

**Application for Membership**

**City Council Boards/Commissions/Committees City of Ann Arbor, Michigan**

Return To: Mayor's Office  
City Hall – 3rd Floor  
301 E. Huron St., PO Box 8647  
Ann Arbor, MI 48107-8647  
Phone: 734 794-6161, Fax: 734-332-5966

Name: Mark H. Clevey

Home Address Zip: 2917 Brockman Blvd., Ann Arbor, MI 48104

Ann Arbor Resident: YES/NO: YES Number of years as a Resident Ward: 2 Years

Phone (H) (517) 242 6880 (W) (Fax)

Email Address: mclevey123@gmail.com

Occupation: Manager, Consumer Education & Renewable Energy Programs, MEDC – Michigan Energy Office

Employer Name & Address: MEDC – Michigan Energy Office, 300 N. Washington Square, 2<sup>nd</sup> Floor, Lansing, MI, ZIP: 48909

Board/Commission/Committee on which you are interested in serving:

- 1) Environmental Commission 3)
- 2) Energy Commission 4)

Reasons for seeking appointment (Areas of Interest, Goals, etc.): I have over 35 years of experience in the environmental and energy efficiency/renewable energy fields. I have worked in the private sector, educational sector and government. I believe I have a deep understanding of the relationship between environmental sustainability and community/economic development. I believe I can help Ann Arbor to be a leader in environmental/community/economic sustainability.

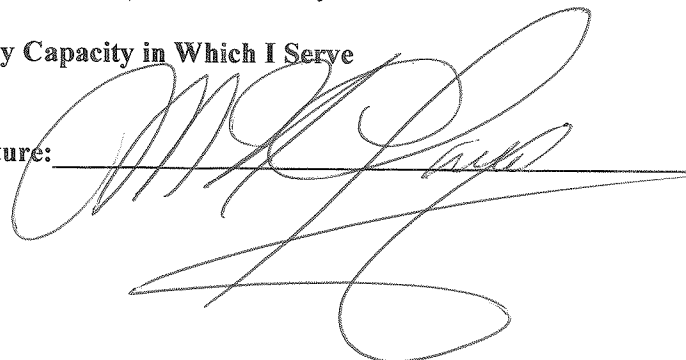
**Please submit a résumé including your job experience and education along with this application or a detailed letter of intent delineating relevant qualifications.**

**DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST**

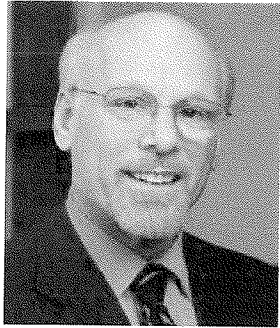
In order to avoid any potential conflict of interest, I, the undersigned, agree not to be involved in any recommendations or decision making regarding any agency(ies) or entity(ies) for which I serve in the following capacity(ies) which may contract or subcontract with the City of Ann Arbor.

Agency Capacity in Which I Serve

Signature: \_\_\_\_\_



Date: June 14 2012



## Mark H. Clevey, M.P.A.

April 2012

In 1972, Mark H. Clevey transferred to Western Michigan University from the University of Maryland (European Extension) where he had earned two years of college credits while serving in the United States Air Force. After graduating from the Honors College and while attending Graduate School on the G.I. Bill, Mark worked as an Administrator with the Kalamazoo Public Schools where, in 1975, he built his first solar energy collector while developing and teaching a course on Solar Energy. For the next 30 years, Mark worked in the private, public and education sectors on the cutting-edge of economic reinvention in Michigan.

Mark has deep expertise in entrepreneurship, innovation, green business development and alternative energy, economic gardening, lobbying and education. He has particular expertise in government-sponsored R&D grant procurement for the research, development and commercialization of breakthrough innovations and is a member of the National Science Foundation SBIR Advisory Committee and Chair of the Commercial Assistance Program and STEM Entrepreneurial Education Subcommittee's. During his career, Mark has received numerous awards and recognitions for his work in community and economic reinvention. He holds a Masters Degree in Public Administration as well as an Advanced Small Business Counselor Certification. His views on entrepreneurship have been quoted in business and general media publications, including Inc. Magazine (10/06). He is also a co-author of the, *Annual Michigan Entrepreneurship Score Card* (<https://www.sbam.org/SBAM-News/News/newsid370/252/>) and a Co-Author of, *The role of 'Place' in Economic Gardening*.

### Work History

Manager, Consumer Education & Renewable Energy Programs, MEDC, Michigan Energy Office, State of Michigan 01/2011 to Present. Responsible for overall management and direction of programs and staff designed to leverage energy efficiency and alternative energy as a community and economic reinvention strategy for Michigan.

- Oversee key ARRA and State Energy Program (SEP) initiatives:
  - Co-Principal Investigator – Better Buildings for Michigan Program
  - Manager, Regional Energy Demonstration Center Program
  - Project Developer - Detroit Zoological BioEnergy Project (MEO Biomass Energy Demonstration/Feasibility Study and Revolving Loan Program)
  - Solar Photovoltaic Zoning and Financing Initiative (in partnership with Michigan Municipal League and Clean Energy Coalition)
  - Author, State-of-the-State Wind Report: Michigan (under contract with the National Renewable Energy Laboratory)
- Co-Chair, Great Lakes Commission, Great Lakes Wind Council Steering Committee. Primary involvement in Fund Raising Key Great Lakes Off Shore Wind Memorandum of Understanding.
- Member, Energy Production Committee, City of Ann Arbor, Energy Commission.
- Member, Advisory Board, Michigan Energy Forum, Ann Arbor SPARK.
- Member, Steering Committee, Detroit Zoological Society, Green Literacy Program.
- Member, Michigan Municipal League Green Communities Committee.
- Member, Michigan Municipal League and Michigan State Housing Development Authority, Sense of Place Council (SOP). Co-Chair of Economic Gardening Subcommittee. Developed AET-related Green Economic Gardening initiative. Developed several new programs to help local communities install bioenergy, wind and solar projects as part of a combined Green Community/Economy program.

Director, Center for Entrepreneurship & Commercialization, Saginaw Valley State University, University Center, MI (09/2008 – 01/2011). Director, Workforce Innovation in Regional Economic Development Grant (WIRED) (grant ended 06/10). Hired specifically to manage SVSU WIRED grant and launch several new WIRED initiatives designed to foster energy efficiency and renewable energy-related community and economic recovery, diversification and development in the Michigan, Great Lakes Bay Region:

- *Regional Innovation Collaboration (RIC)* – Designed program and secured EDA Grant to establish a Regional Innovation Collaboration (RIC) in Mid-Michigan.
- *Regional Incubator Network* - In collaboration with Mid-Michigan Innovation Center, secured EDA Grant to establish a Regional Incubator Network in Mid Michigan.
- *Alternative Energy Supplier Development Program* – In collaboration with the Michigan Manufacturing Technology Center, Northeast Region, formed four new Alternative Energy “Clusters” (Advanced Energy Storage, BioEconomy, Solar and Wind). Provided diversification, intrapreneurship and R&D grant funding training and assistance to over 350 area manufacturers and related organizations.
- *Entrepreneurship Development Program* – As a way to foster an *Entrepreneurship Culture* in the Great Lakes Bay Region, broadened the definition of entrepreneurship and launched programs in four key areas:
  - *Economic Gardening Initiative* - Under grants from the Rural Business Enterprise Grant program and the Michigan Municipal League, launched a regional Economic Gardening Initiative to train and assist local communities in the Great Lakes Bay Region to launch aggressive new entrepreneurship creation, retention and expansion programs.
  - *Small Business Entrepreneurship* – Launched new SBIR/STTR Training and Assistance program to help regional entrepreneurs secure R&D grants to launch new ventures and research, develop and commercialize breakthrough alternative-energy related technology innovations. Under a grant from the Economic Development Administration, assisted the MidMichigan Innovation Center to launch a Regional Business Incubator Network.
  - *Intrapreneurship* – In collaboration with the Michigan Manufacturing Technology Center – N.W. Region, provided Intrapreneurship training and assistance to regional manufacturers as a catalyst for diversification. Also developed new SBIR/STTR Grant Assistance program to help regional manufacturing firm’s secure R&D grants to research, develop and commercialize new breakthrough technology innovations.
  - *Social Entrepreneurship* – Under grants from the National Collegiate Inventors and Innovators Alliance, Harvey Randall Wickes Foundation and the United Way of Saginaw County, developed an experimental course in Social Entrepreneurship for Saginaw Valley State University and trained UWSC agencies in Social Entrepreneurship. Launched a related Energy Efficiency and Renewable Energy program for UWSC agencies under the Federal, Energy Efficiency Community Block Grant program.
- *SVSU’s Entrepreneurship Minor* - Manage projects to encourage non-business Majors to enroll in SVSU’s Entrepreneurship Minor program, resulting in the enrollment of 18 new non-business majors.

Executive Director, Small Business Foundation of Michigan (SBFM) and Vice President, Entrepreneurship, Small Business Association of Michigan (SBAM), Lansing, MI (1999-2008).

- Served as Specialist in Alternative Energy and Entrepreneurship – Lobbied in support of the new Michigan Renewable Energy Portfolio Standard and public policies in support of robust entrepreneurship formation and growth as a preferred community and economic recovery, diversification and development strategy for Michigan.
- Served as the Primary Author and project manager, *Annual Michigan Entrepreneurship Score Card* (benchmark Michigan against all other states with regard to entrepreneurship). Consultant and Contributing Author, *NextEnergy Report: Economic Impact of a Renewable Energy Portfolio Standard in Michigan, 2006-07.*
- Secured over \$5 Million for SBAM/SBFM projects to foster the robust creation, retention, expansion and attraction of entrepreneurs that combine innovation with “intent” and “capacity” for growth in emerging high economic multiplier related industries.
- Served as the Director, Michigan ENERGY STAR Promotion and ENERGY STAR Small Business Programs (under contracts with the Michigan Energy Office). Under a contract with the U.S. Environmental Protection Agency, managed a Three-Year Small Business and Faith-Based Initiative Pilot Project to demonstrate the feasibility of using Aggregated Purchasing as a vehicle to stimulate energy efficiency and emissions reductions in the faith-based and small business sectors.

Vice President, MERRA, Ann Arbor, MI (1987-99). MERRA was a statewide association of large, medium and small technology-based businesses <sup>1</sup>, research universities and institutes <sup>2</sup>, governmental and economic development

<sup>1</sup> Large Business: Autodie International, Eaton Corp., Chrysler Corp., Consumers Power Co., Detroit Edison Co., DOW Chemical Co., Ford Motor Company, General Dynamics, General Motors, GM Delphi Energy & Engine Mgmt. Syst., Herman Miller, Kellogg Company, Lansing Board of Power and Light, Michigan Consolidated Gas, Progressive Tool & Industries Co., Steelcase. Business Support Services: Coopers & Lybrand, Dykema Gossett, Price Waterhouse Cooper; Cutting-Edge Small Business: Advanced Modular Power Systems, Altair Computing, Atlas Technologies, Chromatofast Inc., Clark MXR, Climax Research Services, Cybernet Systems Corp., Deneb Robotics Inc., Diazem Corporation, EASI Engineering, EMAG Technologies

organizations<sup>3</sup>. Assisted members and sponsored small businesses to diversify Michigan's economy by forming robust inter-organizational, R&D collaborations and procure financing to accelerate breakthrough technology research, development and commercialization.

- Director, nationally-recognized, award-winning, Federal R&D Grant Procurement Support Program that trained and assisted cutting-edge Michigan entrepreneurs (e.g., Altair Computing, Energy Conversion Devices, T/J Technology (A123 Systems), PicoMetrix, etc.) to procure over \$100 Million to research, develop and commercialize breakthrough technology innovations.
  - Director, Michigan Angel Capital Electronic Network (ACE-Net). Launched several new programs to Michigan small firm's secure R&D grants to research, develop and commercialize breakthrough technology innovations. (EcoInnovations, AutoTech, DefendTech, etc.)
  - Administrator of the Michigan State Research Fund that grants over \$5 Million to in competitive R&D grants to cutting-edge small firms as an economic diversification and development initiative.
- Received several national awards for launching the first program in the nation ("Winners Conference") to accelerate the commercialization of SBIR/STTR funded research as a viable economic development strategy.
- Served as the MERRA representative to the Michigan Public Service Commission, Michigan Energy Options Study (MEOS) that established mechanisms and protocols for the inclusion of alternative energy into state energy planning.

Director, Governmental Affairs, Energy Conversion Devices, Inc. (ECD), Troy, MI (1985- 87). Established and managed the government-sponsored R&D grant procurement program for the company. Secured over \$10 Million in grants from NASA, USDOEn, USDOD to research, develop and commercialize advanced Alternative Energy and materials-related ventures.

- Developed business plans and projects designed to accelerate the commercialization of ECD's R&D (Solar Photovoltaics, Hydrogen & Battery Technology, Information Technology).
- Demonstrated the viability of Utility-Scale Photovoltaic applications by serving as the project developer and manager on the first Utility-Interconnected PV Demonstration project in the State ("Michigan Utility-Interconnected Solar PV Demonstration Project" funded with grants from EPRI, Detroit Edison, Consumers Power Co., Lansing Board of Water and Light, MERRA and Oakland Community College).
- Formally Intervened in the Public Utilities Regulatory Policy Act (PURPA) Hearings on behalf of Solar Photovoltaics, leading to interconnection protocols and standards.
- Collaborated with the National Science Foundation, National Science Education Week, and sponsored a program for the Michigan Physics and Science Teachers Association to incorporate Solar Photovoltaics in the Michigan k-12 Science Curriculum.
- Served as ECD's representative to the U.S. Department of Energy, PV-USA Initiative.

Director, Kalamazoo Energy Office, Kalamazoo, MI (1983-85). Secured over \$2 Million from the Michigan Public Service Commission, City of Kalamazoo, Kalamazoo County, Consumers Power Co. and others for programs designed to help area citizens, businesses and organizations reduce their energy costs and use renewable energy technologies.

- *Director, Community Energy Management program* for residents of the City of Kalamazoo, under a contract with the Michigan Energy Office. Conducted a special program to enhance energy efficiency of Human Service non-profits as a viable community redevelopment project.
- *Director, Energy Financing Assistance Programs*, Small Business Association of Michigan (SBAM) (launched and managed the SBAM Energy Financing Assistance Division and initiated a Model Performance Contracting/ Shared Savings-Based Financing program as an industry development initiative for the emerging energy management industry).
- *Chairperson*, Consumers Power Company Citizens Advisory Committee.
- *Chairperson* (Mayoral Appointment), City of Kalamazoo, City Services and Alternative Resources Advisory Committee.

Senior Employment and Training Analyst III, County of Muskegon, Muskegon, MI. (1978-83). Served as a Alternative Energy Related Workforce Development Specialist, developing and managing new U.S. Department of Labor funded model programs.

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Inc., Energy Conversion Devices Inc., Mechanical Dynamics, Nitrate Elimination, Neogen Corp., Optimetrics, Perceptron, PicoMetrix, Photon Physics, Quality Aire of Midland, Resource Recycling Systems, Silicon Graphics, T/J Technologies, Weiland & Associates.

<sup>2</sup> Industrial Technology Institute, Eastern Michigan University, ERIM, Fraunhofer USA, Kettering University, Lawrence Technological University, Metropolitan Center for High Technology, Michigan Biotechnology Institute, Michigan State University, Michigan Molecular Institute, Michigan Technological University, National Center for Manufacturing, Oakland University, University of Michigan, UoM Dearborn, University of Detroit – Mercy, Wayne State University, Western Michigan University.

<sup>3</sup> Battle Creek Unlimited, City of Detroit, Cornerstone Alliance, City of Farmington Hills, Edward Lowe Foundation, Michigan Department of Transportation, Michigan Public Service Corporation, Michigan House of Representatives, Michigan Senate, TARDEC, The Right Place.

- Secured over **\$5 Million** for programs from the U.S. & Michigan Departments of Labor and others for a model *Solar Energy Employment and Training Program* that secured funding for three model state and federal programs: (1) "Solar Energy Employment and Training Program"; (2) "Triple E" (Energy, Education, and Employment) program; and (3) "Solar Greenhouse Demonstration Project" (solar greenhouse design and construction program for Muskegon area citizens seeking employment in the emerging solar greenhouse building industry).
- Served, under contracts, as: (a) *Assistant Project Director*, Center for Public Administration, Western Michigan University (under a U.S. Department of Labor funded project to evaluate federal, state and local Workforce Development programs); and, (b) *Renewable Energy-Related Workforce Development Specialist*, Proaction Institute, Okemos, MI (launched Workforce Development programs under a special U.S. Department of Labor contract in partnership with Proaction Institute for a nationwide Renewable Energy Business Development Initiative. This project linked federal, state, local and private funds together into a comprehensive program, assisting local communities develop new renewable energy businesses and related workforce development programs).

Coordinator/Community/Adult Education Principal, Community and Adult Education Division, Kalamazoo Public Schools, Kalamazoo, MI (1975-78). Managed a regional Community/Adult Education program (*while attending Graduate School*).

- Developed and implemented a comprehensive evaluation and reorganization plan for the Kalamazoo Community/Adult Education program.
- Launched several new program initiatives in renewable energy (including several student clubs and community-based solar greenhouse projects).
- Developed and taught a new series of community education courses in Solar Energy.

### Education/Training

- *Masters Degree in Public Administration (MPA)*, 1977, Western Michigan University (emphasis in new industry development and public-private partnerships).
- *B.S., Political Science*, 1975, Western Michigan University *Honors College* (received two academic scholarships).
- *Advanced Business Counselor Certification*, 1985, Michigan Small Business Development Center Network (MI-SBDC).
- *Economic Gardening Professional Practitioner Certification*, 2008, Edward Lowe Foundation. Mark has launched several "Economic Gardening" projects in Michigan designed to foster enhanced entrepreneurship culture as an economic development strategy.
- *EPA ENERGY STAR Portfolio Manager Certified Trainer*, 2008, EPA ENERGY STAR Program.

### Other

#### Grant Procurement and Management

Specialist in grant procurement (government, foundation and corporate grant related training, grant writing, governmental relations, grant management).

- Member, National Science Foundation SBIR Advisory Committee (Chair, Commercial Assistance Program (CAP) Subcommittee).
- Member, Advisory Board, Michigan Economic Development Corporation, Emerging Technology Fund (ETF).
- SBIR/STTR Phase I & II Commercialization Plan Reviewer for the National Science Foundation, Environmental Protection Agency and the U.S. Department's of Agriculture and Energy.
- Grant Technical Consultant and Social Entrepreneurship Consultant, United Way of Saginaw County and Michigan Interfaith Power and Light, LLC.
- Previous Administrator, Michigan, State Research Fund.
- Previous Business Plan Reviewer, NIST Advanced Technology Program (ATP).

#### Awards and Honors

- *Leaders and Innovators Award* (2005), Lawrence Technological University, Southfield, MI.
- *Award for Excellence* (2003), ENERGY STAR Small Business Program.
- *Tibbetts Award* ("Model of Excellence" for the "Winners" Program (First conference in the nation dedicated specifically to the commercialization of SBIR grants) (1996), U.S. Small Business Administration.
- U.S. Small Business Administration:
  - *Innovation Advocate for the Year* (1991);

- *Innovation Achievement Award* (1995); and,
- *Vision 2,000 Award*.
- *Award for Excellence* (“Winners Program”), Michigan Small Business Development Center Network, 1989.
- *Kappa Delta Pi* (1973-present) Honors Society in Education.
- *Who’s Who in American Colleges and Universities* (1975)

### Membership

- Co-Chair, Steering Committee, Great Lakes Wind Collaborative (Great Lakes Commission)
- Member, National Science Foundation SBIR Advisory Committee (Commercial Assistance Program (CAP) Subcommittee).
- Member, Member, Sense of Place Council, Michigan State Housing Development Authority.
- Member, Steering Committee, Detroit Zoological Society, Green Literacy Initiative
- Member (Retired), Board of Advisors, Lear Entrepreneurial Program, Lawrence Technological University.
- Member, Advisory Board, LaBelle Entrepreneur Center, Central Michigan University.
- Member (Retired), Board of Visitors, Western Michigan University.
- Previous Board Member, Michigan Center for Innovation & Economic Prosperity, Michigan State University.
- Member, Committee of Visitors (COV), National Science Foundation.
- Member, Entrepreneurial Academy, National Governors Association.
- Member, Board of Directors, Center for Small Businesses and the Environment

### Teaching/Training Experience

- *Adjunct Professor of Entrepreneurship*, Saginaw Valley State University (2009-2010).
- *Adjunct Professor of Entrepreneurship*, Central Michigan University, Labelle Entrepreneur Center (2006-2009).
- *Adjunct Professor of Political Science*, Oakland Community College (Adjunct Professor of the Year Award, 2006) (2002-2006).
- *Adjunct Professor of Alternative Energy*, Oakland, Lansing and Macomb Community Colleges (1982-1985).
- *Extensive experience in Corporate Training*.

### Publications

- Co-Author, *The Role of “Place” in Economic Gardening in The Economics of Place: The Value of Building Communities Around People*. Published by the Michigan Municipal League, 2011 (pp 129).
- Author, *Annual Michigan Entrepreneurship Score Card (2004 – 2009)*. Published by the Small Business Foundation of Michigan, this annual benchmarking report compares Michigan among all states on over 125 standard metrics relating to innovative entrepreneurship formation, growth and culture.
- Contributing Author, *NextEnergy Report: Economic Impact of a Renewable Energy Portfolio Standard in Michigan, 2006-07’*. Funded under a grant from the Michigan Department of Natural Resources.
- Author, *ENERGY STAR Congregations Case Study: Michigan Interfaith Power and Light - Model Aggregated Purchasing Approach to Reducing Greenhouse Gas Emissions*, April 15 2008. Funded and published under a contract with the U.S. Environmental Protection Agency (EPA), this three-year research project studied the role of aggregated purchasing in overcoming first-cost barriers to the purchase of emission reducing ENERGY STAR rated products.
- Author, *Green Gazelle Case Study (2000 – 2006)*. Funded under a grant from the Tides Foundation and published by the Center for Small Business and the Environment, this study focused on growth-oriented green small businesses as a viable response to environmental challenges.

### Consulting:

- *Entrepreneurship Consultant*, Small Business Association of Michigan, 2008 – Present. *Co-Author*, Annual Michigan Entrepreneurship Score Card and Chairperson, Score Card Board of Technical Advisors.
- *Management and Fund Consultant*, United Way of Saginaw County 2009 – Present. Revamped the UWSC Grant RFP, Review and Evaluation, Award and Management system to improve program outcomes for UWSC Agencies.

- *Consultant, Commercially Viable SBIR Grants as an Economic Recovery, Diversification and Development Strategy.* Author, Commercially Viable SBIR Grants as an Economic Recovery, Diversification and Development Strategy, prepared for:
  - Black Hills State University, Spearfish, SD (2008-2010).
  - Ben Franklin Partnership Program (BFPP), Pennsylvania (1998-2002).
  - MSE Technology Applications, Inc., Butte, Montana (1998 to 2000) (MSE is a privatized U.S. Department of Energy Laboratory).
  - American Concrete Institute (Government-Sponsored R&D Grant Procurement for Materials Science Applications) (1995-1997).
- *Environmental Entrepreneur Consultant, Center for Small Businesses and the Environment (CSBE), Washington, D.C. (2000 – Present).*

*References available upon request.*