



.....**for immediate release**.....

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## **Milwaukee Takes a Shine to Solar Power**

*- Solar Energy Conference demonstrates the practicality of solar energy for Wisconsin -*

**MILWAUKEE (Sept. 14, 2009)** — Focus on Energy, Wisconsin's statewide resource for energy efficiency and renewable energy, along with We Energies and the Wisconsin Green Building Alliance, will demonstrate how Wisconsin residents can incorporate solar energy into their businesses, careers and homes at the upcoming conference **Wisconsin's Solar Decade: 2005 to 2015**. The one-day conference will be held on **Friday, Oct. 2, 2009** from **8 a.m. to 6 p.m.** at the **Midwest Airline Center** in Milwaukee.

Now in its fifth year, the conference offers firsthand access to the industry's top experts, dozens of workshops and exhibits, and the latest developments in the world of solar energy. New this year, admission to the conference also includes afternoon bus tours to the largest solar installations in Wisconsin.

“This conference is the perfect opportunity for anyone looking to learn about growing solar electric and solar water heating markets and technologies. It is the premier Wisconsin event meant to empower people with the tools and information they need to make the jump from interest to action,” said Don Wichert, director of Focus on Energy's renewable energy program. “I think attendees will be surprised to learn how attainable implementing renewable energy really is as a resource and/or a career, especially with technical and financial assistance from Focus on Energy, not to mention the current federal incentives.”

### **Who Should Attend**

The conference is designed specifically for professionals interested in participating in Wisconsin's solar market as well as business owners, commercial building owners and homeowners interested in using solar electric and solar water heating technologies. Organizations interested in supporting the solar energy market and energy and building design professionals wanting to work with solar systems are also encouraged to attend. Attendees can expect to:

- more -

- Gain insight and advice from top industry experts.
- Get the inside scoop on commercial and residential solar markets and applications.
- Learn about the many incentives to install a system.
- Attend educational sessions and panel discussions.
- Network with solar contractors and consultants as well as contractors, engineers, architects, homeowners and business owners.

The conference's keynote speakers include nationally recognized solar experts such as:

- **Dr. Lawrence L. Kazmerski**, executive director of science and technology partnerships - *National Renewable Energy Laboratory*
- **Travis Bradford**, founder and president - *Prometheus Institute for Sustainable Development*

### **How to Attend**

Those interested in learning more about or attending **Wisconsin's Solar Decade: 2005 to 2015** can visit [solardecade.com](http://solardecade.com). The cost for those who register for general admission is \$125. There is an afternoon admission which begins at 1:30 p.m. and includes access to the exhibit hall, afternoon session, and the bus tours. The afternoon admission is \$25 in advance and \$35 at the door; the student rate is \$10 in advance and \$15 at the door.

To learn more about Focus on Energy and solar energy systems call, (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About Focus on Energy**

Focus on Energy is the state's leading resource for energy efficiency and renewable energy information. By working with Focus on Energy, eligible Wisconsin residents and businesses receive the guidance, resources and financial incentives they need to help implement cost-effective energy efficiency and renewable energy projects. In addition, Focus not only assists in the initiation of projects that, otherwise, may not have been realized, but also helps to complete projects ahead of schedule. Ultimately, Focus' efforts help 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](http://focusonenergy.com).

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