



Race to the Finish... and Beyond!
ASES Solar 2018: National Solar Conference and Summit
Boulder, Colorado • August 7, 2018 • Final 1.0

9:00 am Welcome

- Jill Cliburn, Cliburn and Associates
- Shubha Jaishankar, U.S. Department of Energy Solar Energy Technologies Office
- Odette Mucha, U.S. Department of Energy Solar Energy Technologies Office

9:15 am Our Challenge: Five Teams Tell Their Stories

After a brief introduction to the content and style of winning (profit or non-profit) business presentations, 5 Project Teams will present for 7 minutes each. Each will receive a constructive critique from expert panelists, including Sandhya Murali, Solstice; and Monique Dyers, Ensign Energy. Teams will include: SolarizePhilly (PA), BottomsUp (OR), Power52 (MD), AIMS Solar (TN) SeedFund Sierras (CA). Followed by full-group discussion.

10:30 am Communications for Change – Part 1

- Jill Cliburn, Cliburn and Associates

A briefing on concepts in social marketing and field-tested tips for increasing public support and participation.

10:45 am Break

11:00 am Communications for Change – Part 2

- Ben Sigrin, NREL, on residential LMI market research
- Marta Tomic, Vote Solar, on community solar market research and campaigns

11:30 am Project Teams Pivot Toward Success

Five more Team projects will present for 7 minutes each. Projects featured will be those that can highlight ways in which they addressed unforeseen issues and events and how they have communicated effectively to gain market and funding support. There will be ample time for discussion. The list of Teams includes: TazCo Solar (IL), Movalistas (NM), Team SolarUP (AL), mcSolar (NY), YPSI (MI)

12:30 pm Lunch

1:30 pm Sustaining and Growing Your Project

A discussion on project financing and program funding

- Lori Bird, NREL, LMI Financing – Options drawn from her co-authored report
- Sandhya Murali, Solstice – Overcoming financing barriers for customers and you
- Tom Figel, Grid Alternative – Leveraging Partnerships
- Discussion; Q&A

2:20 pm Cutting Edge Projects – Broadening Access to Community Solar

- Achyut Shrestha, NC Clean Energy Technology Center
- RReal (MN)
- UpGrade Ohio (OH)

3:00 pm Documentation and Reporting: Models of Project Excellence

- Shubha Jaishankar, U.S. Department of Energy

This session covers issues that typically arise in the last quarter of the Challenge program. It will include hands-on learning and discussion and a checklist to help participants prepare for the fall 2018 Challenge final application process.

3:30 pm Break

3:45 Break-Out Sessions for Hands-On Training in Planning to Carry Forward

From increasing program participation, to streamlining processes and reducing costs, to expanding program options or replicating projects with new financing and funding support, this session focuses on peer-to-peer problem solving, with experts on hand to lend support. Preparations include a pre-workshop survey of participant needs.

Each Breakout Group may cover all areas, but with emphasis on:

- Group 1: From solar project to sustainable program (Bird, NREL)
- Group 2: Getting buy-in from local agencies and funders (Figel, Grid Alternatives)
- Group 3: Meeting requirements to succeed in the Competition (Jaishankar, Challenge)
- Group 4: Promoting replication of your success (Murali, Solstice)
- Group 5: Technical challenges (Achyut Shrestha, NC Clean Energy Technology Center)

4:30 pm Wrap-up Discussion and Next Steps

A presentation, including Group reports, questions for the audience to facilitate follow-up, and plans to support Team success.

4:45 pm Adjourn for Networking