

Did you learn anything recently?

Well I did, and I have a positive message I would like you to share with both the disappointed and the elated.

### **A New Energy Perspective**

The future is never known, though we often foresee our own view based on the likelihood of certain circumstances we anticipate.

Now is different. I think we all face a much less predictable future. A future in which some are hopeful and trust their families will prosper, but a future which raises doubt, apprehension, and possibly, downright fear for many. So, if you are of the latter group, as you process through the stages of grief (Denial, Anger, Bargaining, Depression, Acceptance) be aware of which stage you are in. I took the last week to pass through most stages and am midway into acceptance - I expect true acceptance may take a while. Know there are very effective and productive ways to channel your feelings (particularly anger) if you want to continue to make a positive difference, and I am confident the recipients of this letter want to better their community, and our country, if not the world, so keep reading.

### **The Problem.**

You can only be deceived or surprised if you truly believe information and the source from which it comes, and then experience something different. Many of us, myself included, did just that. However surprising the result, we were unsurprisingly blind, maybe naive to many facts about our fellow citizens.

Recognizing there is more to it than this, I offer that many of us (in Colorado) live and work in a decent place with reasonable homes, fair or better jobs, reliable transportation, health insurance, a nice outdoor environment, good food available for regular meals, maybe even some savings or retirement cushion. But we should never forget that many Americans do not have even a single one of these necessities, and many more only have one or two. How can we really expect them to worry about a new energy future or climate change with much more immediate life issues to stress over? I should not have forgotten this, having grown up in The Bronx, and I should not have been surprised that those citizens not only want, but need, real change, and not later, but now... not just incremental improvement that barely keeps up with inflation. For some, this has gone on for generations, and they justifiably want a lot more for themselves and their families. They want things to get not just a little better, but a lot better. The strongest reminder this time comes from rust belt areas that have been depressed for decades, rural communities on their own by definition, and blighted outer-city former industrial areas. Have we, in our "better" lives, moved up so far as to lose sight of those stuck below while we simultaneously hold disdain for those above "pulling the strings"? Governmental progress often swings back and forth and is gruelingly slow, which is simply unacceptable in today's instant world at your fingertips. Can you

blame these people for being so desperate for life's necessities that many are willing to gamble on what many others perceive as untrustworthy people and promises--- for at least the chance of something better?

### **The Solution.**

You may be driven to support new energy solutions for environmental reasons, or maybe for energy independence reasons, yet many Americans (and many politicians) obviously need more than that. Let's give the citizens what they need. Prosperity. Our new energy solutions can answer this call in dozens of ways - most of all through good paying jobs. We as an industry sector have failed to make this known to everyone who needs to understand what we have to offer. This message needs to be clearly understood by all of America and it is our job to teach it clearly, to educate with passion, and provide evidence, and facts. Not an easy task, but obviously people are reaching for an answer.

In addition to the benefits of combating climate change, cleaner air and water, independence from foreign supply chains, we can save citizens real money. I read today that the advanced energy industry is supporting 2.7 million jobs, and over the next 5 years, the solar workforce alone is expected to double in size to nearly 420,000 workers in the US alone. Plus, 8.1% of all solar workers are veterans which is higher than the national average. As of early 2016, there have been over 1 million US solar installations with this on target to double in 2 years. Solar represents 26% of all newly installed electric capacity for the first half of 2016 and is expected to finish the year with a bigger share than wind and natural gas.

The picture is Jobs, Good Jobs! But we do need some help... There are archaic regulations that need to be loosened. There are electric rate structures that slow our growth and make it hard for many to go solar. There are needs for updating our frail and vulnerable electric infrastructure.

This is where Solar CitiSuns can answer the call --to learn, to educate, to share the message and spread the word. Renewable energy answers the call for what the citizens all over this country need to prosper in their daily lives now AND for a long healthy future for their families. Solar is the solution.

### **The Silver Lining.**

Citizens across the US are all ears now... on all sides. Many Americans are tired of waiting and desperate for not only promises of change, but immediate real improvement, and they rightfully will pay attention to what or who they think can provide this. Those people need to get the message, and we need to send it. Solar can and will, with our help, provide national energy independence while preserving clean air and water, and most importantly, solar will create more quality jobs in every state of this great country than any politician or media source can imagine. Solar is the solution.

**What you can do about it.**

1. Sign up to be a Solar CitiSun at <http://gosolarcolorado.org/> This started in Colorado but is spreading across the country and we will update as we go.
2. Add the link to the Solar CitiSuns signup page to your email signature. Go ahead and copy/paste mine below.
3. Pick an avenue where you can best reach many at once and reach out. Just share this if you want.
4. Like, Friend, Follow, Endorse (or whatever they call it) Solar CitiSuns on your social media accounts - all of them. Our Facebook page is here: <https://www.facebook.com/2015SolarCitiSuns/> If any are missing, tell me and I'll make one.
5. All of the above tunes in the audience for us to educate and empower.
6. Now write a note, share a picture, share a story... this builds content and becomes self replicating. We need to go viral to make a difference outside of our known circles. The so-called echo chamber is not a wide enough audience.
7. Repeat step 6 as often as possible. At least once a week. Takes 2 minutes if that.

I for one hear this wake-up call, and am jumping into action.

What will you do?

Please feel free to share and do contact me if you want to help.

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**[PLEASE Become a Solar CitiSun today!](#)**