

Purpose and Passion: Why Aerinet Is Proud to Work with BETH

Some partnerships are transactional, but for Aerinet, our relationship with the BETH Institute — Broadband, Energy Technology, and Homes is transformational. BETH is more than a non-profit. It is a movement born from a clear-eyed recognition that rural America is being left behind in one of the most important transitions of our time: the convergence of broadband connectivity, smart energy technology, and the growing reality of Americans choosing to age in place in their own homes.

At Aerinet, we support mission-driven work — to partners who see not just what is, but what should be. BETH embodies that spirit, and our collaboration with its team has only deepened our conviction that this organization is addressing one of the most underappreciated gaps in American community development.

The Vision: Where Broadband Meets Energy and Home

The story of BETH begins with a bunch of ex-NRECA (National Rural Electric Cooperative Association) friends. These friends had a visionary opportunity hiding in plain sight. Paul Breakman one of the many co-founders discussed building a non-profit at the intersection of broadband, energy technology, and homes, the response was immediate and enthusiastic.

Paul and his friends focused on a particular nexus: as more Americans choose to age in place — living out their later years in their own homes rather than assisted-living facilities — the tools that could make that possible, and make it affordable, were going largely unnoticed. Smart thermostats, energy efficiency programs, and broadband-enabled remote management of home systems are no longer futuristic novelties. They are here. But for millions of Americans, especially in rural communities, the knowledge of how to access, use, and benefit from these technologies simply doesn't exist.

There is a quiet paradox unfolding across rural America: as the number of available services grows, yet most households have no roadmap for managing this evolving landscape. The services multiply; the awareness of how to harness them does not. BETH provides a path — practical, accessible, and community-rooted — for families to understand and take control of the technologies shaping their homes and their futures.

A Unique Opportunity for Rural America

Rural America often finds itself at the tail end of technological adoption curves. Broadband infrastructure arrives later. Energy efficiency programs are marketed to urban and suburban markets first. And the residents who stand to benefit most from aging-in-place technology — those in small towns and rural counties far from major medical centers or family support networks — are frequently the last to learn that these options even exist.

BETH fills this void with a deliberate focus on education and community outreach. Through speaker series, grant supports and digital resources, BETH is helping rural households understand the opportunities available to them: how a smart thermostat can reduce heating and cooling costs by a meaningful margin, how battery libraries can help local resource centers, how broadband connectivity can enable a family member to check in remotely on an aging parent, and how energy efficiency programs — often subsidized or incentivized at the state and federal level — can reduce the financial burden of homeownership for those on fixed incomes.

This is not a niche concern. It is one of the defining quality-of-life challenges for tens of millions of Americans. And BETH is one of the very few organizations addressing it with the seriousness, specificity, and community sensitivity it deserves.

Enter Catherine Klepic: Purpose in Action

For any organization, vision without execution is merely a wish. BETH found its executor in Catherine Klepic, a recent graduate of Virginia Polytechnic Institute and State University who brought exactly the combination of intellectual firepower and mission-driven energy that an initiative like BETH required.

Catherine earned her degree in Philosophy, Politics, and Economics — with a concentrated focus on smart and sustainable cities. It is a field of study that sits at the precise crossroads of the challenges BETH exists to address: the governance of technology, the ethics of infrastructure, and the practical economics of building communities that work for everyone, not just the wealthy or the well-connected. She graduated Cum Laude, a distinction that speaks to both her academic rigor and her commitment to excellence.

What makes Catherine's story particularly compelling is that she committed to BETH before she even received her diploma. Recognizing the alignment between her studies and BETH's mission, she agreed to spearhead the initiative while still completing her degree. It was a decision that said everything about her character: here was a young professional who understood that purpose doesn't wait for the perfect moment.

The results of her leadership have been tangible and impressive. Catherine built BETH's website from the ground up, transforming a concept into a credible digital presence at bethinstitute.org. She organized and recruited a roster of speakers with expertise spanning energy technology, rural broadband, public policy, and sustainable communities. She ran funding campaigns for local initiatives, turning early enthusiasm into operational reality. In short, she built something — and she built it with the full weight of her passion behind it.

“We need a young, inspired team that can help create the future. Catherine had all of that.”

— Paul Breakman, Founder, BETH Institute

‘We Over Me’: The Philosophy That Drives BETH

BETH’s culture is perhaps best captured in a phrase offered by Sanjay Gupta, one of the organization’s featured speakers: “Many people want to just make money, but having the purpose of ‘we over me’ is what BETH is all about.” It is a sentiment that resonates across the entire BETH community — and it is one that Aerinet finds deeply compelling.

Sanjay’s own path to BETH is illustrative of the organization’s magnetic pull. A specialist in photovoltaics and a previous FEMA leader— Sanjay was approached by Catherine to speak about how batteries and other energy opportunities could specifically benefit rural America. It was not a hard sell.

“When Catherine approached me to be a speaker and talk about photovoltaics and how energy opportunities could help rural America — when I saw her energy and enthusiasm, I couldn’t say no.”

— Sanjay Gupta, BETH Speaker

That is the BETH effect: a clarity of purpose so genuine and a team so energized that joining the effort feels less like a professional obligation and more like an obvious thing to do. It is rare. And it is exactly why Aerinet has chosen to align with this organization.

Why Aerinet Is Proud to Be Part of This Story

At Aerinet, we believe that technology serves its highest purpose when it expands opportunity — when it reaches not just the early adopters in well-resourced communities, but the grandmother in a rural county who deserves to stay in her home comfortably, affordably, and safely. BETH’s mission is our mission.

We also believe in investing in the next generation of leaders. Catherine Klepic represents exactly the kind of talent that transforms organizations: disciplined, passionate, equipped with the right intellectual frameworks, and unafraid to build. Watching her bring BETH to life has been an inspiration, and we are proud to support an initiative that she and Paul and their growing team are nurturing with such care.

The BETH Institute, accessible at bethinstitute.org, provides a growing hub of resources, events, and community for those seeking to understand and navigate the future of smart, sustainable, connected homes — with a particular focus on the rural communities that need this guidance most. It is a community helping grow the next generation sustainably, and it is exactly the kind of work the moment demands.

We are grateful to call BETH a partner. And we are excited for what comes next.