



for immediate release

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**Sixth Annual Wisconsin Solar Decade Conference
Announced as Summer Heats Up**
*- Nationally recognized keynote speakers to present at solar
energy conference, September 29, 2010, Milwaukee, Wis. -*

Milwaukee, Wis. (July 26, 2010)— Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, along with We Energies, the Wisconsin Green Building Alliance, and the Midwest Renewable Energy Association present Julie Blunden of SunPower Corporation and Jeff Wolfe, P.E. of groSolar as keynote speakers at the sixth annual Wisconsin Solar Decade Conference.

Solar Decade will take place on September 29, 2010 from 8 a.m. to 6 p.m. at the Frontier Airlines Center (formerly the Midwest Airlines Center) in Milwaukee, Wis. This comprehensive, one-day, solar-energy educational opportunity is designed for professionals interested in participating in Wisconsin's solar market as well as business owners, commercial building operators, energy and building design professionals, and homeowners. Through panel discussions, courses, keynote addresses, and exhibit hall displays; attendees will explore the latest solar technologies and applications, the state of the market, and what's in store for solar energy.

“This conference is an excellent opportunity for anyone interested in learning more about solar electric technology and the market. The goal is to empower attendees with the tools and information they need to make the jump from interest to action,” said Ken Williams, Focus on Energy’s business programs director.

Attendees will:

- Gain insight and advice from top industry experts.
- Acquire the latest information regarding commercial and residential solar markets and applications.

- Learn about the many incentives and financial resources available to assist with installation of renewable systems.
- Meet and network with homeowners, business owners, manufacturers, retailers, consultants, engineers, architects, and installers.

Early bird special: Pay just \$125 per person or \$25 per student until September 5; \$150 per person or \$50 per student from September 6 to September 27; \$175 per person or \$75 per student at the door. Register early to ensure your spot in the classroom.

For more information and to register today, visit solardecade.com or call Focus on Energy at 800.762.7077.

About Keynote Speakers

Julie Blunden, vice president for public policy and corporate communications at SunPower Corporation, has worked for more than a decade to promote renewable energy in industry and among utilities, public-interest groups, and state and federal governments. In 2004 she supported the Schwarzenegger administration in developing the Million Solar Homes Initiative, and in 1997 she co-founded Green Mountain Energy Company, a national retail electric supplier of renewable power. For more information, visit us.sunpowercorp.com.

Jeff Wolfe, P.E., a recognized leader in the solar energy industry and a leading voice on solar energy policy throughout the U.S., has led his company, groSolar, to become the fourth-largest residential installer in the country, the largest 100% U.S.-owned distributor of solar equipment and systems, and a large commercial systems provider. He serves on the Union of Concerned Scientists National Advisory Board and is one of 1,000 people in the U.S. trained to present Al Gore's climate change presentation. For more information, visit grosolar.com.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

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