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## Executive Biographies

### KIRK MAUST

**Creative maverick. Hightech pioneer. Eco-entrepreneur.**

"Solar Direct has exploded to the top of the Internet as the green industry's most highly trafficked e-commerce site."

"In a little over a year and a half, Solar Direct's web recognition advanced from a worldwide Alexa ranking of over 250,000 to under 35,000, and that was by simply implementing phase one of our three part e-commerce strategy."

"Solar Direct is preparing to make some precedent-setting moves."

By maximizing the broad spectrum of accessible digital technology, and combining it with our extensive knowledge of renewable energy, we'll be providing consumers with an educational yet engaging venue to discover how to make an impact on their lives, and the world their grandchildren will live in." - Kirk A. Maust

- **Kirk A. Maust**

Chief Operating Officer, Director of Engineering

Mr. Maust has been breaking new ground in the renewable energy industry since 1981. He has earned a reputation for being the top level consultative resource that attracts clients seeking solutions to complex and challenging projects.

Representing the new breed of entrepreneurial executives, Mr. Maust's defining characteristics encompass twenty-four years of real world solar and renewable engineering experience, hands-on Internet technology and digital communication skills, as well as having the spirit of an e-commerce visionary.

Mr. Maust earned one of the nation's first degrees in solar and renewable technology. He graduated from Pennsylvania State University's Mechanical and Nuclear Engineering Department, recognized as the largest and most successful in North America.

In 1986, Mr. Maust joined forces with Dale A. Gulden to form Solar Direct. The combination of his experience with Mr. Gulden's solid history of



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marketing and sales in the solar industry created an effective and innovative partnership.

Drawing from his education and practical background in computer science, Mr. Maust launched the company's first website in 1995.

Heralded as one of the earliest and most comprehensive renewable energy websites, SolarDirect.com was a pioneering effort that set the stage for intensified growth.

Building on Solar Direct's success of offering renewable information to consumers via the Internet, Mr. Maust created Solar Direct's electronic shopping cart - TheEnergySupermarket. This investment in an e-commerce platform dramatically increased revenues, and distribution expanded first nationally, and then globally.

Mr. Maust's responsibilities include working directly with Engineering and Sales to ensure cutting edge solutions to current energy needs. He also provides operational oversight, while maintaining a personal day-to-day presence throughout Solar Direct's rapidly expanding customer-centric organization.

Among his many outstanding accomplishments in the solar industry, Mr. Maust is credited with the initial conceptualization, and system engineering of the Solar Plant for the United States Coast Guard Air Station in Puerto Rico. Utilizing the latest in passive solar technology, this project was specifically designed for long life expectancy and high output in a harsh and demanding environment.

Another significant engineering challenge was the design and project management of the thermal chilling and heating system for the 110,000 gallon shark research aquarium at the Sarasota Mote Marine Laboratory. Meeting critical technical requirements necessary to maintain sea life at precise year-round temperatures, this project also maintained a low environmental impact on the surrounding delicate ecosystem.

Presenting one of the most complex and multifaceted test of his engineering competence was the design of the solar water heating system for the newly constructed 90,000 sq ft Chancery Building contracted by the U.S. Nigerian Embassy in Abuja, Africa.

Solar Direct's engineering staff worked closely with senior engineers from A & J Consulting Engineering Services, and project developers from DMJM and



The Louis Berger Group to create a cost effective, low maintenance solution with a long service life under extreme environmental conditions.

Another design achievement on this complicated project was the maximum reduction of carbon dioxide and other pollutants consistent with the Kyoto Protocol by reducing consumption of fossil fuels.

Mr. Maust has holds a Florida State Certified Solar License, and is a current member and former Vice President of the Gulf Coast Chapter of the Florida Solar Energy Industry Association.