



2009 WISCONSIN

Renewable Energy Summit

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

Solar Thermal & Geothermal

Session 15-5

DATE:

THURSDAY, MARCH 26, 2009

Breakout Session 15-5:

Time:

4:30pm - 6:15pm

Presenters:

Creating a Successful Solar Business

Bill Guiney, Johnson Controls Inc

This presentation is geared to entrepreneurs and companies that are interested in developing a solar business. We will briefly look at where the solar industry is today and where it is expected to be in the future. Bill will share with participants the skills that are necessary for a successfully managed solar contracting company, operations responsibilities, and associated management capability requirements. Information will include the development of a business plan, financing, investment, and other financial considerations necessary to provide short term operations and material purchases to obtain capital for project financing. He share where installation technicians' population will come from and what type of training is necessary to ensure quality installations with minimum call backs.

Teaching Renewable Energy in the Technical College System

Benjamin Nusz, Mid-State Technical College

Benjamin will present on his experiences teaching and developing curricula for the Renewable Thermal Energy Technician Associates Degree at Mid-State Technical College in Wisconsin Rapids.

Presenter Biographies:

William T Guiney, Program Manager – Solar, Johnson Controls, Inc.

Areas of responsibility include both photovoltaics and solar thermal technologies. Oversees the applications, design, engineering, and installation of all solar projects on a national level and provides solar energy systems training to project development engineers, sales personnel, and customers throughout the United States and Canada. He has more than 26 years of experience in the solar industry as a contractor, educator, distributor and manufacturer and business owner of solar energy systems.

Benjamin Nusz

Benjamin Nusz currently is the Renewable Thermal Energy Technician Instructor at Mid-State Technical College. He has previously taught renewable energy courses through the MREA and Artha Sustainable Living Center. Ben is the co-author of Solar Water Heating: A Comprehensive Guide to Solar Water and Space Heating Systems.