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## **Focus on Energy Presents Solar Energy Conference**

*- Conference demonstrates the practicality of solar electric systems for Wisconsin -*

**MADISON, Wis. (November 9, 2006)** – On November 30, 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 8:00 a.m. to 5:00 p.m. at the Milwaukee Marriott West in Waukesha, Wis. on Hwy F at I-94.

“Wisconsin doesn’t have the coal mines, natural gas reserves or oil fields needed to generate its own electricity. However, it does have an abundant supply of renewable energy sources,” said Don Wichert, program director for Focus on Energy’s Renewable Energy Program. “By helping Wisconsin residents tap these resources, Focus on Energy is helping ensure state residents and businesses have reliable access to the energy they need. We’re also fostering economic growth by reducing the amount of money that leaves the state to purchase fuel, keeping that money in Wisconsin’s economy.”

### **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 includes keynote speakers by nationally recognized solar experts on the future of solar energy, exhibits by Wisconsin solar energy businesses and organizations, as well as a variety of tracks and round table discussions to choose from. Over 300 attendees are expected.

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### **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) or call 414.224.9422. We Energies "Energy for Tomorrow" customers can register for \$20 per person with a code before November 22 (call 414.221.2509 to get your discount code). The cost for those who register on or before November 22 is \$65. The fee for those who register November 23 through November 29 is \$85, and registration at the door is \$125. A student rate of \$20 is also available before November 22.

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](http://focusonenergy.com).

### **About the Focus on Energy Renewable Energy Program**

Focus on Energy is a public-private partnership that provides energy efficiency and renewable energy information and services to the state's energy utility customers. 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. Focus on Energy provides applications, with full program details, at 800.762.7077 or at [focusonenergy.com](http://focusonenergy.com).

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