

CARE Committee

From: gerry dameron <gerry@gogreencities.us>
Sent: Wednesday, March 03, 2021 8:41 AM
To: CARE Committee
Subject: ~Mahalo

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Mahalo Chair King and Committee members for bringing in outside sustainability information from groups like ICLEI to support the proven, broad-based, and bold initiatives we need to make Maui County a sustainable region by 2030. Mahalo for your dedication to the future of our aina, our citizens, and a sustainable Green economy.

Gerry Dameron
Executive Director
Go Green Cities Program

How Cities and Counties are Making Millions by Going Green

Watch the 4 minute video: www.gofundme.com/f/Go-Green-Cities

~ Lucrative **Sustainability 2021 / Empower Your City's Prosperous & Sustainable Green Future** ~

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"The Secret of change is to focus all of your energy, not on fighting the old, but on building the new."
~Socrates (from The Way of the Peaceful Warrior)



Go Green Cities Executive Director Bio:

Gerry Dameron is Executive Director of **Go Green Cities**, a non-profit program designed to support municipal governments to shift their towns, cities, or counties to become "substantially sustainable communities" within 10 years or less, while simultaneously garnering millions of dollars per year in new Green cash flows. The **Go Green Institute** has introduced the concept and new governance discipline called Lucrative Sustainability, the practice of accomplishing both

of those goals within cities, towns, and Regional governments everywhere. The **Go Green Cities** team believes that municipalities can quickly acquire all the proven and practical strategies needed to reverse the climate crisis right in their own home towns by learning, adapting, and implementing proven Best-Practices Lucrative Sustainability projects and programs to achieve the Win-Win-Win triple bottom line of People-Planet-Profits. Mr. Dameron has been a Green entrepreneur, writer, researcher, and speaker in the Sustainability/Green Business arena for 30 years. Gerry launched or grew multi-million dollar Green business enterprises, in the areas of solar energy (Novan Energy, NSM, \$10M), wind power (Patriot Wind, Pres, \$22M), energy storage (Bright Energy, Senior VP, \$11M), electric fast charging (Aker Wade, Sr. VP, \$20M), electric vehicle manufacturing (Boulder Electric Vehicle, Sr. VP, \$4.4M) energy efficiency contracting and financing (Highland Energy ESCo, VP, \$18M), and leadership consulting (New Energy Consulting (\$1M), Pres.) (CareerTrack, Director, \$70M), for 30 years from his home towns of Boulder, Colorado and Maui, Hawaii. Gerry is the Chief Author of the recently published research guidebook, Lucrative Sustainability, *How Cities and Counties are Making Millions by Going Green*. Mr. Dameron is currently working to build collaborative business and community teams to engineer and inspire the world's shift to a safe, sustainable, and prosperous future ~ within the coming decade.