



Solar Goes Corporate

April 27, 2018
8:00am-5:00pm
Boston Park Plaza
Boston, MA



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1. Connect to the “**MeetingBostonParkPlaza**” wireless network
2. Launch your internet browser and you will be automatically redirected to Bost Park Plaza’s login page. (If you are not, refresh your page.)
3. Enter the access code: **SEIA18**, and agree to the terms and conditions.

Slido Instructions

To ask a question during a session, go to www.slido.com and enter the event code: **SEIA**. Choose ABC Room or Terrace Room. You can also view other attendees’ questions and vote for the questions you think are most important for the speakers to address.

If a session has an audience poll, go to www.slido.com and enter the event code: **SEIA**. Choose ABC Room or Terrace Room. Click on the Polls tab on the top right of the screen. Then answer the polling question.

AGENDA

8:00 am – 8:45 am

**Event Check-In &
Networking Breakfast**

8:45 am – 9:40 am

**Keynote Discussion: Forces
Shaping C&I Solar Deployment**

Join SEIA's President & CEO, Abigail Ross Hopper, and executives from SunPower and Whole Foods as we kick off Solar Goes Corporate and bring together the solar industry and broader business community to learn why solar and storage is increasingly a cost-effective solution available to large and small companies. Hear about SEIA's latest Solar Means Business Report, motivations behind corporate procurement of solar, and what forces shaping the C&I market mean for commercial solar growth in America.

Weclome & Moderator



Abigail Ross Hopper

President & CEO
SEIA



Kathy Loftus

*Global Sustainability
Leader*
Whole Foods



Jason Mortimer

*Senior Director -
Enterprise Accounts*
SunPower
Corporation

9:40 am – 9:45 am

Master of Ceremonies



Chris Cantone

Commercial Director
SunPower
Corporation

9:45 am – 10:15 am Market Briefing: The State of C&I Markets

Learn from SEIA and GTM Research about the latest high-level trends in the commercial solar market and how this market varies widely in terms of both project sizes and customer offtaker types.

Moderator



Shawn Rumery
Director of Research
SEIA



Michelle Davis
Senior Analyst
GTM Research



Colin Smith
Solar Analyst
GTM Research

10:15 am – 10:30 am Networking Break

**10:30 am – 11:20 am Business Roundtable:
Opportunities & Challenges in
Going Solar**

With commercial and industrial companies playing an increasingly important role in the evolution of the energy sector, this session will shed light on what drives the internal decision-making behind renewable purchases for corporate entities, how solar fits into companies' overall energy procurement and sustainability strategies, and how to effectively navigate the customer journey with effective project planning and execution.

Moderator



Kourtney Nelson
*Director, Energy &
Climate Practice*
3Degrees



David Chamberlain
*Principal Energy
Engineer*
Raytheon Company



Joseph Pendergast
*Global Procurement
Lead - Facilities
Management*
Philips



Rob Threlkeld
*Global Manager of
Renewable Energy*
General Motors

Business Roundtable Continued...



Beth Wytiaz
*Global Environmental
Operations Manager, SVP*
Bank of America

11:20 am – 11:35 am Networking Break

CONCURRENT 1A:
ABC Room (Mezzanine Level)

**11:35 am – 12:25 pm Corporate Solar Procurement 101:
Understanding Sourcing Options &
Customer Needs**

Companies are faced with many different options as they begin to consider their solar procurement approach, including technology alternatives, project ownership or leasing, renewable energy credit ownership, and whether an installation should be onsite or offsite. This session will evaluate the range of solar options available to large and small companies, with a focus on what to consider given the physical aspects of a company's real estate facilities and broader solar sourcing motivations and objectives.

Moderator



Merill Kramer
Partner
Pierce Atwood, LLP



Benoit Allehaut
Director
Capital Dynamics



Peyton Boswell
Managing Director
EnterSolar



Justin Pickar
*Senior Director of
Origination*
Geronimo Energy



Kenny Habul
President & CEO
SunEnergy1



Scott Hassell
*Director,
Environmental
Sustainability*
Fifth Third Bank

CONCURRENT 1B:
Terrace Room (Lower Level)

11:35 am – 12:25 pm **Corporate Solar Procurement
201: Community Solar: An
Emerging Strategy for Corporate
Procurement?**

Given the range of solar options available to large and small C&I buyers, this session will explore recent trends in solar corporate procurement and evaluate community solar as an emerging option that allows new corporate players into the solar space. Community solar provides solar access to those for whom on-site projects or large utility scale projects have not been a possibility or sufficient to meet corporate clean energy goals.

Moderator



Brandon Smithwood
Policy Director
Coalition for
Community Solar
Access



Brian Douglas
*Executive Vice
President*
Wheaton College



Robert Martine
*Senior Business
Development*
SunEnergy1



Palmer Moore
*Vice President,
Business Development*
Nexamp

12:25 pm – 1:15 pm **Networking Power Lunch**
Terrace Room (Lower Level)

Join a table on one of the topics below to share experiences, opportunities, challenges and solutions with your colleagues who have similar interests. There are two tables for discussing each of the topics below. There are also tables without a topic for those who prefer less structure.

1. Overcoming Credit Hurdles for < 1MW systems
2. Roof Space Constraints
3. Owner-Tenant Split Incentives
4. PACE & Thinking Outside the PPA
5. Energy Storage
6. State Policy & MA SMART
7. Common sticking points in VPPAs/PPAs

1:20 pm – 1:40 pm

Quick Talk: Understanding the Economics of Storage Paired with Solar

ABC Room (Mezzanine Level)

With a recent push from states like Massachusetts, New York, and California instituting legislative and regulatory initiatives to promote battery storage, this presentation will focus on understanding the economics of pairing storage with solar, including:

- How does paired storage work? How do the economics of a solar PV project compare with a paired solar/storage project? What are the incremental costs and benefits of adding storage onto a PV system?
- What are paired storage business models? What regulatory streams are available? How do you stack values? What value streams do you put in place?



Thomas Leyden
Senior Director, Distributed Electricity & Storage
EDF Renewable Energy

CONCURRENT 2A:
ABC Room (Mezzanine Level)

1:50 pm – 2:40 pm

How Market & Policy Dynamics Shape Corporate Procurement Options

This interactive session will dive into opportunities and challenges for businesses and other large organizations to purchase or produce solar energy around the country. Since states vary widely when it comes to market structure and policy landscape, this session will focus on how different variables like market structure, customer choice, and state policies and regulations have a significant impact on a corporate customer’s ability to purchase or produce onsite and offsite solar.

Moderator



David Gahl
Director of State Affairs, Northeast
SEIA



Caitlin Marquis
Manager, Federal & State Policy
Advanced Energy Economy

CONCURRENT 2A Continued...



Joe Rinzel
Executive Director
Employers for
Renewable Energy



Alli Gold Roberts
Senior Manager,
State Policy
Ceres

CONCURRENT 2B:
Part 1
Terrace Room (Lower Level)

1:50 pm – 2:15 pm

**Quick Talk - Accelerating
Financing for Commercial Solar**

Learn about innovative ways to accelerate the development and financing of commercial solar projects. The focus of this session is on solar power purchase agreements (PPAs) for non-investment grade building owners interested in moderately-sized projects, solar and storage integration for commercial building owners with high demand charges, and alleviating concerns around solar commercial rooftop integration.



Jonathan Abe
CEO
Sunwealth

CONCURRENT 2B:

Part 2

Terrace Room (Lower Level)

2:15 pm – 2:40 pm

Quick Talk - How Commercial PACE Delivers the Highest Solar Net Present Value

Property Assessed Clean Energy (PACE) is a financing mechanism that can cover 100% of a solar, roof, efficiency, and/or storage project, while the building owner gets to keep all of the tax benefits, renewable energy credits (RECs), and/or rebates. PACE delivers the highest Net Present Value of any financing mechanism, with terms out to 30 years to structure payments that match the useful life of the project. Yet, so few PACE projects have been completed to date. Why is that?

Come hear about how PACE stacks up against other financial products, what the biggest opportunities and challenges are in a PACE project, and even the capability to structure a PPA with PACE where it makes sense for the owner.



Joshua Kagan

Vice President, Business Development
CleanFund

2:40 pm – 3:00 pm

Networking Break

Outside ABC Room (Mezzanine Level)

CONCURRENT 3A:

ABC Room (Mezzanine Level)

3:00 pm – 3:45 pm

Solving Owner-Tenant Real Estate Complexities

This panel will delve into the opportunity, common barriers, and range of solutions to open the commercial real estate (CRE) sector for broad solar deployment. Issues to be discussed include: the CRE landscape, real estate lease structures, including triple net leasing, net operating income (NOI) and net present value (NPV) benefits of solar to real estate investors, and financial structuring to resolve owner-tenant split incentives.

Moderator



Emily McLaughlin
*Senior Associate,
Market Engagement*
Institute for Market
Transformation



Christopher Brown
*Director of
Sustainability*
Federal Realty
Investment Trust



Billy Grayson
*Executive Director;
Center for
Sustainability &
Economic Performance*
The Urban Land
Institute



Ben Myers
*Director,
Sustainability*
Boston Properties

CONCURRENT 3B:
Terrace Room (Lower Level)

3:00 pm – 3:45 pm

**UMass System Carbon
Reduction Strategy**

The five-campus, 75,000-student University of Massachusetts system is one of the largest public energy users in the state. Over the years, UMass has worked to reduce carbon emissions and total energy use by moving away from carbon-intensive fuels and transitioning their equipment from inefficient boilers to combined heat and power plants paired with renewable energy systems.

In May of 2016, UMass became the first major public university to divest its endowment from direct holdings in fossil fuels. In addition, UMass has negotiated 20 projects totaling more than 60 MW of virtual net metering solar PV projects with 13 developers. Another project involved UMass Amherst installing 5.5 MW of onsite solar PV on rooftops and canopies that together are the largest behind-the-meter parking canopy in New England.

The next major project on the horizon for UMass will be the addition of battery storage to some of its campuses.

Moderator



Dan Berwick
*General Manager,
Energy Storage
Borrego Solar*



Zac Bloom, Leed®GA
*Vice President, Head
of Sustainability &
Renewables
Competitive Energy
Services*



John Healey
*Senior Director
of Enterprise
Procurement
University of
Massachusetts*



Ray Jackson
*Director, Physical
Plant
University of
Massachusetts
Amherst*

3:55 pm – 4:50 pm

Overcoming Common Pain Points in the C&I Solar Journey

ABC Room (Mezzanine Level)

This interactive session will begin with the audience learning from each other's experience in small group discussions, identifying and discussing common pain points faced in planning, financing, and executing commercial solar projects. After the small groups report out on the common pain points they face, there will be an interactive panel about potential solutions to overcome these common pain points. Topics may include pain points in PPAs and VPPAs, the most effective way to address risk allocation, and ways to make investors comfortable with corporate offtaker credit to expand the pool of offtakers and increase the total solar projects that are deployed.

Moderator



John Marciano III
Partner
Akin Gump Strauss
Hauer & Feld LLP



Bill Crider
Director - Energy & Sustainability
Target



Jeff McAulay
Co-Founder
Energetic Insurance



Candice Michalowicz
Co-Founder & Managing Member
C2 Energy Capital



Ted Romaine
Vice President, Origination
Invenergy



Julian Torres, CFA
Director
RBC Capital Markets

4:50 pm – 5:00 pm

Wrap Up & Closing

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**For information about
membership at SEIA, contact
Thomas Kiggen
Director of Membership, SEIA
tkiggen@seia.org
(202) 540 - 5347
www.seia.org/membership**