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Solar Energy is Hot, Are You Ready?

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

MADISON, Wis. (October 4, 2007) – On Oct. 18, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, 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. The one-day conference entitled “Wisconsin’s Solar Decade: 2005 to 2015,” will be held from 8 a.m. to 5 p.m. at the Midwest Airlines Center in Milwaukee on Thursday, Oct. 18.

“This conference is the perfect opportunity for anyone looking to find out more about solar energy. It is our hope attendees will see that planning, financing and installing renewable energy systems is an attainable goal,” said Don Wichert, program director for Focus on Energy’s Renewable Energy Program. “Focus on Energy can help Wisconsin residents and businesses with the technical and financial assistance they need to implement renewable energy, in turn reducing their energy consumption while keeping our air and water cleaner for future generations.”

Who Should Attend

The conference is designed specifically for business owners, commercial building owners and homeowners interested in using solar electric and solar water heating technologies. Energy and building design professionals wanting to work with solar systems are also encouraged to attend. Attendees will learn about solar electric and solar water heating technologies and their rapidly changing interest and economics given the state, federal and utility incentives available for their installation. The conference’s keynote speakers include nationally recognized solar experts such as:

- more -

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- Julia Judd Hamm, executive director of the Solar Electric Power Association
- Ole Pilgaard, past president of the European Solar Thermal Industry Federation
- Ken Bonning, executive vice president of Logistics for Kohl's Department Stores

In addition to speeches on the future of solar energy, the conference will have exhibits by Wisconsin solar energy businesses and organizations, as well as a variety of session tracks and panel discussions to choose from.

How to Attend

Those interested in learning more about or attending "Wisconsin's Solar Decade: 2005 to 2015" can visit solardecade.com. The cost for those who register on or before Oct. 11 is \$90; between Oct. 12 and Oct. 17 registration is \$125. The fee for those who register at the door is \$150. A student rate of \$25 is also available.

With energy costs rising at a faster rate than inflation, renewable energy resources – namely solar – make sense. Focus on Energy encourages Wisconsin residents to take advantage of this conference and share in their commitment to building a better future by increasing the number of renewable energy systems across the state.

To learn more about Focus on Energy and its Renewable Energy Program, or to find out if you qualify for financial incentives call, (800) 762-7077 or visit focusonenergy.com.

About the Focus on Energy Renewable Energy Program

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus on Energy's Renewable Energy Program seeks to raise awareness, provide training and financing, enhance marketing, promote technical assistance and support the installation of renewable energy technologies across Wisconsin. For more information call (800) 762-7077 or visit focusonenergy.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 get 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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