Solar Exchange East 2012

May 16, 2012: Siemens, in conjunction with Rutgers University, the Northeast Sustainable Energy Association (NESEA), the New Jersey Higher Education Partnership for Sustainability (NJHEPS) and the Mid-Atlantic Solar Energy Industries Association (MSEIA) invite you to join with other executives in the solar industry for an exciting thought leadership event – the Solar Exchange East 2012.

Location:
Rutgers University
Busch Campus
Allison Road Classroom Building
Piscataway, NJ

This day will offer discovery and dialogue on the latest emerging topics, innovations and trends within the solar industry. In addition, there will be opportunity for dialogue on the extensive needs of manufacturers and developers of solar power.

Keynote address on The DOE SunShot Initiative: Science and Technology to enable Solar Electricity at Grid Parity, to be given by Dr. Ramamoorthy Ramesh, Director of the SunShot Initiative and Solar Energy Technologies Program for the U.S. Department of Energy.

There is no cost to attend this event, registration is required.

Register here: www.usa.siemens.com/solarexchange

For more information, email us at: solarvmm.industry@siemens.com

**Agenda:**

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<th>Time</th>
<th>Session</th>
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<tr>
<td>7:30am - 8:00am</td>
<td>Registration / Continental Breakfast</td>
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<tr>
<td>8:00am - 5:30pm</td>
<td>Keynote Speaker, Solar Energy Panels &amp; Presentations, Lunch, Tours</td>
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<tr>
<td>5:30pm - 7:30pm</td>
<td>Beer/Wine Networking Reception</td>
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Event topics will include:

- **Welcome and overview**
  - Michael Pazzani, VP for Research and Economic Development, Rutgers University
  - Rick Myers, Director, Solar Vertical Market Management, Siemens Industry, Inc.

- **Panel discussion on solar panel manufacturing and materials**
  - Jeff Dorety, Sr. Sales Director, JA Solar
  - Troy Dalbey, Managing Director, UpSolar
  - Chad Stuckey, Assoc. Director, Eastern Region Sales, N.A., Trina Solar
  - Dunbar P. Birnie, III, Department of Material Science and Engineering, Rutgers University
  - Eric L. Garfunkel, Department of Chemistry and Chemical Biology, Rutgers University

- **Panel discussion on energy storage and related technologies**
  - Glenn G. Amatucci, Material Sciences and Engineering, Rutgers University
  - Jack Hurley, Director, Energy Storage Research Group, Siemens Corporate Research

- **Trends for Leading U.S. Industry Investments in Solar Power**
  - Robert Kopp, Associate Director, Rutgers Energy Institute (REI)

- **Real-time Web-based Energy Monitoring/Management & Leveraging Social Media**
  - Govi Rao, President & CEO, Noveda Technologies

- **Panel discussion on New Jersey SREC programs and policies**
  - Frank A. Felder, Center for Energy, Economic & Environmental Policy, Edward J. Bloustein School of Planning and Public Policy, Rutgers University
  - Bob Marshall, Assistant Commissioner, NJ Department of Environmental Protection
  - Kevin Quilliam - Moderator, Co-Founder and President, SREC Trade

- **Panel discussion on solar PV projects on university campuses**
  - Michael Kornitas, Energy Conservation Manager, Sustainability Coordinator for Facilities, Rutgers University
  - Tom Nyquist, Director of Engineering for Princeton, Princeton University
  - Lou Poandl, Director of Physical Plant Operations, William Paterson University
  - Gary Minkoff - Moderator, Executive Director for NJHEPS

- **Panel discussion on the bankability of solar projects in the Northeast**
  - Lyle Rawlings, VP of MSEIA, President & CEO of Advanced Solar Products
  - Frank T. Cannone, Chairman of the Corporate Department, Gibbons P.C.
  - George F. Nagle, Partner, Chair of Tax Practice, Sorin Royer Cooper
  - Andrew Belden, Director of State and City Programs, Meister Consulting

- **Overview of the Rutgers Research Institute**
  - Paul Falkowski, Director, Rutgers Energy Institute (REI)

And more ....

The event will feature round-table networking sessions, offering attendees the ability to increase their knowledge about products, solutions, services and meet other associates within the solar industry in the Northeast, gather new perspectives and learn new methods.

**Finally**, tour the Rutgers University, Livingston Campus 7 acre Solar Array. The 1.4 megawatt solar farm is one of the largest renewable energy systems on a single campus in the United States and generates approximately 11 percent of the electrical demand of the Livingston Campus.