

BARI BEAN

GR Involvement

I have been an active participant in Geothermal Rising activities over the past several years and have sought to contribute both as an attendee and as a leader. I have attended the last three Geothermal Rising Annual Conferences, where I engaged with members, shared insights from Imperial County's Lithium Valley initiative, and built relationships across the geothermal community. In 2024, I participated as a panelist at Geothermal Rising's Thermal Energy Network conference, helping highlight the opportunities for advancing geothermal through community engagement. In addition, I participated in Geothermal Rising's Communications Workshop and the Indigenous Symposium this past year in Hawaii, both of which deepened my understanding of how to strengthen outreach within the industry.

In addition to attending GR events, I am a GR RIG champion for the Southern California Geothermal RIG. In this capacity, I helped organize two regional events: the ribbon cutting for the Geothermal Rising mobile exhibit launch at the Imperial Valley Desert Museum, and a summer networking event that brought together local industry, government, and community stakeholders. While at BHE Renewables, I collaborated with the BHE Foundation to secure a significant donation that helped make the first-ever Geothermal Rising mobile exhibit possible, a project I remain very proud to have supported.

Most recently, in 2025, I participated in Geothermal Rising's California Capitol Day, advocating directly with state legislators and staff to raise geothermal's profile in energy and climate policy discussions. These experiences reflect my ongoing commitment to not only showing up, but also contributing tangible value to Geothermal Rising and its mission.

Background Statement

Geothermal is not just a resource, it is a movement that has transcended political lines and is, quite literally, reaching new depths. Geothermal needs a strategic storyteller who can bridge the divide between government, industry, and community. I believe I would be that voice for Geothermal Rising as Director in the Government seat.

My name is Bari Bean, and I am an innovative, collaborative, geothermal advocate with experience spanning industry, government, and community. I thrive being a bridge between the government and private world! I currently serve as Deputy CEO of Natural Resources for Imperial County, California, where I also act as the County's Development Concierge, Regional Innovation Officer, and Lithium Ombudsman. In this role, I lead the Lithium Valley initiative, a nationally recognized effort positioning Imperial County as a global hub for geothermal, critical mineral

extraction (from brine), manufacturing, logistics, and data centers (powered by geothermal). My role requires balancing enterprise strategy, cross-sector collaboration, and policy innovation.

Previously, I served as Marketing and Community Relations Manager for Berkshire Hathaway Energy Renewables, managing national community engagement; focused on geothermal. I worked closely with tribal governments, state/federal agencies, and local communities. Additionally, I led a companywide rebrand and marketing strategy that strengthened industry storytelling.

While my geothermal base is the Salton Sea Known Geothermal Resource Area, I have traveled internationally to meet with industry partners, speak on panels, and collaborate with innovators to advance geothermal both in my region and abroad. I pride myself in finding strategic solutions that cut through red (and blue) tape to advance geothermal developments in a way that strengthens the economic growth of a region while benefiting its residents. I have experience working in rural areas and advocating on the capitol steps. I have successfully secured industry tax abatement incentives, authored tax funding plans, and led infrastructure financing. I'm especially excited about the future of geothermal technologies including conventional geothermal, direct lithium (and other mineral) extraction, enhanced geothermal systems, as well as thermal energy networks. The thought of geothermal powered communities really motivates me to advocate for cross-sector supply chain collaboration, stronger geothermal-forward policy reform, and effective incentive and subsidy platforms to expedite geothermal as the leading baseload energy. I believe my private and public work experience brings a unique benefit to Geothermal Rising and allows me to successfully navigate both sides.

Additionally, I bring entrepreneurial and P3 experience that I believe would add value to Geothermal Rising. As CEO of Currier Properties, I developed HayRabbit, an award-winning global brand, and launched a hand sanitizer line during COVID. I have also led regional chambers of commerce, building ties between business and community while advocating for economic development. These experiences gave me insight into business development, supply chains, and the importance of innovation in competitive markets.

My work in legislative affairs and public policy has directly advanced geothermal. I championed California AB 1016 (active), which aims to expand local permitting authority for geothermal to 150 MW, and AB 1031 (denied), which would reform hazardous waste fees impacting geothermal and mineral projects. I regularly brief state/federal officials, advocating for policies that strengthen geothermal.

Beyond policy, I have created initiatives to make geothermal more visible and accessible. I have active grants for an outdoor geothermal-themed educational park, as well as a K-12 education initiative that includes geothermal virtual reality. I have developed geothermal video and marketing materials and have partnered with workforce hubs to expand geothermal career pathways; I look forward to bringing these skillsets and ideas to Geothermal Rising.

I hold an Executive MBA in Energy from the University of Oklahoma, a Master's from Georgetown University, a business credential from Harvard, and a BFA from Chapman University. My education and cross-sector career prepare me to bridge government, industry, and community. I am committed to advancing Geothermal Rising's mission and ensuring geothermal continues to rise and lead. I would be honored to have your vote for the Geothermal Rising Board of Director government seat!

Plan Statement

Geothermal is one of the most powerful, versatile, and underutilized tools in our clean energy portfolio. It provides clean, reliable baseload energy, can support critical mineral extraction, and has the potential to co-locate with industries of the future such as hydrogen, data centers, and advanced manufacturing. Yet geothermal often remains an afterthought in energy conversations. As a member of the Geothermal Rising Board of Directors, I plan to change that by using my unique public and private sector experience to empower the organization and the broader geothermal community through what I call the Four V's of Geothermal's Future: Visibility, Viability, Vitality, and Vision.

Visibility: From legislative halls to dinner tables, geothermal remains largely unknown to the public. For too long, the story of geothermal has been one of technical detail rather than human impact. I believe we need a stronger narrative, one that elevates geothermal's role as a clean, baseload energy resource while also showing how it intersects with industries that excite policymakers and investors alike, such as lithium, hydrogen, and artificial intelligence. I will work to expand geothermal's visibility through storytelling, branding, and advocacy at every level. This means creating clear, accessible language that brings geothermal into households and schools, while also ensuring the industry has a stronger voice in global clean energy forums. Visibility is about reframing geothermal from a niche resource to a cornerstone of the clean energy future.

Viability: Even with the right story, geothermal cannot scale without pragmatic tools that make development feasible. I will advocate for policies that streamline permitting, modernize outdated regulatory frameworks, and provide financing mechanisms that de-risk investment. Transmission is also critical, as geothermal projects often sit in rural regions where infrastructure must be expanded to deliver power to population centers and new industries. My work on California legislation such as AB 1016 and AB 1031, combined with my advocacy experience in Sacramento and Washington, DC, positions me to help Geothermal Rising advance practical solutions that industry leaders and policymakers can act on. I also bring direct experience leading permitting reform through the development of the Lithium Valley Specific Plan, which streamlines CEQA with a comprehensive, programmatic approach to accelerate responsible project development. Alongside this, I bring a strong network of relationships across government, industry, labor, and community organizations that I can leverage to build coalitions and accelerate action. The geothermal community must take advantage of today's unprecedented federal and state investment in clean energy, and I want to ensure that geothermal projects are well-positioned to

compete for and secure those resources. Viability is about turning opportunity into tangible development.

Vitality: Geothermal's future depends on its relatability and "buy-in" from a wide group of No industry thrives in isolation, and geothermal's success depends on its ability to deliver clear community, workforce, and economic benefits. I have experience negotiating with labor organizations to align project goals with workforce opportunities, ensuring that development translates into good-paying jobs. Through my leadership in chambers of commerce, I have worked closely with business and community leaders to build trust and demonstrate how geothermal can serve as a foundation for regional economic growth. I have also secured multimillion-dollar grants to create workforce hubs and recently developed a career space that connects residents directly to opportunities in geothermal. These initiatives show how intentional partnerships can translate policy into tangible outcomes for families and communities. On the Board, I will expand this coalition-building by championing geothermal workforce pathways, local hiring programs, and partnerships with schools and universities to inspire the next generation. Vitality is about ensuring geothermal growth uplifts both projects and communities.

Vision: I like to think BIG and aim high. I truly want to help Geothermal Rising to RISE higher than ever before. Education and outreach are not side projects; they are central to building long-term support for geothermal. I have championed creative concepts like an outdoor geothermal-themed educational park, geothermal-focused video campaigns, and virtual reality job tours but my vision is to collaborate with the GR Board to expand these concepts and deploy them in more communities. Vision is about inspiring curiosity and building the cultural momentum that will sustain geothermal for generations to come. I'm excited to advance Geothermal Rising's mission, while inspiring its growth for the next decade!

I am running for the Geothermal Rising Board of Directors Government seat to bridge the divide between industry and government, and to build the collaboration necessary to give geothermal the recognition, resources, and resilience it deserves. With stronger visibility, viability, vitality, and vision, we can ensure geothermal RISES and reaches new levels.

Short Bio

Bari Bean is the Deputy CEO of Natural Resources for Imperial County, California, where she also serves as the County's Development Concierge, Regional Innovation Officer, and Lithium Ombudsman. She leads the nationally recognized Lithium Valley initiative, positioning the region as a global hub for geothermal, minerals, manufacturing, logistics, and data centers. In this role, she advances enterprise strategy, policy, infrastructure, branding, and cross-sector collaboration.

Bari has a strong background in legislative affairs and public policy, helping develop key California legislation, securing multimillion-dollar grants, and championing strategic solutions. She previously served as Marketing and Community Relations Manager at Berkshire Hathaway Energy Renewables, leading national engagement across wind, solar, hydro, and geothermal sites. Bari also brings P3 and entrepreneurial experience, including launching HayRabbit, an award-winning global small pet brand.

She holds an Executive MBA in Energy from the University of Oklahoma, a Master's from Georgetown, and a BFA from Chapman.