



DETAILS
AGENDA
SPEAKERS

Greentech Media's Solar Summit: 2010 will be held at the **Sheraton Phoenix Downtown Hotel** in Phoenix, AZ.

340 North 3rd Street
Phoenix, AZ 85004
Click here for the hotel group discount: Greentech Media
(602) 262-2500



FOR MORE EVENT INFORMATION, EMAIL:

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For more information, click here or contact:

John Keough
San Francisco
+1 415 777 9912
keough@greentechmedia.com

Meredyth Masterson
San Francisco
+1 415 777 9912

Conference Agenda

March 30, 2010

8:00a.m.–9:00a.m.

Registration and Breakfast

9:00a.m.–9:15a.m.

Welcome

9:15a.m.-9:45a.m.

Opening Keynote

Travis Bradford, Founder, President, and Director, The Prometheus Institute for Sustainable Development

9:45a.m.–10:30a.m.

From Feedstock to Finance: The Solar Market in 2010 and Beyond

With the solar industry emerging from the turmoil of 2009, it is becoming increasingly important to understand the trends driving the market forward. In this session, GTM Research's Solar Analyst Team will discuss the implications of their research findings on corporate strategy to help your company succeed in the increasingly dynamic solar market.

Shyam Mehta, Senior Analyst, GTM Research
Shayle Kann, Senior Energy Analyst, GTM Research

10:30a.m.–11:00a.m.

Break and Exhibition

11:00a.m.–11:45a.m.

Supplying the PV Revolution

In this plenary session suppliers of the solar market will discuss how the conversation around solar has continued to move from simple comparisons of cost per watt to increasing the value of solar-generated kWh, and describe the role of suppliers in enabling the proliferation of PV to residential, commercial, and utility-scale market sectors.

Andrew Beebe, Vice President, Global Product Strategy, SunTech America
Mike Miskovsky, General Manager, U.S. Division, Canadian Solar Inc.
Troy Dalbey, National Sales Manager Upsolar America, Inc.
Jim Day, Director of Sales & Marketing North America, Trina Solar

11:45a.m.–12:30p.m.

Serving Demand: Who Will Lead the US Market?

It is undeniable that the U.S. solar market is on its way to dominating the global industry. What is still unresolved is who will lead this market. In this session, leading utilities, solar independent power producers and residential integrators will engage in a lively debate, each staking out their claim to be leaders in the largest market opportunity the solar industry has ever known.

Isabelle Christensen, REC Solar
Marc Romito, Renewable Energy Program Manager, Tucson Electric Power
Arno Harris, CEO, Recurrent Energy

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EXHIBITORS



Lunch**Track 1**

2:00p.m.–2:45p.m.

Policy and Markets Track: To Feed-In or Not to Feed-In?

- What are the competing feed-in tariff proposals, and what is the likelihood they will impact the PV market?
- How will feed-in tariffs impact renewable portfolio standard goals and REC prices?
- Understand how different proposed pricing mechanisms work and how your company can best take advantage of fixed-price or market-based mechanisms.

Karlynn Cory, Strategic Energy Analysis Center, National Renewable Energy Laboratory
 Wilson Rickerson, Executive Vice President, Meister Consultants Group
 Adam Browning, The Vote Solar Initiative
 Chantal Ramsay, Consul/Economic Affairs - Ontario, Ontario International Marketing Centre (OIMC), Canadian Consulate General

Track 1

2:45p.m.–3:45p.m.

Policy and Markets Track: Making Sense of Carbon and SREC Markets

- Understand the federal, regional and state-level carbon regimes and what they mean for your company.
- What role can SREC-based financing play in project development?
- What new revenue streams will carbon legislation create for PV companies?

Patricia D. Stanton, Vice President, Clean Energy Markets, Conservation Services Group
 Todd Jones Senior Analyst, Green-e Climate, Center for Resource Solutions
 Jim Pierobon, Vice President - Policy & Market Development, Standard Solar, Inc.

3:45p.m.–4:15p.m.

Break**Track 1**

4:15p.m.–5:15p.m.

Policy and Markets Track: What's Next for Utility-Scale Solar

- How are utilities evaluating utility-scale solar technologies?
- How are policies (state/federal RPS) evolving

Track 2

2:00p.m.–2:45p.m.

Finance Track: Take It to the Bank

- What characteristics do bank credit committees look for when deciding to invest in PV projects and technologies?
- Learn what your company can do to design and build bankable PV projects.
- Understand new developments around streamlining processes to speed solar project finance, increase consistency & predictability while improving project bankability.

Mark Lerdal, CEO, MP2 Capital
 Doug Payne, Executive Director, SolarTech Consortium
 John Eustermann, Partner, Stoel Rives
 Michael Duff, Partner, Dewey & LeBoeuf LLP

Track 2

2:45p.m.–3:45p.m.

Finance Track: Distributed Generation Solar Project Structuring and Development in the Southwest

Understand the roles that exist in solar distributed generation project development and the financing structures and models that are being used to develop such projects. - Hear from structured finance executives and tax equity investors about strategies for successfully raising a tax-advantaged project fund.
 Learn how smaller developers can access large pools of capital to diversify project risk and lower transaction costs.

Franc Del Fosse, Attorney, Snell & Wilmer LLP
 Marc Schultz, Attorney, Snell & Wilmer LLP
 Lee Feliciano, Executive Vice President, CarbonFree Technology
 Kevin Lewis, Director, National Bank of Arizona
 John Casey, CEO, Green Fuel Technologies

Track 2

4:15p.m.–5:15p.m.

Finance Track: From Lab to Market

- How will industry R&D evolve in the new economy?
- What new commercialization models will emerge to accelerate the transition from basic



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to foster a utility-scale solar market?

- Understand permitting, siting and financing challenges to utility-scale solar projects

Felicia Bellows, Vice President of Development, Tessera Solar North America

Rob Marsh, Finance Director, Mohave Sun Power, LLC

Lori Singleton, Manager of Sustainability Initiatives and Technologies, SRP

David Miles, Consulting Vice President Project & Business Development for Americas division of SunCarrier, Principal, Miles Consulting

science to product commercialization and launch?

- Learn from entrepreneurs, investors, policy makers and applied research and development centers about how innovators can more rapidly access the solar market through collaborations with R&D centers for development, testing, proof-of-concept and measurement of new technologies and systems.

Stephen M. Goodnick, Director, Arizona Initiative for Renewable Energy (AIRE), Professor of Electrical Engineering, ASU
Alexander Wong, Ph.D., Managing Director, D.E. Shaw & Co., L.P.

Alex Kinnier, Khosla Ventures

Moderator: Eric Graham, Fraunhofer

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Where Are All the Ten Baggers in Solar?

Just as the fundamentals of solar economics have changed drastically over the last 12 months, so too have the characteristics that define a successful solar company. In this session, seasoned financial industry analysts and investment bankers discuss what corporate strategies and fundamentals they look for when evaluating companies and debate the future of solar IPOs, M&A and shareholder growth.

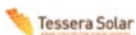
Jeff Osborne, Managing Director, Alternative Energy, Thomas Weisel Partners

Michael J. Molnar, Partner, Greentech Capital Advisors

Paul Strigler, Vice President and Assistant Portfolio Manager, Esplanade Capital, LLC

6:00p.m.–8:00p.m.

Cocktail Reception



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