



**Date:**

**Thursday, March 25, 2010**

**Time:**

**2:30 p.m. – 3:55 p.m.**

**Presentation:**

***Wisconsin's Growing Solar Electric Market***

Panel Discussion:

**Niels Wolter**, Solar Electric Program Manager, Focus on Energy

**Steve Ostrenga**, Helios Solar, Milwaukee (manufacturer)

**Edward Zinthefer**, Installer (TBD): NABCEP certified installer in the Milwaukee area

**Andre Luecke**, Program Manager Milwaukee Shines

Wisconsin's Growing Solar Electric Market Wisconsin's solar electric system sales more than doubled between 2008 and 2009 and has been growing by over 85% per year since 2002.

Meet four Wisconsin solar electric market place leaders representing manufacturing, installation, Milwaukee Shines and Focus on Energy. The panel will discuss career and project opportunities, future market growth, new financing mechanisms, barriers to growth and take questions from the audience.

**See Presenter**

**Biographies next page**



### Presenter Biographies:

#### **Niels Wolter**

Niels Wolter has been working to build a foundation for Wisconsin's solar electric market for over a decade through his management of the Wisconsin Solar Use Network (WisconSUN), the Wisconsin Million Solar Roofs Initiative, and since 2002, the Focus on Energy Solar Electric Program. For the last few years, Wisconsin's solar electric market has been almost doubling in size annually while prices have been falling. Niels is a board member of the Midwest Renewable Energy Association and former member of the We Energies Renewable Energy Collaborative and Renew Wisconsin's board of directors. His place of work and until recently his home are solar powered.

#### **Steve Ostrenga**

Mr. Ostrenga is the CEO of Helios USA, a solar module manufacturer. He holds both a bachelor degree in economics and a MBA from the University of Texas at Austin. He was also a member of the Peace Corps and the United States Army Reserves.

#### **Ed Zinthefer**

Ed Zinthefer is the founder and President of Arch Electric of Plymouth, WI and Co-founder and VP of Renewable Energy Solutions of Waukesha, WI. He also instructs photovoltaic classes for the Midwest Renewable Energy Association, Waukesha County Technical College and Lakeshore Technical College.

Ed is one of Wisconsin's first Master Electricians to attain NABCEP certification and is presently being reviewed for Master Trainer status by the Interstate Renewable Energy Counsel. Ed has been a Compliance Agent for Focus On Energy since January of 2008 and is well known for his attention to detail and strong passion for quality.

#### **Andrea Luecke**

Andrea Luecke is the project manager for the City of Milwaukee's solar energy program, Milwaukee Shines. Andrea administers both U.S. Department of Energy - Solar America Cities grants that intend to make solar energy cost competitive and mainstream by 2015 through market transformational activities at the local level. Andrea leads the Milwaukee Shines partner team and the newly formed Solar Hot Water Business Council, which is a Milwaukee metro-wide effort to assist manufacturers in retooling their industries toward a growing solar hot water market. Andrea is an economic development fellow and will attain her master's degree in nonprofit business management at the University of Wisconsin-Milwaukee next month.