public Relations Committee which is available to members at a KW level.

Keith discussed the need to bring more recognition to this segment; let the industry know what we are doing; build awareness of the group that has been formed, what they are working on, how it fits, how it benefits; Keith has spoken with several publications who might be willing to donate ad space; wants to ask industry what can MSMC focus on to improve the segment

Editorial on the MSMC for placement; could support helping design the advertisement; need to articulate the messages

*Marketing sub-group, marketing, media, messaging, etc. (Mark C., Eduardo, Keith)*

## **Craig Carter, Interplay presentation**

Collaborate on training development; Bob Conroy suggested that SEIA develop / make revenue off a general level training, then the manufacturers could do more targeted training development

MSMC needs to decide on how to proceed with, develop small group, \$50K to proceed

## **Research**

Shawn of SEIA introduced the different research products / projects that SEIA supports.

Research supports advocacy efforts and we can develop data collection to show what the issues are with analytical data that will communicate urgent issues to local politicians and officials.

Data also helps support business decisions.

Justin inquired what additional types of data and analysis could be helpful to MSMC.

Market share information, each company only receives their data, SEIA keeps individual data private but could share aggregated data

Market trends on module sizes, etc.

Product size, location, types

Residential, commercial locations

Google Sunroof uses satellite imagery to track every projects it can visually track

Various government entities track building permit data for solar, but data is inconsistent or detail is not granular

James would like to see *a policy / confidentiality document that shows the provisions for how the data is protected, aggregated, shared, etc.*

Need to determine to whom and how the data is available, MSMC, others, etc.

## **US DOE / Sunshot**

Discussion with Dr. Becca Jones-Albertus, Deputy Director, US DOE, Solar Energy Technologies Office

More communication in SunShot workshops in how funding opportunities will be shaped, applying for grants / eligibility differ but could be aligned with MSMC objectives (training, workforce development, business innovation, networking and technical assistance, etc.)

US DOE mailing list, grants.gov, could assess continued training needs and opportunities for determining next funding cycle ideas

Hardware innovation development time: workshop at SPI → innovation around time reduction

Components with biggest impact on cost reduction:

Standard frames, also take into account delays for testing

Save on wind tunnel testing if standards on racking configuration

Frame, depth, extrusion, corners, flex, mounting, locations

*Identify ideas for additional cost reduction, ideas for funding initiatives*

## **Federal Affairs**

Christopher Mansour of SEIA provided a review of the function within SEIA. Christopher also provide background on how the ITC passed and the effort to achieve that.

Christopher shared that increase in jobs, \$ invested, economic benefits help bring focus and support of solar in each of our members' communities and the US overall. He encourages the MSMC to pursue opportunities in educating their local politicians, showing them their operations, and to bring more awareness of their activities when the officials are in their home districts.

Christopher also encouraged the members to attend SEIA's lobbying days in Washington to become more familiar with those representing them and the bills they are putting forth.

Congress is working on a new bill regarding DG and we need to ensure solar has a voice.

Christopher and his team are also working with the Ways & Means Committee, reaching out to the top 100 solar districts' and they are going to them to lobby on solar.

Transition between administrations → about 1000 people for positions that require Senate approval; have opportunities to nominate people, get a review on policies coming out of executive departments

Any ideas on issues that can be advocated are welcome.

Christopher is preparing for either scenario from the Presidential election, with Board guidance

- Trump: Don't expect ITC to be scaled back early; expect less support for SunShot, less renewables required to be installed by Federal entities
- Clinton: Has ambitious plans of 140GW by 2020, \$60M for innovation, expect continued strong support of solar

Bob C. asked about ways to encourage more awareness, education, influence of Trump to keep solar in a positive light; Christopher stated that there is continued collaboration with the Republican party and solar supports.

Regional SEIA shows highlight job fairs, training and could be venues for MSMC related events.

The group also discussed SolarReady Vets program administered through The Solar Foundation.

If you have any ideas or suggestions on Federal issues, please send to Evelyn or Christopher and we can look into how to address.

## **Board Priorities**

Tom Kimbis, Interim President of SEIA, described the current organization of SEIA and its board makeup. They meet quarterly in DC usually, and once in the West Coast. Tom covered who the elected board members are and their organizations (Nat Kraemer (Spruce), Tom Starrs (SPWR) and Scott Hennessy (SCTY)).

Three goals:

1. Expanding low-cost capital for solar (ITC, Investment Act credit for banks, PACE, etc.)
2. Opening new markets for solar at the state level, stay open and friendly to solar
3. Developing strategic campaigns to expand / defend solar and that work across geographies, value chain, stakeholders
  - a. Consumer protection
  - b. Codes & Standards
  - c. Trade

Executive Committee that serves the function of the board when the board is not in session

- Process of proposing 2017 activities and then to the Board (mid-October meeting)
  - Budget
  - What activities can be pursued
  - Are priorities still valid, aligned
- Document activities into the Board Book
- Currently SunLink is the only mounting company on the board

- Identify other ideas about how to funnel up ideas to the board or how to support
  - Echoing communications from SEIA
  - Getting involved with calls to action
  - Being available, willing to be interviewed
  - Encourage members to join
  - Contribute to PAC
  - Meet with local government representatives
- Discussed global interactions
  - Global Solar Council – John Smirnow
- Discussed collaboration with American Wind Energy Association (AWEA)
- Collaboration with ESA, Energy Storage Association
- Discussed if there is any SEIA position on a tariff on the importation of aluminum, will look into

### **Summary on Committees:**

#### Training and Workforce Development:

Jeff Spies, Keith Lipps, Anchor (TBD), Milton Nogueira, Mika Jovanovic (racking / installation topics) / James Cherry (AHJ training), Joe DiSanto

#### Marketing sub-group:

Mark Conroy, Eduardo Lainez, Keith Lipps

#### Technical / Codes & Standards MSMC group:

Jeff Spies, Chris Mader, Dustin Haddock, Gary Calderwood, Mark Gies, Yann Schwarz, MSI (TBD), Duncan Cleminshaw, Mika Jovanovic, James Cormican

*Each sub-group to meet by end of September to determine a lead, priorities, dates. Groups are open to more participation.*