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## Executive Biographies

### DALE A. GULDEN

**Forward thinking. Inspiring creativity. Driving innovation.**

"Our choices today deeply affect the world of tomorrow that our children will inherit."

"To increase global awareness, and empower consumers in making moral, ethical, and responsible choices, Solar Direct's emerging new mission is to significantly raise the bar of on-line access to renewable energy information and assistance."

"The status quo of simply influencing consumer buying decisions with basic information is no longer a viable model for our industry's future, or the greening of the planet.

Moving toward an energy responsible future means developing new methods of communication that impart not only product information, but a complete 'purchasing experience' where education, support, and technological wisdom are available in one easily accessible electronic package; a digital presentation conveying decision making savvy only attainable from an industry insider's perspective.

Solar Direct's goal is building a revolutionary new Internet presence that will dramatically shift the way renewable technology is purchased well into the future, and on a worldwide scale." - Dale A. Gulden

- **Dale A. Gulden**

Chief Executive Officer, Director of Marketing and Sales

Mr. Gulden is a highly knowledgeable and experienced 26-year veteran of the solar and renewable energy industry. Currently, Mr. Gulden is recognized within the industry as one of the leading authorities in both geothermal heating and cooling technology and commercial solar pool heating.

In 1986, with a degree in Business Marketing and Economics, Mr. Gulden partnered with Kirk A. Maust, a leading solar engineer and eco-entrepreneur, to found Solar Direct.

Supervising the overarching direction of Solar Direct, Mr. Gulden also oversees marketing and sales with an expertise that has accelerated Solar



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Direct into the solar industry's highest ranking e-commerce destination for renewable technology.

Former President of the Gulf Coast Chapter of the Florida Solar Energy Industry Association [FlaSEIA], Mr. Gulden often serves as a keynote speaker to environmental and business groups, regarding the green benefits of solar and renewable energy technologies.

Dale Gulden. Committed to building a forward thinking organization that reaches its full potential - by pioneering cutting edge consumer eco-education for a greener future!