

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:

7:30am - 8:00am	Registration / Continental Breakfast
8:00am - 5:30pm	Keynote Speaker, Solar Energy Panels & Presentations, Lunch, Tours
5:30pm - 7:30pm	Beer/Wine Networking Reception

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

Anthony Kim, Bloomberg, US Solar Analyst, Bloomberg New Energy Finance
Robert Kopp, Associate Director, Rutgers Energy Institute (REI)
Clark Wiedetz - Moderator, Director, Alternative & Renewable Energy, Building Technologies Division, Siemens Industry, Inc.

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
Steve Morgan, CEO, American Clean Energy
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
Ricardo Bianchini, Department of Computer Science, Rutgers 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
Chris Schandera - Moderator, Project and Export Finance Advisor, Siemens Financial Services

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.

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