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Dian M. Grueneich, *Commissioner*, **CALIFORNIA PUBLIC UTILITIES COMMISSION**
Arthur H. Rosenfeld, Ph.D., *Commissioner*, **CALIFORNIA ENERGY COMMISSION**
Gavin Newsom, *Mayor*, **CITY OF SAN FRANCISCO** (pending approval)
John MacLean, *President*, **ENERGY EFFICIENCY FINANCE CORPORATION**
Phil Angelides, *Chairman*, **APOLLO ALLIANCE**
Bruce Schlein, *VP, Environmental Affairs*, **CITIGROUP**
Neil Skiver, *Senior Vice President, Energy Services*, **BANC OF AMERICA PUBLIC CAPITAL CORPORATION**
Ajit Nazre, *Partner*, **KLEINER PERKINS CAUFIELD & BYERS**
John Ravis, *Vice President*, **TD BANKNORTH**
Rich Lechner, *Vice President of Energy & Environment*, **IBM**
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Terry Fry, *Senior Vice President*, **NEXANT**
Nancy E. Pfund, *Managing Partner*, **DBL INVESTORS**
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Roland Risser, *Director of Customer Energy Efficiency*, **PACIFIC GAS & ELECTRIC**
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Chuck McDermott, *General Partner*, **ROCKPORT CAPITAL**
Joyce Ferris, *Founder & Managing Partner*, **BLUE HILL PARTNERS**
Steve Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**
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Brenna Walraven, *Managing Director*, **USAA REAL ESTATE COMPANY**
Gregg Ander, *Chief Architect*, **SOUTHERN CALIFORNIA EDISON COMPANY**
Gil Sperling, *Program Manager*, **DEPARTMENT OF ENERGY**
Ralph Cavanagh, *Senior Attorney & Co-director of Energy Program*, **NATURAL RESOURCE DEFENSE COUNCIL**
Everett Smith III, *CFO*, **NEW ENERGY CAPITAL**
Paul Frankel, *Managing Director*, **CaICEF INNOVATIONS**
Mark Frankel, *Technical Director*, **NEW BUILDING INSTITUTE**
Kirsten Spalding, *Senior Advisor*, **CERES**
Michael Messenger, *Senior Consultant*, **ITRON**
Tory Weber, *Energy Efficiency Regulatory Manager*, **SOUTHERN CALIFORNIA EDISON COMPANY**
John A. "Skip" Laitner, *Senior Economist for Technology Policy*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

The 3rd Annual

Energy Efficiency Finance Forum

Financing, Capital & Deal Sourcing for Energy Efficiency

April 23rd & 24th, 2009

The Palace Hotel, San Francisco, CA

Forum Highlights Include:

- Surveying EE finance in light of the current economic climate
- Investors' Roundtable: Successfully investing in EE
- EE financing models & structures that work in today's market
- The stimulus plan for energy and EE: Revealed!
- Market aggregation & packaging strategies
- New green building incentives & available credits: White tags & green mortgages
- Market ready technologies & financing for upcoming EE breakthrough technologies
- Project finance roundtable: What is it that financiers are looking for?
- Climate change & EE: Understanding the financial impact & underlying connection between them
- Deal sourcing & capital building tactics
- Techniques for boosting financial backing for government utilities & ESCOs
- What does the future of EE projects, financing and implementation look like beyond 2015?

PLUS! Keynote Addresses by:

Dan Reicher, **GOOGLE**
Art Rosenfeld, **CALIFORNIA ENERGY COMMISSION**
Dian Grueneich, **CALIFORNIA PUBLIC UTILITIES COMMISSION**
Gavin Newsom, **CITY OF SAN FRANCISCO** (pending approval)
Phil Angelides, *Chairman*, **APOLLO ALLIANCE**

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know we're the un-biased industry leader—providing you with thought-provoking, innovative events with impressive delegates and distinguished speaking faculties. The Responsible Investment Series is honored to be a part of the sustainable investing community and we take great pride in producing high quality events for the sector.



The American Council for an Energy-Efficient Economy ACEEE (www.aceee.org) is a non-profit, 501(c)(3) organization

dedicated to advancing energy efficiency as a means of promoting economic prosperity, energy security, and environmental protection. ACEEE fulfills its mission by:

- Conducting in-depth technical and policy assessments
- Advising policymakers and program managers
- Working collaboratively with businesses, public interest groups, & other organizations
- Organizing conferences and workshops
- Publishing books, conference proceedings, and reports
- Educating consumers and businesses

Are you looking for financing, new strategies for structuring your energy efficiency financing models and brand new opportunities in the energy-efficient industry?

ACEEE & FRA are back again this year to bring you the **3rd Annual Energy Efficiency Finance Forum**. We are taking our event on the road and heading out west to **San Francisco, April 23rd & 24th, 2009**. We've put together another all-star speaking faculty and turned up the dial this year to focus on what really matters most in today's market: **FINANCING**.

Energy efficiency (EE) has piqued the interest of every consumer, end-user, policymaker and investor over the last year. It has become the enabler for renewables and a viable solution to alleviating our energy demands. However, financing EE continues to remain challenging, and complex.

Designed specifically for **investors, financiers, utilities and policymakers**, this comprehensive two-day event will answer your most pressing questions regarding: **Who is getting financing? Where & how are they getting it? What's driving the financing of EE projects & technologies? Where is the next big opportunity?**

Our distinguished speaking faculty will answer these questions and much more in sessions focused on:

- Deal sourcing and capital
- Financing models and structures
- Packaging strategies
- New market drivers
- Incentives and credits
- Green building finance
- Market-ready technologies
- Plan design & financial backing for utilities and ESCOs
- The changing landscape of project finance in EE
- New stimulus plan for EE

And much, much more!

This event WILL SELL OUT! Register today to ensure your spot at **The 3rd Annual Energy Efficiency Finance Forum!** Call 800-280-8440 or register online at www.frallc.com.

Sincerely,

Alyson M. Runnion

Alyson M. Runnion, *Conference Director*
FINANCIAL RESEARCH ASSOCIATES, LLC

Steve Nadel, *Executive Director*
AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY

PS. This is the only event focused on bringing capital and EE together! The who's who in EE will be at the event to ensure deals get done and financing is achieved. Will you be there to take advantage of it?

P.P.S. This is the premiere gathering of EE's "best-of-the-best". You don't want to miss out on this opportunity to network, learn and get ahead in the clean tech industry!

Who Should Attend?

This conference has been designed for energy executives and professionals, including:

- Venture capitalists
- Project finance executives
- Public and private utilities
- Technology developers and manufacturers
- Policy & government leaders
- Developers
- EE specialists
- Institutional investors
- Energy service company executives (ESCOs)
- Investment & commercial banks
- Consultants
- Attorneys
- High-net-worth individuals
- Private equity investors

Top Reasons to Attend

- Find the **right financing** and **optimal financial support you need** right now for your EE project
- Discover **new financing strategies** and **structuring techniques** that work in **today's market**
- Hear from the country's **leading project financiers** and find out **what they are looking for**
- Uncover **what and who is behind the financing** for public utilities and ESCOs
- **Network with the "best-of-the-best"** in EE, from policy-makers to private investors
- Catch a glimpse of what's to come in the latest and greatest **EE technologies** to hit in 2009
- Find out what it takes to **raise an EE fund** from start to finish
- **Deal and capital sourcing** for public and private sectors
- Learn the ins and outs of **what it takes to succeed** in the EE landscape
- Get the inside scoop on what **new legislation and incentives** will be revealed from the Obama administration
- Learn where the **next big opportunity** is in EE and when the best time to strike will be
- Gain the expertise you need for financing **green buildings both residential and commercial**

Special Appreciation to Our Advisory Board & Executive Committee Members

- Steve Nadel, ACEEE
- Amory Lovins, **ROCKY MOUNTAIN INSTITUTE**
- Bob Hinkle, **MMA RENEWABLE VENTURES**
 - Greg Kats, **GOOD ENERGIES**
 - Russell Sturm, **IFC, WORLD BANK**
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ENERGY

USDOE's Office of Energy Efficiency and Renewable Energy is the premier agency charged to bring clean, reliable and affordable energy technologies to the

market-place. Through aggressive commercialization and market transformation strategies, the department is dedicated to reducing our nation's dependence on foreign oil as well as improving the resiliency of the electricity grid through the deployment of energy efficiency and renewable technologies. To achieve these goals we partner with academia, industry and state and local governments to implement programs and policies that transform the built environment, increase efficiency in buildings and appliances, establish a domestic bioindustry, and reduce the burden of energy prices on the disadvantage, as well as reducing the energy intensity of industry. Our team measures success by strengthening America's energy security, environmental quality, and economic vitality. www.eere.energy.gov

Silver:



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For sponsorship opportunities please contact Christy Tester: ctester@frallc.com or 704-341-2446.

DAY ONE: THURSDAY, APRIL 23, 2009

8:00 – 8:45 Registration and continental breakfast

8:45 – 9:00

Chairs' Welcome

Chairpersons:

Steve Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

Dan Adler, *President*, **CALIFORNIA CLEAN ENERGY FUND (CaCEF)**

Keynote 9:00 – 9:30 THE GREENING OF THE OBAMA ERA

The New Administration & Outlook for EE

- The economic stimulus plan for EE
- How much help can the EE landscape expect to see?
- The projected impact the Obama administration will likely have on financing of future EE projects

Keynote Speaker:

Dan Reicher, *Director of Climate Change Energy Initiatives*, **GOOGLE**

9:30 – 10:00 PURE ECONOMICS & INVESTMENT "CENTS"

Market Conditions & Drivers of EE: Is Sustainability Still A Possibility?

Listen as energy leader and energy efficiency activist Phil Angelides presents his insights and opinions about investing in EE, building a sustainable plan for EE's future and what our next step should be in light of the current market.

- How much damage has the clogged credit market had on EE's progress?
- Has the financing for EE projects done a 180?
- What hidden tangibles are wrapped up in the economic crisis that are invisible to a typical EE investor?
- Should you wait it out or continue to pursue viable capital sources?
- How has one man continued to break energy barriers and blaze the way for energy innovations and investments

Keynote Speaker:

Phil Angelides, *Chairman*, **APOLLO ALLIANCE**

10:00 – 10:15 *Mid-Morning Refreshment Break*

10:15 - 11:15 THE EE OPPORTUNITY: THE BIG PICTURE REVEALED

Preparing for New Opportunities in EE

- Laying out the big picture of EE
- Understanding why EE is a catalyst for financing renewables and opening opportunities
- Is EE the main support for renewables?
- Who has been taking a longer look at energy-efficient projects?
- What is really motivating financiers?
- What doors have been opened internationally?
- Opportunities in Asia
 - Policy perspectives
 - Service provider perspectives
- Exploring financing in India: Critical to EE in the US
 - A VC perspective

Speakers:

Greg Kats, *Managing Director*, **GOOD ENERGIES**

Terry Fry, *Senior Vice President*, **NEXANT**

Ajit Nazre, *Partner*, **KLEINER PERKINS CAUFIELD & BYERS**

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11:15 – 12:00 NUTS & BOLTS

Preparing to Set Up an EE & Clean Tech Fund: Can it be done in this market?

- Whom do you need to talk to?
 - Private equity
 - Banking and investment banking
- What should you do to be prepared?
 - What questions will they ask?
- How can consumer financing be achieved?
 - Should you devise a plan ahead of time?
 - How do you get the consumer involved from the get go?
- What information will you need?
- What is the next step?
- What is the text book model and plan to follow?
- What elements go into setting up the fund?
- Creating a double bottom line

Panelists:

Nancy E. Pfund, *Managing Partner*, **DBL INVESTORS**

Chuck McDermott, *General Partner*, **ROCKPORT CAPITAL**

R. Thomas Amis, *Partner*, **ALSTON & BIRD LLP**

Moderator:

Craig Sieben, *President*, **SIEBEN ENERGY ASSOCIATES**

12:00 – 1:30 *Networking Luncheon*

Keynote 12:30 – 1:00 A NEW ROLE FOR EE

Keynote Speaker:

Dian M. Grueneich, *Commissioner*, **CALIFORNIA PUBLIC UTILITIES COMMISSION**

1:30 – 2:30 STRUCTURING & MODELS

New Innovative Financing Structures & Models

- Effective finance structures
- New structures
- Creative and practical business models
- New developments in bank lending
- Techniques for matching financing to market needs
- New trends in micro-credit/micro-finance
- Financing EE in these credit markets
- Increasing financing for EE in the commercial & industrial sectors
- Long-term energy savings agreements
- Costs of performance warranties: Are they necessary?

Speakers:

Bob Hinkle, *Vice President*, *Energy Efficiency*, **MMA RENEWABLES**

Claire Broido Johnson, *Senior Advisor*, **HANNON ARMSTRONG**

Tracy Wolstencroft, *Managing Director*, **GOLDMAN SACHS**

2:30 – 3:15 MARKET AGGREGATION & EE FINANCE PROGRAM MODELS

Does it Help to Package? What Should You Include?

- Looking at aggregating projects & packaging for financing
- Exploring various EE finance programs
- Shaping your package to fit various financing models
- Analyzing direct aggregation and re-introduction
- How does this affect the public and private sectors?
- Local government acting as an aggregator: Are we moving in this direction?

Speakers:

John MacLean, *President*, **ENERGY EFFICIENCY FINANCE CORPORATION**

Neil Zobler, *President*, **CATALYST FINANCIAL GROUP, INC**

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3:15 – 3:30

Mid-Afternoon Networking Break

3:30 – 4:30 GREEN BUILDING FINANCING

LEED Buildings, Energy Mortgages & Net-Zero Initiatives!

- What is the current and projected impact of LEED?
- Perspectives on the costs and benefits of LEED buildings
- The broadening definition of green building value
- How well do LEED buildings actually perform?
- How building performance information is evolving as a market influence
- Have tax incentives been helpful or more of a hindrance?
- New updates regarding mortgage-backed security instruments for LEED-certified buildings
- Energy mortgages: What is the impact of lower-rate mortgages for EE housing?
- Net-Zero issues, initiatives and activities
- Activities to accelerate market adoption in green building

Speakers:

Brenna Walraven, *Managing Director*, **USAA REAL ESTATE COMPANY**
Mark Frankel, *Technical Director*, **NEW BUILDING INSTITUTE**
Gregg Ander, *Chief Architect*, **SOUTHERN CALIFORNIA EDISON**

4:30 - 5:30 INVESTOR ROUNDTABLE!

The New Investor in EE: Public & Private Sectors

- The role of foundations, endowments & pensions
- Growing involvement from private equity/venture capital
- What does each investor value in the transaction?
- Analyzing the different financing strategies for each investor
- Why private investors will prevail in this failing public market
- Which areas within efficiency do investors like?

Panelists:

John E. Buehler, *Managing Partner*, **ENERGY INVESTORS FUNDS**
Rodrigo Prudencio, *Managing Director*, **NTH POWER**
Joyce Ferris, *Founder & Managing Partner*, **BLUE HILL PARTNERS**
Kirsten Spalding, *Senior Advisor*, **CERES**

Moderator:

Evan Lovell, *Partner*, **VIRGIN GREEN FUND**



5:30 – 7:00

Cocktail Reception & Networking Event
Immediately Following

DAY TWO: FRIDAY, APRIL 24, 2009

7:30 – 8:30

Continental breakfast

8:30 – 8:45

Chairs' Welcome & Day One Re-Cap

Chairpersons:

Steve Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**
Dan Adler, *President*, **CALIFORNIA CLEAN ENERGY FUND (CALCEF)**

Keynote **8:45 – 9:15**
Keynote Session: Past & Future Success in EE Finance

Listen as the country's leading authority on energy, Dr. Rosenfeld, discusses policy, finance and successes attributed to California and its quest to promote an energy-efficient economy.

Keynote Speaker:

Arthur H. Rosenfeld, Ph.D., *Commissioner*, **CALIFORNIA ENERGY COMMISSION**

9:15 – 9:45 Climate Change & EE

Analyzing Climate Change Pressures & New Legislation Affecting EE Programs & Projects

- Breaking down new climate change legislation
- How is climate change affecting EE?
 - What kind of pressure is being applied?
- Updates on climate change and EE
- Financing opportunities being realized by climate change pressures

Speakers:

Eric Heitz, *President*, **THE ENERGY FOUNDATION**
Steve Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

9:45 – 10:45 PROJECT FINANCE & COMMERCIAL BANK ROUNDTABLE

Finding Capital & Sourcing Deals

- How do the perspectives differ from small, middle and large financing?
- What are the challenges of EE projects for commercial banks?
- Other than credit scores, what criteria are they using to base their approval?
- What makes a project attractive and not attractive
 - Size?
 - Technology?
- Who is still in the game? What are the alternatives to the bank market?
- The ins and outs of project finance structuring and raising financing from a bank
- What have been the biggest challenges to overcome regarding project financing for investors in today's market
- How can you make the project financing process and quest for capital easier in 2009?

Speakers:

Bruce Schlein, *VP, Environmental Affairs*, **CITIGROUP**
Neil Skiver, *Senior Vice President, Energy Services*, **BANC OF AMERICA PUBLIC CAPITAL CORPORATION**
John Ravis, *Vice President*, **TD BANKNORTH**
Everett Smith III, *CFO*, **NEW ENERGY CAPITAL**

10:45 - 11:15

Mid-Morning Refreshment & Networking Break

11:15 – 12:00 THE CONSUMER-DRIVEN MARKET

End-User's Roundtable: What Will the Consumer be Asking for from You?

- A new view from Corporate America: EE or bust?
- Which programs were successful this past year?
- What are utilities doing to promote consumer visibility?
- Who is leading the industry in energy-efficient applications?
- Trends in energy efficiency for the end-user
- How concerned with costs are they?
- Where are end-users looking to derive energy from?
 - Property
 - Distribution systems
 - Where should the vendor invest?
- Regulatory and incentive programs

Speakers:

Rich Lechner, *Vice President of Energy & Environment*, **IBM**
Tory Weber, *Energy Efficiency Regulatory Manager*, **SOUTHERN CALIFORNIA EDISON COMPANY**
Martha Amram, *CEO*, **HOME Z INC.**

12:00 – 12:45 BEHIND THE SCENES!

Financing From & For State, Local & ESCO Utilities

- Emerging trends in utility customer programs: Efficiency, demand response and pricing
- New utility regulations affecting EE financing
- New participants in ESCOs
- New consumer programs and designs that are helping consumers "get the point"
- What has changed about financing?
- Where are states and local utilities finding financing in today's market?
- What are the biggest challenges to overcome?
- Successes and failures

Speakers:

Gil Sperling, *Program Manager*, **DEPARTMENT OF ENERGY**

Mark Siegal, *Manager*, **NATIONAL GRID**

Roland Risser, *Director of Customer Energy Efficiency*, **PACIFIC GAS & ELECTRIC**

12:45 – 2:00

Luncheon

1:15 – 1:45

An Energy-Efficient City Leading The Way

Keynote Speaker:

Gavin Newsom, *Mayor*, **CITY OF SAN FRANCISCO** (pending approval)

2:00 – 3:00 NEW TECHNOLOGY & OPPORTUNITIES IN EE

Surveying the Technology Landscape: Market-Ready Technologies that Attracted Financing & Produced a Success

- LED Lighting/Solid-state lighting
- Demand Response & Self Diagnostic Technology – Smart Meters
- New technologies that are helping customers control their energy bills
 - AMI
 - Enabling technologies
- Air-conditioner, heating and refrigeration technology (HVAC/R)
 - Global trends in EE
 - Building more energy-efficient systems and improving comfort levels at the same time
 - Government influence on driving higher standards
- Technology breakthroughs, statistics & what's to come

Speakers:

Sandeep Kumar, *President & CEO*, **MICROSTAQ**

Michael Cavallo, *Domain Director, Lighting*, **CLINTON CLIMATE INITIATIVE**

Kevin Dowling, *Vice President*, **PHILIPS**

John A. "Skip" Laitner, *Senior Economist for Technology Policy*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

Michael Messenger, *Senior Consultant*, **ITRON**

3:00 - 4:00 WHAT'S TO COME

Looking Beyond the Now of EE: It's 2015 & What Does the Market Look Like?

- Short-term
- Long-term
- What will you need to know about the future of potential markets:
 - Regionally
 - Nationally
 - Public
 - Private
- New programs
- New players
- Future of technologies
- Anticipated financing challenges

Speakers:

Paul Frankel, *Vice President*, **CALCEF INNOVATIONS**

Ralph Cavanagh, *Senior Attorney & Co-director of Energy Program*, **NATURAL RESOURCE DEFENSE COUNCIL**

4:00 *Conference Adjourns*

IMPORTANT INFORMATION

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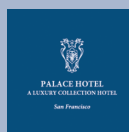
The 3rd Annual Energy Efficiency Finance Forum

April 23rd & 24th, 2009

The Palace Hotel

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(415) 512-1111

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The Palace Hotel, San Francisco, CA

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Attendance at The 3rd Annual Energy Efficiency Finance Forum is: \$1,795

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- Three people will receive 10% off.
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In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, **please contact Sarah Dunnam at 704-341-2438 or sdunnam@frallc.com**

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If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$175 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

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The 3rd Energy Efficiency Finance Forum

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American Council for an Energy-Efficient Economy &
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New Agenda!
New Speakers!

Forum Highlights Include:

- Surveying EE finance in light of the current economic climate
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- Climate change & EE: Understanding the financial impact & underlying connection between them
- Deal sourcing & capital building tactics
- Techniques for boosting financial backing for government utilities & ESCOs
- What does the future of EE projects, financing and implementation look like beyond 2015?

PLUS! Keynote Addresses by:

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Gavin Newsom, **CITY OF SAN FRANCISCO**
(pending approval)
Dian Grueneich, **CALIFORNIA PUBLIC UTILITIES COMMISSION**
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