

State of Florida



# Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD  
TALLAHASSEE, FLORIDA 32399-0850

**-M-E-M-O-R-A-N-D-U-M-**

---

**DATE:** September 9, 2008  
**TO:** Ann Cole, Commission Clerk - PSC, Office of Commission Clerk  
**FROM:** Cindy B. Miller, Senior Attorney, Office of the General Counsel *CM*  
**RE:** Docket No. 080503-EI

---

Please place the attached letter in the above docket file. Thank you.

CM  
Attachment

RECEIVED-FPSC  
08 SEP -9 PM 3:50  
COMMISSION  
CLERK

DOCUMENT NUMBER-DATE

08377 SEP -9 8

FPSC-COMMISSION CLERK



100% Renewable Energy  
Certified by Green-e Program  
Of Environmental Resources Trust

3295 River Exchange Drive  
Suite 300  
Norcross, GA 30092-4238  
(404) 513-0259  
[www.SterlingPlanet.com](http://www.SterlingPlanet.com)

The Nation's Leader in Retail Renewable kWh Sales

September 5, 2008

Mr. Mark Futrell  
Florida Public Service Commission

Subject: Comments Regarding the Recognition of Solar Thermal Renewable Energy Certificates

Dear Mr. Futrell:

My name is Alden Hathaway and I am Sr. Vice President for Business Development at Sterling Planet based in Norcross, Georgia. In 2007, the US Federal Government recognized Sterling Planet as the Green Power Marketer of the Year. Before joining Sterling Planet in the spring of 2007, I was Director of EcoPower Programs at the Environmental Resources Trust (ERT), in Washington, DC. Back in 2000 under my guidance, ERT pioneered the use of certificates to track and trade renewable energy attributes, now commonly referred to as Renewable Energy Certificates (RECs), for Commonwealth Edison and the City of Chicago. In 2001 Sterling Planet adopted our REC Certification program and was first to offer RECs nationwide.

In 2005, at the request of Sterling Planet and Lakeland Electric of Lakeland Florida, ERT added Solar Thermal (hot water) systems to its national REC standard (attached). Since that time Sterling Planet has traded hundreds of Solar Thermal RECs as part of voluntary and/or utility based green power programs. This new REC product made it possible for the State of Florida to more fully benefit directly from a natural renewable resource indigenous to the state.

Sterling Planet is or has worked with no less than six municipal or independently owned electric utilities in Florida and currently is under contract with three while negotiating with two more to operate Green Power programs to support Florida's need to encourage more voluntary use of renewable energy through Renewable Energy Certificates. It is important that Florida recognize a renewable innovation of its own creation to allow greater utilization of its own natural resources than to force utilities to look outside the state for other resources or simply miss its renewable targets.

Please add solar thermal renewable energy certificates to the Florida Renewable Portfolio Standard.

Please feel free to contact me if you have any questions.

Sincerely,

Alden M. Hathaway  
SVP Business Development  
Sterling Planet, Inc.

DOCUMENT NUMBER-DATE

08377 SEP -9 g

FPSC-COMMISSION CLERK