

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

The Premiere Resource Directory for the  
Clean Energy Technology Industry in the  
Six-County Sacramento Region

Prepared For **sarta**

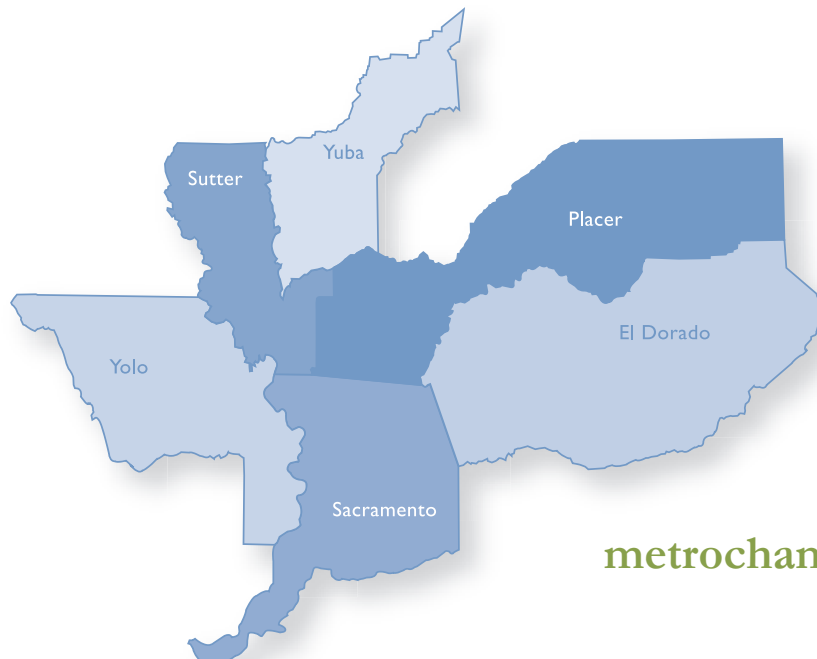


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# INTRODUCTION

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## PURPOSE

The Sacramento Region’s Clean Tech Green Pages (Clean Tech Green Pages) supports the activities of two regional coalitions focused on developing the Sacramento metropolitan region’s emerging clean energy technology (CET) industry. The first of these coalitions is the Green Capital Alliance (GCA). The second is Metro Pulse.

The GCA, which builds upon the success of the Partnership for Prosperity (PfP) Clean Energy Technology Action Team, aims to achieve two equally important goals: 1) make the greater Sacramento region’s growing CET sector a defining feature of the regional economy and 2) make the greater Sacramento region a leader in sustainability. Accomplishing these regional goals demands focused attention from a broad partnership of people and organizations. So, GCA consists of a Steering Committee and an Advisory Team. The Steering Committee currently includes the following partners:

- Sacramento Metropolitan Chamber of Commerce
- Sacramento Area Regional Technology Alliance (SARTA)
- Valley Vision
- Sacramento Area Commerce and Trade Organization (SACTO)
- Linking Education and Economic Development (LEED)
- Pacific Gas and Electric (PG&E)
- Roseville Electric
- Sacramento Air Quality Management District
- Sacramento Area Council of Governments (SACOG)
- Sacramento Asian Chamber of Commerce (SACC)
- Sacramento Municipal Utility District (SMUD)
- University of California, Davis
- Bank of America

The Advisory Team is a committee consisting of additional volunteer partners that help spearhead regional initiatives, provide expert input on project proposals, and serve as community liaisons.

The Metro Pulse Program provides the greater Sacramento region’s businesses with the information and resources they need to grow and succeed. It is a “people-based” initiative founded on the knowledge that the greater Sacramento region has a host of professionals whose purpose is to connect with businesses and identify strategies for enhancing individual business success. The program’s goal is to implement strategies that help these professionals reach more businesses than they otherwise could.

To date, the following organizations have invested in Metro Pulse on behalf of the region's business community:

- Sacramento Metro Chamber
- City of Sacramento
- County of Sacramento
- City of Folsom
- City of Roseville
- City of West Sacramento
- City of Rancho Cordova
- El Dorado County
- Placer County
- City of Lincoln
- Los Rios Community College District
- Yolo County
- Sacramento Employment Training Agency (SETA)
- SMUD
- PG&E
- Applied Development Economics

The Clean Tech Green Pages will enhance the activities of both of these coalitions. It will provide the PFP GCA, of which both SARTA and the Sacramento Metro Chamber are members, with a consolidated reference document, which includes a listing and description of organizations and networks whose purpose is to promote business success and job growth in the greater Sacramento region. These organizations are listed in the following categories:

- Employee Training and Recruitment
- Technology Transfer
- Business Mentoring and Consultation
- Funding Sources
- Starting a CET Business
- Entrepreneurship and Executive Management Training
- Business Networks
- Market Research
- Protecting Intellectual Property: Patents, Copyrights and Trademarks
- Local Economic Development Service Providers
- Subcontractors

This consolidated listing will allow the GCA to efficiently identify the regional business assistance resource(s) best suited to mitigating specific barriers to the CET industry's development. For Metro Pulse, of which the Metro Chamber is the managing partner, the Clean Tech Green Pages will provide the same reference document to efficiently match each of the region's 100+ CET businesses to the regional economic development resource(s) that will most effectively address each firm's specific growth needs.

## ACTIVITIES OF THE GREEN CAPITAL ALLIANCE AND METRO PULSE

In August and September 2007, the Green Capital Alliance led a series of roundtables with 24 CET CEOs to hear their perspectives of how the greater Sacramento Region should support their businesses.<sup>1</sup>

The CEOs' needs depended upon whether they were a service company or a technology development company. Their needs, as discussed during these roundtables, are summarized below.

### Workforce

- There is a shortage of engineers, especially mechanical, electrical and structural.
- Graduates of university-based clean technology programs are not staying in Sacramento
- There is a severe need for remedial writing and math training for high school graduates.
- There is a need for training programs for the trades—plumbing, hvac, electrical, etc.—who would like to work in the CET sector.

### Local Government

- Local governments vary in their implementation of building and safety codes and in their pricing of building permits. This has led to inconsistencies between cities and counties in terms of the process and cost of solar installations. There needs to be standardization of codes and permitting fees.
- Local government could help expand the market for clean energy technologies through their purchasing behaviors and through the design and construction of their facilities.
- Adoption of standards that require greater efficiency at both the state and federal levels, and ultimately, global, will increase the market for these technologies substantially.

### Consumer Education and Promotion

- Local and state government and other agencies could do more to increase the level of understanding and interest on the part of consumers.
- There need to be more opportunities for CET businesses to sell to other businesses
- There needs to be a network of CET businesses and a web site that provides information on available jobs, companies, financing, and other resources.

### Business Development

- Create a network that would foster alliances between CET companies for the purpose of marketing and technology development
- Link CET companies with economic development resources, including funding sources on a continuing and ongoing basis
- Engage CET companies in developing industry standards
- Recruit suppliers to the region
- Develop a cluster specific website.

### Funding

- Expose and educate more funders about the CET industry
- Extend the solar tax credit
- Advocate for additional state and federal incentives
- Increase funding for basic and applied research in CET

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<sup>1</sup> Partnership for Prosperity, CET CEO Roundtables: Greater Sacramento Region Key Findings, September 24, 2007 draft.

The primary activity of the partners in Metro Pulse is to visit one-on-one with businesses throughout the region. In support of the GCA, the partners in Metro Pulse focused specific attention on reaching out to their local CET companies. Through these visits, the government-sector partners in the program are further building relationships with their CET companies and are making themselves available as a resource to enhance business success opportunities.

Through these visits, the Metro Pulse partners have largely found that their CET companies are happy to be located in the greater Sacramento region. As detailed above, however, certain challenges do exist. But, through Metro Pulse, the partners are able to complement the regional scope of the GCA with an approach that is personalized to the individual CET businesses with which they are working.

## **FIRST EDITION FINDINGS**

In addition to providing the GCA and Metro Pulse with a consolidated resource document, compiling the Clean Tech Green Pages has also provided an opportunity to assess the scope and breadth of the resources available to assist the greater Sacramento region's CET industry. The next section of this introduction details the findings of this assessment based upon this first edition of the Clean Tech Green Pages<sup>2</sup>. Recognizing that this is the first edition and there may be programs that exist but are not listed, one can still draw some conclusions from the information gathered.

## **INCREASE IDEA THROUGH-PUT**

Growth of the CET industry within the greater Sacramento region will require a significant increase in funding for basic and applied research at local universities and research institutes.

Business growth starts with new ideas. New ideas are generated through a process of research, discovery and discourse. The amount of innovation occurring within an economic region is directly related to the concentration of creative ideas being generated and discussed. The highest concentration and flow of creative ideas (idea through-put) are typically found around research universities. Economic regions with research universities located within them have a distinct advantage over those that don't.

A significant amount of additional funding for research would increase the number of scientists, scientific forums and research studies, all of which will increase the level of scientific discourse directly related to clean energy technologies within the region. Additional research and technology development will lead to increased business starts, growth and innovation.

## **FORM A BUSINESS NETWORK SPECIFICALLY FOR CET COMPANIES**

There are several organizations that provide opportunities for entrepreneurs to network with potential suppliers, buyers, partners and funders. These include the Sacramento Metro Chamber and the approximately 50 local Chambers of Commerce in the six-county Sacramento metropolitan region, SACTO, the Sacramento Area Regional Technology Alliance (SARTA), Clean Start, the Energy Efficiency Center and others. While these networks are extremely useful they are not focused primarily on CET companies.

According to Clean Start, as of 2008, there are over 100 CET firms located within the greater Sacramento region. This represents a marked increase over the last few years and demonstrates the economic potential of the industry. Clean Start provides mentoring and assistance to business start-ups as well as some networking opportunities, but it does not yet act as an industry cluster organization. To begin functioning as a cluster network, the CEOs or presidents of the CET firms would drive the agenda by first initiating a strategic planning process for growing their industry within the region. In doing so, they would identify their top three to five strategic issues and form committees to address each of those issues in partnership with

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<sup>2</sup> This publication is the first edition of the Green Pages. It will be updated as the services available evolve with the greater Sacramento region's CET industry.

regional support agencies, including colleges, funders, utilities, and economic development organizations. The cluster organization's ongoing agenda would be to work towards achieving those goals as expressed in the strategic plan.

## **COMPETITIVE INTELLIGENCE ASSISTANCE**

The Sacramento region could use an organization devoted to assisting their small businesses with market research. Starting a business is one thing. Growing that business and sustaining that growth over time is quite another. While management experience, funding, and technical knowledge are requisite components of that success, they are not sufficient. Business growth also requires savvy marketing, including the research involved in understanding who and where your potential buyers are and the technological and social trends that affect the size and growth of your market. Some communities and organizations have adopted a philosophy of working with existing companies with opportunities for growth by providing services that help them identify and reach their market. These competitive intelligence services include providing information about competitors and their strategies; industry trends and forecasts; market size and sales; market demographics and psychographics; market research reports; potential market niches' prospective partners and resources; marketing lists and leads.<sup>3</sup> Within the Sacramento Region, likely providers of these services would be the county libraries, the economic development organizations the colleges or the chambers.

## **TECHNOLOGY TRANSFER ASSISTANCE**

The purpose of technology transfer is to commercialize the technologies that result from research conducted at federal labs, within federal agencies, at universities and at private research institutions. The ultimate goal is to support the competitiveness of American businesses through development and sales of new products and services based on innovations originating from primarily government funding. There are, essentially, two forms of technology transfer. One form helps technology developers 'push' their technologies into the market; the other helps businesses 'pull' technology into the market. The difference is that 'pushing' technology into the market is facilitated by the organizations that hold the intellectual capital or patents to that technology, usually a federal agency, federal lab or university. Good examples are the federal government's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs and university-based programs, such as UC Davis InnovationAccess. At this point in time, 'pulling' technology into the market is, more or less, left up to the individual business entity and dependent on their ability to connect with scientists around the globe, an extremely time-consuming function. In the mid 1980s, however, state economic development agencies and colleges took on the role of helping companies find technologies that would enable them to create new solutions and products. Technology transfer experts, often specialized librarians, searched public and proprietary databases of patents and literature on new technologies developed at federal labs and agencies, research institutes and universities around the world and linked entrepreneurs to scientists with knowledge or technology that might be useful. Through this process, businesses were able to develop new products or operate more efficiently, thereby sustaining their growth and competitiveness. By the 1990s these programs were no longer being funded and once again, businesses were on their own.

The Sacramento region has UC Davis InnovationAccess to assist the university community in commercializing their technologies, in some cases linking with existing businesses to do so though the focus is primarily one of 'pushing' the technology into the market. As of yet, the Sacramento region does not have a program to assist businesses in finding relevant technologies that would help them create new products or services.

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<sup>3</sup> Hamilton-Pennell, Christine, The City of Littleton's Economic Gardening Program, [www.scip.org](http://www.scip.org), Competitive Intelligence Magazine, 2004.

## **LOOKING AHEAD**

Progress is already being made with respect to the challenges the GCA and Metro Pulse have identified over the past year. For instance, in September 2008, the GCA launched a website focused specifically on the greater Sacramento region's CET industry cluster. Additionally, as part of the Sacramento Metro Chamber's annual Cap-to-Cap trip, partners from throughout the region advocated for extension of the Federal Solar and Renewable Energy Tax Credits. On October 3, 2008, President Bush signed the "Emergency Economic Stabilization Act of 2008," which included an eight-year extension of these credits.

Each future edition of the Clean Tech Green Pages will provide an opportunity for the greater Sacramento region to reassess the scope and breadth of the resources available to assist our CET industry. By combining each reassessment with the work and findings of the GCA and Metro Pulse, the greater Sacramento region will be positioned to ensure the resources we offer match the evolving needs of the regional CET industry.

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The Clean Tech Green Pages<sup>4</sup> include a listing and a description of organizations and networks whose purpose is to promote business success and job growth in the greater Sacramento region. These organizations are listed in the following categories:

- Employee Training and Recruitment
- Technology Transfer
- Business Mentoring and Consultation
- Funding Sources
- Starting a CET Business
- Entrepreneurship and Executive Management Training
- Business Networks
- Market Research
- Protecting Intellectual Property: Patents, Copyrights and Trademarks
- Local Economic Development Service Providers
- Subcontractors

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## EMPLOYEE TRAINING AND RECRUITMENT

### **Sacramento Employment and Training Agency SETA, [www.seta.net](http://www.seta.net)**

SETA acts as a conduit between colleges, employers, and jobseekers with several locations throughout Sacramento County. In all there are 5 Business Information Center locations: Hillsdale Blvd, Stockton Blvd, South County, near Elk Grove, and Mather AFB near Rancho Cordova. Business Information Centers provide workshops, a business information library, one-to-one counseling with experienced business professionals and referrals to sources of additional training, funding, and expertise.

SETA also provides a range of employee recruitment and training services to businesses. Through Sacramento Works, Inc. [www.seta.net/employerservices/services/htm](http://www.seta.net/employerservices/services/htm), SETA will assist in recruiting new workers by posting jobs, screening resumes, scheduling interviews and providing space to conduct interviews. For instance, SETA recently assisted Opti-Solar with recruitment for their expansion of manufacturing operations into Sacramento.

SETA will assist employers in finding or, if necessary, developing training programs to meet their specific needs. They will also work with colleges to develop training curricula, recruit students for classes, and provide feedback on soft and hard skills needed by employers

William Walker: [billw@delpaso.seta.net](mailto:billw@delpaso.seta.net); (916) 263-4369

### **Los Rios Community College District, [www.losrios.edu](http://www.losrios.edu)**

Specialized District-Wide Program, Going Green, [www.losrios.edu/lrc/lrc\\_goinggreen.html](http://www.losrios.edu/lrc/lrc_goinggreen.html), includes: Solar Technology Technician Certificate; Green Building and Design Certificate and Energy Management Systems in HVAC Certificate.

Business and Economic Development Center, [www.trainingsource.losrios.edu](http://www.trainingsource.losrios.edu)

1410 Ethan Way, Sacramento

(916) 563-3333

Programs:

The Training Source, [www.trainingsource.losrios.edu](http://www.trainingsource.losrios.edu)

Workplace Learning Resource Center <http://wplrc.losrios.edu/>

Sacramento Center for International Trade Development <http://www.sacramentocitd.org/>

Small Business Development Center, [www.sbdc.net](http://www.sbdc.net)

### **American River College, College Oak Drive, Sacramento [www.arc.losrios.edu](http://www.arc.losrios.edu)**

Specialized Programs: Solar Technology; Home Technology Integration; LEED Certification in Interior Design; ENRG, a program of a unique partnership between SMUD, Lane College (Oregon) and Los Rios CCD; Biotechnology (alternative, bio-fuels).

### **Cosumnes College, Center Parkway, Sacramento, [www.crc.losrios.edu](http://www.crc.losrios.edu)**

Specialized Programs: Green Building and Design; LEED Certification in Architecture and Construction; Alternative Automotive Fuels and Technologies;

### **Folsom Lake College, Folsom, [www.flc.losrios.edu](http://www.flc.losrios.edu)**

Specialized Programs: Alternative Energy Applications

**Sacramento City College, Freeport Blvd. [www.scc.losrios.edu](http://www.scc.losrios.edu)**

Specialized Programs: Energy Management Systems in HVAC; Advanced Transportation and Technology Initiative which conducts research and provides outreach to businesses and educators.

**Yuba Community College District, [www.YCCD.edu](http://www.YCCD.edu)**

Campus Locations: Yuba City, Woodland, Clear Lake

Specialized Programs: Automotive

**Solano Community College District, [www.solano.edu](http://www.solano.edu)**

Campus Locations: Suisun Valley Road, Vacaville, Vallejo

Specialized Training Programs: Biotechnology; Electronics, Integrated Home Electronics

**Sierra College District, [www.sierracollege.edu/Entryways/business.htm](http://www.sierracollege.edu/Entryways/business.htm)**

Campus Locations: Nevada County Campus; Rocklin, Roseville, Tahoe/Truckee

Specialized Training Programs: Mechatronics, [www.realskillsrealjobs.com/index.html.php](http://www.realskillsrealjobs.com/index.html.php)

Sierra College will develop curriculum, identify faculty, and work with partners to build lab training facilities. The program is under development and is planned to begin in the Fall 2009 semester at both the Rocklin and Nevada County Campuses.

**SMUD, [www.smud.org](http://www.smud.org)**

The Sacramento Municipal Utility District provides advanced training for local contractors to design and install grid-connected solar photovoltaic (PV) systems. The training covers design and installation in new construction and retrofitted applications ranging from small residential rooftop arrays to large commercial systems. Classes deal with building code compliance, design challenges and battery and non-battery based systems. The training is provided by Brooks Engineering, a Bay-Area based firm that has trained more than 3,000 installers and 2,000 inspectors in California and elsewhere.

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## TECHNOLOGY TRANSFER

**UC Davis Energy Institute**, <http://energy.ucdavis.edu/home.cfm?id=enr>

The UC Davis Energy Institute focuses and coordinates energy research and education on the campus and facilitates interactions with other institutes, laboratories, and programs across the nation and around the world. The breadth and depth of energy research on the campus supports the vision for building a world-class institute in energy with particular focus on sustainable energy system design. The Institute will also serve as home to a proposed Energy Graduate Group providing advanced degrees in energy science, technology, and policy.

The UC Davis Energy Institute is organized around a number of existing and proposed centers focusing on various aspects of energy. Some Centers report to the Institute while others are affiliated with it. For information about individual centers and programs, please contact one of the following:

Bryan Jenkins, Interim Director: [bmjenkins@ucdavis.edu](mailto:bmjenkins@ucdavis.edu); (530) 752-1422

Billy Sanders, Interim Executive Director: [brsanders@ucdavis.edu](mailto:brsanders@ucdavis.edu); (530) 747-3901

Helen Wang, Executive Administrative Assistant: [hykwang@ucdavis.edu](mailto:hykwang@ucdavis.edu); (530) 747-3973

**UC Davis Energy Efficiency Center**, <http://eec.ucdavis.edu/>

The mission of the UC Davis Energy Efficiency Center is to accelerate the development and commercialization of energy efficient technologies. EEC will work with energy efficient technology companies to help them have a larger impact on society. It accomplishes its mission through a combination of formal programs and informal networking events. UC Davis is the first university in the country to have such a program on campus. EEC staff will work with companies to locate smart capital and introduce them to an end user/customer. The focus is on three groups of technologies, each of which has an existing research center at UC Davis. These include transportation; lighting and cooling; and agriculture and food production.

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## BUSINESS MENTORING AND CONSULTATION

### **Sacramento Area Regional Technology Alliance (SARTA), [www.sarta.org](http://www.sarta.org)**

The Sacramento Area Regional Technology Alliance (SARTA) is a tech-focused 501(c)(3) corporation established in 2001 to support entrepreneurial programs, companies and technology investment throughout Butte, El Dorado, Nevada, Placer, Sacramento, Solano, Sutter, Yolo and Yuba counties. SARTA's mission is to accelerate the growth and development of technology companies and the technology sector in the Sacramento region.

The organization is based on the public-private partnership founded by three regional groups:

- Golden Capital Network is a networking, training and consulting organization whose activities include facilitating a premier venture capital conference series, investor networking, entrepreneur coaching and mentoring.
- Sacramento Metro Chamber works on behalf of business, advocating for economic prosperity, business success and job growth in the greater Sacramento region.
- UC Davis INNOVATIONACCESS focuses resources of the University of California and the business community on the development of new business ventures in the Capital Region.

In keeping with their mission, some of SARTA's initiatives to provide access to capital, education, and business development include:

- **Technology Index, [www.sarta.org/go/sarta/tech-index/](http://www.sarta.org/go/sarta/tech-index/)**

The SARTA Technology Index™ is an innovative tool that measures the health of the regional technology economy by tracking the leading 50 high tech and life science companies driving its growth. Just as the S&P 500 acts as a bellwether for corporate America, the SARTA Technology Index™ is a barometer of how technology companies in the greater Sacramento region are performing.

- **MTI, [www.sarta.org/go/sarta/programs/mti/](http://www.sarta.org/go/sarta/programs/mti/)**

McClellan Technology Incubator (MTI) is a 501 (c) (3) non-profit organization established as part of an economic stimulus plan to assist emerging businesses in the technology sector with an emphasis on job creation for the region. MTI is located on the former McClellan Air Force Base. The incubator building has over 21,000 square feet of office space; with much of the space consisting of common area space for all tenants to have access to. The area surrounding the incubator is fully landscaped and three sides of the building contain parking spaces to serve the tenants, staff, and guests. Office spaces were created to fit the needs of clients that range in number of employees from one to ten. The largest office space is over 1,000 square feet with the smallest space only 170 square feet. The incubator can accommodate a maximum of 27 offices. Three large conference rooms provide an abundance of space for tenants to hold meetings, seminars, and/or training forums in. A small kitchen / dining area is also present at the incubator which provides a place for tenants to gather and discuss events occurring within their business.

- **CleanStart, [www.sarta.org/go/sarta/programs/cleanstart/](http://www.sarta.org/go/sarta/programs/cleanstart/)**

CleanStart is an initiative of the McClellan Technology Incubator (MTI) and Sacramento Area Regional Technology Alliance (SARTA) designed to accelerate the development of CET ventures within the greater Sacramento Region. CleanStart was born out of an innovative needs assessment study that was jointly funded and managed by the California Energy Commission, the Sacramento Municipal Utility District, and the McClellan Technology Incubator.

- **GreatStart Mentoring**, [www.sarta.org/go/sarta/programs/greatstart-mentoring/](http://www.sarta.org/go/sarta/programs/greatstart-mentoring/)  
GreatStart connects entrepreneurs and their emerging companies with SARTA board members, giving them an inside expert who knows how to grow a company, build management teams, gain access to capital and facilitate business development.
- **Leadership Series**, [www.sarta.org/go/sarta/programs/leadership-series/](http://www.sarta.org/go/sarta/programs/leadership-series/)  
SARTA is committed to engaging members and the regional tech community in quality educational programming. This annual series of seminars is designed to help local technology companies execute high return activities that promote the success of our region's growing regional technology companies. Each session runs 1.5 -2.5 hours in length and require attendance in person. All seminars occur on the third Wednesday of the month at McClellan Technology Incubator and partner locations.
- **Sacramento Venture Communities**, [www.sarta.org/go/sarta/programs/venture-communities/](http://www.sarta.org/go/sarta/programs/venture-communities/)  
Venture Communities is a hub and spokes entrepreneur and investor network that cultivates innovation and sustainable growth companies for regional economic prosperity. Their network combines a variety of events tied to a high-value online community and news engine.
- **Executive Roundtables**, [www.sarta.org/go/sarta/programs/executive-roundtables/](http://www.sarta.org/go/sarta/programs/executive-roundtables/)  
SARTA offers by-invitation peer-to-peer networking groups. These successful forums allow CEOs to interact with other CEOs to provide support and advice in a collaborative manner. Their discussions are kept confidential in order to facilitate an open exchange of ideas.

**Center For Small Business at Sacramento State College of Business Administration,**  
[www.cbaweb.cba.csus.edu/csb](http://www.cbaweb.cba.csus.edu/csb)

(916) 278-7278

Center for Small Business, College of Business Administration, CSUS  
6000 J Street Sacramento, CA 95819-6088

The Center for Small Business provides free management assistance to small businesses operating in and around the Sacramento area. Consulting services are provided in virtually all but a few facets of business (not taxation, law or loan packaging). Each year the Center works with approximately 100 small-business owners to help solve management problems. Established in 1969, this program is one of the oldest in the western United States and has grown to be one of the largest and most successful. The CSB can provide assistance in sales, marketing, accounting, financial management, human resource management, information systems, production and operating systems and business planning.

**Northeastern California Small Business Development Center**, [www.sbdc.net/](http://www.sbdc.net/)

The mission of the Greater Sacramento Small Business Development Center (SBDC) is to help existing and emerging businesses become successful.

The SBDC provides one-on-one counseling, training and technical assistance in all aspects of small business management. SBDC services include, but are not limited to, assisting small businesses with cash flow, break-even, cost control, tax planning, loan packaging, public relations, e-commerce, business plans, bookkeeping procedures, accounting, marketing, feasibility studies, international trade and procurement. Assistance is provided at no cost to anyone interested in expanding or improving an existing business or starting a business for the first time. All counseling is strictly confidential. Their services cover Sacramento, South Yolo and El Dorado counties.

If you are a pre-venture or start-up business, you are required to first attend the Business Basics Workshop BEFORE scheduling an appointment to see a consultant.

**TechCoire, [www.techcoire.com](http://www.techcoire.com)**

TechCoire's mission is to help technology entrepreneurs and executives build successful businesses by empowering them with the knowledge, capital and connections that are critical to their development and growth. TechCoire is a business-technology, education, and networking organization serving a network of 2500+ technology executives, entrepreneurs, venture capitalists, and related businesses from the Sacramento region.

Programs: Monthly networking events; quarterly entrepreneurship development workshops

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## FUNDING SOURCES

### VENTURE CAPITAL

**Golden Capital Network**, [www.goldencapital.net](http://www.goldencapital.net)

Jon Gregory, Partner/President, Golden Capital Network  
[jon@goldencapital.net](mailto:jon@goldencapital.net)

Golden Capital Network is a nonprofit networking, training and consulting group that fosters growth in entrepreneurship and early stage investing as an engine for economic growth. Its services and activities include a Premier Venture Capital conference series; the Venture Communities economic development franchise; regional and cross-regional entrepreneurship training programs; investor networking and showcasing; entrepreneur coaching and mentoring; public policy leadership and advising; and early-stage company showcasing.

Golden Capital Network fuels innovation, entrepreneurship and investment capital networks by:

- Assisting and coaching companies to become more "investment ready"
- Connecting companies to accredited angel and venture capital investors
- Sourcing company deal flow to investors
- Fostering entrepreneurial networks in forward-thinking communities for economic development
- Providing early stage capital for companies

Venture Communities is part of the Golden Capital Network, where over 1000 companies have raised over \$1.3 billion in capital from accredited angels and venture capital firms since 1999.

Venture Communities Online is a virtual community where companies, investors, talent, media and other high-value participants create individual and company profiles to share knowledge, make connections, distribute milestone news and get involved in innovation-focused events in their region and throughout the network.

Venture Communities provides:

- Networking and connections for companies, investors, advisors and communities across regions, industries and disciplines
- Access to exclusive content and coaching for growth entrepreneurs, angel investors, policy-makers
- Event updates and special VIP registration offers for all events and activities happening in the Venture Communities network

**Akers Capital**, [www.akerscapital.com](http://www.akerscapital.com)

Akers Capital invests in emerging technology companies located in the Northwestern states and California. Akers Capital seeks to identify promising technology-based businesses and technology trends ahead of broader investor recognition. Akers Capital is focused on three types of businesses: networking and internet infrastructure; computer software; and, internet/intranet software and services.

**DFJ Frontier**, [www.dfjfrontier.com](http://www.dfjfrontier.com)

Part of the DFJ Network, DFJ Frontier invests in seed and early stage technology on the West Coast. DFJ Frontier backs passionate entrepreneurs and provides business assistance, not just capital. They typically lead the first round of investment, taking a significant stake in the company and an active role on the Board of Directors. They continue to invest in subsequent rounds and help arrange financing from other institutional investors, supporting their companies as they move towards self-sufficiency and liquidity.

**DCA Partners, [www.dcapartners.com](http://www.dcapartners.com)**

DCA Partners is a middle market investment banking firm, with clients in a wide variety of industry sectors. With offices in Roseville, CA and Phoenix, AZ, DCA works primarily with companies in the broader Northern and Central California regions, as well as certain adjacent underserved markets across the western U.S. The firm specializes in providing private and public growth companies with both buy-side and sell-side merger and acquisitions advisory services, as well as financial advisory and opinion services. Through the firm's affiliated private equity fund, DCA Capital Partners, the firm also makes direct investments in promising middle-market growth businesses in DCA's defined areas of focus.

**Newcastle Capital Corporation, [www.newcastlecapital.com](http://www.newcastlecapital.com)**

Newcastle Capital Corporation is a private equity, closed-end transition fund for executing industry consolidations to create well managed, process driven, highly profitable companies. NCC executes consolidations of operating businesses undergoing management transition in a wide variety of industries. NCC targets small businesses whose principals are retiring and seeking an exit within 5 years. Newcastle uses a proven, scalable SEM (Strategically Engineered Merger™) process that applies project management principles to consolidations from inception to liquidity. The strength of their SEM process is a multidisciplinary team approach that creates value and liquidity.

**Technology Ventures Corporation, [www.techventures.org](http://www.techventures.org)**

Businesses and high-tech companies in software, information technology, life sciences, clean energy, or industrial manufacturing, and located in Northern California can find assistance from TVC's California office. Located in Pleasanton – near Lawrence Livermore National Laboratory and Sandia National Laboratories-California, their mission is to help commercialize national laboratory technology, assist clients from the local universities, and the local Bay Area business community. Services are provided through one-on-one mentoring, entrepreneurial training seminars in Pleasanton and Menlo Park, and company investor pitch events (Equity Capital Symposiums).

TVC works with entrepreneurs that are outstanding engineers and scientists, but may be new at running a business. TVC provides them with help to develop their fund raising tools (business plans, executive summary, presentations, and product concepts) so that they avoid early stage pitfalls, win early customers, and spend the time to practice their investor presentations. When ready, they introduce them to angel and/or venture capital investors.

**American River Ventures, [www.arventures.com](http://www.arventures.com)**

American River Ventures focuses on the important and rapidly growing area of technology investing for energy sustainability through energy efficiency, energy intelligence and advanced materials. American River has eight decades of combined experience in manufacturing and industrial markets, which are huge opportunities for energy efficiency, and which creates an advantage for their companies. They are located in Sacramento surrounded by government and private industry and research leaders in the sustainable energy sector.

American River's approach to investing is:

- Identify the best teams with the most compelling ideas, products and services.
- Determine how their products and services can be differentiated and defended.
- Understand and identify ways to accelerate the market opportunity, often through a network of contacts throughout California state and local government, utilities and private corporations focused on applying new technology to energy sustainability.
- Optimize the business model, focusing on capital-efficiency and founder and investor returns.
- Once the partnership is established, listen, coach, and lend a hand when it's needed.

**Wavepoint Ventures, [www.wavepoint.com](http://www.wavepoint.com)**

Wavepoint invests in capital efficient seed and early-stage companies in the medical, information and clean technology sectors. By bringing capital, experience, and relationships to young companies, Wavepoint helps committed teams bring unique innovations to market faster and more efficiently, resulting in more wealth creation for entrepreneurs and investors. Wavepoint's offices are located in El Dorado Hills, CA and Menlo Park, CA.

**Velocity Venture Capital, [www.velocityvc.com](http://www.velocityvc.com)**

Velocity Venture Capital actively invests in early-stage technology companies located in the greater Sacramento region—with a particular emphasis on clean technology companies. Leveraging more than 350 years of collective experience, the fund management team at Velocity Venture Capital has invested in 13 locally headquartered technology companies and works to actively add value with intellectual property, recruiting, sales, fundraising and exit activity via acquisition and IPO.

**ANGEL INVESTOR NETWORKS**

**Sacramento Angels, [www.sacangels.com](http://www.sacangels.com)**

The Sacramento Angels is a group of individuals who invest in early-stage Northern California companies. The group meets once a month over dinner and listens to presentations from candidate companies. If some members show interest in a presenting company the group facilitates their efforts to share further due diligence. Members act on their own behalf and make individual investment decisions.

**GRANTS**

**Doris Duke Charitable Foundation, [www.ddcf.org](http://www.ddcf.org)**

The Doris Duke Charitable Foundation's Climate Change Initiative announced a five-year, \$100 million Climate Change Initiative in 2007. Through that program, the foundation makes grants to nonprofit organizations working on the design of optimal pricing policies for greenhouse gases, as well as the design of policies aimed at accelerating the development and deployment of clean-energy technologies.

**California Energy Commission Public Interest Energy Research (PIER) Program, [www.energy.ca.gov/research/index.html](http://www.energy.ca.gov/research/index.html)**

The Energy Commission's Research Development and Demonstration (RD&D) Division supports public interest energy research, development, and demonstration. RD&D activities include providing contracts and grants for research and development of energy technologies and related scientific activities.

The RD&D Division administers a total of \$83.5 million in public interest energy research funds annually - \$62.5 million for electricity and \$21 million for natural gas.

Funding efforts are focused on the following RD&D program areas:

- Building Efficiency
- Demand Response
- Clean Advanced Electrical Generation
- Advanced Grid Technology
- Energy-Related Environmental Research
- Climate Science
- Industrial/Agricultural/Water End-Use Energy Efficiency
- Renewable Energy Technologies
- Transmission and Distribution
- Transportation
- Energy Innovations Small Grant Program

## **California Energy Innovations Small Grant (EIGS) Program,**

[www.energy.ca.gov/research/innovations/index.html](http://www.energy.ca.gov/research/innovations/index.html)

The Energy Innovations Small Grant (EISG) Program provides up to \$95,000 for hardware projects and \$50,000 for modeling projects to small businesses, non-profits, individuals, and academic institutions to conduct research that establishes the feasibility of new, innovative energy concepts. Research projects must target one of the six Public Interest Energy Research (PIER) program areas, address a California energy problem and provide a potential benefit to California electric and natural gas ratepayers.

## **Sacramento Municipal Utility District, SMUD, [www.smud.org](http://www.smud.org)**

SMUD's Customer Advanced Technologies (CAT) is a research and development program designed to encourage customers to use and evaluate new or underutilized technologies. Unlike many R & D programs, research is accomplished through implementing real-world demonstration projects (instead of laboratory testing). CAT provides funding for customers in exchange for a two-year monitoring agreement.

Completed demonstration projects include lighting technologies, light emitting diodes (LEDs), building envelopes, heating ventilation and air conditioning (HVAC) systems, and a wide variety of other technologies. To learn more go to: [www.smud.org/education-safety/cat.html](http://www.smud.org/education-safety/cat.html)

Other SMUD Programs include:

- Customized and prescriptive lighting incentives
- Express incentives
- Retro commissioning (RCx): technical and financial incentives to improve the energy efficiency of your building operations
- Savings By Design: Incentives for nonresidential building and design
- SMUD also makes loans for residential energy-efficiency measures.

## **U.S. Department of Energy Small Business Technology Transfer (STTR),**

<http://grants.nih.gov/grants/funding/sbir.htm>

STTR grants are intended to stimulate scientific and technological innovation through cooperative research or research and development (R/R&D) carried out between small business concerns (SBCs) and research institutions (RIs) to foster technology transfer. Commercialization of innovative technologies occurs in three phases:

- 1) Feasibility study to establish scientific/technical merit of the proposed R/R&D efforts (generally, 1 year; \$100,000)
- 2) Full R/R&D efforts initiated in Phase I (generally 2 years; \$750,000)
- 3) Commercialization stage (cannot use STTR funds)

Eligibility is limited to US small businesses.

## **U.S. Department of Energy Small Business Innovation Research (SBIR),**

<http://grants.nih.gov/grants/funding/sbir.htm>

SBIR grants are intended to stimulate technological innovation in the private sector by supporting research or research and development (R/R&D) for for-profit institutions for ideas that have the potential for commercialization. The program assists small businesses in researching and commercializing innovating technologies. Commercialization occurs in three phases:

- Feasibility study to establish scientific/technical merit of the proposed R/R&D efforts (generally 1 year; \$100,000)
- Full research or R&D efforts initiated in Phase I (generally 2 years; \$750,000)
- Commercialization stage (cannot use SBIR funds)

Eligibility is limited to US small businesses.

## **Google.org, [www.google.org](http://www.google.org)**

Google.org is confronting the climate crisis on two fronts by working on developing utility scale renewable energy cheaper than coal (RE<C) and accelerating the commercialization of plug-in vehicles through the RechargeIT initiative. To advance the RE<C initiative, Google.org is making grants and investments that demonstrate a path toward producing renewable energy at a cost below that of coal-fired plants. The RechargeIT initiative has \$1million in grants to support plug-in vehicle adoption.

## **LOANS OR LINES OF CREDIT**

### **Five Star Bank, [www.fivestarbanc.com](http://www.fivestarbanc.com)**

Five Star Bank was started in 1999 by a group of Sacramento Area business people, led by Marvin “Buzz” Oates, to provide local banking with an emphasis on business, in a region that has seen local ownership of most financial institutions move out of town. Business owners, professionals, and individuals are now afforded the opportunity to transact business with banking professionals who provide fast lending decisions, and are focused on, and familiar with, the local economy.

Five Star Bank actively seeks green building projects that it can support with loans and banking services. To capitalize these financial products, Five Star offers the Capital Green Account, a high yield savings account for individuals who are ready to help build a greener community. The Capital Green Account provides an opportunity for their clients to invest in the green of the community.

Because Five Star Bank is located in the Sacramento metropolitan area, they recognize the need to provide convenient access to conduct financial business. Five Star Bank offers internet banking services including account transactions, cash management, and bill payment at any time, from virtually anywhere.

## **INCENTIVES**

### **Pacific Gas & Electric (PG&E), [www.pge.com](http://www.pge.com)**

PG&E provides incentives for customers to purchase energy efficient appliances and solar collectors. The size of the rebate depends on the appliance or the size of the solar project.

PG&E is committed to being an environmental leader and demonstrating this through action. PG&E's pledge is to think creatively, work cooperatively in the Sacramento region and be results-oriented in environmental stewardship efforts. In Sacramento on January 12, 2008, the company was recognized by the Planning and Conservation League (PCL) as the "Environmental Business of the Year". The award recognizes PG&E's leadership in renewable energy and land stewardship.

Through economic and community development, energy efficiency, and education, PG&E provides the region's clean and green energy companies with programs, services, and incentives to allow them to grow and prosper. Spending for energy-efficiency programs was almost \$1 billion for 2006 to 2008—the largest effort of its kind by a U.S. utility company.

In addition to traditional energy efficiency incentives, renewable energy incentives include solar, wind, biomass, geothermal, and even wave and tidal power. The Pacific Energy Center, Energy Training Center, and Food Service Technology Center provide in depth free training and services.

Links to programs are:

- Business Incentives and Services  
[www.pge.com/mybusiness/](http://www.pge.com/mybusiness/)
- Self Generation Incentives  
[www.pge.com/mybusiness/energysavingsrebates/selfgeneration/](http://www.pge.com/mybusiness/energysavingsrebates/selfgeneration/)
- Solar Incentives  
[www.pge.com/mybusiness/energysavingsrebates/solar/](http://www.pge.com/mybusiness/energysavingsrebates/solar/)
- Climate Smart  
[www.pge.com/mybusiness/environment/whatyoucando/climatesmart/](http://www.pge.com/mybusiness/environment/whatyoucando/climatesmart/)
- Carbon Footprint Calculator  
[www.pge.com/mybusiness/environment/calculator/](http://www.pge.com/mybusiness/environment/calculator/)

Mark Nava, Account Executive, Economic Development and Sustainable Communities, Pacific Gas and Electric Company, Service and Sales: (916) 386-5028

**Sacramento Municipal Utility District (SMUD), [www.smud.org/business/index.html](http://www.smud.org/business/index.html)**

SMUD offers business owners incentives for energy efficiency improvements. These include:

- Photovoltaic Systems: Incentives are available to install solar energy on your building.
- Savings by Design: A statewide program of incentives and assistance encouraging high performance in nonresidential building design and construction.
- Customer Advanced Technologies (CAT): Encourages customers to use and evaluate new or underutilized technologies.

**Roseville Electric, [www.roseville.ca.us/electric/new\\_construction/commercial.asp](http://www.roseville.ca.us/electric/new_construction/commercial.asp)**

Roseville Electric's Business New Construction Program is offered to help businesses invest in energy efficiency. The program includes lighting, mechanical, envelope or whole-building measures. Participation is on a first-come, first-served basis pending availability of funds.

The types of rebates offered include:

- Lighting System Rebate
- Envelope System Rebate
- Mechanical System Rebate
- Whole Building Rebate

Mark Riffey, Marketing Representative: [mriffey@roseville.ca.us](mailto:mriffey@roseville.ca.us); (916) 746-1667

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## STARTING A CET BUSINESS

### **Sacramento Area Regional Technology Alliance (SARTA), [www.sarta.org](http://www.sarta.org)**

The Sacramento Area Regional Technology Alliance (SARTA) is a tech-focused 501(c)(3) corporation established in 2001 to support entrepreneurial programs, companies and technology investment throughout Butte, El Dorado, Nevada, Placer, Sacramento, Solano, Sutter, Yolo and Yuba counties. SARTA's mission is to accelerate the growth and development of technology companies and the technology sector in the Sacramento region.

The organization is based on the public-private partnership founded by three regional groups:

- Golden Capital Network is a networking, training and consulting organization whose activities include facilitating a premier venture capital conference series, investor networking, entrepreneur coaching and mentoring.
- Sacramento Metro Chamber works on behalf of business, advocating for economic prosperity, business success and job growth in the greater Sacramento region.
- UC Davis INNOVATIONACCESS focuses resources of the University of California and the business community on the development of new business ventures in the Capital Region.

In keeping with their mission, some of SARTA's initiatives to provide access to capital, education, and business development include:

- **MTI, [www.sarta.org/go/sarta/programs/mti/](http://www.sarta.org/go/sarta/programs/mti/)**  
McClellan Technology Incubator (MTI) is a 501 (c) (3) non-profit organization established as part of an economic stimulus plan to assist emerging businesses in the technology sector with an emphasis on job creation for the region. MTI is located on the former McClellan Air Force Base. The incubator building has over 21,000 square feet of office space; with much of the space consisting of common area space for all tenants to have access to. The area surrounding the incubator is fully landscaped and three sides of the building contain parking spaces to serve the tenants, staff, and guests. Office spaces were created to fit the needs of clients that range in number of employees from one to ten. The largest office space is over 1,000 square feet with the smallest space only 170 square feet. The incubator can accommodate a maximum of 27 offices. Three large conference rooms provide an abundance of space for tenants to hold meetings, seminars, and/or training forums in. A small kitchen / dining area is also present at the incubator which provides a place for tenants to gather and discuss events occurring within their business.
- **CleanStart, [www.sarta.org/go/sarta/programs/cleanstart/](http://www.sarta.org/go/sarta/programs/cleanstart/)**  
CleanStart is an initiative of the McClellan Technology Incubator (MTI) and Sacramento Area Regional Technology Alliance (SARTA) designed to accelerate the development of CET ventures within the greater Sacramento Region. CleanStart was born out of an innovative needs assessment study that was jointly funded and managed by the California Energy Commission, the Sacramento Municipal Utility District, and the McClellan Technology Incubator.
- **GreatStart Mentoring, [www.sarta.org/go/sarta/programs/greatstart-mentoring/](http://www.sarta.org/go/sarta/programs/greatstart-mentoring/)**  
GreatStart connects entrepreneurs and their emerging companies with SARTA board members, giving them an inside expert who knows how to grow a company, build management teams, gain access to capital and facilitate business development.

- **Leadership Series**, [www.sarta.org/go/sarta/programs/leadership-series/](http://www.sarta.org/go/sarta/programs/leadership-series/)  
SARTA is committed to engaging members and the regional tech community in quality educational programming. This annual series of seminars is designed to help local technology companies execute high return activities that promote the success of our region's growing regional technology companies. Each session runs 1.5 -2.5 hours in length and require attendance in person. All seminars occur on the third Wednesday of the month at McClellan Technology Incubator and partner locations.
- **Sacramento Venture Communities**, [www.sarta.org/go/sarta/programs/venture-communities/](http://www.sarta.org/go/sarta/programs/venture-communities/)  
Venture Communities is a hub and spokes entrepreneur and investor network that cultivates innovation and sustainable growth companies for regional economic prosperity. Their network combines a variety of events tied to a high-value online community and news engine.

**El Dorado Hills Technology Incubator**, [www.edhti.com](http://www.edhti.com)

The goal of the El Dorado Hills Technology Incubator is to provide mentoring to early stage companies and young entrepreneurs just beginning to think about starting a company. The partners provide advice and mentoring in business management, technology, and marketing. EDHTI provides some office space. Submit business plans to [plans@edhti.com](mailto:plans@edhti.com)

**UC, Davis Energy Efficiency Center**, <http://eec.ucdavis.edu/>

The mission of the UC Davis Energy Efficiency Center is to accelerate the development and commercialization of energy efficient technologies. EEC will work with energy efficient technology companies to help them have a larger impact on society. It accomplishes its mission through a combination of formal programs and informal networking events. UC Davis is the first university in the country to have such a program on campus. EEC staff will work with companies to locate smart capital and introduce them to an end user/customer. The focus is on three groups of technologies, each of which has an existing research center at UC Davis. These are transportation; lighting and cooling; and agriculture and food production.

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## ENTREPRENEURSHIP AND EXECUTIVE MANAGEMENT TRAINING

### **Sacramento State Executive MBA, <http://www.cba.csus.edu/emba/>**

The Executive MBA is a 15-month accredited program designed for experienced professionals and managers who aspire to leadership positions. The program was developed in close collaboration with local business leaders.

### **UC Davis, Graduate School of Management, [www.gsm.ucdavis.edu](http://www.gsm.ucdavis.edu)**

Working Professional MBA Program

Professionals from across Northern California who want the competitive advantage of a University of California MBA degree, but also want to continue working full time, look to the nationally ranked UC Davis Working Professional MBA Program.

Forbes ranks the UC Davis Working Professional MBA Program 16th in the nation, based on the five-year return on investment of their graduates.

### **UC Davis Entrepreneurship Center, <http://entrepreneurship.ucdavis.edu/>**

The Center's ongoing objective is to serve as the nexus for entrepreneurship education and research—and as a springboard for entrepreneurial initiatives on the UC Davis campus. To accomplish this, the center brings science, engineering, and business students and faculty together with experienced entrepreneurs, investors, and corporate leaders in an environment that blends effective theory with hands-on participation and solution-driven innovation.

- **Business Development Certificate** A year-long program of courses and clinical experience for graduate students in engineering and science.
- **Business Development Intensives** A one-week workshop on innovation and entrepreneurship for graduate students in engineering and science.
- **Green Technology Entrepreneurship Academy** A one-week workshop on innovation and entrepreneurship for graduate students in environmental engineering and science, working toward effective solutions to today's environmental problems.
- **Big Bang! And Little Bangs** Business plan competition for teams of entrepreneurs affiliated with UC Davis; poster competitions that highlight the commercial potential of student research and technology.
- **MBA Area of Study, Technology Management & Entrepreneurship** A set of courses and hands-on experience for MBA students

### **Sacramento Entrepreneurship Academy, [www.sealink.org](http://www.sealink.org)**

Select students, many from UC Davis and Sacramento State, have an incredible opportunity to participate in a one-year entrepreneurship education program designed to fast track them on the road to entrepreneurship. Through the Sacramento Entrepreneurship Academy, students learn from and interact with business leaders, develop and present a business plan, and become part of a growing network of budding and seasoned entrepreneurs. For 20 years, SEA has provided a real-world education program for students with entrepreneurial aspirations. The “nuts and bolts” approach is designed to prepare participants for business ownership, help them avoid common pitfalls, and gain confidence in business settings.

SEA is supported by local entrepreneurs who share their expertise and experiences and provide financial support to the Academy. SEA is a non-profit organization.

To-date, SEA has graduated more than 500 future entrepreneurs, many of whom have gone on to start their own businesses and some who now serve on the Academy's Board of Directors. SEA has an active Alumni program that provides support and mentoring long after the students have graduated from the program.

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## BUSINESS NETWORKS

### **Green Capital Alliance, [www.greencapitalalliance.org](http://www.greencapitalalliance.org)**

Green Capital Alliance's business development mission is to:

- Help all of the Sacramento region's existing companies become more energy efficient and incorporate a focus on sustainability
- Support the growth and expansion of the Sacramento region's CET cluster of businesses
- The CET industry consists of establishments that create CET, energy-efficiency products, or clean energy. The industry can be broken down into three main components:
  - a) Research & Development—establishments that conduct research and experimental development focusing on CET or energy-efficiency, or consult on related design and research aspects
  - b) Manufacturing—establishments that produce CET or energy-efficient products
  - c) Energy—establishments that generate or create clean energy (does not include transmission or distribution)

### **Sacramento Metro Chamber, [www.metrochamber.org](http://www.metrochamber.org)**

Business success and job growth is the driving force behind the Metro Chamber's economic development objectives. That is why they helped to establish a long-term regional economic development plan to strengthen the existing business environment through education, retention, information and workforce development initiatives.

Existing businesses in a local economy are the primary engines of economic growth, with as much as 80 percent of new employment in a region due to the expansion of existing companies. Through the Metro Chamber's business success and job growth efforts and Metro Pulse ([www.metropulse.org](http://www.metropulse.org)), businesses are able to access the resources, tools and information they need to grow and prosper. The Metro Chamber is working hard for business to improve the current economic climate throughout the Sacramento region. The region's existing businesses can rely on the Metro Chamber to weather an uncertain economy. Some of their activities include:

- Leading the effort to actively retain and expand businesses throughout the region with the Metro Pulse program, in partnership with 10 regional jurisdictions and several other strategic partners.
- Leading a grassroots effort to support businesses throughout the region with a very targeted Business Walk program, in partnership with local chambers of commerce and business districts, as well as the region's local governments.
- Conducting Procurement Showcases throughout the year to connect small businesses to contracting opportunities with the region's largest employers and government agencies.
- Advocating a pro-business legislative agenda at the local, state and federal level with programs like Capitol-to-Capitol and State Legislative Summit.
- Providing unique networking, resources and procurement opportunities throughout the year with their Metro Mixer events and their annual Metro Expo event.
- Working collaboratively with partners to create the Green Capital Alliance, which will serve as the region's conduit to growing the emerging Green/Clean Tech business sector and will create 20,000 new jobs by 2015.
- Saving businesses thousands of dollars through members-only discount programs like Office Depot and Western Health Advantage.
- Fighting for business and protecting jobs throughout the region. They have directly stood up for DST Output, Blue Diamond, Sutter Health, and Mercy Hospital, as just a few examples.

Public Policy and Economic Development: (916) 552-6800; [policy@metrochamber.org](mailto:policy@metrochamber.org)

## **Northern California World Trade Center, [www.norcalwtc.org](http://www.norcalwtc.org)**

The Northern California World Trade Center (Nor Cal WTC) is the Sacramento region's largest international business organization and is affiliated with the World Trade Centers Association in New York City. With a mission to facilitate international business in Northern California, they offer comprehensive services for education, connections and resources that help businesses succeed in the global marketplace. The Nor Cal WTC is a non-profit member based organization that is an international economic development agency for local business and government.

### **Education**

The Nor Cal WTC provides numerous opportunities for regional businesses to interact with subject matter expert's regarding international trade. The Nor Cal WTC hosts nine half-day educational seminars designed to teach local business how to connect to the global marketplace effectively.

### **Connections**

The Nor Cal WTC is in a unique position to bring the global marketplace to the region and brings together resources and international connections to help local businesses access the global market place. The Nor Cal WTC is a Center for International Visitors' (CIV) as recognized by the U.S. Department of State. As a CIV they host over 65 foreign government delegations on behalf of the International Visitor Leadership Program allowing them to connect business and informational exchanges.

### **Resources**

The Nor Cal WTC provides various opportunities for local business and governments to align and create effective solutions to market barriers. As the host of premier international events throughout the Northern California region including the Annual Consular Corps Luncheon, State of the Ports Luncheon and other internationally focused events, the Nor Cal WTC is the location for the local international business to access a full host of unique international services.

Michael Faust, President & CEO: [ddwyer@norcalwtc.org](mailto:ddwyer@norcalwtc.org); 916-447-9827

## **Sacramento Area Commerce And Trade Organization (SACTO), [www.sactoedc.org](http://www.sactoedc.org)**

SACTO is the greater Sacramento region's business attraction and external marketing arm. They connect businesses with the resources necessary when evaluating, planning and implementing a site location and expansion in the Sacramento Region. SACTO helps businesses by facilitating their site selection needs—including representing key decision makers such as financial, legal, government, regulatory and real estate professionals, delivering proprietary research/data, conducting site searches and site tours, facilitating planning and consultation meetings – and everything in between. SACTO's assistance and services are always conducted privately and confidentially.

SACTO also collaborates with a team of regional partners to represent and promote the region through marketing and recruitment missions throughout the U.S. and overseas to attract quality business to the area and strengthen ties with companies already in the area. It distributes marketing material—including proprietary economic data from the Sacramento Regional Research Institute, a joint partnership of SACTO and California State University, Sacramento—to generate interest in the area.

## **Sacramento Entrepreneurship Academy, <http://community.sealink.org/>**

The goal of SEA is to recruit, develop, and encourage Sacramento region individuals to become entrepreneurs. Recruit individuals with entrepreneurial traits and goals, and the potential to create their own business. Offer an experience that teaches the tools and process for taking an idea from concept to creation of a business. Support student members by providing a forum for networking, counsel and on-going board/student member interaction. Encourage entrepreneurial activity in the Sacramento region; sustain membership in the Academy.

**Entrepreneurs Only (EO), [www.eosacramento.com](http://www.eosacramento.com)**

Entrepreneurs Only is a global network of 7,000 entrepreneurial business owners. The mission of EO is to enrich members' lives through dynamic peer-to-peer learning and once-in-a-lifetime experiences. The Sacramento Chapter of EO was founded in 2001 and currently represents some of the regions' fastest growing, entrepreneurial companies. In 2007, their member companies employed over 4,000 people in the region with close to \$500 million in revenues.

**TechCoire, [www.techcoire.com](http://www.techcoire.com)**

TechCoire's mission is to help technology entrepreneurs and executives build successful businesses by empowering them with the knowledge, capital, and connections that are critical to their development and growth. TechCoire is a business-technology, education, and networking organization serving a network of 2,500+ technology executives, entrepreneurs, venture capitalists, and related businesses from the Sacramento region. Programs: Monthly networking events; quarterly entrepreneurship development workshops.

Go Pan: [gopan@techcoire.com](mailto:gopan@techcoire.com); (916) 676-1672

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## MARKET RESEARCH

### **Sacramento Regional Research Institute (SRRI), [www.srri.net/](http://www.srri.net/)**

SRRI, a joint venture of the Sacramento Area Commerce and Trade Organization (SACTO) and California State University, Sacramento (Sacramento State), provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions and non-profit organizations.

SRRI: [srri@srri.net](mailto:srri@srri.net); (916) 491-0444

### **Applied Development Economics (ADE), [www.adeusa.com](http://www.adeusa.com)**

Applied Development Economics, Inc. (ADE) is a consulting firm specializing in market research, economic feasibility studies and development services. Since its founding in 1985, the firm has established a distinguished body of work resulting in tangible benefits for their clients. Their base of private- and public-sector clients includes businesses, private investors, government agencies, economic development organizations, foundations and research institutes. ADE's services include:

#### Business Services

- Market and Real Estate Feasibility Analysis
- Market Demand Studies
- Economic Impact Studies and Environmental Economics

#### Economic Development Services

- Economic and Market Research
- Marketing Plans and Implementation
- Industry Cluster-based Economic Development
- Business Attraction and Retention Strategies
- Tourism Analysis

#### Analysis And Forecasting

- Economic Forecasting and Analysis
- Environmental Economics
- Labor Market Analysis
- Fiscal and Economic Impact Analysis
- Survey Research

#### Planning Services

- General and Specific Plan Preparation
- Strategic Planning
- Downtown Revitalization

#### Funding Services And Financial Analysis

- Funding Services
- Infrastructure Financing Plans

ADE has worked throughout the western United States. Over the years, the firm has received numerous critical accolades, including 15 state and national awards since 1995.

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## PROTECTING YOUR INTELLECTUAL PROPERTY (IP): PATENTS, COPYRIGHTS AND TRADEMARKS

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[www.murphyaustin.com](http://www.murphyaustin.com)

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# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## LOCAL ECONOMIC DEVELOPMENT SERVICE PROVIDERS

### **METRO PULSE PROGRAM** [www.metropulse.org](http://www.metropulse.org)

The Metro Pulse Program provides the greater Sacramento region's businesses with the information and resources they need to grow and succeed. It is a "people-based" initiative founded on the knowledge that the greater Sacramento region has a host of professionals whose purpose is to connect with businesses and identify strategies for enhancing individual business success. The program's goal is to implement strategies that help these professionals reach more businesses than they otherwise could.

#### **Managing Partner**

- **Sacramento Metro Chamber**, [www.metrochamber.org](http://www.metrochamber.org)  
One Capitol Mall, Suite 300, Sacramento, California 95814  
Public Policy: (916) 552-6800; [policy@metrochamber.org](mailto:policy@metrochamber.org)

#### **Strategic Partners**

- **City of Folsom**, [www.folsom.ca.us/](http://www.folsom.ca.us/)  
Folsom City Hall, 50 Natoma Street, Folsom, California 95630  
Joe Luchi: (916) 355-7200
- **City of Lincoln**, [www.ci.lincoln.ca.us/](http://www.ci.lincoln.ca.us/)  
600 Sixth Street, Lincoln, California 94548  
Steve Art: (916) 434-2470
- **City of Rancho Cordova**, [www.cityofranhocordova.org/](http://www.cityofranhocordova.org/)  
2729 Prospect Park Drive, Rancho Cordova, California 95670  
Micah Runner: (916) 851-8700,
- **City of Roseville**, [www.roseville.ca.us/](http://www.roseville.ca.us/)  
311 Vernon Street, Roseville, California 95678  
Karen Garner: (916) 774-5200
- **City of Sacramento**, [www.cityofsacramento.org](http://www.cityofsacramento.org) or [www.toolsforbusiness.info](http://www.toolsforbusiness.info)  
915 I Street, Sacramento California 95814  
Dean Peckham: 916-808-5704
- **City of West Sacramento**, [www.cityofwestsacramento.org/](http://www.cityofwestsacramento.org/)  
1110 West Capitol Avenue, West Sacramento, California 95691  
Diane Richardson: (916) 617-4683
- **El Dorado County**, [www.co.el-dorado.ca.us/](http://www.co.el-dorado.ca.us/)  
330 Fair Lane, Placerville, California 95667  
Sam Driggers: (530) 621-5570,
- **Placer County**, [www.placer.ca.gov/](http://www.placer.ca.gov/)  
145 Fulweiler Avenue, Auburn, California 95603  
David Snyder: (530) 889-4016
- **Sacramento County**, [www.economic.saccounty.net/default.htm](http://www.economic.saccounty.net/default.htm)  
700 H Street, Sacramento, California, 95814  
James Pardun: (916) 874-5220
- **Yolo County**, [www.yolocounty.org/](http://www.yolocounty.org/)  
625 Court Street, Room 202, Woodland, California 95695  
Wes Ervin: (530) 666-8150
- **Los Rios Community College District**, [www.losrios.edu/](http://www.losrios.edu/)  
1410 Ethan Way, Sacramento, California 95825  
Walter DiMantova: (916) 563-3333

- **Sacramento Municipal Utility District (SMUD)**, [www.smud.com](http://www.smud.com)  
6301 S Street, Sacramento, California 95817  
Greg Hribar: (916) 732-6290
- **Pacific Gas and Electric (PG&E)**, [www.pge.com](http://www.pge.com)  
5555 Florin Perkins Road, Sacramento, CA 95826  
Mark Nava: (916) 386-5028
- **Applied Development Economics**, [www.adeusa.com](http://www.adeusa.com)  
2151 River Plaza Drive, Suite 150, Sacramento, California 95833  
Carleen Bedwell: (916) 923-1562

## OTHER LOCAL GOVERNMENTS

- **City of Marysville**, [www.marysville.ca.us](http://www.marysville.ca.us)  
526 C Street, Marysville, California 95901, (530) 749-3901
- **City of Wheatland**, [www.wheatland.ca.gov](http://www.wheatland.ca.gov)  
313 Main Street, Wheatland, California 95692, (530) 633-2761
- **City of Yuba City**  
1201 Civic Center Boulevard, Yuba City, California 95901, (530) 822-4601
- **City of Live Oak**, [www.liveoakcity.org](http://www.liveoakcity.org)  
9955 Live Oak Boulevard, Live Oak, California 95953, (530) 695-2112
- **City of Citrus Heights**, [www.citrusheights.net](http://www.citrusheights.net)  
6237 Fountain Square Drive, Citrus Heights, California 95621, (916) 725-2448
- **City of Elk Grove**, [www.elkgrovecity.org](http://www.elkgrovecity.org)  
8400 Laguna Palms Way, Elk Grove, California 95758, (916) 683-7111
- **City of Galt**, [www.ci.galt.ca.us](http://www.ci.galt.ca.us)  
380 Civic Drive, Galt, California 95632, (209) 366-7130
- **City of Isleton**  
P.O. Box 716, Isleton, California 95641  
101 Second Street, Isleton, California 95641, (916) 777-7770
- **City of Davis**, [www.cityofdavis.org](http://www.cityofdavis.org)  
23 Russell Boulevard, Davis, California 95616, (530) 757-5610
- **City of Woodland**, [www.cityofwoodland.org](http://www.cityofwoodland.org)  
520 Court Street, Woodland, California 95695, (530) 661-5921
- **City of Winters**, [www.cityofwinters.org](http://www.cityofwinters.org)  
318 First Street, Winters, California 95694, (530) 795-4910
- **City of Placerville**, [www.ci.placerville.ca.us](http://www.ci.placerville.ca.us)  
3101 Center Street, Placerville, California 95667, (530) 621-2489
- **City of South Lake Tahoe**, [www.cityofslt.us](http://www.cityofslt.us)  
1901 Airport Road, South Lake Tahoe, California 96150, (530) 542-6078
- **City of Auburn**, [www.auburn.ca.gov](http://www.auburn.ca.gov)  
1225 Lincoln Way, Auburn, California 95603, (530) 823-4211
- **City of Rocklin**, [www.rocklin.ca.gov](http://www.rocklin.ca.gov)  
3970 Rocklin Road, Rocklin, California 95677, (916) 625-5000
- **City of Colfax**, [www.ci.colfax.ca.us](http://www.ci.colfax.ca.us)  
33 South Main Street, Colfax, California 95713, (530) 346-2313
- **Yuba County**, [www.yubacounty.org/Home/index.htm](http://www.yubacounty.org/Home/index.htm)  
1364 Sky Harbor Drive, Marysville. California 95901, (530) 741-6463
- **Sutter County**, [www.co.sutter.ca.us/doc/business/doingbusinessin/buiness\\_in](http://www.co.sutter.ca.us/doc/business/doingbusinessin/buiness_in)  
1130 Civic Center Boulevard, Yuba City, California 95993, (530) 822-7400
- **Town of Loomis**, [www.loomis.ca.gov/](http://www.loomis.ca.gov/)  
6140 Horseshoe Bar Road, Suite K, Loomis, California 95650, (916) 652-1840

## OTHER SERVICE PROVIDERS

### **Yuba-Sutter Economic Development Corporation, [www.ysecdc.org/](http://www.ysecdc.org/)**

1227 Bridge Street, Suite C, Yuba City, California 95661, (530) 751-8555

YSEDC staff and resources are available to work closely and in strict confidence with businesses considering location or expansion within Yuba and Sutter counties. Assistance with site location, economic and demographic information, identification of a myriad of community and employment training service groups, community tours, introductions to government and business leaders and facilitation of meeting with developers, planners and other key individuals as required is available.

### **Sacramento Area Commerce and Trade Organization (SACTO), [www.sactoadc.com](http://www.sactoadc.com)**

SACTO brings together organizations, information and resources in the pursuit of jobs, talent and investment needed to ensure regional prosperity and global competitiveness. Their business location and expansion experts help by connecting companies with the resources necessary when evaluating, planning and implementing a site location or expansion in the greater Sacramento region.

### **Sacramento International Airport, [www.sacairports.org/int/](http://www.sacairports.org/int/)**

6900 Airport Boulevard, Sacramento, California 95837

Cheryl Marcell, Deputy Director of Marketing: [air-market@saccounty.net](mailto:air-market@saccounty.net); (916) 874-0760

Communications Center: (916) 929-5411; The 24-hour source for all general airport information and passenger paging excluding media inquiries.

International Airport Administration: (916) 874-0719; The source for information about airport business and operations, including referral to Sacramento County Airport System divisions.

### **Port of Sacramento, [www.portofsacramento.com](http://www.portofsacramento.com)**

1110 West Capitol Ave., 1st Floor, West Sacramento, California 95691-2717

Port Manager: [mikel@cityofwestsacramento.org](mailto:mikel@cityofwestsacramento.org); (916) 371-8000; Fax: (916) 372-4802

### **California Association for Local Economic Development (CALED), [www.caled.org](http://www.caled.org)**

CALED is the premier statewide professional economic development organization dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients. CALED supports its members through information, technical assistance, training, education, and research. Begun in 1980, CALED has grown to over 700 members, representing cities, counties, state and federal agencies, economic development corporations, and the private sector. CALED, through its own programs and through its management of the California Academy for Economic Development, provides professional training to economic development professionals. Supportive research includes data development and analysis, modeling, and policy analysis. Specific projects focus on sustainable development, regional competition, financing, and technological support for economic development.

The CALED website offers a link to Tools for Business Success

([www.toolsforbusiness.info/index\\_ca.cfm?state=CA](http://www.toolsforbusiness.info/index_ca.cfm?state=CA)). The Tools are hosted by local cities, counties, chambers and economic development agencies that want to help businesses succeed. From these web sites, businesses can learn about the forms they need to comply with federal and state laws, loans and financing programs, how to market globally, disaster planning and recovery, making sustainable business decisions, and much more.

The Tools are offered as a service through the California Academy for Economic Development in partnership with the California Association for Local Economic Development, local hosts, and sponsors.

# SACRAMENTO REGION'S CLEAN TECH GREEN PAGES

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## SUBCONTRACTORS

### **PRIDE Industries, [www.prideindustries.com](http://www.prideindustries.com)**

PRIDE Industries is your local single-source solution for ROHS compliant contract manufacturing services. PRIDE provides a full range of contract manufacturing services including front-end product design, cable harness and PCB assembly, product verification and global distribution. As one of the largest manufacturers in the Greater Sacramento Area, PRIDE Industries understands business' need for a flexible partner that they can count on to get products to market on time and on budget. Whether seeking management of the entire cycle or just one step, PRIDE can help.

PRIDE's carefully controlled environment is ISO 9001:2000 certified, technically equipped and secure. A fully integrated ERP system streamlines material management and drives consistent quality and delivery performance.

Cheryl Racine, Community Relations & Marketing Manager,  
PRIDE Industries: (916) 788-2240, (877) 939-5999  
10030 Foothills Boulevard, Roseville, California 95747-7102

## APPENDIX A: CET INDUSTRY DEFINITION

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### Clean Energy Technology (CET) definition<sup>5</sup>

The Clean Energy Technology industry consists of establishments that create clean energy technology, energy-efficiency products, or clean energy. The industry can be broken down into three main components:

- Research & Development—establishments that conduct research and experimental development focusing on CET or energy-efficiency, or consult on related design and research aspects
- Manufacturing—establishments that produce CET or energy-efficient products
- Energy—establishments that generate or create clean energy (does not include transmission or distribution)

There are many companies that sell, install and/or service clean technology products, like energy-efficient water heaters, residential solar panels, and green building materials. Our region supports the growth and expansion of these types of “green” companies, too, because they are instrumental in expanding the market for clean technologies and advancing the overall sustainability of our region.

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<sup>5</sup> Source: [www.greencapitalalliance.org/business.htm](http://www.greencapitalalliance.org/business.htm)