



2009 WISCONSIN

## Renewable Energy Summit

Renewables, Sustainability, Energy Efficiency,  
Social Responsibility, and Green Energy Practices

## Focus on Energy

## Session 9-4 (one)

**DATE:**

**THURSDAY, MARCH 26, 2009**

**Breakout Session 9-4 (one):**

**Time:**

**2:00pm – 3:45pm**

**Presenters:**

### **Renewable Energy Marketing & Market Provider Training**

Kelly Lang, Focus on Energy

Emily Hickey, Focus on Energy

Learn about the marketing activities of the Focus on Energy Renewable Energy Program, including highlighted case studies, campaigns, and public relation efforts. In addition, a full Market Provider training session will be presented, which will include an overview of the Renewable Energy Program, the benefits available to Market Providers who partner with the program, and how to apply. Qualified attendees will fulfill their training obligations to become a Renewable Energy Market Provider.

**Presenter Biographies:**

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### **Kelly Lang**

Kelly Lang is a Marketing Program Manager for Focus on Energy and manages the marketing for the renewable energy, agriculture & rural business, and low income programs. She has worked on energy efficiency and renewable energy programs in the state of Wisconsin for the past three years. Kelly has delivered similar presentations at the solar working group meetings, Wisconsin Solar Decade conference, and Wisconsin Solar Hot Water conference.

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### **Emily Hickey**

Emily Hickey is a Program Coordinator for Focus on Energy and manages the renewable energy market provider program. She has four years of experience working on energy efficiency and renewable energy initiatives, including programs in Wisconsin and the state of Washington. Emily delivered similar presentations at the MREA Energy Fair, Northern Wisconsin Renewable Energy Fair, Milwaukee Green Living Festival, and Wisconsin Solar Hot Water Conference.