



# Surviving the Shakeout:

Greentech Media's 2009 Solar Industry Summit



April 14-15, 2009  
Kierland Resort, Phoenix, Arizona

## OVERVIEW

Is the solar market overheating? The last three years have witnessed phenomenal growth and record levels of investment, but the conditions to support that growth are rapidly changing. Uneven policies, disruptive technologies, ebbing demand and global recession are changing the industry in ways that many players have yet to understand.

Travis Bradford and Greentech Media's analyst team have rebuilt their models and revised their forecasts to accurately capture the industry's evolution and provide guidance on how to survive the coming solar market shakeout.



Join us for two days in the desert as we debate the future of solar with the industry's leading analysts, corporate leaders, utilities and policy makers. Sessions will combine detailed market analysis from Greentech Media's latest round of reports with real-world perspectives from solar market leaders, giving attendees the tools necessary to survive the shakeout.

## FEATURED SPEAKERS



David Arfin  
Vice President  
Customer Finance  
SolarCity



Roger Little  
Founder  
Spire Corp.



Dr. Louay Eldada  
CTO  
Heliovolt



Dr. Fred Morse  
Senior Advisor, U.S. Operations  
Abengoa Solar Inc.



Mike Gering  
President & CEO  
Global Solar Energy



Christopher Myers  
Vice President for Solar Energy  
Programs  
Lockheed Martin



Travis Bradford  
Founder  
The Prometheus Institute  
for Sustainable Development



Michael Kanellos  
Editor in Chief



Daniel Englander  
Senior Energy Analyst



Shyam Mehta  
Senior Solar Analyst



Nathan Furr  
Senior Consultant



Roger Nauth  
Senior Analyst

Barry Broome  
President and CEO  
Greater Phoenix Economic Council

Dr. Arnold Leitner  
CEO and President  
SkyFuel

Mark Finocchario  
President and CEO  
SCHOTT Solar

Dr. Alex Marker  
Director for R&D  
SCHOTT North America

Roger Lay  
Sales and Market Development  
Sopogy

Steve Cowman  
CEO  
Stirling Energy Systems

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## CONFERENCE AGENDA, DAY ONE, APRIL 14

- 8:00am – 8:30am Registration and Breakfast
- 8:30am – 9:00am **Welcome and Introduction**  
*Scott Clavenna, President of Greentech Media Inc.*
- 9:00am – 10:15am **State of the Solar Industry**  
*Speaker: Travis Bradford, Energy Market Guru and Chief Advisor to GTM Research*
- 10:15am – 10:45am **Supply: How Much Is Too Much?**  
*Speaker: Shyam Mehta, Senior Solar Analyst at GTM Research*
- 10:45am – 11:15am **Break**
- 11:15am – 12:15pm **Driving Costs of PV Manufacturing**  
*Speaker: Dan Chen, Business Development Manager at 3M and Roger Little, President and CEO of Spire Corporation*
- 12:15pm – 1:30pm **Lunch**
- 1:30pm – 2:00pm **Demand: Overcoming Irrational Exuberance**  
*Speaker: Daniel Englander, Senior Energy Analyst at GTM Research*
- 2:00pm – 3:00pm **Laying the Groundwork for a Solar Economy**  
*Speaker: Roy Kuga, Vice President of Energy Supply at PG&E; Arizona Public Service and Salt River Project*
- 3:00pm – 3:30pm **Break**
- 3:30pm – 4:30pm **Solar Innovators: New Technologies Creating New Markets**  
*Speakers: Nathan Furr, Senior Consultant to GTM Research; Dr. Louay Eldada, CTO of HeliVolt; Chris Myers, Vice President for Solar Energy Programs at Lockheed Martin; and Roger Lay, Sales and Market Development at Sopogy*
- 4:30pm – 6:00pm **Reception**

## CONFERENCE AGENDA, DAY TWO, APRIL 15

- 8:30am – 9:30am **Building a World-Class Solar Industry: An Arizona Case Study**  
*Speaker: Barry Broome, President and CEO of the Greater Phoenix Economic Council; Bud Annan, Former Leader of the U.S. DOE's Solar Energy Programs and Solar Team Member at Arizona State University; and Lyndon Rive, Founer and CEO of Solar City*
- 9:30am – 10:15am **What Is the Future of Solar Thermal Power?**  
*Speaker: Dr. Fred Morse, Senior Advisor for U.S. Operations at Abengoa Solar*
- 10:15am – 10:45am **Break**
- 10:45am – 11:45am **Solar Thermal Power Technologies and Solutions**  
*Speakers: Dr. Alex Marker, Director for Research and Development, Schott North America; Dr. Arnold Leitner, CEO and President, SkyFuel; and Steve Cowman, CEO, Stirling Energy Systems*
- 11:45am – 12:45pm **Smart Grid: The Next Solar Revolution?**  
*Speaker: Phil Smithers, Project Manager at Arizona Public Service*
- 12:45pm – 2:00pm **Lunch**
- 2:00pm – 3:00pm **How to Survive the Shakeout: Differentiated Companies Speak**  
*Speakers: Tom Dyer, Senior Vice President of Kyocera Solar; Mark Finocchiaro, President and CEO of Schott Solar; and Mike Gering, CEO of Global Solar*
- 3:00pm – 4:00pm **Maximizing the Value and Performance of Solar Power Systems**  
*Speaker: David Arfin, Vice President of Customer Finance at SolarCity; Raghu Belur, Co-founder, Vice President of Marketing at Enphase Energy; and Ralf Muenster, Director of Renewable Energy, National Semiconductor Corp.*

REGISTER TODAY! – \$895

<http://www.greentechmedia.com/events/live/az09/az.html>

Additional details can be found on the event Website.

For More Information, Contact:

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