

Speaker line-up includes 13 Presidents & CEOs

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# Solar Policy & Economics Forum

14-15 September 2010  
Washington Marriott, Washington D.C., USA **USA**

The meeting place for U.S. solar policy, finance and business



Hear from solar leaders including:



**Roger Ballentine**, President, **Green Strategies**, Former Chairman, White House Climate Change Task Force, Deputy Assistant to President Clinton, Environmental Initiatives & Founding Board Member, **ACORE**



**Tom Doyle**, President and Chief Executive Officer, **NRG Solar**



**Al Bucknam**, Chief Executive Officer, **SunDurance**



**John Lushetsky**, Program Manager, Solar Energy Technology Program, **US Department of Energy**



**Arno Harris**, Chief Executive Officer, **Recurrent Energy**



**Michael Eckhart**, President, **ACORE**

Plus benefit from the expert insight and practical experience of:



**Eran Mahrer**, Director of Renewable Energy, **APS**



**Brian Robertson**, Chief Executive Officer, **Amonix**



**Danny Kennedy**, Chief Executive Officer, **Sungevity**



**Mike Nedd**, Deputy Director, **Bureau of Land Management**



**Michael R. Peevey**, President, **California Public Utilities Commission**



**Cisco DeVries**, President, **Renewable Funding**



**Michael Skelly**, Founder & President, **Clean Line Partners**



**Carrie Cullen Hitt**, President, **The Solar Alliance**



**Doug Payne**, Executive Director, **Solartech Consortium**



**Craig Lewis**, Founding Principle, **RightCycle and FIT Coalition**



**Nikolai Dobrott**, Partner, **Apricum**

## Key reasons to attend:

- Strategically located in Washington D.C. bringing the solar industry to Capitol Hill's policy makers & East Coast investors
- Examine plans for the future of US federal and state solar policy in 2010
- Discuss how the economics of different solar technologies are being improved in all stages of the value chain
- Hear from utilities and end-users on their solar power demand projections for the future
- Debate how the entry of international companies, technologies and funding are affecting the economics of US solar
- Examine the future of feed in tariffs in the US
- Hear how policy is being improved to facilitate transmission and grid connectivity
- Network with senior decision makers: 70% of attendees at the 2009 congress were of Director, President or C-Level

**PLUS** 2 interactive training courses

**Solar Technologies 101 -**

*A 1-day primer for non-engineers*

**Monday 13 September 2010**

**PLUS** **Solar Power Economics -**

*A 1-day practical primer on quantifying solar power's market competitiveness*

**Thursday 16 September 2010**

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The solar sector's economics are changing. Over the last couple of decades the cost of manufacturing and installing a solar power system has decreased dramatically whilst the cost of generating electricity from conventional sources has been rising, along with the price of natural gas. There is much activity, in particular at the state level, to develop policies to facilitate the establishment of a strong solar industry yet there is still a long way to go.

The Solar Policy & Economics Forum brings together federal and state policy makers, investors, utilities and solar companies to explore the economics and debate the reality of solar as a viable option in the US energy mix. With over 1600 delegates from the entire solar value chain having attended the Global Solar Series to date, the Forum is a must-attend event in the solar business calendar.

### Who will you meet?

- ✓ Federal and state government officials and regulators
- ✓ Utilities and independent power producers
- ✓ Solar technology manufacturers
- ✓ Solar project developers
- ✓ Solar distributors and installers
- ✓ Venture capitalists
- ✓ Private equity firms
- ✓ Legal experts & consultants
- ✓ Banks
- ✓ Industry analysts
- ✓ Lobbyists
- ✓ Industry press
- ✓ Associations

70% of attendees at the 2009 Solar Policy & Economics Forum were of Director, President or C-Level

**“I learned a lot and I made some very promising business contacts”**

Nibco



### 10 KEY QUESTIONS TO BE ADDRESSED AT THE 2010 CONGRESS:

1. What have been, and what will be the most important developments in US solar policy for 2010 and beyond?
2. How favourable are the current economics for PV, Thin Film, CPV & CST and when and how are they being improved to be deployed on a larger scale?
3. How are US feed in tariffs developing and what can be learnt from Europe, Ontario and state incentives?
4. What impact will low cost technologies and an increasing presence of international players have on the domestic US market?
5. Where will the future of solar manufacturing be?
6. How will PACE financing, solar leases and the California solar water heating initiatives affect solar economics in the short and long term?
7. What is the demand for solar from utilities and large scale commercial markets?
8. Is the US grid and regulatory framework ready to address transmission and truly integrate solar power?
9. How can land permitting and loan guarantee applications be made more successful?
10. What are US government perspectives on and hopes for solar?

### **PLUS** don't miss 2 interactive solar training courses:

#### **Solar Technologies 101** - A 1-day primer for non-engineers

Monday 13 September 2010

Whether you are new to the industry or simply want to refresh and update your knowledge, this one-day training course will ensure you are up-to-speed with the key technologies driving the solar energy industry. Technologies are placed in their relevant business context, ensuring that you also understand the factors which will decide their commercial success or failure.

*“All information was essential and to the point. Class size and lunch was inviting and it had an intimate atmosphere. Great communal learning and course networking”*

Comment Visions

and

#### **Solar Power Economics** - A 1-day practical primer on quantifying solar power's market competitiveness

Thursday 16 September 2010

Accessible to non-experts, industry newcomers and those with little or no technical or financial background, this one-day course describes and illustrates (using simple calculations and models) the factors which determine the competitiveness of solar power in current and future electricity markets.

*“Great instructor knowledge and delivery - well organized course”*  
Hewlett Packard

For further information visit [www.greenpowerconferences.com](http://www.greenpowerconferences.com)

DAY ONE | TUESDAY 14 SEPTEMBER 2010

08.30 Registration and welcome coffee

09.00 Chair's opening remarks

## Overview of the US Solar Market

### The US political outlook and its impact on the solar sector

- The federal viewpoint on the potential of the US as the world's leading solar market
- Current Democrat & Republican perspectives and strategies
- The impacts of the 2010 senate election on the solar industry
- The solar industry's lobbying efforts

*Congress members awaiting final confirmation*

### Review of US solar economics

- What share of the US electricity generation market could solar take by 2020 and by 2050?
- What impact are oil prices and developments in other renewable energy sources having on the solar sector?
- How sustainable are current solar technology prices and how is this affecting supply and demand?
- How economically viable is solar power with and without subsidies and incentives and what needs to be done to be competitive without them?
- If the price of solar is so cheap now why isn't a stronger market being driven forward?
- What is hindering solar power from becoming a major energy option at present?

**Tom Doyle**, *President and Chief Executive Officer*,  
**NRG Solar**

**Brian Robertson**, *Chief Executive Officer*,  
**Amonix**

**Shyam Mehta**, *Senior Solar Analyst*,  
**GTM Research**

Networking refreshment break

### Review of US solar policies

- Update on federal level policies including the jobs bill, the extension of the treasury grant program, tax crediting, loan guarantees & FERC
- State policy developments across the whole nation: which are the most significant?
- Where do we need to go from here?
- Interplay and changing dynamics among US, China and European solar policies

**Michael Eckhart**, *President*,  
**ACORE**

**John Lushetsky**, *Program Manager, Solar Energy Technology Program*,  
**US Department of Energy**

**Carrie Cullen Hitt**, *President*,  
**The Solar Alliance**



Networking lunch

## Feed in Tariffs

### Developments in US feed in tariffs

- Summary of initiatives at state, county & city level
- Discussion of the status and likelihood of a national feed in tariff
- Evaluation of the merits of key schemes and the impact they will have on solar energy in the US
- Current hurdles and timelines for implementation
- Critique and analysis of Europe and Ontario's feed in tariffs: what should the US take from these?

**Craig Lewis**, *Founding Principle*,  
**RightCycle** and **FIT Coalition**

**Nikolai Dobrott**, *Partner*,  
**Apricum**

Afternoon tea

## Finance & Funding

### Why has the solar sector had so little success in being granted loan guarantees under the 1705 programme?

- What are the major reasons for the lack of loan guarantees being granted to the solar sector?
- What have other renewable energy sectors been doing better?
- How can the solar sector improve applications?
- What successes are out there?

**Karin Berry**, *Senior Account Manager, Renewable Energy*,  
**PNC Energy Capital Group**

### Finance and investment options for the solar industry

- Long term debt financing in the solar sector, when will it happen and why isn't it happening now?
- Investor insight: What do different investors truly look for in a project or company?
- What novel models of finance and investment are arising?
- What was the impact of the economic downturn and how will the solar sector fare in the next 5-10 years?

**Richard Asplund**, *Research Director*,  
**MAC Solar Index**

**Nancy E Pfund**, *Managing Partner*,  
**DBL Investors**

**Craig Cornelius**, *Managing Director*,  
**Hudson Clean Energy Partners**

17.30 End of conference day one and networking drinks



“The conference had a superior mix of solar industry, private and public participants with up to date issues”

Greenberg Traurig

## DAY TWO | WEDNESDAY 15 SEPTEMBER 2010

08.30 Welcome coffee

09.00 Opening remarks from the Chair

### Issues for Large Scale Power Development

#### Is the US grid and regulatory framework ready for solar power?

- To what extent do transmission and grid connection need to be improved to meet energy demands?
- What are the main political inhibitors behind improvements in transmission and grid infrastructure?
- How can the problems of oversubscription and reluctance to finance substations be overcome?
- Energy storage requirements and problems
- Setting up regulatory systems to encourage purchase and deployment of solar energy

**Roger Ballentine**, President, **Green Strategies**, Former Chairman, **White House Climate Change Task Force**, Deputy Assistant to President Clinton, Environmental Initiatives & Founding Board Member, **ACORE**

**Michael Skelly**, Founder & President, **Clean Line Partners**

#### Streamlining and overcoming bureaucracy in land permitting issues with the BLM

- Discussion of the major reasons for delays and rejections in the approval of licenses and permits
- Examples of strong applications which have gained approval and lessons to be learned from these
- Discussion of what the BLM is currently doing to accelerate processes

**Mike Nedd**, Deputy Director, **Bureau of Land Management**

Networking refreshment break

### Technology Economics

#### The Buy American Act, low cost technologies & the impact on the future location of technology manufacturing

- What objectives are the legislation attempting to achieve and what programs and incentives are affected by it?
- What has been the overall impact of the legislation in terms of job and wealth creation in the US?
- Decision criteria and working examples of the pros and cons of US companies having manufacturing capabilities on and offshore
- The options for non-US companies to set up operations in the country and the impact this has on the US solar industry
- The benefits and problems of internationally produced low cost technologies on the domestic solar market
- Problems created for SMEs and their options in overcoming these

**Al Bucknam**, Chief Executive Officer,

**SunDurance**

**Gerald Fine**, President & Chief Executive Officer,

**Schott Solar**

**Paul O'Hop**, Head, Renewable Energy Industry Group,

**Squire Sanders**

**Chad Stuckey**,

**Trina Solar**

#### Thin Film PV

- With silicon manufacturing costs going down, how will the economics of thin film PV pan out?
- Will downstream installation costs decrease and what can be done to overcome these issues?
- What maximum power conversion efficiencies will be achieved?
- Scaling up production and the potential economies to be achieved

**Danielle Merfeld**, Leader, **Solar Technologies Platform**,

**GE Global Research**

**Chris O'Brien**, Head of Market Development,

**Oerlikon Solar**

Networking lunch

#### Concentrating PV

- Cost per kWh of different CPV technologies and comparison with conventional PV
- Tracking devices: current production, installation, running and maintenance costs
- Economics relative to CST: when will grid parity be achieved?

**Eran Mahrer**, Director of Renewable Energy, **APS**

**Nancy Hartsoch**, Director, **CPV Consortium** & Vice President, **SolFocus**

#### Concentrating solar thermal

- Comparison of the efficiencies and costs of the different technology options: which is showing the most potential?
- What are the major costs reduction strategies being employed?
- Discussion of options and economics of different energy storage systems
- Land use issues: delays in permitting, interest rates
- Transmission and land-use issues and the impact on costs relative to distributed power generation

Speaker to be confirmed

Networking refreshment break

### Increasing Demand for Solar Power

#### Wholesale distributed generation

- Explanation of the business case behind extremely low rates
- What are the policy aspects that need to be in place
- What are the best practices?
- The utility company perspective

**Arno Harris**, Chief Executive Officer,

**Recurrent Energy**

**Adam Browning**, Executive Director,

**The Vote Solar Initiative**

#### The inclusion of solar water heating in the California solar initiative

- Discussion of the scope and aims of the scheme and its success since May
- How will this translate into further solar heating and cooling in the future?
- How is the initiative being discussed in other states and at the federal level?
- The impact of the scheme on US and international companies

**Michael R. Peevey**, President,

**California Public Utilities Commission**

#### Residential solar financing options: PACE, PPAs and the solar lease

- Explanation of the business models and discussion of the economics behind them
- Uptake by different communities and states and projections for the future
- Projected costs with maintenance and warranty issues
- The relative pros and cons for the business and consumer of the different options
- The need for further policy developments and incentives

**Danny Kennedy**, Chief Executive Officer,

**Sungevity**

**Cisco DeVries**, President,

**Renewable Funding**

**Edward Fenster**, Chief Executive Officer,

**SunRun**

17.30 End of conference day two

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## Maximize your marketing budget at the Solar Policy & Economics Forum

The Solar Policy & Economics Forum offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers and leading industry figures.

### Connecting you with the right people:

Tired of generic solar tradeshows where senior level decision makers are few and far between? **70% of attendees at the 2009 Solar Policy & Economics Forum were of president, director or C-level** providing the perfect environment for you to connect with the right person from target companies. Bringing together the key stakeholders from across the whole of the US with top international players, the forum provides 2 intensive days of networking, business meetings and brand strengthening.

### First class business opportunities:

- ✓ Generate new high level business contacts
- ✓ Demonstrate your company's role in improving the economics of solar
- ✓ Enhance your company's brand visibility
- ✓ Increase your market share and gain competitive advantage
- ✓ Reinforce existing partnerships
- ✓ Find new partners and business contacts

### Cost effective packages to meet your business needs:

Our flexible sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile in this competitive market place, we will help you to do so in a cost effective manner.



### Contact your regional manager for more details:

Sean Budway

E: [sean.budway@greenpowerconferences.com](mailto:sean.budway@greenpowerconferences.com)

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## SUPPORTING ORGANIZATIONS AND MEDIA PARTNERS



Green Power Conferences consistently work in strategic partnership with industry leading organizations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners.

If you would like to partner with us, please contact [ryan.winchester@greenpowerconferences.com](mailto:ryan.winchester@greenpowerconferences.com)

## GreenPower™ Online Net Working

Take advantage of the fantastic online networking system for the Solar Policy & Economics Forum. All pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website.

[www.greenpowerconferences.com](http://www.greenpowerconferences.com)

## GreenPower™ conferences

Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 10,000 delegates from 92 countries and built a global database of 400,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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# Solar Policy & Economics Forum

14-15 September 2010  
Washington Marriott, Washington D.C., USA

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 SW1X 0LZ United Kingdom  
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