



MAREA

MIDATLANTIC RENEWABLE ENERGY ASSOC.

P.O. Box 84 • Kutztown, PA 19530

MAREA NEWSLETTER

January, 2009

Dear MAREA members and friends,

This year brings many changes: a new President, new challenges for the energy economy and new opportunities for renewable energy education and sustainability in our communities. The Mid-Atlantic Renewable Energy Association began as a conduit for this grassroots activity four years ago, when in the wake of the 2004 presidential election a group of folks came together and began organizing under the realization that real change begins in our own backyard.

Look how far we've come!

Attendance at the Pennsylvania Renewable Energy and Sustainable Living Festival, MAREA's flagship fundraising and education event, was up nearly



100 percent over the previous year to more than 11,000. The quality and quantity of speakers and vendors has increased and this year's musical headliner was internationally acclaimed recording artist Livingston Taylor.



Our 2008 service project was installation of a 1.8 kilowatt, 55-foot-tall Skystream wind turbine at the Kempton Community Recreation Center. The turbine will reduce the Center's electricity bill and raise awareness of small-scale wind power. Past service projects have included a grid-tied photovoltaic system, a bake oven and a timber-frame structure. A solar hot-water heating project is planned for this year.



As we celebrate the New Year, we are planning this year's festival and expanding MAREA's year-round programs and outreach. Board member Bill Hennessy has been hired as executive director and will focus on workshop development and service projects.



Please send your workshop ideas to Bill at wjhennessy@dejazzd.com.

Also new for 2009 and part of MAREA's expanded outreach focus is this newsletter. Longtime newspaper, magazine and web journalist Dan Sullivan joined the MAREA board in November, 2008 and we are utilizing his talents to spread the word about our organization. We'll start the newsletter as bimonthly and electronic-only. It's a place for MAREA-related announcements and shared accomplishments, so if you have something to offer, email Dan at bedandy@dejazzd.com.



President's corner:

Archie Follweiler here, wishing you and yours a healthy and sustainable New Year. This past year was certainly an exciting one for MAREA on many fronts. The monthly public meetings at Tek Park in Breingsville were well-attended. Programs included Vertis Bream's solar work in the Ukraine, Jeff Varkonyi's discussion of the evolving "green jobs" industry and the documentary KilowatOurs.

The 2008 festival was a joy for the entire MAREA team. The volunteers were great, the weather was blissful and the programs organized by Samuel Yoder, Dan Brown and Phil Jones were top-notch. The education committee comprised of Gini Grim, Anne Stocker, Don Vallere, Karen George, Kelly Neyhart, Linda Ingram, John Walker and others developed 25 education presentations for 800 students on the first day of the festival. Janice Eshleman coordinated the kids and entertainment programs. Live music provided by local acts as well as headliner Livingston Taylor was memorable, with a beautiful sunset offering the perfect backdrop. Thank you Karen George for coordinating the healthy food kitchen with characteristic positive energy and grace, to Dave Bascelli for promoting the fair, handling the website, and coordinating the program guide. Thanks to Pam Meyer-Middleton for vendor solicitation and making sure everyone signed on the dotted line and to Annemarie Yoder for three days' selfless service at the registration tent.



We doubled attendance at the festival this year. I thank our 140 vendors and staff, and 75 speakers for educating us on varied topics and products. Ashley Fetherolf-Muth organized a daily sustainable fashion show, and Dan Brown and Sam Yoder (a veterinarian when he's not organizing festival) started an alternative 4-H Club.

We have a growing core of talented member/volunteers. Janet Seggren filled out 1000+ raffle tickets. Holly Cadwallader and Cindy Green coordinated the volunteers. And many community members took time off from work to help set up and tear down the festival. Breezy, Jeff Sicher, Dan Allen, Ladd Forsline and the parking team did wonders. Darree Sicher and her young assistant handled the recycling and waste. Apologies to everyone not mentioned; you certainly know who you are, and you are appreciated. This includes sponsors, vendors, and everyone who makes this community event and the MAREA organization so special and successful.



A new website, www.themarea.org is under construction, festival plans, workshops, presentations, monthly meetings and radio spots promoting our organization, our festival and our mission abound for 2009. We look to "being part of the solution" for energy independence and being part of a "yes we can" consciousness as history turns an important corner.

Contact Us

Send your workshop ideas to:

Bill Hennessy: wjhennessy@dejazzd.com

Newsletter contributions/suggestions to:

Dan Sullivan: bedandy@dejazzd.com

Festival speaker, vendor and entertainment suggestions to:

Archie Follweiler: kutztowndad@hotmail.com

Dave Bascelli: bascelli@ptd.net

Calendar of events

MAREA Board Meetings:

The second Tuesday of each month.

Public meetings:

Last Tuesday of each month at 7 p.m. at Tek Park, 9999 Hamilton Blvd., in Breinigsville.

[\[GET DIRECTIONS\]](#)

Come to the 2009 festival!



Please forward this newsletter to you friends and relatives and encourage them to [\[JOIN MAREA\]](#)

Be part of the solution!