Expanding market opportunities for renewable energy in the Heartland

Join Us...
Our Mission

The Advanced Power Alliance works to expand market opportunities for renewable and advanced energy products in the Southwest Power Pool (SPP) and Electric Reliability Council of Texas (ERCOT) regions.

Our Core Competencies

The Advanced Power Alliance strives to play an active role in the following key areas:

- Public Education and Advocacy
- Political and Legislative Engagement
- Regulatory and Technical Policy

Our States

The Advanced Power Alliance focuses its work in the heart of America’s most “renewable energy-rich” region. The Alliance is the advanced power industry’s voice within the fourteen states of the Electric Reliability Council of Texas (ERCOT) and Southwest Power Pool (SPP) systems: Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas and Wyoming.

More than 61,951 MW of wind generation capacity are currently operating in this fourteen-state region, but the industry has only scratched the surface of the market potential within our footprint. Through our advocacy programs, we work to expand transmission capacity, increase wind and solar power use within the region, and facilitate wind and solar energy export. We are leading efforts to defend tax and siting policies that treat wind development equitably and protect against the forces working to impede the growth of wind power.

How We Work

Collective strength through a collective voice. The Advanced Power Alliance’s advocacy programs are designed to enhance the influence of its member’s existing resources. For those members who have their own regulatory and governmental affairs resources in our states, we work to help coordinate member efforts and represent the voice of the industry as a whole. For those who do not, we help provide representation and information on the ground in the places where it matters.

Focused on issues that affect our members’ bottom lines, we work to deliver timely and actionable information from legislatures and regulatory agencies. We also aggressively lobby on the key issues affecting the future of our industry ensuring that the voice of the renewable energy industry is resoundingly heard within our region.
Jeffrey Clark  President
Jeff Clark has worked within the public affairs arena for nearly 30 years in both public and private capacities. With experiences extending from the nation’s statehouses, to Washington, DC; he is skilled at managing governmental affairs assets to efficiently and aggressively deliver results.

Mark Yates  Vice President and Oklahoma Director
Mark Yates is an Oklahoma native who spent more than a decade working as a teacher in the Oklahoma Public Schools. After working in public policy for the Oklahoma Farm Bureau, he joined Advanced Power Alliance in 2017 to continue to fight for school funding and rural economic development powered by renewable energy investment.

Steve Gaw  SPP Policy Director
Steve Gaw, former Speaker of the Missouri House of Representatives and former Chair of the Missouri Public Service Commission, currently consults with the Wind Coalition focusing on policy issues regarding electricity within the Southwest Power Pool region and matters of national interest that impact the advancement of renewable energy. He was one of the founding directors of the Organization of MISO States (OMS) and the SPP Regional State Committee. He served in every officer position within the OMS including the office of President.

Walter Reid  ERCOT Technical and Regulatory Consultant
Walter has been consulting on technical and regulatory issues since 1995, before which he worked for the Lower Colorado River Authority (LCRA) for 25 years in a variety of engineering, managerial, and executive management positions. Walter was Executive Director of Electric Operations for several years in charge of all of LCRA’s transmission, generation, fuels, and contracting activities.

Jean Ryall  Texas and Legislative Consultant
Jean has served as a Legislative and Regulatory Strategy and Advocacy consultant to the Advanced Power Alliance for more than two years. She formerly served as the EVP of CCNG, Inc. and is a previous member of the Board of Directors for ERCOT. Jean has been highly involved in the development of energy policy throughout her 30 years experience in government affairs.

Kimberly Svaty  Kansas Public Policy Director
Kimberly Svaty has successfully planned, implemented and directed public affairs activities for nearly two decades with clients ranging from Fortune 5 to Fortune 1000 companies, non-profit organizations and cause groups. Kimberly’s interests in the political realm were nurtured as a page in the Kansas Statehouse and through her work on Washington D.C.’s Capitol Hill serving the Chairman of the House Ways & Means Committee.

Rich Lombardi  Nebraska Public Policy Director
The Advanced Power Alliance’s efforts in Nebraska are led by veteran lobbyist Richard Lombardi and his company American Communications Group, Inc. In the nation’s only public power state, Rich served as a member of the Board of Directors of the Lincoln Electric System, the publicly-owned energy system serving Nebraska’s capital city.

Randy Cain  Texas Public Policy Consultant
Randy C. Cain represents clients before the Texas Legislature in the areas of utility law, transportation, municipal affairs, health care law, and other matters. He is recognized in the 2007, 2008, and 2009 Editions of The Best Lawyers in America in the specialty of Government Relations Law.

Sarah Cost Pettus  Operations Manager/SPP Coordinator
Sarah Cost Pettus is the operations manager for The Advanced Power Alliance, responsible for all finance and membership-related activities. She also serves as the SPP Coordinator, interfacing with Alliance consultants, SPP staff, and member companies working on issues within the Southwest Power Pool.

A native of San Marcos, Texas, Sarah is a graduate of Texas State University where she studied nutrition and business.
Regulatory Priorities
The integration of wind and other renewables into our power systems over the last decade has been a tremendous success because the wind, solar and power storage industry had a voice in the room as regulatory policies were being debated. Today, we continue to ensure that the voice of our industry is heard. In the Southwest Power Pool (SPP) and the Electric Reliability Council of Texas (ERCOT), our priorities include:

- Prioritizing transmission expansion throughout ERCOT and the SPP
- Defending current cost allocation models under attack at the Texas PUC
- Representing the industry during proceedings at the Oklahoma Corporation Commission (OCC)
- Promoting wind, solar and energy storage integration policies in regional transmission organization working groups currently designing market modernization initiatives
- Representing the wind industry addressing military siting challenges in ERCOT and SPP
- Working for policies that facilitate the integration of wind, solar and energy storage in the fourteen-state region
- Pursuing FERC order 1000 regional and interregional planning and cost allocation policies that facilitate wind export from the SPP
- Advocating for improvements in generation interconnection policies
- Promoting transmission planning that enhances wind, solar and energy storage development opportunities

Legislative Priorities
Thanks to a multi-year advocacy effort, legislators in our multi-state regions have begun to appreciate the important role that wind and solar energy generation plays in their respective states. Bringing new sources of electricity, emissions reductions, lower costs for consumers, and economic development for rural areas, wind and solar development is becoming a valuable and accepted part of the energy mix.

The Advanced Power Alliance is:

- Supporting state Renewable Portfolio Standards (RPS) that help states reduce emissions, grow their economies, and develop new and valuable sources of energy
- Defending tax policies that promote investment and fighting to keep wind and solar included in state economic development programs designed to attract capital investment
- Guarding against statutory changes that could be harmful to wind and solar energy generators with operating assets and investments in the states
- Encouraging the build out of state and regional transmission capacity
- Working for policies that facilitate the integration of wind and solar power in the region
- Supporting siting policies that protect habitat and military readiness while preserving the opportunity for wind energy development
- Opposing siting restrictions that deny rights to landowners and unreasonably restrict wind development.
- Educating decision makers on the incredible benefits of wind and solar energy development.
Opening Markets

For more than a decade, The Advanced Power Alliance has been the voice of the renewable energy industry in the central United States. As a regional partner of the American Wind Energy Association (AWEA), our focus has been in the state capitol's offices of state regulators where we are fighting for policies that help our industry prosper. **Successes include:**

- The defeat of onerous siting regulations filed in states around the region (OK, KS, NE, TX)
- The successful creation, and fighting retroactivity for tax incentives promised.
- SPP Board approval of more than $7 billion in high voltage transmission projects that will facilitate wind development. Texas PUC approval of the landmark CREZ transmission lines providing access to the vast resources in West Texas.
- Approval of the highway-byway cost allocation tariff with FERC
- Adoption of the Integrated Transmission Planning (ITP) process that anticipates the need for renewable resources and plans transmission to incorporate them
- Successful advocacy for the implementation of a day-ahead and ancillary services market, along with the consolidation of balancing authorities
- The adoption of favorable renewable energy standard policies, and the vigorous defense of state Renewable Portfolio Standards against well-funded repeal efforts
- Streamlining of the generation interconnection and transmission service aggregate studies processes

Expanding Transmission

Coalition advocacy efforts have yielded results for developers and operators. Texas’ Competitive Renewable Energy Zone (CREZ) process provided an expanded transmission infrastructure that will support as much as 18,000 MW of wind in ERCOT. SPP is now investing more than $7 billion in new transmission which will help facilitate the interconnection of wind generation in the region.

Only with broad industry support and advocacy can the full potential of this region be realized. The Advanced Power Alliance’s membership includes opportunities for companies working in all aspects of this dynamic and growing industry.
Memberships

BOARD MEMBERSHIP
$35,000 per company per year
For companies that are invested in the future of wind and solar energy in the SPP and ERCOT regions.

Designed for wind, solar and energy storage developers and operators, turbine suppliers, contractors, and other core industry members, this membership level offers companies the opportunity to participate in all Advanced Power Alliance activities, maintain a voting seat on the board of directors and serve on working committees.

ASSOCIATE MEMBERSHIP
$5,000 – $15,000 per company per year
For companies that wish to support the development of wind, solar and energy storage in the SPP and ERCOT regions.

Reserved for specialty product manufacturers (not including turbine manufacturers) and service vendors. This is a non-voting membership, and it must be approved by the Board of Directors. If approved, this membership level allows participants to engage in working committees and attend quarterly board and planning meetings.

INDIVIDUAL MEMBERSHIP
$150 per member per year
For individuals that wish to support the development of wind, solar and energy storage in the SPP and ERCOT regions.

Available to individuals seeking to support the Power Alliance’s work. These memberships are only available to individuals who are not working within the wind, solar and energy storage industry. Individual memberships make a difference in our work and help demonstrate how important renewable energy is to real people. As an individual member, you’ll be notified when there are opportunities to support wind, solar and energy storage in your area and you’ll receive an Advanced Power Alliance t-shirt. Whether it’s a “Wind and Solar Day at the State Capitol,” or a chance to join a calling campaign to support pro-renewable energy legislation, you’ll be treated as part of the army on the ground that is fighting for the future of wind, solar and energy storage in all fourteen states.

Additional Sponsorship Opportunities
The Advanced Power Alliance supports the development of wind, solar and energy storage facilities through public communication and educational campaigns, direct lobbying, and media engagement. We are built to be nimble, and we are able to respond quickly when urgent actions are needed. Sometimes these targeted, strategic campaigns require financial support that goes over and above the dues we receive from our members. When such campaigns are needed, we work with our members and other interested parties to raise specific sponsorship funds to support these activities.

Advanced Power Alliance Committees
Member companies are invited to participate in any working committees that are of interest to them. By fully participating, companies reap the full benefits of membership while ensuring that their voice is heard as the Power Alliance deliberates policy priorities.

Southwest Power Pool (SPP) Committee
Kansas Legislative Committee
Nebraska Legislative Committee
Oklahoma Legislative Committee
Electric Reliability Council of Texas (ERCOT) Committee
ERCOT Operations Committee
Texas Legislative Committee
Exploratory Committee on Emerging Technologies (Wind, Solar, Energy Storage)
ERCOT Panhandle (PREZ) Committee

Please contact us for more information on becoming a member, sponsor, or committee-member.

www.PowerAlliance.org