



## WEBINAR ANNOUNCEMENT

**Thursday, April 2, 2009**

**1-3 pm EDT**

### **STATE CLEAN ENERGY PROGRAM WEBINAR How to Design an Effective Clean Energy Program: A Blueprint for Success**

***Please join the Clean Energy States Alliance (CESA) on April 2<sup>nd</sup> for a Webinar to hear from leading state clean energy program managers on best practices for advancing renewable energy with new stimulus funding.***

The American Recovery and Reinvestment Act provides an unprecedented level of federal funding (\$3.1 billion) to state energy programs to support public and private investments in energy efficiency and renewable energy technologies. CESA is a nonprofit coalition representing state clean energy public-benefit funds and programs across the country. CESA is available to provide assistance to states in designing programs to make effective use of federal stimulus funding to advance renewable energy.

On **Thursday, April 2<sup>nd</sup> from 1 pm to 3 pm EDT**, CESA will host a webinar for State Energy Offices and state representatives on ***How to Design an Effective State Clean Energy Program: A Blueprint for Success***. This webinar will introduce the innovative approaches and practices that have worked effectively for state clean energy programs across the country. The discussion will provide an overview of organizational issues and program offerings that states should consider in designing or improving a clean energy program. The webinar will feature guest speakers from the Ohio Energy Office, the Connecticut Clean Energy Fund, the Pennsylvania Sustainable Development Fund, and the Energy Trust of Oregon.

**THE WEBINAR IS FREE AND REGISTRATION IS REQUIRED:** The Agenda and Registration Form are attached on the second and third pages of this notice. If you would like to attend the webinar, please return the **attached registration form** by **Friday, March 27<sup>th</sup>**. Upon registration, a confirmation email will be sent with the call-in number and web access information. More information about CESA can be found at [www.cleanenergystates.org](http://www.cleanenergystates.org) or by contacting Maria Blais at [Maria@cleanegroup.org](mailto:Maria@cleanegroup.org).

This will be the first in a series of CESA webinars on clean energy program design during the next several months. CESA staff has worked to assist states to design and implement ground-breaking clean energy programs for nearly ten years. To date, the existing CESA-member state clean energy funds have had a significant impact on renewable energy development, supporting more than 50,000 projects in the last ten years. CESA offers its expertise to state energy programs as they develop strategies and programs so that new federal stimulus funds will be deployed in a manner which meet the twin objectives of maximizing clean energy development and job creation. ***As an initial resource, CESA has developed several briefing papers on state clean energy program "best practices", which are attached.***

**Please share this notice with other interested parties. We hope you will attend.**



**CLEAN ENERGY STATES ALLIANCE WEBINAR**

**Designing an Effective State Clean Energy Program:  
A Blueprint for Success**

**April 2, 2009, 1-3pm EDT**

**Agenda**

- 1:00 - 1:05**                    **Introduction and Webinar Objectives**  
Charles Kubert, Project Director, Clean Energy States Alliance
- 1:05 – 1:15**                    **Overview of State Energy Program**  
Representative of Department of Energy (invited)
- 1:15 - 1:25**                    **Organizing and Designing a Program for the Long Term**  
Mark Sinclair, Executive Director, Clean Energy States Alliance
- 1:25 – 1:35**                    **State Energy Office Perspective**  
Sherry Hubbard, Office Chief, Ohio Energy Office
- 1:35 - 1:50**                    **“Smart Subsidies”**  
Rob Sanders, Managing Director, The Reinvestment Fund – Sustainable Development Fund (PA)
- 1:50 - 2:10**                    **Building a Diversified Portfolio**  
Lise Dondy, President, Connecticut Clean Energy Fund
- 2:10 - 2:20**                    **If You Offer It, Will They Come? The Importance of Outreach and Marketing in Clean Energy Program Success**  
Peter West, Director of Renewable Energy, Energy Trust of Oregon
- 2:20-3:00**                    **Questions and Answers**



**CESA Webinar  
Thursday, April 2 from 1-3 pm EDT**

**Designing an Effective State Clean Energy Program:  
A Blueprint for Success**

**Registration Form**

Please fax completed form to Maria Blais at 802-223-4967 or return by email to [Maria@cleanegroup.org](mailto:Maria@cleanegroup.org) by **Friday, March 27, 2009**

Name:  Title:

Organization:

Address:

City:  State:  ZIP:

Phone:  Email:

Assistant's Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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Once we have received your registration form, we will send you a confirmation email with the webinar call-in and website log-in information, plus any other call materials.

Please invite other staff members to attend and ask that they also register.

If you have any questions, please contact Maria Blais at [Maria@cleanegroup.org](mailto:Maria@cleanegroup.org) or at 802-223-2554.

This is a free event. We look forward to your participation.