

Lynn Paige

CEO | Perfect Power Inc.

Lynn Paige is a serial entrepreneur who understands new technologies. With more than 30 years of business experience, she's been a marketing firm consultant and a CFO, and she was a co-founder of Solutions Forum LLC and the International Academy of Clinical Acupuncture.

She now heads PerfectPower Inc., a Valley-based firm that installs commercial and residential solar systems. It's an industry that has come 180 degrees from just a few years ago, when solar power was barely a blip on Arizona's business radar, Paige said.

"As unbelievable as it may sound, just six years ago, (the biggest challenge) was getting the public to believe the energy challenge we face and that they have a choice to create their own energy ... and to be perceived as a viable, serious business sector," she said.

PROVIDED BY
LYNN PAIGE



Up close

AGE: 54

STATUS: Single

RESIDENCE: Phoenix

CHILDREN: Amanda, 30;
Martin, 29

EDUCATION: MBA, Alameda
University

CAR: Volvo

ASSOCIATIONS: National Association of Women Business Owners, Arizona Small Business Association, Executive Association of Greater Phoenix, Arizona Green Chamber of Commerce, Greater Phoenix Chamber of Commerce, Women's President Organization, U.S. Green Building Council, Solar Energy Industries Association

Favorites

RELAXATION: Early morning, just as the sun is coming up, sitting on my patio, watching the day begin

MUSIC: "The Power of Love," by Celine Dion; anything by the Temptations, Linda Ronstadt or Aaron Neville

BOOK: "Finding Your Authentic Voice," by local author Andrea Beaulieu

VACATION SPOT: San Diego

HOBBIES: Reading, remodeling and cooking. I've been accused that after I cook, sometimes I need to remodel.

Business

MOTIVATIONS: Putting together a group of people from different business backgrounds and hashing out a solution to an issue

MEASURE OF SUCCESS: By the quality of my friendships

EFFECTIVE LEADERSHIP: The ability to choose a diverse team, working together successfully with a common, planned goal, without the need of your presence

ADVICE FOR RENEWABLE BUSINESSES: Create a sound business platform. Do not depend on utility rebates or the latest government credit or grant. Those things are fleeting and will not sustain the energy industry, or any business. Make the choice to be a profitable business. That is the only way to deliver what you promise.

VARIED BACKGROUNDS: Growing a business in a fairly new industry can be fraught with pitfalls. Being able to view options from a varied background gives me an advantage I would not have garnered from working in one industry for 30 years. In business, you have to appeal to your lender, see the world from your customer's point of view and depend on your team to help deliver what you promise. It takes a multiple background to do these things without losing balance.

Personal

TAKING SUSTAINABILITY HOME: I have a kick-butt solar system on my house. My utility bill is the minimum billing fee of \$17 a month — always. I clean with only nonchemical green products, recycle, compost, reuse. My grandmother always told me, "Use it up, wear it out, fix it up or do without." I live by that.

BIGGEST INFLUENCE: My mother. She never allowed me to get it in my head that there was anything I couldn't achieve.

WISH YOU'D KNOWN 10 YEARS AGO: To laugh as much as I can, to be open to love where it finds me, to accept the value I bring to the world

— Patrick O'Grady