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FOR IMMEDIATE RELEASE

Solar Power Colorado 2017 to Explore Innovation in a Fast-Changing Marketplace

Denver, CO, January 04, 2017 – Solar Power Colorado 2017 is shaping up as an invaluable exploration of the growing role of solar energy in a changing political landscape. While solar energy continues its record-breaking growth nationally and in Colorado, the sector faces major uncertainties as the new political order takes shape in Washington D.C., and the conference will be one of the first major professional gatherings of the year to examine what lies ahead.

With the theme: *Innovation: Making Solar Mainstream*, the Colorado Solar Energy Industries Association (COSEIA) - the conference host - is expecting about 500 professionals from March 13 to 15 at the Omni Resort in Broomfield, CO.

Launching the discussions with a keynote address the morning of March 14 will be **Martin Keller, PhD.**, the new director of the National Renewable Energy Laboratory in Golden. As leader of the premier laboratory of the U.S. Department of Energy responsible for energy efficiency and renewable energy, Keller will be positioned to describe the important work of the lab in advancing solar technologies. His address will be followed by a panel discussion among top solar industry leaders about trends in the industry. and what the changing national political scene means for solar energy development.

Bill Ritter, director of the Center for the New Energy Economy (CNEE), will provide a keynote Wednesday describing developments in states around the nation on building a new energy economy. Colorado's former governor, Ritter will be well positioned to describe the increasing role of states in developing solar policy as national leadership recedes. His talk will be followed by a panel discussion including utility leaders and observers exploring the solar/utility relationship as issues such as energy storage, grid modernization and distributed energy grow more prominent.

At a March 15th luncheon in a keynote speech, Dr. **Donna Lynne** will discuss the importance of solar energy in Colorado's economy. Colorado's Lieutenant Governor previously served as the executive vice president of Kaiser Foundation Health Plan



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Inc. and Kaiser Foundation Hospitals, and as group president responsible for its Colorado, Pacific Northwest and Hawaii regions.

Solar Power Colorado will also feature 10 panel discussions with prominent experts in different aspects of solar energy from around the nation. Additionally, nearly a dozen

training sessions will be held, providing continuing education credits for solar professionals.

Wednesday afternoon, a Career Fair and Networking event called “Solar Ready Colorado” will allow those interested in exploring solar careers an opportunity to talk with top employers including Namasté Solar, Sunrun, EcoMark Solar, Clean Energy Collective, Sunsense and more. Hosted by Solar Energy International, Grid Alternatives Colorado and COSEIA, the event will be the first event of its kind for Solar Power Colorado.

Registration is now open for Solar Power Colorado 2017. Please visit <http://www.coseia.org/conference>. Working media may request media passes.

About COSEIA

Established in 1989, Colorado Solar Energy Industries Association (COSEIA) is the award-winning nonprofit association leading Colorado’s solar industry. Our mission is to expand solar markets and to generate jobs and prosperity for the people of Colorado. We work to advance solar policy, remove market barriers, highlight emerging trends, and promote solar outreach and education. COSEIA represents a wide range of solar-related businesses including solar installers, manufacturers, distributors, dealers, integrators, financiers, developers, utilities, entrepreneurs and educators. There are approximately 5,000 people working in the Colorado solar industries. Colorado has more than 800 MW of installed solar, ranking the state ninth nationally in installed solar capacity. To learn more please visit <http://www.coseia.org>.

Contact: Rebecca Cantwell
Phone: (720) 209-6000
Email: rcantwell@coseia.org

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