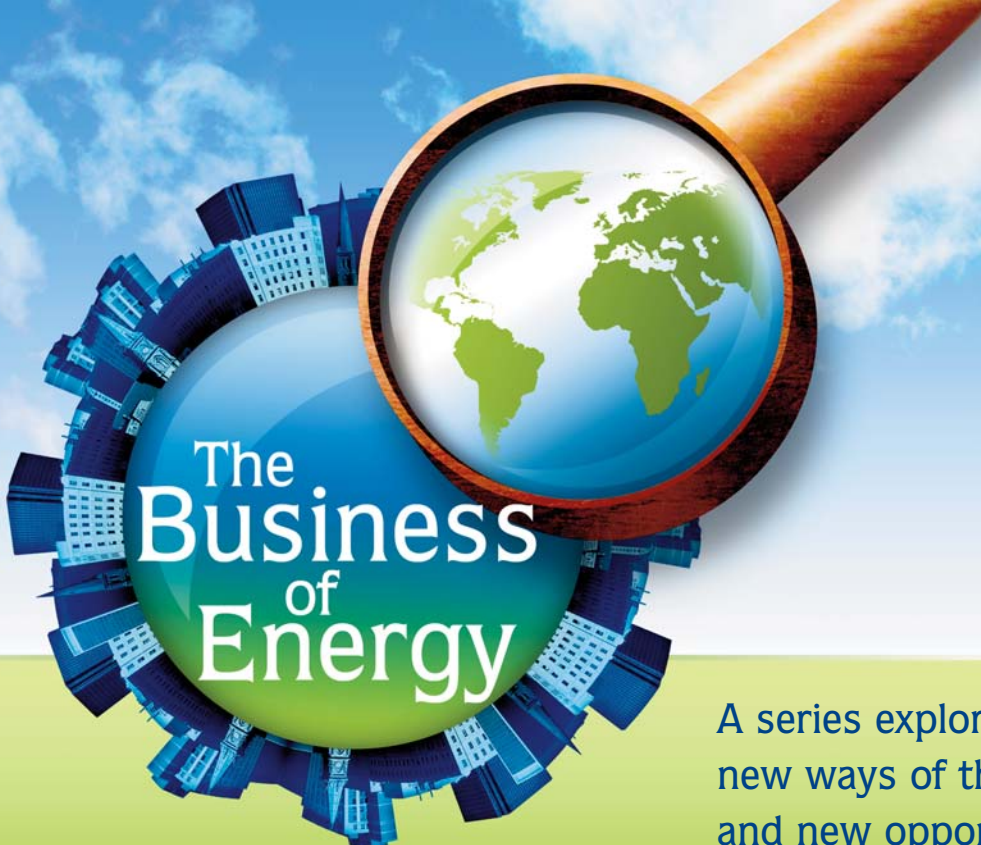


- NYSERDA
- Buffalo Niagara Partnership
- UB Office of Science, Technology Transfer, and Economic Outreach (STOR)
- UB School of Engineering and Applied Sciences
- UB Department of Electrical Engineering
- Canadian Consulate General - Buffalo



# The Business of Energy

A series exploring new technologies, new ways of thinking about energy, and new opportunities.

As the world embraces cleaner and more efficient ways to fuel and power our 21st-century lives, energy promises to be among the fastest-growing areas of business in 2010 and the years to come.

“The Business of Energy” is a series of half-day programs focused on how research and technical advancements, as well as commercial and regulatory developments, are shaping and reshaping business models and opportunities.

Each program will feature presentations from industry insiders and technical leaders on critical issues such as:

- Research and technology
- Service and implementation
- New regulations and other legal issues
- Government incentives
- Changing business relationships

Register today: [www.businessofenergy.org](http://www.businessofenergy.org)

The third program of the series:



## Photovoltaics— Silicon and Beyond

**Wednesday, Sept. 15**

Buffalo Niagara Marriott

Amherst, NY, 8:30 a.m.–1:30 p.m.

While photovoltaic (PV) power still faces cost concerns and other obstacles, rapid development in the industry has turned the question from whether PV will reach widespread use to when it will break into the mainstream ...



# Photovoltaics—Silicon and Beyond, September 15, 2010

Buffalo Niagara Marriott, 1340 Millersport Hwy., Amherst, NY, 8:30 a.m.–1:30 p.m.

Join us as our panel of industry insiders sorts through the business implications of competing solar technologies, tax credits and other incentives, and current and proposed standards and regulations — as well as how these and other developments may impact PV energy providers, utilities, municipalities, public agencies, and business and residential consumers.

**Who should attend:** CEOs, COOs, CFOs, CTOs, CIOs, and other executives, managers, and decision-makers; researchers, academics, and engineers; purchasing agents; and others involved with or interested in the opportunities resulting from recent innovation.

## Speakers

**Carol Murphy**, Executive Director, Alliance for Clean Energy New York, Inc.

**Alan Rae**, Managing Partner, TPF Enterprises LLC; Technical Editor, *Global Solar Technology*

**Dr. Ryne P. Raffaele**, Director, National Center for Photovoltaics at the U.S. Department of Energy's National Renewable Energy Laboratory

**Robert Shibley**, Campus Architect, Urban Design Project Founder, Environmental Stewardship Committee Chair, and Professor of Architecture, University at Buffalo

**Dr. David Watson**, Assistant Professor of Chemistry, University at Buffalo

On-site registration and continental breakfast begin at 8 a.m. and the program runs from 8:30 a.m. – 1:30 p.m.

**Register today:** [www.businessofenergy.org](http://www.businessofenergy.org)

Early Bird (by September 3): \$65

By September 13: \$95

On-Site (September 15): \$120

Academic discounts available. Breakfast and lunch included.

For program questions, please contact Kimberly Rohring  
krohring@buffalo.edu • 716.645.8135

## The Business of Energy Series 2010

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calendar!



**Marcellus Shale Opportunities**  
November 10

This series is ideal for energy veterans and newcomers alike. Don't miss this unique opportunity to learn what's new on the energy horizon, exchange ideas, and network with your peers and potential business partners.