

**R**enewable technologies are a means to an end, not the end themselves. Rocco Luongo is one of the few engineers, who understands this, and knows how to dovetail reliable technologies into sound business plans. All businesses have their own language. Rocco has spent his life listening to people from different countries and industries expressing their likes, wants, and needs. He doesn't just speak engineer. Renewable projects have hard and soft cost targets, and financing institutions expect risk-managed execution. Rocco knows how to make renewable energy projects generate a high net operating income, a great debt coverage ratio, and the shortest possible return on investment.

This engineer is not just a paper pusher. He has had his boots in the dirt on multiple residential, commercial, and industrial solar sites in the US and in Europe. Renewable assets don't just mean photovoltaic (PV) solar panels. By taking the system engineer's approach Rocco examines your business needs from total cost and risk perspectives of the entire system, evaluates the resources at your site, then begins the technology selection process. For many industrial applications process heat represents a larger cost savings than electricity generation, indicating a solar thermal application. For others, a combination of aesthetically integrated wind and solar panel shaded green areas are the key.

Rocco earned a mechanical engineering degree from the University of New Hampshire. He immediately cemented the value of that classical education while working in research and development in Heidelberg Germany. The five-year long immersion taught him German engineering methods, and left him with a fluent grasp of the German language and culture. Returning to the US, Rocco quickly rose from staff engineer to product engineering manager of Infinia Corporation in Kennewick, WA. There Rocco brought daily value throughout the organization by interfacing with executives, salespeople, investors, customers, engineers, and technicians. This enterprise-wide perspective enables Rocco to align the most complex business plan with deployed technologies on the ground to generate returns in the shortest amount of time.

Rocco holds multiple patents in the US and Germany, and is listed as co-inventor in several patents pending. He is a licensed Professional Engineer (PE) in the state of Washington, a member of the American Society of Mechanical Engineers (ASME) and a board member for the Domestic Violence Services (DVS) of Benton and Franklin counties. If he hasn't asked you yet to help sponsor the DVS's annual golf tournament please don't run when he does; it's an excellent cause. And just like a well implemented renewable energy project, it's an opportunity to do well by doing good.

All business ventures involve risk. As a small business owner, Rocco understands this. As an excellent project manager, Rocco has the training and experience to identify, quantify, and mitigate risks rapidly and effectively. Whenever one invests in real estate or technology, that person is placing a bet. Rocco's expertise lets you get the homework done upfront so when it comes time to place the bet, the deck is stacked in your favor.



*"Power Focus Engineering, PS does an excellent job of delivering solutions with outstanding technical competency and timeliness. Rocco's engineering experience and attention to detail brings focused systematic solutions."*

– Victor Renard, PE, President,  
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Inc, Kennewick, WA

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