



Texas Solar Energy Society
2025 Annual Report
50 Years of TXSES

How TXSES Came to Be

In 1976, a group of university professors and researchers met with solar energy advocates and business professionals at The University of Texas at Austin to form a statewide solar energy organization dedicated to educating all Texans about the benefits of solar energy.

Today, the Texas Solar Energy Society (TXSES) remains the state's leading independent, nonprofit solar education organization, providing trusted, fact-based resources that inspire innovation, share best practices, and inform decision-makers about the importance of strong, forward-looking solar policies. Through education, advocacy, and community engagement, TXSES works to grow the solar industry, protect clean air, strengthen healthy and resilient communities, support local well-paying jobs, and help build the foundation for a 100% clean energy future for Texas — one community at a time.

Our Mission: equitable access to solar energy for every Texan.

We envision a world where all children grow up in a clean, safe, and resilient climate, and we believe solar energy plays a critical role in achieving that future. Through education, advocacy, and community engagement, TXSES works to inspire and empower Texans to adopt solar energy as part of an equitable, 100% clean energy future.

A membership-based 501(c)(3) not-for-profit organization, TXSES's unique niche is exemplified in our well-established local chapters in Austin, Dallas, El Paso, Houston, and San Antonio. Having boots on the ground in these major metropolitan cities, which represent nearly a quarter of Texas's 32 million+ citizens, enables our gifted, dedicated experts to disseminate fact-based, educational solar information.

What We Do

- Monitor and engage in state and local policies that impact solar energy development and consumer access through our Policy Committee (open to Silver, Gold and Platinum business members);
 - Educate rural electric cooperatives & small utilities about benefits of community solar;
 - Connect underserved and low-to-moderate income populations with opportunities to become solar consumers;
 - Create pathways to careers and advancement opportunities in solar energy for women and students of color throughout the state;
 - Support community solar initiatives that benefit low-to-moderate income communities;
 - Provide grants to our [local chapters](#) in Austin, North Texas, Houston, El Paso, and San Antonio to expand solar education efforts; and
 - Maintain an active presence across social media platforms to educate, inform, and engage Texans about solar energy and clean energy solutions. (Follow us on [Facebook](#), [LinkedIn](#), [X](#), and [Instagram](#).)
- *For 25 years, TXSES hosted the [Cool House Tour](#) with Austin Energy, ending in 2021.*

Policy & Position Statements

TXSES Policy

A statewide, nonpartisan, education-focused 501(c)(3) nonprofit organization, TXSES's activities and informational resources help individuals and communities adopt distributed solar power. We monitor, integrate, and disseminate information and resources, particularly in the areas of policy best practices, workforce training, and technology innovation. TXSES provides educational information to decision-makers pertaining to any legislation that impacts pro-distributed solar positions for solar development and market growth.

Position Statements

- TXSES supports the professional, courteous, trustworthy, and ethical conduct of business. [More](#)
- TXSES supports compliance with federal, state, and local laws regarding licensing, labor practices, workers' compensation, insurance, customer data privacy, data handling, and any other applicable rules or requirements. [More](#)
- TXSES supports energy justice and energy equity as part of any business that is working in the solar space.
- TXSES supports the safe installation of equipment in compliance with applicable regulations, including building codes, permitting requirements, and equipment specifications.
- TXSES supports recycling and handling solar waste responsibly.
- TXSES supports the installation of "right-sized" systems that optimize value for customer energy needs and meet electric provider policies. [More](#)
- TXSES supports fair labor business practices, equity, livable wages, health insurance, and life-work balance for workers.



Community Impact Snapshot

2025 TXSES Highlights

Solar Policy & Regulation

- Educated elected officials and the Public Utility Commission of Texas (PUC) on key solar issues impacting consumers, businesses, and communities;
- Proposed language for new PUC interconnection rules designed to accelerate residential and small-scale solar approvals;
- Advocated for fair solar compensation using data and findings from TXSES's *Value of Residential Solar in Texas* report;
- Collaborated with partners including AARP, state agencies, and industry leaders to strengthen consumer protections and improve market integrity; and
- Advocated for streamlined solar permitting through legislation such as Senate Bill 1202 to reduce project delays, lower costs, and improve access for Texas homeowners.

Legislative Wins

- Helped pass Texas legislation focused on consumer protection, streamlined solar permitting, and requiring the PUC to create a rooftop solar best practices guide.
- Played a key role in advancing statewide consumer protection legislation through Senate Bill 1036 and House Bill 1640 to help regulate solar sales practices and improve transparency for homeowners; and
- Worked with partners and policymakers to successfully oppose several anti-solar bills during the legislative session. ([Read session recap](#)).

SolarAPP+ Adoption

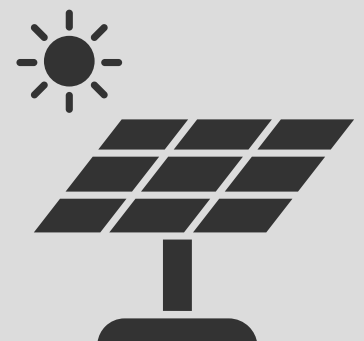
- Promoted SolarAPP+ permitting software to Texas cities to simplify & accelerate solar permitting for homeowners & installers;
- Engaged directly with policymakers and regulators to remove barriers to solar adoption and support a stable, growing clean energy market; and
- Promoted policies that improve grid reliability and energy resilience while ensuring solar and storage continue to meet Texas's rising energy demand.

Equitable Financing

- Collaborated with state agencies to develop a sustainable financing model for low-income Texans by making solar an option in weatherization and energy assistance programs;
- Supported the creation of a statewide rooftop solar best practices guide to empower Texans to make informed energy decisions; and
- Educated stakeholders on federal policy changes, including the phase-out of the residential solar tax credit, while highlighting alternative affordability pathways such as third-party ownership models.

Workforce Development

- Trained underserved high school students and low-income adults for careers in clean energy; and
- Expanded pathways to workforce development opportunities that support long-term economic mobility and industry growth.

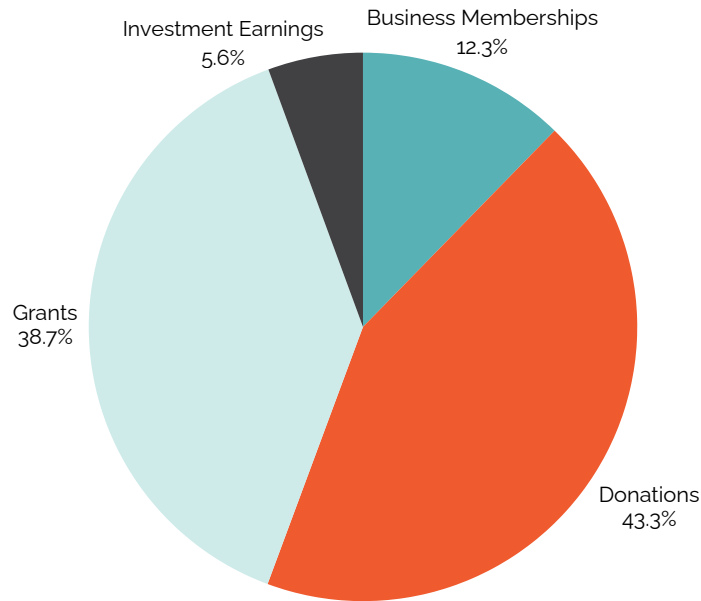


2025 TXSES FINANCIALS

The Texas Solar Energy Society (TXSES) is primarily funded through the generous support of donors, members, and grants. Every dollar invested directly supports transformative action across Texas — fueling grassroots initiatives, empowering volunteers, advancing meaningful policy solutions, and educating communities about renewable energy.

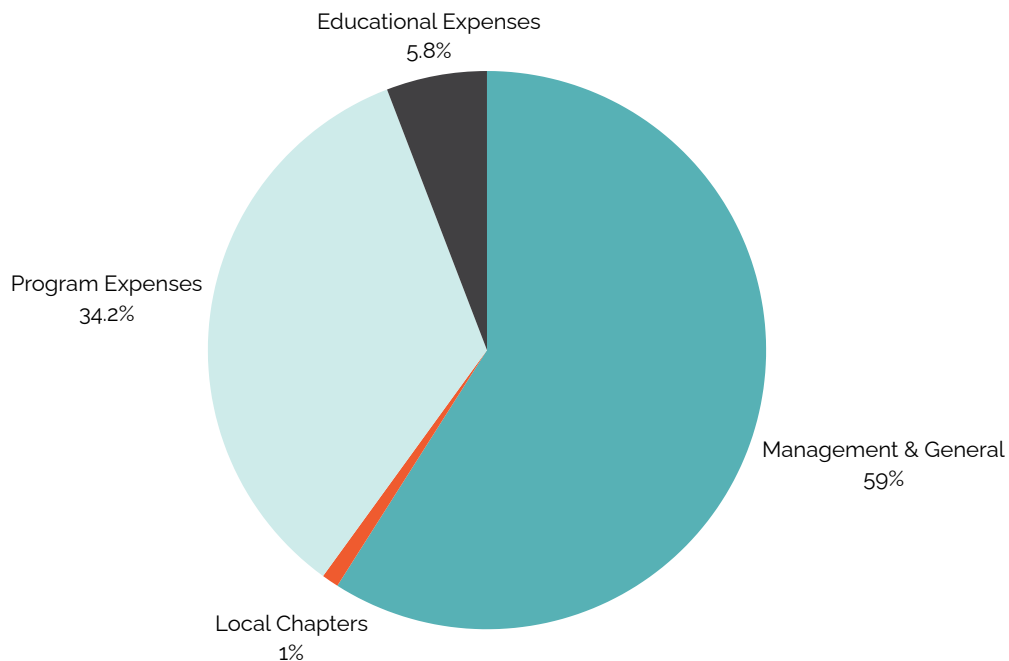
Income by Revenue Source

Total Revenue: \$223,422



Expenditures by Program

Total Expenses: \$223,147



Meet the TXSES Community



Patrice 'Pete' Parsons | Executive Director

Patrice "Pete" Parsons has spent more than 30 years advancing sustainability and renewable energy through public service and nonprofit leadership. She previously led the Texas State Energy Conservation Office, overseeing more than \$200 million in grants and advising on climate and renewable energy policy. Pete also worked with ICLEI USA to support climate and sustainability planning for local governments across the South Central U.S. Today, she serves as Executive Director of TXSES, working to educate, inspire, and empower Texans to adopt solar energy for an equitable clean energy future.



Tamara Kowalski | Director of Communications

Tamara joined TXSES with more than 15 years of experience in the environmental nonprofit sector, specializing in communications and project management. She brings a strong passion for solar energy—having installed panels on her own home—and extensive expertise in outreach, writing, editing, grant development, and chapter coordination. Before joining TXSES, Tamara served as Communications and Program Manager for the State of Texas Alliance for Recycling (STAR), where she led communications strategy and supported statewide initiatives to advance sustainability and resource recovery.



Elle Nicholson | Intern

Elle is pursuing a degree in Philosophy at The University of Texas at Austin, with a Government minor and a Business Spanish certificate, and plans to build a career in international environmental law. She has interned for a global sustainable business consultancy based in London, conducted alternative energy research with the regulatory department of an energy engineering and consulting firm, and authored a senior thesis advocating for the adoption of a cap-and-trade system in the United States. Elle is a published author with strong writing, public speaking, and renewable energy policy experience.

ASES Affiliation

TXSES is the Texas chapter of the American Solar Energy Society (ASES), the nation's leading association of solar professionals and advocates. Founded in 1954, ASES' mission is to inspire an era of energy innovation and speed the transition to a sustainable energy economy. ASES produces the quarterly *Solar Today Magazine* and conducts the annual ASES National Solar Tour, the world's largest grassroots solar event.

ASES chapters, like TXSES, are part of the national solar education movement. While ASES and its state chapters are related, membership in one does not confer membership in the other. An individual may belong to as many ASES chapters as they wish. TXSES members can join ASES with an annual donation of \$40 or more for an additional \$30.

TXSES Local Chapters



Solar Austin

Solar Austin advances the clean energy transition by advocating for robust solar policies and programs, providing community connections, and facilitating donated solar installations. The organization works to keep the importance of solar incentives and creation of green jobs on the minds of Austin Energy and the Austin City Council. Solar Austin hosts educational events both virtually and in person, and partners with community organizations to install crowdfunded and donated photovoltaic (PV) and storage systems.



Eco El Paso

Eco El Paso is a 501(c)(3) nonprofit focused on sustainability in the hot-arid climate of El Paso and the surrounding region. Eco El Paso is dedicated to fostering a learning environment for sustainable systems and lifestyles while integrating workforce and economic development concepts. They do this by promoting eco-sensitive and energy-efficient community planning, building design, construction and facility maintenance in El Paso's region to professionals in the design, construction, renewable energy, and building maintenance industries.



Build San Antonio Green

Solar San Antonio merged with Build San Antonio Green, a nationally recognized award-winning green building program. They host Bring Solar Home, designed to help San Antonians learn whether solar generation is the right choice for them, and if so, which program is the best fit. As a voluntary, third-party certification program, BSAG also works with the residential building community to help create homes with increased efficiency, comfort, and durability. Programs include single-family new construction, historic retrofits, and multi-family projects. They also host Solar Fest each October.



Houston Renewable Energy Group

Houston Renewable Energy Group (HREG) works to bring awareness of solar power and sustainable resources to the Energy City. Monthly meetings cover solar topics, and a collaboration with Solarize Houston and Solar United Neighbors works to accelerate the adoption of solar through group purchases in Houston neighborhoods. Bill Swann's famous Solar Energy System Workshop is held the last Friday of the month. Check out the HREG Events page and receive their newsletter to stay up to date on important events in Houston.



North Texas Renewable Energy Group

The North Texas Renewable Energy Group (NTREG) hosts monthly meetings with guest speakers to educate about renewable energy, energy efficiency, alternative transportation, and more. Field trips enhance awareness of solar energy options, energy efficient buildings, and other topics of interest. NTREG members and supporters participate in a variety of events throughout the year, such as Earth Day celebrations, the Solar Car Challenge, DFW Solar Tour, and other local, regional, and national activities.

TXSES Board Members

Officers



Chair | Dr. Ariane Beck, Consultant, Principal, Sunshine Future

Ariane's research focuses on sociotechnical systems, diffusion of innovation, decision-making, and the gap between technological solutions and adoption in the context of the energy transition. Previously, she was a research fellow in the Energy Systems Transformation Research Group (EST) at the LBJ School of Public Affairs at The University of Texas at Austin. Ariane has managed nearly \$30 million in DOE projects throughout her career. She received her PhD, MS, and BS in Electrical Engineering from The University of Texas at Austin, with a research focus on optoelectronics and wide-bandgap semiconductors.



Vice Chair | Louis Petrik, CEO, Longhorn Solar

Louis holds a B.A. in Marketing from Southwest Texas State University and considers himself an accidental environmentalist. Before adding solar to the business offerings, he knew nothing about the environment or climate change. He now proudly wears the "Tree Hugger" badge. Louis has been an entrepreneur for 26 years and has run Longhorn Solar for 13 years. He is NABCEP (North American Board of Certified Energy Practitioners) certified in PV Technical Sales and PV Installation Profession.



Secretary | Laura Doll, Public/Private Energy Expert

Laura's career has focused on energy from a variety of public and private sector perspectives, including executive positions at Austin Energy, the California Power Authority, the California Public Utilities Commission, Pacific Gas & Electric Co. and regional transmission authorities in Texas and California. A common thread throughout her work has been the promotion of energy efficiency and renewable energy and the development of infrastructure to support them. She served as Chair of the Board of Directors of the Electric Reliability Council of Texas (ERCOT), and Governor on the Board of the California Independent System Operator (CAISO).



Treasurer | Cris Eugster, CEO and Co-founder, Evergreen

Evergreen is a high-integrity climate platform that brings new sources of capital from companies of all sizes to the energy transition. Prior to Evergreen, Cris held a number of senior executive positions in the power sector. He was the COO for CPS Energy, where he led the utility's transformation to clean energy resources, as well as shutting down two coals plants 15 years ahead of schedule. Cris was the first Chief Sustainability Officer for the City of Houston, reporting directly to Mayor Bill White. Cris holds a Ph.D from MIT in electrical engineering and has served on a number of boards and task forces including Chairman of SEPA, member of the Blue Ribbon Task Force on Puerto Rico (appointed by Governor of Puerto Rico), and DOE State Energy Advisory Board.

TXSES Board Members



Ramsey Cripe, Senior Consultant, Schneider Engineering

Ramsey has extensive experience working with municipally-owned utilities and electric cooperatives throughout Texas. He provides clients with expertise relating to the ERCOT market, rate design, and policy development and implementation while supporting renewable energy goals and directives. Ramsey holds a BA in Political Science from Purdue University and a Master in Public Service and Administration from the Bush School at Texas A&M University.



John Pouland, Consultant

John served as VP for Government Affairs and Solutions at Philips, working across federal, state and local governments on public policy issues. Prior to Philips, he held a similar position at Siemens, helping to start their public sector business development program. He served as Regional Administrator of the Southwest for the US GSA during the Clinton administration and was executive director of the Texas General Services Commission under then-Governor Ann Richards. John began his career as an attorney in private practice in Dallas, with a J.D. from the University of Houston, and B.A. from The University of Texas.



Alison Silverstein, Independent Consultant, Strategist, Researcher Writer

Alison focuses on electric transmission and reliability, energy efficiency, and technology adoption issues. She has worked for decades to advance the use of clean energy and advanced grid technologies. Her recent work focuses on ERCOT market design and power system reliability and the value of demand-side solutions to balance supply-side measures in ERCOT. Silverstein worked as a senior advisor to the chairman at the Federal Energy Regulatory Commission (2001–2004), and at the Public Utility Commission of Texas.



Dub Taylor, WDT Consulting LLC

Dub was Director of the Texas State Energy Conservation Office (SECO) for 20 years, and before that, was with the Texas Railroad Commission's Alternative Fuels Research and Education Division. At the federal level, he served on and twice chaired the U.S. Department of Energy's State Energy Advisory Board (STEAB). Originally appointed Chair by President George W. Bush's Energy Secretary Samuel Bodman, he was again appointed to this role by former Energy Secretary and Texas Governor Rick Perry.



John Hall President/CEO, HARC (Houston Advanced Research Center)

HARC's research and policy analysis forges sustainable solutions to Texas' climate resilience and climate justice challenges.



Raina Hornaday Co-Founder, Caprock Renewables

At Caprock, Raina leads development efforts for utility-scale renewable energy projects and distributed generation and microgrid initiatives.

The People Powering Our Mission

Thank You to Our Members for Their Support!

Corbin Abshier	Cliff Gladstein	Garry Mauro	Daniel Sanguines
Oluwafemi Adediran	William Glass	Mark & Anne McKinnon	Christopher Sasser
Heather Alexander	Paul Gonin	Michael Mitchell	Vivienne Schiffer
Taylor Alexander	Michael Gonzales	Georgeann Moss	Louisa Schmid
Garrett Bader	Chris Grayson	EJ Munoz	Don Sembera
Juan-Carlos Baltazar	Mary Ann Greene	Mike Neary	Kajal Sheth
Archie Barrett	Margaret Haley	Vaughn Nelson	Alison Silverstein
Kelvin Bassey	Ann Hamilton	Mark Witte	Will Skinner
Ariane Beck	Dave Hanson	Jaro Nummikoski	Samuel Walden
Meghana Bommareddy	Daniel Harrison	Patrick Oneal	Mychael Solis-Wheeler
Frederick Dure	Irene Heifetz	James Orenstein	Maximiliano Soto
Paul Breaux	John Hoffner	Rosa Orenstein	Daniel Sangines
Diane Carlson	Larry Howe	Daniel Ortman	William Stump
Howard Cleaver	Amy Hsu	Dennis Woods	Shanru Tian
Kevin Conlin	Micah Jasuta	Scott Phillips	Chris Tong
Steve Cook	Babu Jeyapal	John Pouland	Jeel Tusharbhai Patel
Ramsey Cripe	Cheryl B Jones	Eric Pratt	Gary Vliet
Janet Delaney	Robert King	Madeline Priest	Mobi Warren
Catherine Lee Doar	Chris Knight	William Ross Pumfrey	Michael Weinnig
Laura Doll	Rohit Kantor	Ralph Ramon	Mellen West
Roger Taylor	Robert Lagerblad	Kaylyn Randolph	Thomas West
Cris Eugster	Anita Ledbetter	Joe Redfield	Jorge Gutierrez
Michael Ewert	Joshua Lowery	Beverly Robinson	Pagnnana Wijiayapura
Robert Figueroa	Lehman Marks	Bill Rogers	Bryan Wollschlaeger
Michael Fladmark	Mark Martin	John Rogers	Judy Young
Elizabeth Floyd	Uvaldo Martinez	Molly Rooke	Ron Zagarri
Taama Forasiepi	Jill Mason	Soll Sussman	Robert Zane
Gary Gius			

<i>Atma Energy</i>	<i>Greentech Renewables</i>	<i>SunGrid Power</i>
<i>Barley Pfeiffer Architecture</i>	<i>Hoss Solar Resources</i>	<i>Sunnova</i>
<i>Big Sun Solar</i>	<i>Lone Star Solar Services</i>	<i>Sunrun</i>
<i>Caprock Renewables</i>	<i>Mission Energy</i>	<i>Sunshine Renewable Solutions</i>
<i>Eastex Solar</i>	<i>MM Solar Advisory</i>	<i>Texas Best Solar</i>
<i>EcoFlow Technology Inc</i>	<i>National Charter Bus</i>	<i>Texas Green Energy, Inc.</i>
<i>Electric Power Engineers</i>	<i>Native Solar</i>	<i>Texas Solar Outfitters</i>
<i>ETW Energy</i>	<i>Orsted</i>	<i>Texas Solar Power Company</i>
<i>Freedom Solar Power</i>	<i>Solahart Industries Pty</i>	<i>The Power Store</i>
<i>Good Faith Energy</i>	<i>Solar CenTex</i>	<i>The Solar Cowboys</i>
<i>Greater Texas Solar</i>	<i>Solar Edge Pros</i>	<i>The Solar Scouts</i>

Thank you for joining us in our mission to provide equitable access to solar energy for every Texan. Your commitment to TXSES helps power a brighter future for Texas, and we're deeply thankful to have you with us.

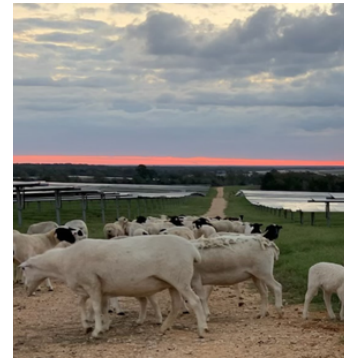
Thank you for your support!



TEXAS
SOLAR
ENERGY
— SOCIETY —

50th Anniversary

1976-2026



TEXAS
SOLAR
ENERGY
— SOCIETY —

Texas Solar Energy Society
501c3 Nonprofit | EIN: 74-1962704
P.O. Box 1447, Austin TX 78767-1447
P: 210.772.7720 | E: info@txses.org
www.txses.org