

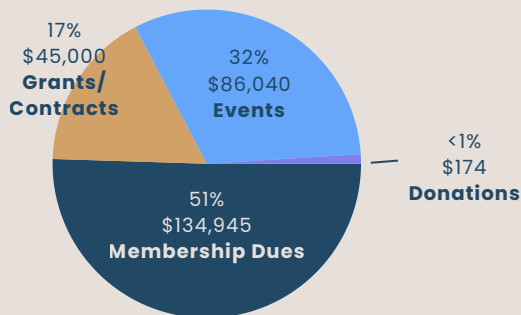
# About the Arizona Solar Industries Association (AriSEIA)

## MISSION

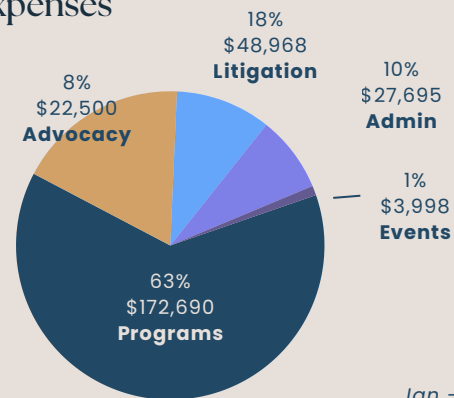
AriSEIA's mission is to develop and support policies that create opportunities to advance Arizona's economy through solar energy, storage, and electrification. We advocate for sustainable job creation in the deployment of solar and complementary technologies and collaborate with stakeholders to encourage utilization of Arizona's greatest natural resource: the sun.

AriSEIA advances this mission through technical expertise, regulatory leadership, and statewide advocacy that ensure clean energy is accessible, affordable, and central to Arizona's long-term energy strategy.

Income



Expenses



Jan - Oct '25

## 2026 Goals

- Strengthen Arizona's clean energy regulatory framework at the Arizona Corporation Commission through durable policies supporting solar, storage, and electrification.
- Shape at least five county or municipal ordinances that ensure clear, consistent, and non-discriminatory rules for solar and battery storage.
- Expand industry and consumer education on solar rights, grid reliability, and utility accountability.
- Grow organizational capacity through increased revenue, membership, fundraising, and administrative and legal support.
- Advance fair market access through transparent interconnection, competitive procurement, and policies enabling broad participation in clean energy.

# “AriSEIA is a vital force driving forward the clean energy transition in Arizona...”

*...As a small business that has installed solar and storage in southern Arizona since 2009, the organization’s policy work at our public utilities commission, at the legislature, and with utilities has been an important part of our success.*

*AriSEIA has proactively engaged in countless dockets and with many proposed bills, and made it clear to regulators and lawmakers that Arizona homeowners and businesses want more solar and storage options. AriSEIA has also fostered relationships with many Arizona utilities, collaborating if possible, but also holding them accountable to their customers and the law as needed.*

*In a period of turbulence for renewables nationally and in Arizona, we are proud to be AriSEIA members, and to support their mission to advance Arizona’s economy through solar energy, storage, and electrification.”*



Louis Woofenden, Member  
Engineering Director/Owner  
Net Zero Solar, Tucson, Arizona

## 2025 Impacts

- Led the statewide defense against repeal of the Renewable Energy Standard and Electric Energy Efficiency Standards, ensuring nonprofit and public input remained in the regulatory record.
- Shaped local clean energy ordinances in more than a dozen jurisdictions, improving clarity and defensibility for solar and storage development.
- Represented the industry in APS, TEP, and SSVEC rate cases, protecting distributed generation and challenging utility overreach.
- Elevated consumer protection by combating misinformation, illegal sales tactics, and contractor fraud.
- Strengthened organizational systems through expanded fundraising, professional bookkeeping support, and improved administrative infrastructure.

### VISION

A reliable, affordable, and decarbonized energy system for Arizona, built on clean technologies, transparent regulation, and fair markets. Communities, businesses, and consumers are empowered by durable policies that support clean energy adoption, grid resilience, and long-term sustainability.

### CORE VALUES

AriSEIA’s work is grounded in integrity, equity, and independence. We value accountability and rigorous expertise in legal, regulatory, and policy analysis. We prioritize collaboration across sectors, protect consumers from misinformation and unethical practices, and advance sustainability and innovation to support a modern, resilient grid.

### CONTACT

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