



focus on energy[™]

The power is within you.

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

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Solar Power Heats up Wisconsin

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

MILWAUKEE (Oct. 8, 2008) – In 2008, Wisconsin will see more solar power installations than in all previous years combined. To help more people understand this growing trend, 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 at the upcoming conference **Wisconsin’s Solar Decade: 2005 to 2015**. The one-day conference will be held on Thursday, Oct. 23, 2008 from 8 a.m. to 5 p.m. at the Midwest Airline Center in Milwaukee.

“This conference is the perfect opportunity for anyone looking to learn about solar electric and solar water heating technologies and their rapidly changing interest and economics; especially considering the recently passed legislation in Washington D.C. which has laid the groundwork for a rapidly expanding solar market,” said Don Wichert, program director for Focus on Energy’s Renewable Energy Program. “It is our hope attendees will see that implementing renewable energy is an attainable goal, especially with technical and financial assistance from Focus on Energy.”

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 can expect to:

- 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 builders, contractors, homeowners and business owners.

- more -

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

- **Tom Dyer**, senior vice president, marketing and government affairs—*Kyocera Solar*
- **Bill Guiney**, renewable energy solutions program manager—*Johnson Controls*
- **Lisa Frantzis**, renewable and distributed energy managing director—*Navigant Consulting*

In addition to speeches on the future of solar energy, the conference will offer extended workshops the next day on Friday, Oct. 24, 2008 at the Milwaukee Area Technical College downtown Milwaukee campus. Workshops include topics such as Basic Photovoltaics (PV), PV Site Assessor Training and Solar Domestic Hot Water Systems.

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. 16 is \$90, and \$125 afterward.

“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,” concluded Wichert.

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 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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