

Agenda
Solar Energy in Inland Southern California: The Future is Now
The University of California, Riverside
Center for Sustainable Suburban Development
Center for Environmental Research and Technology
Southern California Research Initiative for Solar Energy
February 6th 2014, 7:30 am - 6:00 pm

This conference is designed for city leaders, planners, council members, businesses, utility companies and the general public to learn about the state of solar energy by discussing the latest technology, public policy/regulations, economics, and the associated environmental/sustainability issues. Attendees will learn about the challenges and opportunities for incorporating solar energy in their communities, including how the marketplace works, local policies and initiatives already in place.

7:30 – 8:00 Breakfast and Attendee Check In

8:00 – 8:25 Introductory Remarks

Remarks by:

Matthew Barth, Director, College of Engineering Center for Environmental Research and Technology

Ronald O. Loveridge, Director, Center for Sustainable Suburban Development

William R. "Rusty" Bailey, Mayor, City of Riverside

Ching Liu, Executive Vice President, SolarMax

Alfredo Martinez-Morales, Managing Director, Southern California Research Initiative for Solar Energy

8:25 – 9:00 Inland Region, State and Federal Perspective

Keynote Presentation by:

[David Hochschild](#), Commissioner, California Energy Commission

9:00 – 10:30 1st Panel Discussion-Lay of the Land Session

Description:

The panelists will discuss the state of the solar energy from a variety of perspectives, focusing on the opportunities for solar energy, and how to better address the challenges facing this industry as it continues to rapidly grow and achieve higher levels of penetration in the energy generation market.

Moderated by:

David Nahai, President, Consulting Services LLC; former Commission President and General Manager, Los Angeles Department of Water and Power

Panelists:

Michelle Kinman, Clean Energy Advocate, Environment California

David Hochschild, Commissioner, California Energy Commission

[Bernadette Del Chiaro](#), Executive Director, California Solar Energy Industries Association

[Jim Kennerly](#), Policy Analyst and Project Manager, North Carolina Solar Center

10:30 – 11:00 Morning Break (Poster Session and Sponsor's booths)

11:00 – 12:30 2nd Panel Discussion-Case Study Session

Description:

The panelists will discuss a variety of case studies that showcase the environmental and economic benefits of solar energy projects. The attendees will learn of some of the motivations and considerations

taken into account before going solar by each of these projects, as well as the lessons learned along the way.

Moderated by:

Ronald O. Loveridge, Director, Center for Sustainable Suburban Development

Panelists:

[Michael J. Bacich](#), Assistant General Manager, Customer Relations/Marketing, Riverside Public Utilities

[Rick Bishop](#), Executive Director, Western Riverside Council of Governments

[Alfredo Martinez-Morales](#), Managing Director, Southern California Research Initiative for Solar Energy

[Thomas P. Evans](#), Board Member, Western Municipal Water District

[Jim Burke](#), Senior Product and Service Coordinator, Sacramento Municipal Utility District

[Vincent Battaglia](#), Founder and CEO/President, Renova Energy Corporation

12:30 – 1:00 **Lunch Break**

1:00 – 1:10 **Lunch Speaker Introduction**

Introduction by:

Ron Durbin, Executive Director, UC Solar

1:10 – 2:00 **Lunch and Presentation**

Lunch Presentation by:

[Sarah Kurtz](#), PV Reliability Group Manager, National Renewable Energy Laboratory

2:00 – 2:45 **3rd Panel Discussion-Financing Options for Solar Systems**

Description:

The panelists will provide a brief overview of solar photovoltaic (PV) system costs and approximate savings by taking advantage of state and federal incentives available for industrial, commercial & residential systems. The attendees will learn about the variety of financing models that are increasingly making a compelling argument for the development of PV systems in all market sectors.

Moderated by:

Anil Deolalikar, Founding Dean, School of Public Policy, University of California Riverside

Panelists:

[Michael McCaffrey](#), Chief Financial Officer, SolarMax

[Kevin Ross](#), Senior Project Development Manager, SolarCity

[Rick Brown](#), President, TerraVerde Renewable Partners

Richard T. Ogawa, Founder Ogawa, P.C.

2:45 – 3:30 **4th Panel Discussion-Sustainability Session**

Description:

The panelists will discuss the role that solar energy plays in promoting and achieving sustainability from an energy, societal, and environmental perspective. Attendees will learn how to understand the key drivers and enablers for developing solar energy as a tool for achieving a more sustainable society and the challenges for achieving sustainable growth and development.

Moderated by:

Juliann Allison, Associate Director, Center for Sustainable Suburban Development

Panelists:

Mike Allen, Director, Center for Conservation Biology

[Roland Winston](#), Director, UC Solar

John Cook, Director, Sustainability, University of California Riverside

Sadrul Ula, Co-Director Winston Chung Global Energy Center

3:30 – 3:45 **Break**

3:45 – 5:00 **5th Panel Discussion: Bringing Solar Technology, Policy, Economics and the Environment Together**

Description:

The panelists will discuss the importance of having a balanced approach for the continued growth and higher penetration by solar energy, by analyzing the importance of technological innovation, sound policy, attractive economics, and an overall appreciation for the environment. This session will attempt to bring together the issues impacting these four forces that must work in harmony with each other.

Moderated by:

V. John White, Executive Director, Center for Energy Efficiency and Renewable Technologies

Panelists:

[George Minter](#), Director, Policy and Environment, Southern California Gas Company

[Mark Nelson](#), Director, Integrated Planning and Strategy, Southern California Edison

Edward Randolph, Director, Energy Division, California Public Utilities Commission

Sarah Kurtz, PV Reliability Group Manager, National Renewable Energy Laboratory

Alex Martin, Manager, Public Affairs, First Solar

5:00 – 6:00 **Refreshments and CE-CERT Tour**