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August 5, 2011

### **RESS, Courier & Email**

Ontario Energy Board P.O. Box 2319 2300 Yonge Street, 27th Floor Toronto, ON M4P 1E4

Attention: Ms. K. Walli, Board Secretary

Dear Ms. Walli,

#### Re: Affidavit Evidence of CanSIA re Application by Hydro One Networks Inc. for 6-Month Exemption from Timelines to Connect Micro-Embedded Generators (EB-2011-0118)

We are counsel to the Canadian Solar Industries Association ("**CanSIA**") in respect of the above-noted application by Hydro One Networks Inc. (EB-2011-0118). Pursuant to Procedural Order No. 1 in this matter, enclosed please find CanSIA's affidavit evidence consisting of the following four affidavits:

- Affidavit of Wesley Johnston, Director of Policy and Research, CanSIA (attached as **Schedule 'A'**);
- Affidavit of Milfred Hammerbacher, President, Canadian Solar Solutions Inc. (attached as **Schedule 'B'**);
- Affidavit of Stephen Ray, Business Development Manager, Essex Energy Corporation (attached as **Schedule 'C'**); and
- Affidavit of Ethan DeSota, Marketing Manager, EthoSolar (attached as Schedule 'D').

Each of these affiants will be available at the hearing to speak to their evidence.

Yours truly, Jonathan Myers

Tel 416.865.7532 jmyers@torys.com

cc:

Intervenors A. Reilly, Hydro One W. Johnston, CanSIA C. Keizer, Torys LLP

## SCHEDULE 'A'

# Affidavit of Wesley Johnston

# Director of Policy and Research

CanSIA

#### **ONTARIO ENERGY BOARD**

**IN THE MATTER OF** the *Ontario Energy Board Act, 1998*, S.O. 1998, c. 15, Schedule B;

AND IN THE MATTER OF an application pursuant to section 74 of the *Ontario Energy Board Act, 1998* by Hydro One Networks Inc. seeking an exemption to sections of the Distribution System Code relating to the connection of micro-embedded generators to its distribution system (the "Application").

#### AFFIDAVIT

I, Wesley Johnston, of the City of Ottawa, in the Province of Ontario, MAKE OATH AND SAY:

- 1. I am the Director of Policy and Research for the Intervenor, the Canadian Solar Industries Association ("CanSIA"), and, as such, have knowledge of the matters to which I depose.
- 2. My relevant personal background and qualifications are set out in Exhibit "A" attached hereto.
- 3. As the Director of Policy and Research, my responsibilities include all matters related to federal and provincial solar energy policy, management of policy staff, management of federal and provincial solar policy caucuses and working groups, management of activities related to solar industry codes and standards, as well as activities related to utility connection consultations, development and coordination of regulatory submissions and representing CanSIA internationally.
- 4. On July 8, 2011 CanSIA filed submissions in respect of the request by Hydro One Networks Inc. (the "Applicant") for an interim order relieving the Applicant of its obligations under Sections 6.2.6 and 6.2.7 of the Distribution System Code from the date of the Application until the date the Ontario Energy Board renders a final decision (the "CanSIA Preliminary Submissions").
- 5. Included at Appendix 'A' of the CanSIA Preliminary Submissions is a letter dated July 7, 2011 describing a questionnaire that my staff and I issued to CanSIA's Ontario PV Caucus on July 6, 2011. The purpose of the questionnaire was to gain a better understanding of the specific concerns of CanSIA's members with respect to the potential impacts of the Application. Schedule 'A' of the letter includes a table in which the 26 responses to the questionnaire that CanSIA received are compiled (the "Questionnaire Results"). This table is reproduced and attached hereto as Exhibit "B".

- 6. The Questionnaire Results represent a complete and accurate compilation of all responses received by CanSIA to the July 6, 2011 questionnaire prior to the deadline we established for receiving such responses. No responses that were submitted on time were omitted. The only changes made to the original responses received were (a) for the purpose of protecting the identity of those individuals and companies that did not wish to be specifically identified and (b) minor corrections to typographical errors.
- 7. The Questionnaire Results confirmed my understanding that there have already been and, if the exemptions are granted, will continue to be specific short-term and longer-term impacts on a wide range of CanSIA member companies across the entire solar value chain. The greatest impacts are likely to be with respect to the loss of jobs and the loss of product sales. The continued inability for microFIT project developers to connect to Hydro One's distribution system on a timely basis will send a negative signal to microFIT applicants and prospective microFIT applicants, including households, farmers and small business owners across Ontario, and will deter further take-up of the mircoFIT Program and deter further investments in solar energy systems.
- 8. The exemption requests have increased the level of business uncertainty in the solar industry in Ontario. Uncertainty makes it difficult for companies to follow their business models or to go forward with business plans. If the exemptions are granted, I expect there will be significant concern in the industry that other utilities, which often look to Hydro One for leadership, may start to seek similar exemptions or that Hydro One may seek additional exemptions from connection timelines or other requirements applicable to larger renewable energy projects. This uncertainty will be particularly challenging for businesses in the solar industry due to debate about renewable energy that is taking place in the context of the upcoming Ontario election.
- 9. The exemptions, if granted, may also lead to confusion in the renewable energy market. This is because the exemptions would only apply where microFIT projects are seeking connection to Hydro One's distribution system. However, other utilities, project developers, component installers and manufacturers may mistakenly believe that the exemptions apply to a wider range of project types and/or to all distribution utilities. This potential confusion in the marketplace would also contribute to further uncertainty.
- 10. The solar industry in Ontario has grown significantly as a direct result of the Government of Ontario's policies arising from the *Green Energy and Green Economy Act*, including the Feed-in Tariff Program, the microFIT Program and the domestic content requirements associated with each of these programs. Through these policies, the Province has sought to attract and encourage a high level of investment in the renewable energy industry in Ontario. As indicated by the changes in CanSIA's membership in recent years, growth in the industry has been driven in part by numerous local start-up businesses, as well as by investments in Ontario from international renewable energy companies. It has been my observation that the risk of continued delays and business uncertainty is encouraging some renewable energy companies that have recently established a presence in Ontario to reconsider the extent to which they want to focus on the Ontario market and whether relocation to a different jurisdiction might be necessary for their success. For local start-ups, it has been my observation that the concern about continued delays and uncertainty

for such businesses is that such businesses may not be able to remain operational long enough to see the day when the numerous projects seeking connections, particularly to Hydro One's distribution system, are actually able to connect.

**SWORN BEFORE ME** at the City of Ottawa, in the Province of Ontario this 5 day of August, 2011.

Commissioner for Taking Affidavits (or as may be)

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Wesley Johnston

Exhibit "A"

Personal Background and Qualifications of

Wesley Johnston

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### CURRICULUM VITAE OF

### **WESLEY JOHNSTON**

### DIRECTOR OF POLICY AND RESEARCH, CanSIA

#### **RESPONSIBILITIES:**

As Director of Policy and Research for CanSIA, Mr. Johnston is responsible for:

- All matters related to Federal and Provincial solar energy policy.
- Management of policy staff related to various Federal and Provincial solar PV and solar thermal policy caucuses and working groups.
- Management of solar industry codes and standards activities.
- Management of utility connection consultations and activities.
- Development and coordination of solar industry regulatory submissions.
- Representing CanSIA internationally in tradeshows and conference presentations.
- Involved in CanSIA's strategic planning and financial management activities.

#### EDUCATION:

2010 - Present	Executive Master of Business Administration (Candidate), Queens
	University
2006 - 2009	Master of Applied Environmental Studies, University of Waterloo
2003	Investment Funds Program, Investment Funds Institute of Canada
1998 - 2005	Bachelor of Business Administration (Economics), University of Prince
	Edward Island

### EXPERIENCE:

2007 - Present	Canadian Solar Industries Association, Ottawa, ON
2005 - 2006	Habitat for Humanity ReStore, Charlottetown, PEI
2005	Research Assistant, University of PEI/Ventus Energy, Charlottetown, PEI

#### **PROFESSIONAL ACTIVITIES:**

2011 - Present	Co-Chair, Project Steering Committee and Technical Working Group, CanSIA / Hydro One Networks Inc. Ontario PV Connection Study
2009 - Present	Chair, PV Technical Subcommittee and Member, Solar Energy Technical Committee, Canadian Standards Association

Exhibit "B"

Questionnaire Results

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	Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
1.	Schuco Canada	Mississauga, ON	Manufacturer of Solar PV and Racking, Sales and Engineering. World's largest reseller of SMA and KACO.	10	All aspects of our sales, operations and manufacturing has suffered huge impact due to delays and uncertainty driven from Hydro One.	Reduced staff, reduced manufacturing and less investment into the MicroFIT and FIT program.	Further delays will jeopardize our sustainability.
2.	Clearly Solar Inc.	Ottawa, ON	Installer/Integr ator	15	The biggest impact on us has been client's grid connection rejections by Hydro One. We have lost 24 jobs to date by rejections by Hydro One, representing approximately \$2.1M in revenue.	We will have to lay off staff.	It will be impossible to stay in business.
3.	(Omitted)	(Southern Ontario)	Solar system design and installation	20	We have seen delays in both processing paperwork Form C's. Connection payments and connection scheduling. We have had specific situations where Form C processing has taken months to approve, had several cases where connection payments and paperwork processing has taken 3 months to cash the cheque and therefore prevented connection schedule with the local field office.	This will have a significant impact on the number of jobs that we can complete, our revenues and our ability to retain and hire new employees. It has already had significant impact in these above areas.	The above impacts will be amplified and we will certainly scale back our expansion plans and restrict hiring.

	Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
					Process bureaucracy has also been extensive and rigid. We have had completed jobs sit idle waiting for connections with paperwork that was submitted months before.		
4.	(Omitted)	(Greater Toronto Area)	Wholesale Distributor	2 full time sales positions in Ontario, a third vacant sales engineering position has been put on hold pending resolution of the Hydro One and other matters impacting the microFIT program.	Our business has been greatly, negatively impacted by the delays on the part of Hydro One. I would conservatively suggest that we have lost \$500- \$750K in monthly revenue directly as a result of the announced delays or holds placed on our Dealer's customer's connection agreements.	One of the current two sales engineering positions will be abolished if the program is not fully resurrected by September 30th, 2011. The current vacant sales engineering position will remain unfulfilled.	All Ontario staff will be laid off.
5.	Solar Power Solutions	Hearst, ON	Solar Dealer and Installer	5	It seems like in the Hearst region things are going pretty smoothly.	We will need to work during the winter months which is very unpleasant in Northern Ontario.	Men will be laid off.

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6.	(Omitted)	Toronto, ON	Solar panel manufacturer	4	The vast majority of our 2010/2011 "indicative orders" for panels were not converted into "purchase orders" in Q1/Q2 2011 as a result of customer deferrals of their construction plans. Seeing the writing on the wall for the developing "air pocket", we deferred plans to lease a building in April 2011 to install panel production equipment (equipment still sitting in another country). We have since moved to a "contract manufacturing" model whereby we outsource the plant/employee function to an existing manufacturer beset with excess capacity. This strategy (small head office sales and QA staff, no production employees) will continue for ~12 months, after which we will re-assess the business case for our own factory with ~100 new employees.	We expect such further delays could force insolvency on certain panel suppliers, which in the near-term would cause inventory dumping which will hurt many remaining market participants including us (no business can operate for long at negative margins). The Ontario solar industry likes and needs stability and certainty, but is currently living through instability and uncertainty as a result of utility project connection delays.	If the 2011 construction season for solar is basically a bust as a result of long term connection delays, then by Spring 2012 our business focus may be directed elsewhere to places where sales can be more readily achieved.
7.	KACO new energy	London, ON	Manufacturer of Solar Grid Tied Inverters. The only one with their own	10	We have incurred an incredible "burn rate" and have excess inventory due to the mismanagement of connections by Hydro One.	Reduced staff and possible temporary shut downs. Cost of the equipment may have to also be raised to cover the substantial	We would have to consider pulling out of this market which would affect not only all

	Сотрапу	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
			facility in Ontario.			carrying costs.	of our employees but also the many subcontractors that we are engaged with.
8.	Penguin Power Limited	Milverton, ON	Sales and installation of complete solar systems.	38	To date, Hydro One has met connection timelines on hundreds of installations. In future, all business and employees will be jeopardized if Hydro One is no longer able to meet reasonable connection timelines.	We will be forced to lay- off all employees and sub- contractors, stop purchasing inverters, panels, racking and installation services.	Conditional Offers will expire and contract timelines will not be met. We will have stranded inventory, farmer/customers and system installations. We will not have a reliable investment climate and will cease all investments in solar in Ontario.
9.	Heliene Inc	Sault Ste. Marie, ON	Crystalline Photovoltaic Module Manufacturer	60	Yes. By delaying and denying connection. We have actually lost well over 3.0 MW (megawatts) of existing sales contracts. For example, (a customer) called for Force Majeure to cancel over 2.0 MW of modules due to the negative of Hydro One to connect their	Further delays and cancellations will cause our plant to stop, employees to be laid-off and with that a host of negative consequences.	More of the same.

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10	<b>F</b>				aggregated microFITs in North- Western Ontario (west of Thunder Bay) - to mention onc client, several others have had the same issue, causing direct cancellation of sales for us.		
10.	Evergreen Power Ltd	Lindsay, ON	EPC/turn-key microFIT and FIT system installer (900+ kW installed since Oct 2009)	23	We do not typically experience long delays in having a connection completed, provided that our clients have already received and accepted a connection agreement. Typical time to connect is 14 – 28 days following receipt of "ESA Authorization to Connect". However, we do often wait up to 4 months following submission of a "Form C" connection request; this negatively impacts our business because the wait time is unpredictable, and can result in temporary lay-offs while we wait for connection paperwork to be processed before constructing systems. The issues seem to be concentrated around the activities carried out at the "Hydro One Business Customer Care" center in Markham. Paperwork is often lost,	Extending processing time to 4 or 6 months while the OEB reviews their application will cause a significant reduction in work volume in about 3 months. This will cause layoffs of about 50% of our staff.	It is critical that connection application processing time become predictable and transparent, in order for us to carry on a sustainable business. If processing time is officially increased from 15 days to 60 days, but becomes more reliable and less paperwork gets "lost", we can more confidently schedule workforce and materials. We can also speak more confidently with

and a second sec	Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
					forgotten about, or processed incorrectly. After the correct paperwork is sent on time to the various Field Offices, the actual connection process continues very quickly.		customers about what to expect when applying for a connection agreement; this will increase our customers' confidence that Hydro One will handle their project appropriately.
11.	(Omitted)	(Southern/Ce ntral Ontario)	Modular solar Racking manufacturer	20	We manufacture 10kw ground mount systems that are used from Windsor to Ottawa. We are currently under contract to manufacture and install 300 systems. Hydro One delays have meant that we are often going back to an adjacent property at a later date, which has a significant cost implication. We have also had to such down our plant twice, while we waited for Hydro One approvals.	Although we have a contract for 300 systems, our client is waiting for release from Hydro One for excess of 800 additional systems.	Not sure.
12.	Silfab Ontario Inc.	Mississauga, ON	solar panel manufacturer	57	Customers unable to commit to contracts or unable to meet contracted delivery timelines, due to the inability to connect. Variability and unpredictability	We will have to slow down production ramp-up and we might be unable to maintain or reach the headcount numbers and or	We will not expand production capacity nor add additional shifts of operation,

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					of demand. Lower demand than originally expected by customers and ourselves.	revenues expected, with consequent loss of profitability and higher product costs due to lower absorption of fixed costs.	unless an increase in CAE or FIT programs compensates for the low MicroFIT volumes.
13.	Eco Alternative Energy GTA	Toronto, ON	Solar designer and installer	6	Hydro One took 58 days to install the meter at our customer's site in King Township. This delayed payment from customer.	I am already impacted with the Capacity Restraints, this may be the final nail.	See above
14.	Centrosolar Canada	Markham, ON	Solar PV products manufacturer and distributor	1200 global; 6 Canada	We are continuously facing delays from our customers (installers) who are being held up on the installations. These delays make planning and forecasting very difficult and the net effect is uncertainty which drives spending and hiring decisions.	Minimal growth = low sales = no further investment in Ontario	Looking for another location to do business, outside of Ontario.
15.	Sustainable Energy Technologies	Toronto, ON	Inverter Manufacturer	30	Yes, significantly. We have collected purchase orders and supply agreements from installers and distributors, worth >\$5M end of 2010. Around 80% of the contracts haven't gotten executed due to the delays introduced by Hydro One. We already had to lay off staff and our share price decreased by 50% since the company's focus	To meet domestic content rules enforced through the Green Energy Act we developed our supply chain within Ontario and negotiated in good faith with the understanding Hydro One would comply with the distribution code. However, in light of the significant reduction in	Shareholders already ask for a relocation of the business to the US or Europe, since they have lost trust in the business environment in Ontario. If we can't show

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					has shifted from Europe to Ontario due to the Green Energy Act.	volume our contracted partners have been forced to increase our pricing structures. This has also adversely affected our export plan and entry into other markets worldwide as we are less competitive on pricing to local and regional manufactures. A further reduction in staffing throughout manufacturing, R&D and sales will be imminent.	demand in Ontario, we won't be able to keep up manufacturing in the province.
16.	(Omitted)	(Southern/Ea stern Ontario)	Solar system integrator	2	Clients are losing patience waiting for their systems to be connected, after we stated months ago that they should anticipate a few weeks for HONI to come out to complete their connection. Now new clients are having second thoughts about even starting the process, figuring they could have tens of thousands of dollars invested and then go 6 months to a year without any income to make the loan payments. In short, we had anticipated a banner year in 2011, but so far it has been quite disappointing due	We had anticipated hiring some full time installers (rather than subcontracting) but such delays would thwart that plan.	We could very well be forced out of the business. (Note that the CFIT program being a non- starter has also had a significant impact as well).

	Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
					to the bad publicity and lack of trust in the (government) program and HONI's ability to meet the demand.		
17.	(Omitted)	(Southwester n Ontario)	Solar installer/ system designer	23	These delays have compromised the consumer confidence in Hydro One and some of our customers do not trust the LDC anymore and have cancelled work with our company.	More negative confidence with the LDC and a lot of distrust has led to customers cancelling jobs with us and we have to spend a lot more time and energy to assure customers that the MicroFIT program is worth the investment.	As time goes on the public perception of Hydro One goes down and with that less customers want to enter into the microFIT program.
18.	Solar Team	Brantford, ON	Installer	3	Not delays, but connection refusals. I have lost over 50 kW of customers due to refused connections. These notices came after significant time and energy were invested in customers over a period of months. This has had a significant negative effect on the business and employees, resulting in the loss of half of our potential work for this season. Moreover, the impact of Hydro One's behaviour in creating this uncertainty means that other customers do not place deposits	We will be unable to maintain any reliable level of employment for any staff at our company, including the principal. We will no longer be solar professionals, but rather we will effectively be relegated to the equivalent of solar hobbyists who make a little on the side.	We will be out of business completely.

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					when making the initial decision. As a result, we have had five potential customers change their minds by the time that the connection offer was received four to five months later. This resulted in another 25% of our business lost.		
19.	(Omitted)	(Greater Toronto Area)	Solar Developer and Financier	8	Our business involves financing microFIT projects (among other things). Delays in these projects impacts us in the following ways: (i) increases financing costs, (ii) disrupts the supply chain and supply plans, (iii) changes economics of all the projects since many projects are scheduled to go live at the beginning of peak generation season (April/May) and will instead now go live at the beginning of the low generation season (November), which reduces the economic value of the project to investors.	Increased uncertainty raises risks and costs. Supply plans are difficult to make as these delays become unpredictable.	Same impact as prior question, except more severe. Our business may reduce priority for Ontario as a jurisdiction to do business in due to this type of uncertainty and the associated risks.
20.	(Omitted)	(Southwester n Ontario)	Solar Photovoltaic/T hermal Installer	10	Our business has been somewhat affected by the delays of Hydro One in connecting microFIT projects. It has affected us in the form of long waits, which frustrates clients and us as a company providing	If such delays continue we will continue to operate as is, with continued frustration.	If such delays continue we will continue to operate as is, with continued frustration.

	Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
					turnkey solutions.		
21.	Renewable Energy of Plum Hollow	Kingston, ON	Solar design, installation, and servicing.	20	There are two issues: 1) the turnaround time for Hydro to respond to a connection request and 2) the use of "system constraints" as a means to deny an applications for connection to the grid. With the first issue, customers are left in-the-dark, with some of our customers being forced to wait 54 days to get a response from Hydro One. In this situation, the customers have secured financing and as the installers, we're asked to move ahead of approvals with ordering product or installation. This puts the customer in a situation where there is no transparency into the process and makes it almost impossible for our business to forecast with suppliers or maintain employment for our employees. In the second case, we believe the generic use of "system constraints" is a delay tactic utilized by Hydro One. We have had Hydro One rejections for projects ranging from 1.2 to 10	Our business is heavily focused on Hydro One's territory and as such, any further delays will effectively shut down the microFIT program for the Greater Kingston Area and our business specifically. We will be forced to evaluate our ability to keep our skilled technicians employed full-time and run the real risk of losing them to other opportunities. If the program then resumes, we may have lost the skilled workforce to proceed in a profitable manner and will be forced to retrain.	If the delays continue for more than 5 months, we will have no choice but to lay- off approximately half of our staff.

Company	Location	Business	Employees	Impacts from Hydro One delays to date	Anticipated impact of continued delays over next 3-4 months	Anticipated impact of continued delays over next 5 months - 1 year
				kW. When Hydro One started responding to connection applications in the first few months of this year, we had anticipated a full calendar year of work ahead of us. This was for real customers who had given us actual deposits. Now with the state of Hydro One approvals and connections, we have seen rejections as high as 70% for our customers and we are in serious jeopardy of having enough work to complete the summer construction season. With regards to connection issues from a distribution point of view (with the 7% rule), we strongly recommend CanSIA speaks directly with Kingston Hydro, which is putting forth an ideal response to the microFIT demand for connections and, to paraphrase, has determined that Hydro One's method for determining capacity is needlessly conservative. I believe the people at Kingston Hydro can greatly assist in this conversation on technical grounds.		

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22.	Advanced Energy Industries	Mississauga, ON	Inverter Manufacturer	Direct: 5 with a plan to expand to 15 within 12 months. Indirect: 1 5 (Supplic rs employees)	Yes. The delays in the FIT program have forced us to delay hiring of support personnel ( Inside Sales, Service Technicians, Engineers ).	Further delays in the FIT program will force us to re- evaluate the business plan. It is impossible to say exactly what impact this will have. More than likely we will delay hiring additional personnel	Delays of this magnitude will definitely have a long lasting impacts to our level of commitment to the Ontario market. We would defiantly curtail any expansion until Hydro-One proves that they are committed to the program
23.	Conergy Inc.	Toronto, ON	PV module manufacturer and EPC provider	30	We created a business plan and manufacturing schedule to meet our expectations of what our customers' products demands would be. The excessively slow turnaround of connection from Hydro has significantly reduced this demand which has created excess PV inventory and reduced sales from our business plan.	The issues we have experienced to date will be worsened with more inventory, fewer sales and reduced profitability.	If this continues we will not be able to operate profitably and will need to scale back our business by laying off employees and reducing our manufacturing commitments.
24.	(Omitted)	(Southwester n Ontario)	Developer , Integrator , Sales & service	12, plus 12 subcontract or persons	It has made this a business of survival, so far we have laid off only one person, our sales team which is spread across Ontario, is extremely frustrated, we have in the area of 60 + projects on	We will need to lay off most of the sales team and half of our install team and most of the subcontractors will not have work , so 6 of our own plus 8	We will most likely shut the microFIT side down which will mean 10 laid off + 12 subcontractors.

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					hold, many persons simply do not trust Hydro One and aren't interested in applications.	subcontractor persons.	
25.	(Omitted)	(Greater Toronto Area)	Solar Electronics Manufacturer, Welding Technology and Battery Charging Systems	22	Yes, our business has been significantly impacted by delays on the part of Hydro One in connecting MicroFIT generation projects. As a major manufacturer of electronics that are a key component in MicroFIT photovoltaic systems, we work extensively with solar electric system installers, distributors and major integrators throughout Ontario and Canada. When our customers are faced with inconsistency and delay in providing interconnection for their newly installed systems this decreases their rate of investment return as well as creating market uncertainty with regards to the future pipeline of projects and their associated financing. In addition, delays in interconnection mean that customers must float the capital costs of investment longer. The longer the delay, the more insecurity is entering the solar electric market, which is causing some customers to postpone	The longer Hydro One delays, the fewer system installs will be completed and the fewer system components meeting the Ontario Domestic Content requirement, including inverters, will be sold. The extent of the impact of Hydro One's actions on our business over the next few months will be based on the speed at which Hydro One provides interconnections. We have made significant capital investment in building a state-of-the-art inverter assembly and testing facility and hiring and training core assembly line workers. The projected ramp up of our assembly line workers will not be realized until anticipated demand for our inverters resumes.	Should the delays continue for more than 6 months to a year, our business would continue to be significantly impacted. The extent of the impact will be tied to insecurity in the solar electric marketplace caused by the delay in generating income from projects waiting interconnection. In a delay scenario, our business would continue with little or none of the anticipated growth.

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					installation of new systems. This, in turn, is affecting our bottom line.		
26.	Quantum Renewable Energy	Kingston, ON	PV and Solar thermal installer	6	Quite often, Hydro One has "misplaced" the ESA approval, even though we get our copy. It generally takes a week with a fcw calls to the BCC in order for them to get the local field office to find the paperwork.	We may lose customers (roughly 25% of business), since all are concerned about having projects connected before the October election.	Same as prior response.

# SCHEDULE 'B'

# Affidavit of Milfred Hammerbacher

President

**Canadian Solar Solutions Inc.** 

### **ONTARIO ENERGY BOARD**

**IN THE MATTER OF** the *Ontario Energy Board Act, 1998*, S.O. 1998, c. 15, Schedule B;

AND IN THE MATTER OF an application pursuant to section 74 of the *Ontario Energy Board Act, 1998* by Hydro One Networks Inc. seeking an exemption to sections of the Distribution System Code relating to the connection of micro-embedded generators to its distribution system (the "Application").

### AFFIDAVIT

I, Milfred Hammerbacher, of the City of Waterloo, in the Province of Ontario, MAKE OATH AND SAY:

- 1. I am the President of Canadian Solar Solutions Inc. ("CSSI") and formerly served as Executive Consultant to CSSI's parent company, Canadian Solar Inc.("CSI") and, as such, have knowledge of the matters to which I depose.
- 2. My relevant personal background and qualifications are set out in Exhibit "A" attached hereto.
- 3. CSSI, through its parent company CSI, is a member of the Canadian Solar Industries Association ("CanSIA").
- 4. As the President of CSSI, I am ultimately responsible for all aspects of the business, including strategic planning, product development, manufacturing, sales, distribution and staffing in Canada.
- 5. CSI was founded in 2001 as an Ontario-based company whose initial focus was on small battery chargers for vehicles. In approximately 2005 or 2006, CSI began to focus on the power business. In 2006, CSI became a public company and is listed on the NASDAQ Exchange.
- 6. Today, CSI is one of the world's largest solar module producers and is an integrated provider of ingots, silicon wafers, solar cells, solar modules, solar power systems and specialized solar products. CSI has the capacity to produce over 2 gigawatts (GW) of solar modules on an annual basis, which makes CSI the 6th largest solar module producer in the world as of 2010. CSI operates, through its subsidiaries, in eleven countries. Its facilities include several manufacturing facilities in China and, through CSSI, a

manufacturing facility in Guelph. Total revenue for CSI in 2010 was approximately \$1.5 billion. CSI headquarters are located in Kitchener, Ontario.

- 7. CSSI is a wholly owned subsidiary of CSI and is also based in Kitchener, Ontario. CSSI was formed in June 2009 in direct response to the renewable energy policies of the Government of Ontario that were introduced through the *Green Energy and Green Economy Act*. CSSI provides turn-key solar solutions for the residential, commercial and solar farm markets in Canada. CSSI has also constructed and operates a manufacturing facility in Guelph, Ontario that has the capacity to produce 200 megawatts (MW) of solar modules annually.
- 8. In developing its business plans, CSSI initially anticipated that approximately 20% of its business would come from serving micro-embedded generation projects that would be participating in the microFIT Program. While the reality has been that microFIT projects have made up a higher percentage of CSSI's business than had been anticipated, this is only because of significant delays in connecting ground-mounted solar projects under the FIT Program. In terms of actual numbers, the volume of business from microFIT projects has been far lower than anticipated. CSSI's microFIT sales have been nearly 80% lower than its forecast microFIT sales over the first half of 2011. CSSI attributes this, in large part, to the inability for microFIT projects to be connected on a timely basis, if at all, particularly to Hydro One's distribution system.
- 9. CSSI's business planning has been carried out based on FIT and microFIT program rules established by the Ontario Power Authority as well as on regulatory requirements established under applicable laws and the requirements of the Ontario Energy Board. CSSI has specifically considered the timelines established under the Distribution System Code for the connection of micro-embedded generation facilities. Those timelines are incorporated into business flow charts that used by CSSI for business planning purposes.
- 10. Shortly after being formed, CSSI developed plans to construct a solar module manufacturing facility in Guelph. CSSI anticipated that the manufacturing facility would meet an initial high level of demand for Ontario-based ground-mounted solar projects under the FIT Program, along with a more long-term market for rooftop solar and microFIT Program solar projects. CSSI did not make the decision to fully proceed with its plans for the facility until it had a significant pipeline of projects in place and the domestic content requirements under the FIT and microFIT Programs were announced. Upon the domestic content requirements being established, CSSI moved forward with its development of the factory and experienced additional costs in order to have the facility completed in time to meet the expected high level of demand following the launch of the microFIT and FIT Programs.
- 11. It had been CSSI's expectation that all three production lines at the new factory would be in operation at present, with the full complement of approximately 500 employees. Instead, only one production line is currently running with approximately 350 employees. The inability for microFIT projects to be connected on a timely basis, if at all, particularly to Hydro One's distribution system, is a significant contributing factor to the scaled back operations and reduced employment levels at CSSI's manufacturing facility.

- 12. The manufacturing facility is a highly automated factory that needs to be operating at its full capacity in order to achieve efficiencies. These efficiencies must be achieved if CSSI's manufacturing facility is to become competitive in markets outside of Ontario.
- 13. Until very recently, CSSI has been seriously considering the need for employee layoffs. However, as a result of an announcement by the Government of Ontario on August 2, 2011 which will bring greater certainty to project developers under the FIT Program, CSSI believes, at this point, that it may not need to reduce the size of its workforce. However, if there is a change in circumstances, CSSI will need to further assess its staffing needs.
- 14. A critical factor for CSSI over the next several months will be the ability for a particularly large potential customer to move a number of projects through the microFIT application and connection process. This potential customer would represent a very significant piece of business for CSSI. If the connection of this customer's projects are materially delayed or refused connection by Hydro One, including through Hydro One's application of its transformer short circuit capacity criteria, CSSI anticipates that the customer would not likely follow through with its plans. This would cause CSSI to lose approximately \$25 50 million in business.
- 15. Through my involvement in the solar industry in Ontario and the relationships I have with other manufacturers, it is my understanding that all solar product manufacturers in Ontario are very concerned about the issue of delays in the connection of projects, including microFIT projects. The concern over these delays is heightened by the uncertainty associated with the upcoming Ontario government election. While some may be in better financial shape than CSSI, other manufacturers are likely in worse financial shape. This is likely to be the case for those companies that have just entered into the Ontario market and who have developed or taken steps to develop manufacturing capacity in Ontario on the expectation that there will be high demand, but without having an established pipeline of projects in hand.
- 16. Through my involvement in the solar industry in Ontario it is also my understanding that there is growing sentiment among potential microFIT customers, particularly (but not exclusively) from the agricultural community, that it is not worth pursuing renewable generation projects due to the associated delays and uncertainties, as well as eroding levels of trust for the government and Hydro One. As this is a trend that could give rise to significant impacts for manufacturers, this is an emerging concern for CSSI.

**SWORN BEFORE ME** at the City of Toronto, in the Province of Ontario this 5th day of August, 2011.

Commissioner for Taking Affidavits (or as may be)

John Marner Solic.tor

Milfred Hammerbacher

Exhibit "A"

Personal Background and Qualifications of

Milfred Hammerbacher

# CURRICULUM VITAE OF

# MILFRED HAMMERBACHER

# PRESIDENT, CANADIAN SOLAR SOLUTIONS INC.

### **RESPONSIBILITIES:**

As President of Canadian Solar Solutions Inc., Mr. Hammerbacher has overall responsibility for all aspects of the business, including strategic planning, product development, manufacturing, sales, distribution and staffing.

### **EDUCATION:**

1981	Master of Science (Physics), University of Missouri-Kansas City
1979	Bachelor of Science (Physics), University of Missouri-Kansas City
EXPERIENCE:	
2009 - Current	President, Canadian Solar Solutions Inc.
2006 - 2009	<ul><li>Chief Executive Officer, S2E Technologies Inc.</li><li>Executive Consultant to Canadian Solar Inc.</li><li>Consultant to other solar companies</li></ul>
1997 - 2006	<ul> <li>Various Positions, ATS Automation Tooling Systems Inc. (and Affiliates)</li> <li>President, Spheral Solar Power, Inc. (SSP Inc.)</li> <li>Assistant General Manager, Photowatt International SAS</li> <li>Vice President, Matrix Solar Inc.</li> </ul>

# SCHEDULE 'C'

Affidavit of Stephen Ray Business Development Manager Essex Energy Corporation

#### EB-2011-0118

#### **ONTARIO ENERGY BOARD**

**IN THE MATTER OF** the *Ontario Energy Board Act, 1998*, S.O. 1998, c. 15, Schedule B;

**AND IN THE MATTER OF** an application pursuant to section 74 of the *Ontario Energy Board Act, 1998* by Hydro One Networks Inc. seeking an exemption to sections of the Distribution System Code relating to the connection of micro-embedded generators to its distribution system (the "Application").

#### AFFIDAVIT

I, Stephen Ray, of the Town of Tecumseh, in the Province of Ontario, MAKE OATH AND SAY:

- 1. I am the Business Development Manager for Essex Energy Corporation ("Essex Energy") and, as such, have knowledge of the matters to which I depose.
- 2. My relevant personal background and qualifications are set out in Exhibit "A" attached hereto.
- 3. Essex Energy is a member of the Canadian Solar Industries Association ("CanSIA").
- 4. As the Business Development Manager for Essex Energy, I am responsible for the company's renewable energy department. This includes responsibility for the development, design, engineering and deployment of turn-key solar PV projects in Ontario and the management of related staff. I also provide consulting services on behalf of Essex Energy.
- 5. Essex Energy Corporation is a wholly-owned subsidiary of Essex Power Corporation.
- 6. Essex Power Corporation is a holding company that was formed in 2000 by four public utility commissions. In addition to owning Essex Energy Corporation, Essex Power Corporation owns Essex Powerlines Corporation, which is a regulated local distribution company serving the communities of Amherstburg, LaSalle, Leamington and Tecumseh, as well as Essex Power Services Corporation, which is an unregulated services company.
- 7. Essex Energy was formed by its parent company in 2000, but was inactive for a number of years. Essex Energy became active in the area of renewable energy beginning in mid-2008 in response to the Ontario Power Authority's Renewable Energy Standard Offer Program ("RESOP"). Essex Energy became increasingly active in the renewable energy industry in response to the introduction of the *Green Energy and Green Economy Act* by

the Government of Ontario in 2009. Leadership within the Essex Power Corporation family of companies saw the Government's renewable energy policies as providing an opportunity that Essex Energy was well-positioned to take advantage of.

- 8. Essex Energy identified at an early stage that its focus would be on microFIT projects and capacity allocation exempt projects under the FIT Program because these were seen as the projects that could proceed through the application and connection processes most quickly and because such projects were consistent with the company's belief in the importance of distributed generation.
- 9. On behalf of Essex Energy, I participated actively in the OPA's consultation processes for the FIT and microFIT Programs. During these consultations, my recollection is that Hydro One took no issue with the requirements for connecting micro-embedded generation facilities of 10 kW or smaller as contemplated by the Distribution System Code. Hydro One raised no concerns about the timing for such connections or about any lack of technical assessment in the processing of such connection requests.
- 10. In developing its business plans, Essex Energy considered carefully the regulatory regime associated with the development and connection of micro-embedded renewable generation facilities. Essex Energy specifically considered the Distribution System Code requirements concerning the timing for obtaining connections of such facilities. Essex Energy anticipated that there might be some minor difficulties with the process and required timelines initially, for the first few months, after which it was expected that the process would go smoothly and connections would take place on a timely basis in accordance with requirements.
- 11. In practice, Essex Energy has found that microFIT applications to the OPA have been processed more slowly than anticipated and that micro-embedded generation connection requests, particularly those to Hydro One, have been processed more slowly than anticipated. Essex Energy has also experienced a higher number of refusals to connect micro-embedded generation projects than had been anticipated. The vast majority of such refusals have been with respect to projects seeking to connect to Hydro One's distribution system. Essex Energy has also found that poor communication from Hydro One concerning connection requests (and subsequent refusals) have been a particular source of frustration.
- 12. The impacts on Essex Energy of the delays by Hydro One in processing microFIT project connection requests have been significant and far-reaching to date.
- 13. First, the delays and slow timelines have required Essex Energy to allocate resources for the sole purpose of following up with customers and with Hydro One concerning connection requests that have been delayed. This has taken away resources from the regulatory affairs function of the business.
- 14. Second, Essex Energy has 13 solar energy systems that it constructed and then, after Hydro One delays and poor communication, connection was ultimately refused. Each of

- 15. Third, revenue is coming in at much lower levels than had been conservatively estimated by Essex Energy.
- 16. Fourth, in light of the market outlook for micro-embedded solar generation, including with respect to connection uncertainties, Essex Energy is currently seeking other business opportunities and is actively considering abandoning the microFIT market altogether. Delays in connecting to Hydro One's distribution system to date, as well as the prospect of continued delays due to the exemption and the absence of a clear strategy for achieving compliance with connection timelines are significant factors influencing Essex Energy's considerations.
- 17. If the exemptions are granted, Essex Energy anticipates that there would be further delays in the connection of micro-embedded generation projects to Hydro One's distribution system. If Essex Energy decides to abandon the microFIT market altogether, as it is considering doing, it is likely that 3-4 employees would be laid off, two employees would be reallocated to other areas of the business and Essex Energy would no longer employ a further 5-6 individuals that have been under contract to the company. Morever, Essex Energy recently entered into a lease for and moved into larger premises to accommodate anticipated growth, as well as to provide storage and workspace needs for its microembedded generation business. A significant portion of these new premises would become surplus if Essex Energy abandons the microFIT market.
- 18. Essex Energy has been involved in micro-embedded generation projects within the service territories of Hydro One, as well as approximately 8-10 other local distribution companies. Approximately 85 90% of Essex Energy microFIT projects have been in Hydro One's service territory. It has been Essex Energy's experience that Hydro One has sometimes processed connection requests within the required timelines but that the majority of the time Hydro One has not done so. When dealing with other local distribution companies, those companies have in my experience always been able to either process connection requests within the required timelines or effectively communicate any minor deviations from timelines.
- 19. Another difference I have experienced between projects seeking connection to Hydro One's system as compared to those seeking connection to other distribution systems is that Hydro One is the only distribution company that has been using a technical 'screening tool' to review connection requests for micro-embedded generation facilities. The use of this tool by Hydro One has served as the primary basis for Hydro One's refusals to connect Essex Energy projects. In particular, these refusals to connect have mainly been due to Hydro One's restriction, through the screening tool, on the amount of total generation that it will allow to be connected to a distribution line section, which Hydro One has specified is a maximum of 7% of the annual line section peak load on Fclass feeders. Moreover, the level of communication and procedural efficiency that we have experienced has been, in my view, much greater with distributors other than Hydro One.

20. Although in my experience no distribution utility other than Hydro One has refused to connect a microFIT project that has applied for connection, it is my understanding that a number of local distribution companies, including Essex Powerlines Corporation, were notified earlier this year by Hydro One that microFIT connections must be refused by those distribution companies due to capacity constraint issues at certain Hydro One transformer stations. This is causing uncertainty for distribution companies, particularly where offers to connect have already been issued for projects and the notification from Hydro One is received prior to actually connecting such projects.

SWORN BEFORE ME at the Town of Oldcastle, in the Province of Ontario this 5th day of August, 2011. Commissioner for Faking A Χay (or as may be

Exhibit "A"

Personal Background and Qualifications of

Stephen Ray

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#### - 6 -

### **CURRICULUM VITAE OF**

### **STEPHEN RAY**

#### **BUSINESS DEVELOPMENT MANAGER, ESSEX ENERGY CORPORATION**

#### **RESPONSIBILITIES:**

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As Business Development Manager, Mr. Ray is responsible for the renewable energy department of Essex Energy Corporation. This includes responsibility for the development, design, engineering and deployment of turn-key solar PV projects in Ontario and the management of related staff. Mr. Ray also provides consulting services on behalf of Essex Energy.

#### EDUCATION:

1996	Bachelor of Applied Science, Mechanical Engineering, University of Windsor
EXPERIENCE:	
2008 - Present	Business Development Manager, Essex Energy Corporation
1996 - 2008	Various Positions, Chrysler Corporation - Operations Manager, Windsor Assembly Plant (2008) - Maintenance Manager (2002-2008) - Quality Engineer (2000-2002) - Maintenance Supervisor (1996-2000)

#### **PROFESSIONAL ACTIVITIES:**

1998 - F	resent	Licensed	Member.	Professional	Engineers	of Ontario

2003 "Black Belt" Certification in technical problem solving from Shainin LLC

## SCHEDULE 'D'

### Affidavit of Ethan DeSota

# **Marketing Manager**

### EthoSolar

### **ONTARIO ENERGY BOARD**

**IN THE MATTER OF** the *Ontario Energy Board Act, 1998*, S.O. 1998, c. 15, Schedule B;

**AND IN THE MATTER OF** an application pursuant to section 74 of the *Ontario Energy Board Act, 1998* by Hydro One Networks Inc. seeking an exemption to sections of the Distribution System Code relating to the connection of micro-embedded generators to its distribution system (the "Application").

### AFFIDAVIT

I, Ethan DeSota, of the Village of Goodrich, in the State of Michigan, USA, MAKE OATH AND SAY:

- 1. I am the Marketing Manager for EthoSolar and, as such, have knowledge of the matters to which I depose.
- 2. My relevant personal background and qualifications are set out in Exhibit "A" attached hereto.
- 3. EthoSolar is a member of the Canadian Solar Industries Association ("CanSIA").
- 4. As the Marketing Manager for EthoSolar, I am primarily responsible for designing and overseeing EthoSolar's marketing presence in Ontario. I am also responsible for project management, the management and training of electrical and mechanical installers, and overseeing the installation process for solar energy systems.
- 5. EthoSolar was formed in 2009 by the owner/operators of a family farm who were considering opportunities to diversify their business and recognized the opportunities presented by the *Green Energy and Green Economy Act*, including the Feed-in Tariff ("FIT") Program and the microFIT Program.
- 6. EthoSolar is in the business of selling and installing complete solar energy systems under the FIT and microFIT Programs. To date, EthoSolar has installed over 300 microFIT generation facilities in an area that is roughly bound by Windsor in the south, Huntsville in the north and Ottawa in the east.
- 7. EthoSolar has approximately 15-17 in-house staff. In addition, EthoSolar operates through a network of approximately 20 dealerships across southern Ontario and has

mechanical teams in three regions of southern Ontario, consisting of approximately 25 local electrical and mechanical contractors.

- 8. Approximately 95% of EthoSolar projects are within Hydro One's distribution service territory, with the remainder connecting to the distribution systems of other utilities.
- 9. In EthoSolar's experience, the typical connection cost for a microFIT project seeking to connect to Hydro One's distribution system is approximately \$1200, whereas, for an identical project seeking to connect to another utility's distribution system, the cost can be as low as \$300.
- 10. Approximately 90% of EthoSolar projects are for customers in the agricultural sector.
- 11. Approximately 85% of EthoSolar projects are under the microFIT program and 15% are under the FIT program.
- 12. The initial business plans for EthoSolar contemplated that the renewable energy policies of the Government of Ontario, including the microFIT and FIT Programs, would create roughly a 5-year opportunity to take advantage of strong incentives and that this period would allow for greater solar efficiencies to develop, as well as for the maturing of the industry, which would facilitate a stable solar industry over the longer term and allow EthoSolar to have a lifespan of at least 25 years.
- 13. In developing these business plans, EthoSolar considered the regulatory framework applicable to solar projects under the FIT and microFIT Programs and assumed that regulatory requirements would be followed. EthoSolar specifically considered the timelines, process and requirements for connecting micro-embedded generation facilities as contemplated under Sections 6.2.6 and 6.2.7 of the Distribution System Code. These particular timelines were factored into EthoSolar's business model and operational plans in terms of the scheduling of mechanical contractors and electricians being on site to install systems, commissioning and obtaining authorizations and approvals. Having a clear and predictable process or system in place, which is capable of being repeated for a high volume of projects, is a critical component of EthoSolar's business model.
- 14. EthoSolar's outlook concerning the initial 5-year period has been significantly affected by the significant and unanticipated connection delays and high level of connection refusals resulting from connection requests made to Hydro One. EthoSolar's longer-term business plan will likely be affected as well.
- 15. In large part due to connection delays for microFIT projects on Hydro One's distribution system to date, EthoSolar has experienced a number of significant impacts.
- 16. EthoSolar has had approximately 150 solar projects that have either been lost entirely or whose fate remains uncertain due to connection issues with Hydro One. This represents approximately \$12 million in lost business under the microFIT Program and at least \$15 million in lost business under the FIT Program.

- 17. During 2010, EthoSolar was averaging up to 15 microFIT project installations per week during peak installation periods. Due to connection delays and refusals, this has dropped to approximately 2 3 installations per week in 2011.
- 18. EthoSolar has been required to make commitments to manufacturers of key products and is now liable for over \$1.2 million in unsalable product, as well as over \$1.5 million in product in the field that has been installed but that has not been connected to Hydro One's distribution system due to delays on the part of Hydro One. As a result, EthoSolar has not been paid for this product. If the delays are not resolved, EthoSolar will be unable to continue to operate its business in the Ontario market.
- 19. As a result of connection delays and refusals, particularly by Hydro One, EthoSolar has had significantly lower revenues than had been anticipated. Consequently, EthoSolar has had to make significant changes to its business plans and cutbacks to its business. With respect to staffing, EthoSolar is trying to hold on to its internal staff of 15-17 people, but some staff have had to accept reduced hours and lower pay, which has caused them to seek other employment or other sources of income to supplement. While in 2010 EthoSolar had on average approximately 50-60 contracted staff working in the field on a full time basis, it currently has on average only 12-15 contractors working each day. These contracted staff consist of electricians, engineers and general labourers.
- 20. EthoSolar's approach to sales and marketing has also been affected by the high level of connection delays and refusals from Hydro One. Whereas the focus in past marketing efforts was on the solar technology itself and the financial opportunity for EthoSolar customers of committing to developing a microFIT project, the current focus is instead on helping potential customers understand the risks related to connections and the potential for microFIT contracts to be cancelled depending on potential political changes in Ontario.
- 21. The anticipated impacts on EthoSolar if the exemptions are granted will depend upon the extent of the delays in processing connection requests and connecting microFIT projects that would result from the granting of such exemptions.
- 22. From my experience with EthoSolar and my involvement within the solar industry in Ontario, it is my understanding that there is a widespread belief within the industry that a key objective for Hydro One in seeking the six-month exemptions from sections 6.2.6 and 6.2.7 of the Distribution System Code is to delay the need to deal with the microFIT connection issues until after the upcoming provincial election, at which point, depending on the outcome of the election, Hydro One may no longer need to deal with these issues.
- 23. From my involvement with the solar industry, it is my further understanding that many companies in the sector, including installers, distributors of solar products and manufacturers, are financed to a very significant extent by loans. The continued inability to connect microFIT projects on a timely basis, such as would be expected if the exemptions are granted, will make it difficult or impossible for such businesses to cover their financing costs. It is therefore my expectation that a number of such companies will no longer be able to carry on business.

**SWORN BEFORE ME** at , in the State of Michigan, USA, this 5th day of August, 2011.

Notary Public

SCOTT A KNOPF Notary Public, State of Michigan County of Genessee My Commission Expires May. 05, 2015 Acting in the County of Lot Market

Ethán DeSota

Exhibit "A"

Personal Background and Qualifications of

Ethan DeSota

# **CURRICULUM VITAE OF**

# ETHAN DESOTA

### MARKETING MANAGER, ETHOSOLAR

### **RESPONSIBILITIES:**

As Marketing Manager for EthoSolar, Mr. DeSota is responsible for:

- overall marketing strategy;
- management and oversight with respect to the preparation of marketing material, the company website and the marketing budget;
- training mechanical and electrical contractors, as well as dealers, in sales and marketing;
- assisting with project management; and
- participating in research and development of potential products and services.

### **EXPERIENCE:**

2010 - Present	Marketing Manager and Project Manager, EthoSolar
2007 - Present	Co-owner, Simple Times Farm - Agritourism-based organic farm and equestrian centre
1997 - 2007	Co-owner, Sterling Building / maidMEN Handyman Services - Licensed builder and contractor carrying out project management on complete home construction and light commercial projects
2007 - Present	Teaching Pastor and Ordained Minister, Damascus Road Urban Church

### **PROFESSIONAL ACTIVITIES:**

- Licenced contractor with various trade and industry certifications
- Published writer in various trade magazines
- Member, local and Michigan farming associations