



sacramento region  
**CLEAN ENERGY SHOWCASE**  
venture expo



**Sacramento State University Union**  
**September 26, 2008**

Welcome



Welcome to the second annual Sacramento Regional Clean Energy Showcase! Please take the time to browse the many exhibits from our local clean-tech wizards. We hope you will be amazed at the amount of clean-tech activity in our region. Be sure to vote for the groups you think are the "Best in Show," so we can reward them. Your vote and your participation count!

The region has certainly caught a wave with its new focus on clean technology. That wave has yielded the largest venture investment in clean tech on record. According to the Cleantech Group LLC, \$1.99 billion in venture capital went to clean-tech startups in the U.S. in the second quarter of 2008. That's an all-time record. About \$50 million of that came to our region. We can build that up to \$350 million just like the Boston area has done.

The region is also one of the leaders in LEED-certified buildings (Leadership in Energy and Environmental Design), with more than 4 million square feet. In contrast, the entire Bay Area has 4.6 million square feet of LEED-certified space. We're doing great in showing leadership to reduce our carbon footprint. With 1.77 tons of carbon per person in the region, we now rank 12th among the 100 best cities in the U.S., and have improved 9 percent in the past decade.

We have a great deal to be proud of in our region — and we can do much more. The showcase today will show you just how creative our local teams are. Enjoy yourselves — and don't forget to vote! Encourage our exhibitors to keep doing their part to make us a clean-tech powerhouse — and a champion for a clean-tech world.

**Gary Simon**  
Chairman, CleanStart

The Sacramento Area Regional Technology Alliance (SARTA) and its CleanStart program are pleased to again host the Sacramento Region Clean Energy Showcase. By popular demand, this year's event features a multifaceted venture exposition of many promising companies driving Sacramento's rapidly growing clean-technology business sector.

CleanStart was launched in late 2005 following the completion of a comprehensive study concluding that the Sacramento region has the ingredients to grow a large, vibrant clean-technology economy. In 2006, the CleanStart PowerUp! business plan competition succeeded in drawing out the region's best and brightest innovators in clean energy, and it attracted huge interest from an array of supporters. Last year, SARTA expanded and launched the GreatStart Mentorship Program and is offering monthly leadership workshops for entrepreneurs and executives.

CleanStart's 2007 Clean Energy Showcase was a huge success, and this year the excitement and regional momentum continues to build. The Capital Region's clean-tech sector now boasts more than 90 companies, triple the number we had three years ago! I am gratified for the role CleanStart has played to rally the region's clean-technology development efforts. Many thanks go to Gary Simon, Mark Henwood and Ingrid Rosten, who have so ably led CleanStart, and to our many partner organizations and dedicated volunteers.

Given the success of the CleanStart program, SARTA is now replicating this model to address growth in other promising industry sectors. The recently launched MedStart program is now focused on building a collaborative regional effort to grow medical-technology companies. So watch for more news about this and other SARTA initiatives. With the many innovations in clean technology that you will see today, we can be proud that Sacramento is creating solutions for a brighter energy future.

Thanks for participating in today's Clean Energy Showcase. Enjoy the day!

**J.D. Stack**  
CEO, Sacramento Area Regional Technology Alliance



# Mission

The Sacramento Region is a hub for clean-energy technology. The region boasts nearly 100 clean-technology companies providing solar, wind, biofuel and other energy-efficient technologies. With some of the best educational institutes producing top entrepreneurs and a viable work force, our area is poised to meet the growing demand for clean energy and technology. From an economic perspective, our clean-technology companies contribute to the sustained economic growth of our region and beyond.

SARTA's CleanStart program provides resources that promote success and growth for the Sacramento Region's clean-energy technology companies. Participants in this event include industry experts, inventors and entrepreneurs as well as representatives from local incubators, venture capital firms, government sectors, universities, nonprofits and real estate development companies.

## SACRAMENTO REGION CLEAN ENERGY SHOWCASE | SCHEDULE OF EVENTS

**8:30 am** Registration, Continental Breakfast and Exhibit Showcase (Grand Ballroom)

**9:00 am** Welcome and Introduction of Sacramento State President, Alexander Gonzalez  
• J.D. Stack, CEO, SARTA

**9:05 am** Introduction to Sacramento State  
• Alexander Gonzalez, president, Sacramento State

**Showcase Kickoff and Welcome**  
• J.D. Stack, CEO, SARTA  
• Gary Simon, chairman, CleanStart

**9:10 am** Clean Technology Grants for a Sustainable Future in California (Hinde Auditorium)

The panel will discuss funding and grant opportunities from local, state and federal agencies for clean technologies and energy efficiency and independence. As the Sacramento Region continues to be a leader in clean and green technologies, we should keep in mind that Congress is ready to enhance federal funding for clean research and development for pilot and demonstration programs that depend on collaboration between academic programs, local industry and state agencies.

**Moderator: Emir José Macari**, dean, College of Engineering & Computer Science, Sacramento State  
**Panelists:**

- Michael Gravely, energy research program manager, California Energy Commission
- David Earwicker, assistant vice president, research and contract administration, Sacramento State
- Dennis Scheutzle, president, Renewable Energy Institute International
- Matt Yancey, director of business and economic development, Sacramento Metro Chamber of Commerce
- Elizabeth Vella Moeller, partner, Pillsbury Winthrop Shaw Pittman LLP

*-runs concurrently with-*

**9:10 am** Clean Tech Key Topic Roundtables (Redwood Room)

### Securing Capital

- Michelle Rowe Hallsten, partner, Pillsbury Winthrop Shaw Pittman LLP

### Green Building and State Retrofits

- Roy McBrayer, program manager, Governor's Green Action Team

### Smart Grid

- Jim Parks, program manager, SMUD

### Local Regulatory Impacts

- Kirk Uhler, District 4 supervisor, Placer County

### Renewable Electricity

- Mark Henwood, managing director, Camino Energy

### Sustainable Sacramento!

- Kristine Mazzei, managing partner, Valley Vision

### Exporting Our Region's Clean-Tech Products

- Brooks Ohlson, director, Sacramento Regional Center for International Trade Development

### Retaining the Millennial Work Force

- Kim Parker, executive vice president, California Employers Association

### Startup Basics

- Richard Dempsey, business technology consultant

### Green-Collar Work Force Development

- Jill Trainer, dean, College of Natural Sciences & Mathematics, Sacramento State

### Hydrogen Fuel Cell Vehicles

- Catherine Dunwoody, executive director, California Fuel Cell Partnership

### Protecting Intellectual Property

- Chris Chediak, senior shareholder, Weintraub Genshlea Chediak Law Corp.

### LEED Certification: Getting Your Building or Project LEED Certified

- Michael Scheele, senior landscape architect, Morton & Pitalo Inc.

### Green Building Council Information

- Rick Larkey, work force development director, North State Building Industry Association

## 10:15 am Networking Break and Exhibit Showcase (Grand Ballroom)

View and vote for “Best in Show” and “People’s Choice” exhibits  
Winning presenter/exhibitor for “Best in Show” wins \$3,000  
Winning exhibitor for “People’s Choice” wins \$1,500

## 10:30 am Solar America Cities Grant Award Presentation Department of Energy and Vice Mayor Steve Cohn (Grand Ballroom)

Presentation of program signage to Vice Mayor Cohn welcoming the cooperation of our partners and team members: SMUD, CleanStart, Valley Vision and Partnership for Prosperity, the Sacramento Tree Foundation and Solar Depot LLC.

- **Hannah Muller**, city outreach lead, Department of Energy

## 10:45 am Rising Star Company Presentations (Grand Ballroom)

Regional pioneers in the clean-technology arena share their success stories.

- **Marquiss Wind Power**, Paul Misso, president and CEO
- **Plexos Solutions LLC**, Eric Toolson, CEO
- **Jadoo Power Systems Inc.**, Leonard Devanna, president and CEO
- **REII Consulting Inc.**, Robert Schuetzle, principal

## 11:30 am Roundtable Panel Follow-up: Best Questions at the Table (Grand Ballroom)

The most compelling questions and answers from our roundtable discussions

**Presenters:** **J.D. Stack**, CEO, SARTA and **Matt Yancey** of Sacramento Metro Chamber of Commerce

## 12:00 pm Lunch

## 12:20 pm Keynote Speaker: CET — A Global Perspective on Opportunity (Grand Ballroom)

- **Steve Westly**, managing partner, The Westly Group

As a participant in the global energy industry, former California controller and managing partner of The Westly Group, a clean-technology venture capital firm, Westly has a deep belief in the power of the passionate entrepreneur and in the potential for clean-energy technology to become the next great engine of the U.S. economy. Join us to hear Mr. Westly outline the magnitude of the transition and share his practical view of the clean-energy revolution.

## 12:40 pm Review of Regional Trends (Grand Ballroom)

- **Kristine Mazzei**, managing partner, Valley Vision

Get an overview of the latest clean-tech trends in the Sacramento Region and the initiatives our partner organizations are developing as part of the Green Capital Alliance.

## 12:50 pm Bank of America (Grand Ballroom)

- **Ashil Abhat**, senior vice president and market executive, Bank of America

## 12:55 pm Drexel University (Grand Ballroom)

- **Carl “Tobey” Oxholm III**, executive vice president and chief of staff, Drexel University

## 1:00 pm Break – View and Vote for “Best in Show” and “People’s Choice” Awards

## 1:10 pm Rising Star Company Presentations (Grand Ballroom)

Regional pioneers in the clean-technology arena share their success stories.

- **Davis Electric Cars Inc.**, Tom Kelly, president
- **Open Energy Corp.**, David Saltman, CEO
- **Primafuel Inc.**, Brook Porter, co-founder and COO
- **SVV Technology Innovations Inc.**, Sergey Vasylyev, founder
- **Bloo Solar**, Larry Bawden, CEO

## 2:25 pm Break – View and Vote for “Best in Show” and “People’s Choice” Awards

## 2:45 pm Guest Speaker: What’s Working in Public Markets for Sustainable Energy? (Hinde Auditorium)

- **Mark Henwood**, managing director, Camino Energy

Sustainable energy is far from homogeneous — more than 360 companies are exploring a wide range of energy sources and technologies. Learn about the range of activities available to investors in public markets. Explore which strategies are gaining traction as measured by their value in public markets.

*-runs concurrently with-*

## 2:45 pm Guest Panel: Maximizing your CET Hires and Recruiting Top Talent (Grand Ballroom)

Where do you find top talent? An assembled panel of experts and companies successful in recent hiring will provide their brief insights and take questions from the floor on locating, identifying, attracting and validating talent crucial to growing companies in the clean-energy arena.

2:45 pm  
(cont.)

- **Leonard R. Devanna**, president and CEO, Jadoo Power Systems Inc.
- **Peter Van Deventer**, president and CEO, SynapSense Corp.
- **Julie Collier**, career counselor and cooperative education coordinator, Sacramento State Career Center
- **Guy Hall**, president, Global Approaches
- **Gary King**, human resources manager, SMUD
- **Evelyn Milani**, president, InfoSys Inc.

-runs concurrently with-

2:45 pm

**Guest Panel: Maximizing Opportunities to Apply Your Talent in CET — A Job Seeker's Point of View** (Redwood Room)  
SARTA is targeting 25 new companies and 1,000 new jobs in clean-energy technology in the Sacramento Region. This panel of experts and recent hires will provide brief insights on keys to success and will address questions from the floor on how to secure jobs in this rapidly growing sector.

- **Mike Dourgarian**, franchise president and general manager, Manpower Inc. of Sacramento
- **Frank Louie**, regional sales manager, Altery Systems
- **Emir José Macari**, dean, College of Engineering & Computer Science, Sacramento State
- **Ron Rowan**, internal management consultant, SMUD
- **Dave Sanders**, managing partner, WorldBridge Partners

3:15 pm

**Guest Speaker: What's Working in California for Sustainable Energy?** (Hinde Auditorium)

• **Hal LaFlash**, clean-technology policy director, PG&E  
California has the most aggressive sustainable-energy goals in the U.S. The Renewable Portfolio Standard, the California Solar Initiative and the Global Warming Solutions Act all set high standards for sustainable energy. How is the state doing on its goals? Which technologies are expected to make the biggest contributions and what hurdles must be overcome?

3:30 pm

**Break – View and Vote for “Best in Show” and “People’s Choice” Awards**

3:45 pm

**Rising Star Company Presentations** (Grand Ballroom)

Regional pioneers in the clean-technology arena share their success stories.

- **Clean Energy Systems Inc.**, Keith Pronske, president and CEO
- **Pacific Ethanol Inc.**, John Miller, COO
- **SynapSense Corp.**, Peter Van Deventer, CEO
- **Mariah Power Inc.**, Mike Hess, founder and CEO
- **High Merit Thermoelectrics Inc.**, Geoff Jennings, co-founder and CEO

4:45 pm

**Closing Remarks and Presentation of Checks to “Best in Show” and “People’s Choice” Recipients** (Grand Ballroom)

5:00 pm

**Networking and Cocktails Hosted by Sacramento State College of Business Administration’s MBA for Executives Program**

Come unwind and have a drink with us! The MBA for Executives Program at Sacramento State is creating the next generation of risk-takers powering the intellectual capital of Sacramento’s high-tech sector. Network with the region’s business, technology, government, industry, venture capital and academic leaders as well as investors, entrepreneurs and visionaries. Form new relationships and sustain old ones. Invitees include some of the most successful business alumni from the Sacramento State College of Business Administration who have founded and built the region’s technology companies.

Sacramento State’s MBA for Executives program is designed for experienced professionals and those who aspire to leadership positions. Developed in collaboration with and endorsed by local business leaders, the program addresses both individual and organizational development needs and supports public, private and nonprofit employers’ succession planning efforts by preparing talented candidates for executive responsibilities.

6:30 pm

**Showcase Concludes**



## **Driving Forces Behind Incubating Clean-Technology Companies** | Ingrid Rosten

Join this roundtable discussion on how to create jobs and grow companies through business incubation programs. Learn where funding exists and how to grow the clean-technology sector effectively. If you have an existing incubation program, learn how to increase its value by adding a clean-tech sector focus.

## **Exporting Our Region's Clean-Tech Products** | Brooks Ohlson

California's green technologies are globally significant and exportable worldwide. Our region's clean and renewable energy products, services and technologies are highly desirable and more affordable than ever in the international marketplace. Successful companies understand the importance of establishing markets inside and outside the U.S., but may not know the quickest, most economical routes to finding foreign buyers or partners. This session will include international trade experts from both the government and private sector who will discuss the dos and don'ts of export trade. Topics will also include how to get government financing for clean-technology exports and the new worldwide export market opportunities for clean and renewable technology from our region.

## **Green Building Council** | Rick Larkey

This roundtable will provide information on the formation and development of the Green Building Council sponsored by the North State Building Industry Association. The purpose of the council is to stay abreast of the development of green materials and technologies and to assist in the adoption of these elements in the building industry. Learn about green events and training programs that educate the building community, such as Green Plumbers U.S.A., the National Association of Home Builders Research Center and the Building Industry Association's Green Expo. Attendees may provide suggestions for topics and issues to be considered by the Council.

## **Green Building and State Retrofits** | Roy McBrayer

California's Global Warming Solutions Act of 2006 requires the state to reduce greenhouse gas emissions by 30 percent to 1990 levels by 2020. The second-largest source of emissions is electricity generation, with existing building energy use accounting for 92 percent of emissions from this source. This panel will discuss the challenges and possible solutions associated with implementing energy efficiency improvements in existing buildings as an emission reduction strategy for California.

## **Green-Collar Work Force Development** | Jill Trainer

What is the job growth outlook for the green sector? This panel will discuss the educational background and skills green companies look for in new employees and how higher education can respond.

## **Hydrogen Fuel Cell Vehicles** | Catherine Dunwoody

Fuel cell vehicles powered by hydrogen are a long-term solution for improving air quality, decreasing greenhouse gas emissions and reducing dependence on foreign oil. Sacramento is home to the California Fuel Cell Partnership, a fleet of fuel cell vehicles and three hydrogen stations. During this roundtable, we'll discuss how this technology plays into the region's bigger clean-tech picture.

## **LEED Certification: Getting your building or project LEED Certified** | Michael Scheele

Having your building or project Leadership in Energy and Environmental Design (LEED) certified is both environmentally appropriate and one of the hottest development trends. LEED certification carries both environmental and financial benefits including lower operating costs and increased asset value, reduced pollution and resource waste, and qualification for tax rebates, zoning allowances and other incentives. This roundtable will introduce the subject, describe the steps required to obtain certification and provide a forum for questions and answers.

### **Local Regulatory Impacts** | Kirk Uhler

Sacramento is trying to dub itself the “Clean, Green, Technology Capital.” Are local governments doing what they can to encourage this burgeoning industry? What are the barriers that clean, green companies face that local governments can remove? How can other private sector companies assist with the development of this new industry?

### **Protecting Intellectual Property** | Chris Chediak

When developing a new product and/or business venture, it is vital to ensure innovative ideas are well protected. This roundtable will provide suggestions and guidelines for emerging clean-energy companies on how to successfully navigate the identification, protection and exploitation of intellectual property assets throughout the course of your company’s growth and development.

### **Renewable Electricity Roundtable** | Mark Henwood

Generation of electricity from renewable resources such as wind, light, water, biomass, municipal solid waste and geothermal elements at utility scale is proving to be one of the great success stories in sustainable energy. This roundtable dialogue will consider topics such as how effective these resources will be at meeting mandated renewable energy portfolio standards, the innovations needed to realize success with solar thermal projects and the debatable need for storage. Given Northern California’s resource makeup, we’ll discuss the types of renewable projects in which our region’s entrepreneurs and businesses can participate. Participants will be provided the opportunity to suggest additional renewable electricity topics they’d like to explore.

### **Retaining the Millennial Work Force** | Kim Parker

To do business in 21st century markets, companies will face constant change, new technology and evolving organizational structures. The successful organizations of the future will be the ones best able to energize individuals to embrace the changes they face. Human resource experts explore strategies to find and keep top talent.

### **Securing Capital** | Michelle Rowe Hallsten

Are you in need of capital to get your company, product or service to the next level? Could you use some helpful tips? This roundtable will discuss financing structures and strategies to maximize your efforts to secure early-stage capital.

### **Smart Grid** | Jim Parks

Smart Grid technologies are driving the future of the utility industry. With rising prices related to increased fuel costs, carbon caps and regulation, our energy future depends on optimally controlling energy use and peak loads through efficiency, demand response, storage, renewable energy, home appliance control, grid control, time of use and critical-peak pricing. Grid experts will provide their views on technologies and programs that will move us into the future.

### **Startup Basics** | Rich Dempsey

What are the basic operational and business building blocks for starting a new clean-energy technology business? Discussions will focus on the steps and processes for moving from the invention and prototype stage to that of a well-functioning business.

### **Sustainable Sacramento** | Kristine Mazzei

Regions across the country are competing to be leaders in the green arena. What is the Capital Region doing to lead the pack? Hear how local governments and agencies are moving forward with sustainability and clean-tech programs that distinguish our region.

### **Bloo Solar** | [bloosolar.com](http://bloosolar.com)

Bloo Solar is developing and manufacturing revolutionary nano-structured ultra-thin solar photovoltaic film products that provide affordable, clean, renewable energy for everyone. Bloo's unique technology absorbs and converts more sunlight throughout the day, resulting in a dramatic increase in total power output. Bloo's unique technology will allow solar energy to be produced at less than 10 cents per kilowatt-hour.

### **Clean Energy Systems Inc.** | [cleanenergysystems.com](http://cleanenergysystems.com)

Clean Energy Systems (CES) has developed high-pressure, oxygen-fuel combustion technology based on mature, proven rocket technology. Integration of oxy-fuel combustion technology into conventional power generation systems makes zero-emission power plants (ZEPPs) based on fossil fuels practical today. These ZEPPs have multiple advantages, including compact and lower cost equipment, greater cycle efficiencies with advanced turbines, complete carbon capture and sequestration of carbon dioxide effluent and ultra low emissions. The CES technology will revolutionize the power industry by eliminating the traditional power plant stack and making zero-emission power plants a standard installation.

### **Davis Electric Cars Inc.** | [daviselectriccars.com](http://daviselectriccars.com)

Davis Electric Cars was founded just over a year ago with two goals in mind: Provide 100 percent electric cars that charge on 110 volts at a price in the \$10,000 to \$15,000 range. Since that time, we have expanded our automobile lines from Zap and Zenn to Lightening vehicles with new two- and four-seat Neighborhood Electric Vehicles (NEV's) and an assortment of all-electric bikes, mopeds and motor scooters.

### **High Merit Thermoelectrics Inc.** | [highmerit.com](http://highmerit.com)

High Merit Thermoelectrics Inc. was founded by a team of UC Davis graduates that have developed and patented high-temperature thermoelectric technologies able to convert waste heat directly into electricity, with efficiencies far greater than previously possible. We are focused on bringing this technology to the trucking industry. Using our solid, compact devices to capture waste heat from exhaust systems and catalytic converters on heavy trucks, enough electricity can be generated so that the standard alternator, power steering pump and air conditioner pump can be powered electrically, rather than driven by belts. Removing the parasitic load of these components from the truck's engine promises a 13 percent to 15 percent improvement in fuel efficiency for the trucking industry.

### **Jadoo Power Systems Inc.** | [jadooenergy.com](http://jadooenergy.com)

Jadoo is a leading supplier of portable and mobile fuel cells. Jadoo partners with government and corporate groups to design and manufacture power systems for specific applications. By identifying promising new applications for both existing products and those in development, Jadoo has cemented its position as an industry leader.

### **Mariah Power Inc.** | [mariahpower.com](http://mariahpower.com)

Mariah Power has produced Windspire, a vertical axis wind turbine for residential, commercial and government use. This low-cost fully-integrated unit includes the generator, inverter, tilt-up monopole and a five-year warranty. The Windspire is affordable, attractive and easy to install. The turbine is on par with most propeller-based wind turbines at lesser cost and is much quieter due to the design.

### **Marquiss Wind Power** | [marquisswindpower.com](http://marquisswindpower.com)

Marquiss Wind Power (MWP) is bringing to market the first viable solution for renewable energy. The AeroPoint family of products delivers the fastest payback in the distributed renewable energy marketplace. Stability, safety, silent operation and the ability to harvest tremendous energy from turbulent wind on flat rooftops are only some of the factors that make MWP the clear leader in urban wind. MWP turbines can usually be shipped and installed in less than eight weeks and can also be ground mounted.

### **Open Energy Corp.** | [openenergycorp.com](http://openenergycorp.com)

Open Energy currently produces proprietary, building-integrated photovoltaic tiles, roofing membranes and architectural glass products under the SolarSave brand name. These beautiful, weather-resistant solar products are fire rated, certified by Underwriters Laboratories Inc. and can be installed without rack mounts or roof penetrations by traditional building trades. The company bundles its products with engineering, customer support and 24-hour Web-enabled monitoring services.

### **Pacific Ethanol Inc.** | [pacificethanol.net](http://pacificethanol.net)

Pacific Ethanol Inc. is the leading marketer and producer of low-carbon, renewable fuels in the western United States. With state-of-the-art production practices and a destination model, they produce wet distiller grains for the feed industry and ethanol that reduces carbon dioxide emissions by up to 40 percent compared to conventional gasoline. The company is also working to develop other renewable fuel technologies, such as cellulose-based ethanol production and biodiesel.

### **Plexos Solutions LLC** | [plexossolutions.com](http://plexossolutions.com)

Plexos Solutions licenses and supports the utility analytical package, Plexos for Power Systems. The company also makes extensive use of software to analyze issues surrounding the transmission grid, carbon dioxide emissions and construction of new resources such as wind machines and transmission lines. Customers include the California Public Utilities Commission and the California Independent System Operator, among others.

### **Primafuel Inc.** | [primafuel.com](http://primafuel.com)

California-based Primafuel is a recent winner of a Technology Pioneer Award from the World Economic Forum. Primafuel brings together an international team of award-winning biofuel experts in pursuit of zero-carbon biofuels. Primafuel owns patent-pending technologies that improve biofuel production processes, such as waste-stream recycling, scalable and modular refineries, carbon-tracking infrastructure and the use of next-generation feedstocks. In 2007, Primafuel was awarded California's largest biofuel production grant for the construction of a \$90 million biofuel production facility at the Port of Sacramento. Primafuel is a privately held corporation with labs in California and Europe and business operations in New York and Asia.

### **REII Consulting Inc.** | [reiinternational.org](http://reiinternational.org)

REII Consulting provides clients with objective engineering, scientific and financial evaluations of renewable energy projects and technologies. In addition, REII helps clients with their renewable energy project development needs by providing engineering, environmental and permitting services. The REII Consulting team has been involved in the commercialization of dozens of energy products, holds over 40 patents related to energy, fuels and transportation systems, and has helped many clients solve problems and create unique solutions.

### **SVV Technology Innovations Inc.** | [svvti.com](http://svvti.com)

SVV Technology is a clean-energy company backed by state and federal funding and dedicated to producing affordable and efficient solar power generation systems. SVV Technology has introduced a new family of innovative solar collectors that capture direct sunlight and convert it to heat and electricity. The company is now launching a spin-off company called Quest Solar, which will manufacture, market, install and service concentrator photovoltaic panels based on a low-cost, high-performance modular solar collector. This new product responds to the demand for clean electricity that eliminates carbon emissions and offers significant environmental and operational benefits.

### **SynapSense Corp.** | [synapsense.com](http://synapsense.com)

SynapSense provides SynapSoft 4.0, the first wireless sensor network solution for energy benchmarking and complete data center monitoring. It provides total data center visibility, includes animated thermal, humidity and pressure maps that help you manage power and thermal capacity to your IT load, and reduces risks associated with data center consolidation and virtualization.

## Sacramento Area Regional Technology Alliance

**SARTA** is the leading nonprofit 501(c)(3) organization for developing the greater Sacramento Region's high-technology business sector through public and private alliances. Its mission is to build the infrastructure to support the growth and development of technology companies and the tech sector in the greater Sacramento Region. SARTA fosters entrepreneurial growth and attracts investment to the region. Tools to accomplish this include education, mentorship, introductions, advice and access to capital.



**SARTA** members and participants include a wide array of specialists in the technology community. Entrepreneurs, investors, technology companies and local government agencies participate collaboratively. The common denominator in this powerful alliance is the motivation to expand the region's economy by accelerating the growth of the technology sector and its high-value jobs.

### SARTA:

- Provides the largest technology and investment network in the Sacramento Region
- Attracts investment capital
- Tracks the growth of the region's technology industry through the SARTA Tech Index™, a quarterly barometer of the health of 50 key indicator companies profiled nationally (March 23, 2009 at the Hyatt Regency)
- Hosts the annual Tech Index Lunch, the premier gathering of regional technology professionals
- Hosts other technology-related events throughout the year (e.g., Clean Energy Showcase, PowerSurge, CIO/CTO Forum, Engineering Networking Forum)
- Represents the region as a credible source of information on all things high-tech

[sarta.org](http://sarta.org)

## SARTA Initiatives

**CleanStart** helps entrepreneurs assemble solid management teams, secure adequate funding and accelerate the commercialization of sound product ideas. Through this mission, **CleanStart** will create jobs and wealth for the greater Sacramento Region. **CleanStart** is designed to quicken the development of clean-energy technology ventures by helping teams create a compelling story to attract funding to the startup and accelerate time to market. We further aim to encourage networking among sector-focused participants, funding sources, mentors, government agencies and industry leaders. By providing mentors, advisers and introductions, we support business development.



[cleanstart.org](http://cleanstart.org)

The **GreatStart Mentorship Program** provides no-cost mentoring to technology entrepreneurs in the greater Sacramento Region. Applicants present to a panel made up of investors, legal professionals, strategists, technologists and others to be accepted into the program. A main mentor is assigned to assist the team to produce a solid business plan and investor presentation in preparation for funding.



[greatstartmentor.org](http://greatstartmentor.org)

**MedStart** is SARTA's newest initiative. This program is focused on accelerating the growth of Sacramento's medical-technology industry. Building upon the success of CleanStart, MedStart is engaging med-tech executives to develop a coalition and a strategy for growing this sector through collaborative partnerships. The MedStart CEO Forum meets monthly to allow peer-to-peer exchange of best practices and joint problem solving.

[medstart.org](http://medstart.org)

## Speaker Biographies

### **Ashil Abhat** | Senior Vice President, Bank of America

Abhat serves as the senior vice president and market executive for Bank of America's business banking group for Northern California and the Central Valley. He oversees the management of more than \$1.5 billion in assets. His team of financial professionals provides advisory services geared toward maximizing the revenue potential of mid-size companies in our region.

### **Larry Bawden** | CEO, Bloo Solar

An entrepreneurial leader, Bawden has been focused on building companies through winning go-to-market strategies. Bawden was a founder of Jadoo Power Systems Inc. and has held senior management positions in energy and aerospace companies. He is the recipient of the Group Achievement award from NASA and is a co-inventor of five pending energy patents. Bawden is the recipient of the "Ernst & Young Entrepreneur of the Year 2006" award.

### **Chris Chediak** | Senior Shareholder, Weintraub Genshlea Chediak Law Corp.

Chediak's practice includes clients in alternative energy, technology, manufacturing, food and nutrition products and trade associations. Chediak assists with matters involving corporate finance, mergers and acquisitions, stock issuances, board matters, fiduciary duties and licensing and distribution arrangements.

### **Steve Cohn** | Vice Mayor, City of Sacramento

Cohn was first elected to the City Council in November 1994. Currently, Cohn is the chief assistant general council for SMUD, where he has worked since 1992. A regional leader in promoting smart sustainable growth, Cohn earned his bachelor's degree from Yale University and law degree from the University of San Diego.

### **Julie Collier** | Career Counselor and Cooperative Education Coordinator, Sacramento State Career Center

Collier has an M.S. in career counseling from Sacramento State. She started her career in counseling at a community college in 2004 before taking a position at Sacramento State where she helps engineering and computer science students find internships and job opportunities. She is also an instructor for the career counseling program at Chapman University College.

### **Richard Dempsey** | Business Technology Consultant

Dempsey has spent 20-plus years in the high-tech industry working primarily within the supply chain, operations and information technology disciplines. He has built five program management offices and several business functions and departments from concept to operation. Dempsey received his M.B.A. from the University of Oregon.

### **Leonard Devanna** | President and CEO, Jadoo Power Systems Inc.

Devanna has 25 years of experience in the energy area, including his seat as the executive vice president of Clean Energy Systems Inc., president and founder of Advanced Energy Systems and co-founder of NeuCO Inc. His experience includes distributed generation, renewable energy, carbon capture and storage technologies, oxy-fuel combustion and cryogenics.

### **Michael Dourgarian** | Franchise President and General Manager, Manpower Inc. of Sacramento

Dourgarian is a second-generation staffing industry veteran and has held management positions with Manpower Inc. for 28 years. He is also the co-owner of TechSkills, an accredited vocational school, and is a member of the executive committee for Sacramento Works Inc., the work force investment board for Sacramento County.

### **Catherine Dunwoody** | Executive Director, California Fuel Cell Partnership

Since 1998, Dunwoody has seen the organization grow from concept to global leader in fuel cell vehicles and hydrogen fuel. Dunwoody previously worked for the California Air Resources Board for 14 years where she managed teams responsible for clean air projects.

### **David Earwicker** | Assistant Vice President, Research and Contract Administration, Sacramento State.

Earwicker was previously the managing director of the Center for International Business Education and Research at San Diego State University. He co-chairs the Sacramento State-UC Davis Cancer Center Partnership to Reduce Health Disparities and sits on the board of advisers for CleanStart.

### **Michael Gravely** | Energy Research Program Manager, California Energy Commission

Gravely has served on the board of directors of the international Electricity Storage Association and has held managing positions in several businesses and organizations in the energy and telecommunications fields.

### **Guy Hall** | President, Global Approaches

Hall has 30 years of product development leadership with Hewlett Packard and several patents. He's built development teams in countries including Russia, India, China, Costa Rica, Germany, Slovenia and Hungary. Most recently, Hall founded Global Approaches, a consulting firm providing resource guidance and support for emerging technology companies.

**Michelle Rowe Hallsten** | Partner, Pillsbury Winthrop Shaw Pittman LLP

Rowe Hallsten represents startup, emerging and established companies in areas including corporate governance, securities, private debt and equity financings, venture and angel capital, mergers and acquisitions and public offerings.

**Mark Henwood** | Managing Director, Camino Energy

Henwood founded and directs Camino Energy. Camino stems from Henwood's interest in sustainable energy and the development of information to help guide investment in this vital and growing sector. Henwood is also the CEO of Henwood Associates Inc., a sustainable energy business, and he promotes sustainable energy ventures in Sacramento as the vice chairman of CleanStart.

**Mike Hess** | Founder and CEO, Mariah Power Inc.

Hess has spent the past 25 years bringing new technologies into the market. He has held positions of CEO, general manager and vice president in companies including etNetworks, Lightwave Microsystems, Compression Labs Inc., and Raynet. He developed his expertise in operations, international business, technology evaluation, strategic planning and financial abilities with companies including Raychem Corp., Spectra Physics, Measurex and Meta Systems.

**Geoff Jennings** | Co-founder and CEO, High Merit Thermoelectrics Inc.

Passionate about using business and technology to solve world issues, he is excited about a technology with the potential to harness waste heat and make it useful.

**Tom Kelly** | President, Davis Electric Cars Inc.

Kelly, owner of Davis Electric Cars, had "green" in mind before it became a household term. In 1988, when he started a laser cartridge remanufacturing company, his motto was "recycle, remanufacture, reuse." In 2006 he was enamored by the ZAP all-electric vehicle, household plug-in cars and scooters. Thus Davis Electric Cars was born, and his new moto, "Humbly saving the world one car at a time," was introduced.

**Gary King** | Human Resource Manager, SMUD

King has more than 20 years experience in human resources working with both private and public sector employers. He earned his M.A. in industrial and organizational psychology from the University of Maryland.

**Hal LaFlash** | Clean-Technology Policy Director, PG&E

LaFlash assesses the technologies that affect how PG&E fills future resource needs. He has been at PG&E for 28 years and has held various positions in energy efficiency, non-utility generation, gas transportation, resource planning and renewable energy policy. LaFlash has also been a member of the Solar Task Force of the Western Governors Association's Clean and Diversified Energy Initiative. LaFlash is currently on the executive board of the California Biomass Collaborative.

**Rick Larkey** | Work Force Development Director, North State Building Industry Association

Larkey has 30 years experience managing nonprofits and working in education and government sectors related to employment development and training programs. Larkey has a master's degree in public administration from the Kennedy School of Government, Harvard University.

**Frank Louie** | Regional Sales Manager, Altery Systems

Louie is responsible for developing and leading the sales efforts for Altery Systems' proprietary stationary fuel cells in the international markets. He brings 24 years of successful sales leadership and experience with SunTechnics Energy Systems, DST Output and Xerox Corp.

**Emir José Macari** | Dean, College of Engineering & Computer Science, Sacramento State

Macari previously served as dean of science and engineering at the University of Texas and has been a professor at Louisiana State University and Georgia Institute of Technology. In 1994, he contributed to the drafting of President Clinton's science policy document and in 1992 received the Presidential Faculty Fellowship from President George Bush Sr.

**Kristine Mazzei** | Managing Partner, Valley Vision

Mazzei joined Valley Vision in 2004 and has led several major collaborative research and strategic planning projects for the organization. She currently manages the Green Capital Alliance, an effort to make the Sacramento region a leader in sustainability and clean energy technology.

**Roy McBrayer** | Program Manager, Governor's Green Action Team

McBrayer leads the Department of General Services' Green Team, which provides program management, environmental policy and oversight for state building, energy, sustainability and purchasing efforts. He has also served in leadership positions with the California Performance Review.

**Evelyn Milani** | President, InfoSys Inc.

Milani has spent more than 20 years serving the Sacramento Region as a recruiter of technical talent and most recently as a recruiter for clean energy technology.

**John Miller** | COO, Pacific Ethanol Inc.

Prior to joining Pacific Ethanol, Miller had more than 20 years of senior management and operating experience in the independent power sector, most recently with Calpine Corp. where he was the senior vice president of central services. He has a B.S. in mechanical engineering from Oregon State University and an M.B.A. from the University of Portland.

**Paul Misso** | President and CEO, Marquiss Wind Power

Misso closed Marquiss Wind Power's series-A financing and his company began installing revenue units in the third quarter of this year. Prior to joining MWP, Misso was senior director of information technology at Flextronics International, responsible for business applications. Prior to Flextronics, Misso spent 20-plus years with Intel Corp. in a variety of executive and leadership roles in planning, manufacturing, finance, supply chain, marketing and IT.

**Elizabeth Vella Moeller** | Partner, Pillsbury Winthrop Shaw Pittman LLP

Vella Moeller complements her legal counseling with sophisticated legislative, regulatory and media strategies for corporate clients. She maintains a strong Washington network that includes key members of Congress, the executive branch and the press. She advises Fortune 500 companies, university research parks, utilities, national nonprofits and media companies.

**Hannah Muller** | City Outreach Lead, Department of Energy

Muller is part of the solar market transformation team at the U.S. Department of Energy. Prior to coming to the DOE, Muller worked for an environmental consulting firm. Muller holds a master's degree from the Bren School of Environmental Science & Management at UC Santa Barbara and a bachelor's degree in biology and environmental policy from Clark University.

**Brooks Ohlson** | Director, Sacramento Regional Center for International Trade Development

Ohlson is also the director of the Mexico-California Trade Resources Center, a program funded and created by the California Community College Chancellor's Office. He previously spent eight years as the executive director of the Northern California World Trade Center.

**Carl "Tobey" Oxholm III** | Executive Vice President and Chief of Staff, Drexel University

Oxholm is the architect of Drexel's pathbreaking Earle Mack School of Law, which opened in August 2006. He is spearheading Drexel's sustainability initiative («Drexel Green») at its Philadelphia campuses as well as the January 2009 launch of Drexel's Center for Graduate Studies at One Capitol Mall in Sacramento.

**Kim Parker** | Executive Vice President, California Employers Association

With more than 17 years of industry experience, Parker has an extensive understanding of human resources and operational management. She earned her B.A. in business administration and a minor degree in human resources from the University of Puget Sound.

**Jim Parks** | Program Manager, SMUD

As the manager of SMUD's energy efficiency and customer research and development group, Parks is responsible for reviewing and testing emerging technologies. He coordinates SMUD's response to energy-related legislation and coordinates SMUD's energy and research activities with outside agencies.

**Brook Porter** | Co-founder and COO, PrimaFuel Inc.

Porter manages corporate operations, including both technology development and plant engineering. He holds several patents in fuel processing systems.

**Keith Pronske** | President and CEO, Clean Energy Systems Inc.

Pronske has 25-plus years experience in international power industries. He served as vice president of business development for Belgian-based Suez-Tractebel SA, now part of the Suez Group, and prior to that worked for the AES Corp. Pronske was instrumental in the acquisition and development of power plants, gas distribution systems and energy companies with an aggregate equity investment in excess of \$2 billion and an installed capacity in excess of 6,000 megawatts.

**Ingrid Rosten** | Executive Director, CleanStart

Rosten oversees CleanStart and the McClellan Technology Incubator programs and manages SARTA's GreatStart Mentorship Program. Rosten consults regional cities and the World Bank on business incubation from feasibility to development and management, and she has developed more than nine incubation centers and programs.

**Ron Rowan** | Internal Management Consultant, SMUD

Rowan spent 23 years in the high-technology field, leading process engineering and customer support programs at a worldwide level for Hewlett-Packard Co. He recently transitioned into the energy field, and now works as an internal management consultant in SMUD's business technology group.

**David Saltman** | CEO, Open Energy Corp.

Prior to joining Open Energy Corp., Saltman was president and CEO of BioComposites International, a privately held company developing natural fiber-reinforced plastics for the automotive, building materials and consumer products industries. Before BioComposites, he helped develop the first MDF plant to produce fiberboard from 100 percent recycled urban wood, and the first bio-composites facility in North America, with customers that eventually included Ford, GM, DaimlerChrysler, and Saturn.

**Dave Sanders** | Managing Partner, WorldBridge Partners

Sanders is a managing partner at WorldBridge, a worldwide executive search firm with offices across the U.S. and affiliate offices overseas. He earned his M.B.A. in finance from the University of California at Berkeley and B.S. in industrial engineering from the University of Michigan.

**Michael Scheele** | Senior Landscape Architect, Morton & Pitalo Inc.

Scheele's projects at Morton & Pitalo, a Sacramento multidisciplinary firm, include the new LEED-certified Target store in Davis. Passing the LEED Professional Accreditation exam on his first attempt, Scheele became a LEED-accredited professional in June.

**Dennis Schuetzle** | President, Renewable Energy Institute International

Schuetzle is also the chief technology officer for Pacific Renewable Fuels LLC. He holds Ph.D.s in environmental (civil) engineering and chemistry from the University of Washington. He was Ford Motor Co.'s director of international research and technology from 1995 to 2003.

**Robert Schuetzle** | Principal, REII Consulting Inc.

Schuetzle helps clients meet their renewable energy goals by providing renewable energy and environmental consulting services along side the REII Consulting team, which provides engineering, scientific, financial and project development services. Schuetzle has extensive management and technology consulting expertise in addition to having founded and sold a startup company. He has a degree in mechanical engineering from the University of Michigan.

**Gary Simon** | Chairman, CleanStart

Simon is president and CEO of Acumentrics Corp., a manufacturer of uninterruptible power supplies and developer of innovative new fuel cells. He is a venture partner with Velocity Venture Capital and serves on the boards of Capstone Turbine Corp., SmartPower, Rentricity Inc. and SARTA.

**J.D. Stack** | CEO, Sacramento Area Regional Technology Alliance (SARTA)

Stack was previously an economic development program manager for the SMUD for 14 years. SARTA's mission is to accelerate the growth and development of technology companies and the technology sector in the region.

**Eric Toolson** | CEO, Plexos Solutions LLC.

Toolson has 25 years experience in the electric industry in the areas of resource planning and simulation software. In the past few years, he has been involved in evaluating utility resource portfolios and statewide renewable standards, developing market price projections and performing greenhouse gas analyses. Prior to his work at the California Independent System Operator, Toolson was a senior vice president at Henwood Energy Services Inc. and was the manager of resource planning at SMUD.

**Jill Trainer** | Dean, College of Natural Sciences & Mathematics, Sacramento State

Trainer received her B.A. in zoology from the University of California, Berkeley and her Ph.D. from the University of Michigan. At Sacramento State she leads six departments responsible for 1,600 students at the baccalaureate and master's levels.

**Kirk Uhler** | District 4 Supervisor, Placer County

Uhler is also the vice president of government and industry relations for Solar Power Inc., a renewable energy company. Uhler has served as a COO, a founding employee at a startup company and a radio talk show host.

**Peter Van Deventer** | President and CEO, SynapSense Corp.

Van Deventer is an established veteran of global technology market development. Prior to joining SynapSense, Van Deventer spent a decade at Intel Corp. in a variety of sales, marketing and operational roles, including serving in the global sales and marketing, flash memories and mobile product groups. He was the director of worldwide sales and marketing for the global ramp of Intel Centrino mobile technology and was involved in more than 100 different technology ramps on either a regional or global level.

**Sergey Vasylyev** | Founder, SVV Technology Innovations Inc.

Vasylyev has a doctorate degree and work background in space physics, applied science and engineering with experience in commercial product development. He has published more than 35 scientific papers and received several patents for his inventions. In 2000, he founded a research and development company to commercialize his innovations.

**Steve Westly** | Managing Partner, The Westly Group

Prior to founding The Westly Group, Steve Westly served as the controller and chief fiscal officer of the state of California. As controller, he chaired the State Lands Commission and served on 63 other boards and commissions, including CalPERS and CalSTRS which together invest more than \$350 billion. During his four-year term, Westly spearheaded innovative tax programs that helped close the state's budget deficit and led an effort to commit more than \$1 billion to clean technology investments.

**Matt Yancey** | Director of Business and Economic Development, Sacramento Metro Chamber of Commerce

Yancey manages Metro Pulse and the Metro Chamber's advocacy efforts related to development of the Sacramento Region's economy. Yancey has consulted in all aspects of grant preparation and administration.

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**We would like to thank the following volunteers for making the showcase and our region a clean-energy success story. We couldn't have done it without you!**

**Charles Adelsheim**, student, UC Davis; **John Allen**, Merrill Lynch; **Denise Anderson**, Sacramento State; **Meg Arnold**, UC Davis; **John Bader**, Telekenex Inc.; **Lisa Bader**, FedEx Kinkos; **Karen Booth**, Comstock's; **Nico Bouwkamp**, California Fuel Cell Partnership; **James Brady**, Con10U Inc.; **Matt Chambers**, SARTA; **Dave Cloninger**, Merrill Lynch; **Winnie Comstock-Carlson**, Comstock's; **Jack Crawford Jr.**, Velocity Venture Capital; **Doug Curley**, Comstock's; **Cynda Dart**, Sacramento State; **Len Davisson**, HDR Inc.; **Niki Davisson**, student, Sacramento State; **Rich Dempsey**, consultant; **David Earwicker**, Sacramento State; **Jaime England**, Comstock's; **Doug Findlay**, Hewlett-Packard; **Stephanie Flores**, Comstock's; **Phil Garcia**, Sacramento State; **Lisa Gaynes**, Gaynes & Associates; **Sean Gillogly**, Velocity Venture Capital; **Laura Good**, consultant; **Barbara Grant**, American River Ventures; **Kyle Hagel**, CleanStart; **Guy Hall**, Global Approaches Inc.; **Mark Henwood**, Camino Energy; **Bill Jeppesen**, Effective PR; **Jacob Jorgensen**, Velocity Venture Capital; **Emir José Macari**, Sacramento State; **Dan Koellen**, SARTA; **Harry Laswell**, American River Ventures; **Frank Louie**, Allergy Systems Inc.; **Jasmin Luna**, Pillsbury Winthrop Shaw Pittman; **Kristine Mazzei**, Valley Vision; **Ryan McGuire**, Burnett & Co. LLP; **Evelyn Milani**, InfoSys Inc.; **Lisa Pickert**, GreenBuilt Inc.; **Rick Rios**, Verde Development Inc.; **Mike Rizzo**, Five Star Bank; **Ron Rowan**, Sacramento Municipal Utility District; **Michelle Rowe Hallsten**, Pillsbury Winthrop Shaw Pittman; **Stephen Rucker**, consultant; **Ashraf Sedeek**, Fremont Consulting; **Arthur Soares**, consultant; **Christine Stanley**, Comstock's; **Sherria Weiss**, Pillsbury Winthrop Shaw Pittman; and **Matt Yancey**, Sacramento Metro Chamber.

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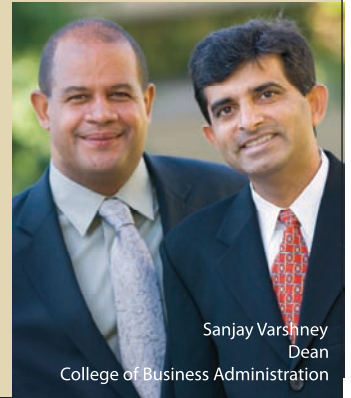
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