

2018 Annual General Meeting
November 22, 2018



Agenda

1. Welcome
2. Highlights and Future Goals
3. Financial Report and Budget
4. Bylaw Review and Amendments
5. Election
6. The Year in Review

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Welcome



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Highlights and Future Goals



Highlights and Future Goals

Highlights

- Lots of accomplishments and news
- Staff transitions
- To be Alberta's most trusted resource, means SESA needs to be more professional, accountable and transparent
- Lots of 'foundational firsts'

Future Goals

- Executive Director Recruitment
- Secure new sources of sustainable revenue
- Increase outreach into new areas
- Election 2019 readiness
- Education and advocacy on energy literacy and climate change



2017-2018



2017-2018 Board of Directors

Susan Petrina

Chair - Edmonton

Elizabeth Andrew

Vice - Chair - Edmonton

Don Darnell

Member at Large - Calgary

Adrian Lopera-Valle

Member at Large - Edmonton

Todd Herron

Member at Large - Edmonton

Xiaosu “Cecilia” Zeng

Member at Large - Edmonton

- Outgoing Members -

Natalie Hilbrecht

Member at Large - Edmonton

Desmond Bull

Member at Large - Maskwacis

Ron Kube

Treasurer - Edmonton

Karlie Nelson

Secretary - Edmonton

John Boone

Member at Large - Calgary

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Financial Report

Ron Kube, Treasurer (outgoing)

Cecilia Zeng, Treasurer (incoming)

SESA Financial Highlights



Profit and Loss

REVENUE	2018 (unaudited)	2017 (Collins Barrow)
Memberships	\$ 58,986	\$ 47,153
Casino	\$ 55,782	\$ 48,107
Project Income (less cost of services)	\$ 44,614	\$ -
Sponsorships	\$ 24,942	\$ 26,443
Teaching Programs (less cost of services)	\$ 23,382	\$ 31,169
Trade Shows & Workshops (less cost of services)	\$ 13,960	\$ 3,360
In-kind Donation	\$ 6,588	\$ 11,150
Grants	\$ -	\$ 10,000
Consulting	\$ -	\$ 6,938
	\$ 228,254	\$ 184,320

SESA Financial Highlights



Profit and Loss

EXPENSE	2018 (unaudited)	2017 (Collins Barrow)
Salaries & Wages	\$ 181,456	\$ 139,370
Professional Fees	\$ 24,989	\$ 7,707
Office	\$ 24,949	\$ 41,903
Rental	\$ 10,582	\$ 6,298
Amortization	\$ 2,925	\$ 3,904
Advertising & Promotion	\$ -	\$ 14,368
Meetings & Conventions	\$ -	\$ 1,998
Bus. Taxes, Lic. & Memberships	\$ -	\$ 368
	\$ 244,901	\$ 215,916
REVENUE NET EXPENSES	\$ (16,647)	\$ (31,596)

SESA Financial Highlights



Balance Sheet

ASSETS	2018	2017
	(unaudited)	(Collins Barrow)
CURRENT		
Cash	\$ 84,515	\$ 92,880
Restricted cash	\$ 35,386	\$ 15,219
Accounts receivable	\$ 14,360	\$ 7,833
Prepaid expenses	\$ 2,906	\$ 738
EQUIPMENT	\$ 6,143	\$ 9,069
	\$ 143,310	\$ 125,739

SESA Financial Highlights



Balance Sheet

LIABILITIES & NET ASSETS			
CURRENT			
Accounts payable & accrued liabilities	\$ 7,909	\$	43,352
Deferred revenue	\$ 122,781	\$	53,333
	\$ 130,690	\$	96,685
NET ASSETS			
Unrestricted	\$ 6,388	\$	19,985
Invested in equipment	\$ 6,143	\$	9,069
(total equity)	\$ 12,531	\$	29,054
	\$ 143,221	\$	125,739

SESA Financial Highlights



2019 Budget

REVENUE	2019 (Budget)	2018 (unaudited)
Memberships	\$ 81,040	\$ 58,986
Casino	\$ 51,000	\$ 55,782
Project Income (less cost of services)	\$ 16,020	\$ 44,614
Sponsorships	\$ 25,000	\$ 24,942
Teaching Programs (less cost of services)	\$ 34,350	\$ 23,382
Trade Shows & Workshops (less cost of services)	\$ 10,910	\$ 13,960
In-kind Donation (less Seminar costs)	\$ (10,000)	\$ 6,588
Grants		\$ -
Consulting		\$ -
	\$ 208,320	\$ 228,254

SESA Financial Highlights



2019 Budget

EXPENSE	2019 (Budget)	2018 (unaudited)
Salaries & Wages	\$ 157,290	\$ 181,456
Professional Fees	\$ 15,000	\$ 24,989
Office	\$ 29,850	\$ 24,949
Rental	\$ 10,000	\$ 10,582
Amortization		\$ 2,925
Advertising & Promotion		\$ -
Meetings & Conventions		\$ -
Bus. Taxes, Lic. & Memberships		\$ -
	\$ 212,140	\$ 244,901
REVENUE NET EXPENSES	\$ (3,820)	\$ (16,647)

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Bylaw Amendments



Bylaw Amendments (1991-2017)

- A. Change of Corporate Name
- B. Change in Corporate Officers
- C. Addition of “Business Memberships”
- D. Change in Annual General Meeting Timing
- E. “Dissolution” Clause Added



Bylaw Amendments (2017-2018)

1. Market research
2. Past-Chair for 1-year
3. Remove gender-specific language
4. Board composition & size (12)
5. Board terms (3-years) & extensions
6. Closed Board meetings & transparent minutes
7. Electronic participation & voting
8. Vote scrutineer
9. Formatting



Motion to Amend the Bylaws

That the Solar Energy Society of Alberta corporate bylaws be amended as contained in the document ***Special Resolution Proposed Bylaw Amendments Solar Energy Society of Alberta 2018 Annual General Meeting.***

This document is available online and at the front desk.

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Election



Board of Directors Candidates

Elected Board Members:

- Adrian Lopera-Valle
- Beth Andrew
- Don Darnell
- Susan Petrina
- Todd Herron
- Xiaosu “Cecilia” Zeng

New Board Applicants:

- Adam Trovato
- April Hartt
- Carla Cichowska
- Csilla Harsasi
- Devin James
- Faruq Vishram
- Jibril Ibrahim

On the Floor:

- John Putters
- Julia Edgar
- Kelvin Tan
- Michael Thomas
- Ranice Macyk
- Spencer Swinston
- William Hnidan

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The Year in Review



Education



Education

- **2018 Trade show**
- **2017 - 2018 Solar Seminar Series**
- **Expansion of Class offerings**

The third annual Solar Trade Show was held at NAIT on March 3rd 2018.



Solar Trade Show

- **548 Attendees, 48 booths**
- **489 presentation attendees, 66 equipment workshop attendees**
- **First time offering children's workshop**
- **Fantastic Sponsors and Partners such as NAIT's AET Program.**
- **Notable Speakers:**
 - **David Miller, MC for the IPCC Cities and Climate, Conference and former Mayor of Toronto**
 - **Shaye Anderson, Minister of Municipal Affairs of Alberta**



2019 Solar Trade Show

Join us at NAIT on April 6, 2019 - Booth Registration Opening Soon



Seminars

- The 2017-2018 seminar year was one of SESA's most successful to date.
- For the first time ever seven seminar events were hosted in Calgary
- We started recording and live-streaming the events.

13

SEMINARS

1405

ATTENDEES

126

LIVE ONLINE
ATTENDEES



Classes

- Partnered with Electrical Inspectors Association of Alberta to offer solar PV code class in seven cities
- Continuing regular classes:
 - PV System Design and Modelling,
 - Energy Storage PV Systems,
 - Economics of Grid-Tied PV,
 - Contracts for the Solar Industry,
 - Geothermal Systems,
 - Electric Vehicles,
 - PV 101,
 - Farmer's Workshops.

31

CLASSES

531

ATTENDEES



Membership

504

Members as of yesterday

211

Individual and Student Members

293

Business Members





Membership

- From 30 to 250+ Business members in 3 years
- Directory Reviews Function and Code of Conduct Added
- Thank you to all our individual members from all around the country who believe in the power of solar

Special Thanks to our Corporate Sponsors



Volunteers

You are an integral part of the SESA team!



Alberta is awakening to the promise and practicality of solar energy like never before and your time volunteering with us is very important to the success of the programs that our organization offers.

Thank you for all your help!
We greatly appreciate your support.



Volunteers

- First Annual Volunteer Party in Edmonton and Calgary
- Conducted a Volunteer Survey
- Calgary seminars development team's second year

100+

ACTIVE
VOLUNTEERS

10+

VOLUNTEERS
RUN CAL-SESA

650+

VOLUNTEER
HOURS



Website

- Old website couldn't handle all the challenges of today
- Overhauled the back-end of our website from our old data systems to a new, open source Constituent Relationship Management system for Non-Profits called CiviCRM



Marketing

- **SESA to redesign logo, create new promotional materials, and create a new website.**
- **Grew our Facebook, Instagram, Twitter and Mailing List (Edmonton followers are the most active group!)**
- **Free Google Ads account for nonprofit**
- **Live-streaming all seminar events, posted on Youtube.**



Staffing

- Daniel and Rob working at full time capacity
- Hiring new program administrator (YEG)
- Hired Harleen as Calgary Seminar Coordinator
- Implemented staff benefits package
- Maturation and development of the board and staff

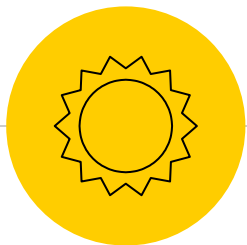


Partnerships

- We are grateful for our many great partners in government, NGO, businesses, communities, and individuals
 - Special thanks to the City of Edmonton, Energy Efficiency Alberta, Economic Development and Trade, Alberta Agriculture, Safety Codes Council, SAIT, and NAIT.
- Many possibilities developing

The Alberta Solar Energy Industry is growing,
and should meet the Government of
Alberta's renewable energy targets by 2030





Thanks!

Any **questions** ?

Please contact us:

- Twitter: @solaralberta
- Facebook: Solar Energy Society of Alberta
- Email: Office@solaralberta.ca