

RENEWABLE ENERGY COMPANIES

Listed Alphabetically

COMPANY	PRINCIPAL	SERVICES
APPLIED PROACTIVE TECHNOLOGIES INC. 1242 Main St., 4th Floor, Springfield, MA 01103 (413) 731-6546; Fax: (413) 734-3475 www.appliedproactive.com	Dave Leishman	Works within industries to facilitate movement toward energy efficiency; works to create market-driven shifts resulting in the use of more energy-efficient products; provides customized training programs designed to motivate personnel, improve sales, and encourage energy conservation
BASK POWER 73 Metacomet St., Belchertown, MA 01007 (888) 611-2275; Fax: (413) 460-0190 www.baskpower.com	Thom Wright	Full-service renewable-energy provider; consulting for and installation of solar electricity and hot water, windpower, geothermal heat pumps, micro-hydroelectric generators, biomass-fueled systems, and efficiency devices
BERKSHIRE PHOTOVOLTAIC SERVICES 46 Howland Ave., Adams, MA 01220 (413) 743-0152; Fax: (413) 743-4827 www.bpvs.com	Christopher Derby Kilfoyle	Installation of photovoltaic electrical systems
DONALD CAMPBELL ASSOCIATES 113 Collier Cemetery Road, Northfield, MA 01360 (413) 498-0027 www.dcasolar.com	Donald Campbell	Develops solar photovoltaics and solar domestic hot water; connects clients to resources, grants, technicians, and engineers to get into solar renewable energy in a cost-effective way
EOS VENTURES 37 Corey Road, Hancock, MA 01237 (413) 738-7007; Fax: (413) 738-5729 www.eos-ventures.com	Tyler Fairbank	Develops and finances solar and wind-energy projects; completed the only privately owned megawatt-class wind turbine in the U.S. for on-site energy usage
FLODESIGN 380 Main St., Wilbraham, MA 01095 (413) 596-5900; Fax: (413) 596-5355 www.flodesign.org	Stanley Kowalski III	Contract-engineering corporation built around the application of aerospace technology to new product development
GREASECAR VEGETABLE FUEL SYSTEMS 933 Main St., Holyoke, MA 01040 (413) 534-0013; Fax: (413) 534-3229 www.greasecar.com	Justin Carven	Vegetable fuel systems; sales of pre-converted vegetable-fuel vehicles and accessories; service of vegetable-fuel and diesel vehicles; vegetable oil sales
NORTHEAST SOLAR, LLC 136 Elm St., Hatfield, MA 01038 (413) 247-6045; Fax: (413) 647-0006 www.northeastsolar.biz	Donavin Gratz	Design and installation of solar hot water and solar electric, providing customers with integration of renewable-energy needs for commercial, municipal, residential, and 'village' solar applications
QTEROS 100 Campus Dr., Marlborough, MA 01752 (508) 281-4060 www.qteros.com	John McCarthy Jr.	Research on the 'Q microbe,' an organism with the ability to convert plant cellulose into ethanol, with a goal of developing and commercializing a pioneering clean-fuel technology based on plant waste
REENERGIZER, INC. 20 Jewett Lane, South Hadley, MA 01075 (413) 322-3324; Fax: (888) 733-5688 http://re-energizer.homestead.com	Peter McAvoy	Plant-derived biofuels from recycled waste vegetable oil and newly pressed oil-seed crops as a replacement for diesel and heating fuels; collects from food-service providers and supplies vehicle, industrial, and residential applications as well as biodiesel processors; consultation, sales, and installation of equipment to heat homes and industrial facilities with clean, green energy
THE SCUDERI GROUP 1111 Elm St., Suite 33, West Springfield, MA 01089 (413) 439-0343; Fax: (413) 439-0266 www.scudergroup.com	Salvatore Scuderi	Research, development, and marketing of the Scuderi Split-Cycle Engine, an air-hybrid engine design patented by the company's founder; the technology has the potential to boost fuel efficiency in internal-combustion engines while significantly lowering emissions
STIEBEL ELTRON INC. 17 West St., West Hatfield, MA 01088 (413) 247-3380; Fax: (413) 247-3369 www.stiebel-eltron-usa.com	Frank Stiebel	Manufactures and sells renewable-energy heating products, including solar collectors and storage tanks, that use less energy than traditional products

Alteris

Continued from page 46

how to do it right after 30 years. One of the original founders is still working in the engineering department."

Lighting the Way

French said Alteris hopes to sell and install upward of 20 megawatts of power this year to about 1,000 homes in New England, New York, and New Jersey, in addition to its business clients. "Those numbers may not mean a lot to people,"

he said, "and while that may still be small, it does represent tremendous growth. In 2005, our plan for the year in 2006 was 50 homes, and about half a megawatt."

He said that the paradigm by which homeowners and businesses see solar as too expensive is shifting, but that there is still a fair amount of what he called "evangelizing" that needs to take place. While Sun Run is an incredible opportunity for homeowners, one goal is to focus on larger institutions as well.

"However, unless the financials work, companies will have a hard time selling this technology to their shareholders," he added. "Here in Massachusetts, we are on the right track."

As an example of a business taking the initiative to employ solar and renewable energy into its operations, he cited County Curtains in Lee, which installed a 140kW array on the roof of its facility. "They're taking that longer-term view rather than simply paying their electric bill every month," he said.

"Again, it has a lot to do with public education," he continued. It's only within the last few years that people will admit to the 'inconvenient truth' of the environmental dangers of coal and other forms of electrical generation. "But without getting too political, here's a technological solution that offers some hope. You can produce clean energy, and you can use

electricity and power responsibly.

"As I say to my salespeople," he told *BusinessWest*, "go to the homeowners and ask them how big a check they'd like you to write them. Because we're not actually, truly selling something, in the classic sense. If I was selling you swimming pools, for instance, there's a cost, and you may not ever get that money back. But in the case of solar, you're going to see the money every month. You can do the right thing for the environment and save money.

"That's a pretty compelling argument," he went on, "and all those old questions about solar sort of go away at that point." ■