AUSTIN, TEXAS
SOLAR BUSINESS FESTIVAL
DECEMBER 2, 2016
HILTON AUSTIN HOTEL

SBF 2016 PROGRAM
A HIGHLY INTERACTIVE CONFERENCE AND EXHIBITION DEDICATED TO CREATING A SIGNIFICANT SOLAR BUSINESS PLATFORM IN TEXAS.

www.sbf-series.com
#SBFAUSTIN16
## OVERVIEW

**Solar Business Festival 2016**

**Connecting the Texas Solar Industry**

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<th>Time</th>
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<tr>
<td>07:45 AM - 08:50 AM</td>
<td>Registration / Continental Breakfast &amp; Networking</td>
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<td>09:00 AM - 05:00 PM</td>
<td>Exhibition Hall Open</td>
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<td>09:00 AM - 09:40 AM</td>
<td><strong>Opening Session</strong></td>
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<td><strong>Host City Welcome Address</strong></td>
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<td>Will Wynn, Advisor/Former Mayor of Austin, Texas</td>
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<td><strong>Sustainability and Texas’ Solar Future Roadmap</strong></td>
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<td><strong>Renewable Energy Leader Insight</strong></td>
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<td>Andres Carvallo, CEO &amp; Founder, CMG Consulting LLC</td>
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<tr>
<td>09:40 AM - 10:40 AM</td>
<td><strong>Plenary Panel 1: The Future Toward 100% Renewable Energy in Texas</strong></td>
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<td>Casey Marshall, Business Development Director, Clean Energy Associates</td>
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<td><strong>Moderator:</strong> Nancy Edwards, Principal, Clean Power Marketing Group</td>
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<td>10:40 AM - 11:00 AM</td>
<td>Coffee and Networking Break</td>
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<td>11:00 AM - 11:25 AM</td>
<td><strong>Expert Talk: Community Solar</strong></td>
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<td>Dan McIlroy, VP of Business Development, Clean Energy Collective</td>
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<td>11:30 AM - 11:55 AM</td>
<td><strong>Solar Market Opportunities</strong></td>
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<td>John Cooper, BD, Business Transformation Services, Siemens US</td>
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<td>12:05 PM - 01:05 PM</td>
<td><strong>Plenary Panel 2: Solar Energy: Economics &amp; Policy</strong></td>
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<td>01:05 PM - 01:55 PM</td>
<td>Networking Lunch &amp; Exhibition Viewing</td>
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| 01:55 PM - 02:55 PM | **Innovation Showcase**  
Presented by Austin Technology Incubator, CleanTx, and Cleantech Open |
| 03:00 PM - 03:30 PM | **Breakout Session**  
(1) **International Solar Opportunities**  
Introduction: **Joshua M. Graham**, Executive Director, TexNext, Inc  
**Danielle Caltabiano**, Global Energy Team Leader, International Trade Administration U.S. Commercial Service  
(2) **A Process for Integration of Renewable Energy with Smart Microgrids**  
**Darrell Thornley**, Director of Power, Chicago Bridge & Iron Company (CB&I)  
(3) **Off-Grid Technologies and the Replacement of Fossil Fuels**  
**Gene Preston**, CEO at Transmission Adequacy Consulting |
| 03:40 PM - 04:40 PM | **Plenary Panel 3: High-Level Solar Power Conversation**  
**Dr. Anna Selvan John**, Founder & President, NanoPV Solar USA  
**Lloyd Lee**, CEO, NATIVE  
**Rick Luna**, Senior Manager of Energy Management, CPS Energy  
**Jeffrey Mcelroy**, Business Development Leader, GE Grid Solutions  
**Charlene Heydinger**, President, The Texas Pace Authority  
**Robert Watson III**, CEO, Solar Electric Texas  
Moderator: **Dr. Michael E. Webber**, Deputy Director, Energy Institute |
| 04:45 PM - 05:00 PM | Closing Keynote (TBA)                                           |
| 05:10 PM - 06:30 PM | Reception - Cannon + Belle Restaurant                           |

All SBF 2016 sessions will be held on the fourth floor at Hilton Austin Hotel.

**Main Conference Hall:** Meeting Room 400/402  
**Exhibition Hall:** Governor’s Ballroom-Salon A-B  
**Speakers & VIP Lounge:** Meeting Room 404

Please see below for a more in-depth agenda
SBF 2016 Agenda

7:45 AM - 8:50 AM  **Registration / Continental Breakfast & Networking**
Join us for breakfast and coffee to kick off the event.

Presented by:  

SBF 2016 Masters of Ceremonies: **David E Scally Jr | Project Manager, Freedom Solar, LLC**

9:00 AM  **Host City Welcome Address and Energy Action**
Keynote Speaker: **Will Wynn, Advisor/Former Mayor of Austin, Texas**

Under Will Wynn’s leadership, Austin dramatically expanded both the requirements and market penetration of its green building program; promoted plug-in hybrid electric vehicles (PHEVs); pushed for substantial upgrades to the International Energy Conservation Code; and dramatically increased its renewable energy portfolio, including a 325-acre, 30-megawatt solar project.

9:10 AM  **Sustainability and Texas’ Solar Future Roadmap: Briefing**
Keynote Speaker: **Jeff Wolfe, Senior Vice President of Business Strategy, Just Energy Group, Inc**

Success in the energy business lies heavily upon the ability to predict the future. What will Texas’ energy needs look like in 2020? How is the state’s population changing? What are the economic trends driving future energy demand? This keynote will cover sustainability and Texas’ Solar Future Roadmap.

9:25 AM  **Renewable Energy Leader Insight**
Keynote Speaker: **Andres Carvallo, CEO & Founder, CMG Consulting LLC**

Andres Carvallo, an Austinite and cleantech executive with 29 years of experience in the Energy sector, will share his perspective on solar industry market trends and the transition towards a decarbonized grid.

**Sun Radio Morning Broadcast Live at SBF**

Sponsor by:  

#SBFAUSTIN16  
WWW.SBF-SERIES.COM
9:40 AM - 10:40 AM Plenary Panel 1: The Future Toward 100% Renewable Energy in Texas
Format: Panel Discussion and Audience Q&A

Texas is rich in renewable energy resources, with more than enough wind and sun to fuel all of the state's energy needs. Panelists will discuss successes, new technologies, and challenges on the path toward achieving 100% renewable energy in Texas.

Panelists:
Casey Marshall, Director of Business Development, Clean Energy Associates
Nikolai Druzhinin, Commercial Development Associate, Freedom Solar
Art Crowell, Co-Founder, A Work of Art Solar Development
Josh Smykal, Solar Business Development, Modernize
Bert Haskell, Chief Technology Officer, Pecan Street Inc

Session Moderator: Nancy Edwards, Principal, Clean Power Marketing Group

Panel Sponsored by:

10:40 AM - 11:00 AM Coffee and Networking Break
Recharge with a cup of coffee between sessions.

11:00 AM - 11:25 AM Expert Talk: Community Solar
Speaker: Dan McIlroy, VP of Business Development, Clean Energy Collective

This discussion will give an overview of the development of community solar projects led by Dan McIlroy at Clean Energy Collective, which builds, operates and maintains community-based clean energy facilities. We will discuss new trends, explore customer perceptions and demands, and reflect on lessons learned thus far.
11:30 AM - 11:55 AM Solar Market Opportunities in Texas
Keynote Speaker: John Cooper, Business Development, Business Transformation Services, Siemens US

The renewable energy industry is rapidly growing and large corporations, governments, and universities will consider purchasing 100% of their electricity from renewable resources, which begs the question - what will be next? John Cooper, a nationally-recognized innovator in energy will discuss solar market opportunities in Texas and his perspective on “Personal Energy”.

12:05 AM - 01:05 PM Plenary Panel 2: Solar Energy: Economics & Policy
Format: Panel Discussion and Audience Q&A

Energy policies are rapidly changing at the federal, state, and local levels as solar energy reaches higher levels of grid penetration. Concurrently, the cost of solar continues to decline, opening up new markets and finance models. Panelists will discuss how project economics and effective policy can evolve in a way that benefits customers, electricity providers, and the solar industry so that the industry continues to grow.

Panel introduction by:
Frank Rodriguez, Senior Policy Advisor, Austin Mayor’s Office

Panelists:
Jeff Wolfe, Senior Vice President of Business Strategy, Just Energy Group, Inc
Lenae Shirley, Senior Director, Technology Innovation/Market Adoption, EDF
Camron Barati, Analyst, North America Solar
Matthew Austin, Solar/Home Performance Consultant, Treehouse
Billy L. Curb, Texas Renewable Energy Coordinator, USDA Rural Development

Session Moderator: Elise Sharum, Project Developer, One80 Solar

01:05 PM - 1:55 PM Networking Lunch & Exhibition Viewing
During lunch, come by the exhibition hall to network and see what’s happening!
-Sponsorship Available
1:55 PM - 2:55 PM **Innovation Showcase**

Meet clean tech entrepreneurs and learn about their emerging and growth companies focused on solar energy related offering, service, or product.

Presented by: [ATI Austin Technology Incubator](https://www.ati-incubator.org), [CleanTechOpen](https://www.cleantechopen.com), [CLEANTX](https://www.cleantx.org)

3:00 PM - 3:30 PM **International Solar Opportunities for Texas Companies**

Introduction: **Joshua M. Graham**, Executive Director, TexNext, Inc

Speaker: **Danielle Caltabiano**, Global Energy Team Leader, International Trade Administration U.S. Commercial Service

Join this informative session about international opportunities for Texas companies. The presentation will include highlights from recent ITA research about international markets in the renewable energy sector, and information about U.S. Commercial Service programs, best practices and what first steps need to be taken for solar export.

3:00 PM - 3:30 PM **Off-Grid Technologies and the Replacement of Fossil Fuels**

Speaker: **Gene Preston**, CEO at Transmission Adequacy Consulting

Momentum for off-grid programs continues to increase throughout the country. Join us for an informative session on market & industry preferences that will cover various technologies phasing out fossil fuels.

3:00 PM - 3:30 PM **The Hardened Smart Microgrid® (HSM) - A Process for Integrating Renewable Energy with Smart Microgrids**

Speaker: **Darrell Thornley**, Director of Power, Chicago Bridge & Iron Company (CB&I)

This presentation will describe a patented process for evaluating the most cost-effective renewable energy technologies to apply at a military base, how to best distribute the energy from the resources to mission critical loads and provide the electrical, cyber and physical security necessary to assure energy supply during emergency scenarios.
03:40 PM - 4:40 PM Plenary
Panel 3: High-Level Solar Power Conversation

Format: Panel Discussion and Audience Q&A

Join this interactive discussion featuring top executives’ and major players’ discussion of the landscape for solar energy markets, organizational sustainability goals, market growth opportunities, opportunities in power procurement and their overall observations on the state's solar outlook.

Panelists:
Dr. Anna Selvan John, Founder & President, NanoPV Solar USA
Lloyd Lee, CEO, NATiVE
Rick Luna, Senior Manager of Energy Management, CPS Energy
Jeffrey Mcelroy, Business Development Leader, GE Grid Solutions
Charlene Heydinger, President, The Texas Pace Authority
Robert Watson III, CEO, Solar Electric Texas

Session Moderator: Dr. Michael E. Webber, Deputy Director, Energy Institute, UT Austin

4:45 PM - 5:00 PM Closing Keynote

The Festival's closing keynote speaker will be announced soon. Check back for more details.

5:10 PM - 6:30 PM Reception
Cannon + Belle - Restaurant (Hilton Lobby Level)

The action doesn’t end after the last session concludes. Join fellow Festival attendees to discuss the day at Cannon + Belle, a new restaurant offering specialty tap wine.  Cash bar.

End of SBF 2016

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Speakers Profiles

Will Wynn | Advisor/Former Mayor of Austin, Texas

Will Wynn is the award-winning recent two-term mayor of Austin, Texas, who led the city’s lauded transformation for most of the past decade. He is a dynamic and sought-after speaker on topics ranging from energy & sustainability to innovation & creative cities. He consults with and advises a number of governments, utilities and private entities on issues related to energy policy, downtown revitalization, public health and the creative class.

Jeff Wolfe | Senior Vice President of Business Strategy, Just Energy Group, Inc.

Jeff Wolfe, is Senior Vice President of Business Strategy at Just Energy Group, Inc., where he is also President of Just Energy Solar and Just Energy Advanced Solutions (dba TerraPass). Just Energy is the largest independent retailer of electricity and natural gas in North America, serving deregulated regions across the US and Canada, as well as the UK. Just Energy is also the largest reseller of Green Energy in North America. In his positions at Just Energy, Jeff is leading the creation and development of transformative business activities in retail energy.

Andres Carvallo | CEO & Founder, CMG Consulting LLC

Andres Carvallo is the CEO of CMG, CEO of Westlake Energy, Board Director at SGIP, Board Director at Gridmates, Advisor to several companies, and Co-author of "The Advanced Smart Grid". He is an award winning engineer, speaker, author, and executive. Andres is globally recognized by the IEEE as one of the early developers of the smart grid concept and technology. Andres defined the term smart grid on March 5, 2004. Andres championed Austin Energy's industry leading smart grid program design and implementation from 2003 – 2010 and he also architected the Pecan Street Project in 2009, while leading a total utility process and technology transformation and invested and built over $4billion in generation, energy storage, and microgrid projects.
Nancy Edwards | Principal, Clean Power Marketing Group

Nancy Edwards is principal of Clean Power Marketing Group, an Austin-based marketing firm focused on clean energy companies. She formed CPMG in 2015 to help her clients accelerate the shift to a new energy economy. Prior to CPMG, Nancy led marketing for micro inverter maker Solar Bridge Technologies, where she established the brand and helped create a new category for AC solar modules, leading to the company’s successful acquisition by Sun Power in 2014. She has worked in tech marketing for several Austin startups as well as IBM and Applied Materials.

Bert Haskell | Chief Technology Officer, Pecan Street Inc.

Bert is the CTO of Pecan Street, headquartered at UT Austin, which operates the Pike Powers Laboratory and Center for Commercialization and the Pecan Street Research Institute. Previously he was the Vice President of Portable Electronics Product Research at MCC, and then was Director of Product Development for Heliovolt. He has held product development, product marketing and advisory rolls at a number of startups including Stellar Display Corporation, Wireless Age, Motion Computing and Portelligent. Bert holds a Masters in Mechanical Engineering from the University of Rochester.

Josh Smykal | Solar Business Development, Modernize

Josh Smykal, Solar Business Development Leader at Modernize, Inc. is a solar marketing performance expert with over 5 years of experience driving impactful residential project growth for his clients by leveraging his expertise in marketing channel optimization, lead process consulting, consumer behavior analysis and soft-cost reduction. In 2015, Josh and his team collectively generated more than 11,000 rooftop solar projects totaling over 60MW. During his tenure at Modernize, Josh has had direct accountability for managing the success of lead campaigns for Fortune 500 companies including SolarCity, Sunrun, Sears & Home Depot.
Art Crowell | Co-Founder, A Work of Art Solar Development

Art Crowell is the president and co-founder of A Work of Art Solar Development, Inc., has more than 25 years of progressively responsible experience directing as many as 25 employees in companies with revenues in excess of 10 million. Art has led these companies through start-up, survival turnaround and growth modes. Prior to founding A Work of Art Solar Development, Art spend 6 years in another solar company where he had leadership roles in operations business and commercial development, products and sales development, and time management, as chief operations officers.

Nikolai Druzhinin | Commercial Development Associate, Freedom Solar

Nikolai Druzhinin is a driven energy policy specialist with research expertise in energy markets, renewables, and electric vehicles. Strength in project management and strategic planning. Excels in multitasking and delivers results on tight deadlines. Prides himself on attention to detail, excellent communication, and the ability to learn quickly. Fluent in Russian and Spanish and has significant international experience.

Casey Marshall | Director of Business Development, Clean Energy Associates

Casey Marshall is a dynamic renewable energy Executive with 20 years’ experience in early stage investing and fund raising, management consulting, investment banking, and operations. Experience in firms ranging from initial start-up to Fortune 50. Direct 30+ staff members across multiple departments. Key skills include business development, corporate strategy, fundraising, negotiations, operations, and building trusted relationships. Poised yet humble executive presence. Renewable energy industry experience includes fuel cells, solar EPC, solar carports, independent engineering, utility scale quality assurance, and supply chain.
John Cooper | Business Development, Business Transformation Services, Siemens US

John Cooper is an entrepreneurial executive with broad experience in smart grid, telecommunications, electricity, wireless networks, municipal government, SMB & Enterprise, public & private sectors; technology & hospitality industries. Proven success record in starting and growing a variety of enterprises. 40-year Austin resident with deep knowledge and contacts in the Austin and Central Texas region. Pioneer in innovation and business transformation in the power industry including technology integration, business model reform, organizational alignment, customer engagement, and regulatory adaptation.

Gene Preston | CEO at Transmission Adequacy Consulting

Gene Preston runs two kinds of grid simulations. The first is ATC (available transfer capability) studies for wind, solar, and conventional generation testing to see if there is sufficient transmission capacity and voltage reactive support for injection of power into the grid at a point of interconnection. The second kind of study is an advanced technique for performing LOLE (loss of load expectation) studies.

Darrell Thornley | Director of Power, Chicago Bridge & Iron Company (CB&I)

A mechanical engineer by training, Mr. Thornley has practiced in the power and energy business arenas in private industry and governmental sectors for over 30 years. He has experience ranging from business development, project development, finance and joint venture formation to plant design and engineering, construction, and operations and maintenance. Mr. Thornley has project delivery experience ranging from tradesman (pipefitter/certified welder) to project director on power and industrial projects.
Elise Sharum | Project Developer, One80 Solar

Elise Sharum is a project developer for the top commercial installer in San Antonio, TX, One80 Solar. With a background in Education, she has the ability to educate clients about the environmental benefits and financial feasibility and investment opportunity of producing electricity by means of solar energy. She has taught and managed various groups of people, developed collaboration, initiative and leadership skills, an international travel background and ease working in a diverse work environment.

Camron Barati | Analyst, North America Solar

Camron Barati is a Research Analyst in the IHS Technology solar team. Camron is currently responsible for researching PV markets in North America, covering the supply chain and downstream markets. He is based in Austin, TX. Prior to joining IHS, Camron worked as an associate with GTM Research as part of their solar analyst team. He also has experience working with the National Renewable Energy Laboratory and Enphase Energy. Camron graduated from Texas State University with a BS in Geography.

Lenae Shirley | Technology Innovation and Market Adoption, Environmental Defense Fund’s

Lenae Shirley has spent 25 years helping companies take products to market, first in high tech and the last ten years in clean tech industries. Lenae is currently working at the nexus of technology, markets and policy for Environmental Defense Fund. She is leading efforts with demonstration partners to prove the benefits of clean technology innovations, while identifying trends and market opportunities that can be leveraged to accelerate the transformation of the electricity sector. She holds a M.S. in Technology Commercialization from the University of Texas and a B.S. in Business Administration from the University of Florida.
Mathew Austin | Solar Industry Consultant / Home Performance Consultant, Treehouse

Matthew Austin helps solar installers create sales talks, processes, pitch books, product selection, sales teams, training programs and customer acquisition. He helps sales companies increase sales #'s through a close review of their sales talk, processes, pitch book, product selection, training program and customer acquisition.

Danielle Caltabiano | Director of the Global Energy Team - International Trade Administration’s U.S. Commercial Service.

Danielle Caltabiano is Director of the Global Energy Team for the International Trade Administration’s U.S. Commercial Service. She coordinates industry outreach, training, and trade promotion activities for 200 trade and commercial specialists based around the world who specialize in the energy sector. Since joining the U.S. Commercial Service in 2004, Danielle has worked in several offices across Texas and currently resides in the energy capital of the world - Houston. Throughout her tenure, she has focused on the energy and environmental industries.

Dan McIlroy | VP of Business Development, Clean Energy Collective

As VP of Business Development for Clean Energy Collective, Dan engage with utilities to partner with in providing community solar to their customers/members. Community Solar provides an alternative to distributed generation for both the utility and their customers/members. CEC is the nation’s largest provider of community solar solutions for utilities including cooperatives, municipals and IOU’s.
Billy L. Curb | Texas Renewable Energy Coordinator, USDA Rural Development

In 1990, Billy Curb was selected as the Texas Commercial Loan Specialist of Rural Development for the U.S. Department of Agriculture. As state specialist, Billy leads the agency’s efforts to increase economic opportunity and improve the quality of life for rural Texans. Rural Development fosters growth in homeownership, finances business development and supports the creation of critical community and technology infrastructure. For 33 years, he has worked with USDA in various capacities, including the Texas Electric Cooperatives Relending, StikeForce, Community Economic Development, Environmental and the Alternative Dispute Resolution Coordinator.

Jeff McElroy | Business Development & Global Sales Leader, GE Grid Solutions

Experienced Energy & Telecommunications industry business development professional with entrepreneurial experience, including corporate finance, sales management, marketing, and product line management. Successes include working from the ground up with capital-intensive new business ventures, advising firms on market expansion, and delivering high-value projects on behalf of one of the largest and most successful companies in the world, General Electric.

Charlene Heydinger | President, Texas Pace Authority

Charlene Heydinger also serves as the executive director of Keeping PACE in Texas, the trade association created in 2012 to promote Property Assessed Clean Energy (PACE) financing in Texas. Ms. Heydinger is a public affairs strategist. Charlene worked on Capitol Hill for over nine years and then as vice president and Washington counsel for ABC, Inc. She also served as executive director of the Morton and Angela Topfer Family Foundation. Ms. Heydinger is a member of the Texas, Washington, DC, and Michigan Bar Associations.
Frank Rodriguez | Senior Policy Advisor, Austin Mayor’s Office

A seasoned professional with work experience in the private, public, and non-profit sectors. Experience in business development, fiscal management, strategic planning, and communication with the Central Texas community at large. Has particular expertise in the areas of: financial management, management analysis, fund raising and development, Team Building, Project Management and communication.

Dr. Anna Selvan John | President and CEO, NanoPV Solar Corporation USA

Dr. Anna Selvan John is a world renowned Scientist in the field of Solar Energy. He has invented the most important third generation solar technology. His Technology and inventions are used by many solar energy as well as many technology companies all over the world. He is one of the scientists who pioneered the Nanocrystalline Si solar cell development. He has invented the concept of Transparent Conducting Light trapping Oxide (TCLO) and various light trapping structures for solar cells.

Rick Luna | Senior Manager of Energy Management, CPS Energy

Rick manages a product portfolio that includes energy efficiency, demand response, distributed solar, electric vehicles and rate and billing options. He has 20 years of experience in the electric utility industry in account management, rate design, and economic development. Rick joined CPS Energy in 2005 as an Energy Solutions Manager. In 2007, he became the Manager of Demand Management and Analysis. In this role, he was tasked with creating the utility’s demand response program. Prior to CPS Energy, Rick worked at TXU Energy and the Brownsville Public Utilities Board. He holds a B.A. in economics from Columbia University.
Lloyd Lee | CEO, NATiVE

Lloyd was born and raised in Texas and has lived in the Central Texas area since 1992. After graduating with a degree in Industrial Technology from Southwest Texas University, Lloyd worked in the high tech industry and gained an appreciation for using new technologies to solve old problems. His passion for building and interests in technology led him to pursue an active role in sustainable construction and renewable energy system integrations. As the Native CEO since 2008, Lloyd cultivates a culture of empowering team members to excel within their individual talents.

David E Scally Jr | Project Manager, Freedom Solar, LLC

NABCEP E-level Project Manager with extensive experience on utility-scale projects. Currently employed as Servicing Manager in the central Texas solar market. Formerly Solar Technician/Safety Director/Project Coordinator and Director of Operations & Maintenance with pv installation firm MICROGRID SOLAR. During previous tenure with StraightUp Solar, was promoted to Commercial Solar Maintenance Program Manager in first month and later to a simultaneous 3rd title, Warehouse Manager.
SBF 2016 Advisory Board Profiles

David C Jedynak
Chief Technology Officer
Curtiss-Wright Corporation

Tasha A McCarter, PE
Manager Distributed Generation Interconnection
SunPower Corporation

Steve Pearson
Lead Strategist & Founder
Pearson Strategy Group

Jim Kimo Storke
Managing Partner
KAS Consulting

Mark Feasel
VP Utility Segment and Smart Grid
Schneider Electric
SBF 2016 Steering Committee Profiles

Lewis Bichkoff
MBA Candidate
University of Texas McCombs School of Business
Former Renewable Energy Procurement Analyst
California Public Utilities Commission

Richard Huckle
MBA Candidate
University of Texas McCombs School of Business
Infantry Officer, United States Marine Corps

Charles Barnett
MBA Candidate
University of Texas McCombs School of Business
Former Business Implementation Senior Analyst

Mike Senia
MBA Candidate
University of Texas McCombs School of Business
Senior Associate, Deloitte

Charlie Cox
MBA Candidate
University of Texas McCombs School of Business
Former Regional Managing Director
Nollen Group
SBF 2016 Logistics

All SBF 2016 sessions will be held on the fourth floor at Hilton Austin Hotel.

**Main Hall:**
Meeting Room 400/402

**Exhibition:**
Governor’s Ballroom-Salon A-B

**Speakers & VIP Lounge**
Meeting Room 404

**Lunch:**
Austin Taco Bar (Hilton Lobby Level)

**Reception:**
Cannon + Belle - Restaurant (Hilton Lobby Level)

**WiFi**
The Hilton’s complimentary WiFi in the public areas will let you catch up with work in the lobby or over a Starbucks coffee at Java Jive on 5th.

**Parking**
Self-parking, valet parking, secured, and covered available at Hilton Austin Downtown Hotel.
**Address:** 500 E 4th St, Austin, TX 78701

The Hilton Austin Downtown hotel is located just across the street from the Austin Convention Center which has two Parking Garages:

**2nd Street Garage:** The 10-story, 1,000-space garage is located at 201 East 2nd Street, Austin, TX 78701, 2 blocks west of facility, between Cesar Chavez and 2nd Street. Entrances are on Brazos and San Jacinto streets.

**5th Street Garage:** The 5-story, 685-space garage is located at 601 E. 5th Street, Austin, TX 78701, the northeast corner of facility at Red River and 4th Street, with the entrance on 5th Street.

Those not driving to SBF 2016 are encourage to find the best transportation that works for you.

*We look forward to welcoming you at SBF 2016!*
THANKS TO SBF 2016 PLANNING COMMITTEE

Justin Boger, Founder of Central Austin Makerspace (SBF Chair)
Kathryn E Burns, SBF Strategic Marketing Coordinator
Sade Ayodele, SBF Marketing Coordinator
Elizabeth McNally, SBF Research Coordinator
Daniel Dorksen, Marketing Manager, Global Attain Advancement
Germain Issian, Events Coordinator, Global Attain Advancement
Melissa Brown, Public Relations, Global Attain Advancement
Brenda Hannah, Graphic Designer, Global Attain Advancement
Suzanne Decca, Director of Research Global Team, Global Attain Advancement
Bako Ambianda, Director of Operations, Global Attain Advancement

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Louis Lapeyre, VIP Host Management
Stephanie Rodriguez, Registration Management
Jessica Dusek, Hospitality Management
Mark Kinyanjui, Media Management
Dinu Krishnamoorthi, Registration Management

SBF 2016 is Held Under the Endorsement of United Nations Global Compact.