Confirmed Corporate Energy Buyers:

Aaron Binkley, Director Sustainability Programs, DIGITAL REALTY
Kirby Brendsel, Associate Director of Sustainability & Global Citizenship, STARWOOD HOTELS & RESORTS WORLDWIDE INC. (TENTATIVE)
John DeAngelis, Energy Program Manager, STEELCASE
Melissa Gray, Corporate Social Responsibility, RACKSPACE
Eugenia Gregorio, Director of Corporate Responsibility, THE TOWER COMPANIES
Brett Illers, CEM, CRM, MBA, Program Manager, Energy Efficiency & Sustainability, YAHOO
J. Renée Morin, Living Progress-Stakeholder Relations, HEWLETT PACKARD ENTERPRISE
Michelle Patron, Director of Sustainability Policy, MICROSOFT
Cindy Quan, Vice President Corporate Services and Real Estate, GOLDMAN, SACHS & CO.
William J. Radigan, Senior Energy Procurement Manager, DSM NUTRITIONAL PRODUCTS USA
Reid Spolek, Manager – AWS Renewable Energy, AMAZON
Michael Terrell, Principal, Energy and Global Infrastructure, GOOGLE
Rob Threlkeld, Global Manager – Renewable Energy, Global Environmental Compliance & Sustainability, GENERAL MOTORS
Kathryn Wiseman, Director, Global Public Policy, WALMART

AGENDA

September 27, 2016

8:00 - 8:50  Registration and Networking Breakfast Sponsored by: BALLARD SPAHR LLP

8:50 – 9:00  Welcome and Opening Remarks by the Chairperson
Jennifer H. Martin, Partner, STOEL RIVES LLP

9:00 - 9:20  Year in Review
• Major developments, transaction volume, marquee deals
• Public commitments: RE100, WWF Buyer’s Principles, White House American Business Act on Climate Pledge
• Major trends shaping the corporate renewable market

Hervé Touati, Ph.D., Managing Director, ROCKY MOUNTAIN INSTITUTE, BUSINESS RENEWABLES CENTER

The Corporate Renewable Market 2016

9:20 – 10:30  Today’s Corporate Renewable Market
The market for corporate renewables is developing rapidly. More options are available for buyers. Corporate buyers and renewable suppliers are getting more experience under their belt. Robust conversations are taking place on addressing existing challenges and identifying solutions. To get you tapped into this fast moving and dynamic environment, this opening session will bring everyone up to speed on today’s corporate renewable energy market.
• Why buyers are doing deals—their motivations, goals and evolving strategies
• The latest renewable energy sourcing strategies—and the challenges that accompany them
• Renewable energy options in the market today: Physical PPAs, virtual PPAs, green tariffs, aggregation (e.g. virtual net metering)
  o How do these options meet buyers’ objectives?
  o How are they being used?
  o What are their benefits and challenges?
  o What are their risks?
  o How do the economics work?
• What changes in the market can be expected going forward?

Moderator:
Peter Mostow, Partner, WILSON SONSINI GOODRICH & ROSATI

Panelists:
Gary Farha, President and CEO, CUSTOMERFIRST RENEWABLES
Erik Fogelberg, Senior Vice President, Commercial PV & Storage Solutions, SOLAR CITY
Donna Mendez, Origination Analysis Manager, RES (Renewable Energy Systems)
Cindy Quan, Vice President Corporate Services and Real Estate, GOLDMAN, SACHS & CO.
William J. Radigan, Senior Energy Procurement Manager, DSM NUTRITIONAL PRODUCTS USA
Reid Spolek, Manager – AWS Renewable Energy, AMAZON
Russ Wright, Vice President Sales & Business Development, ONEENERGY RENEWABLES

10:30 – 11:00  Networking Break and Private Meetings

11:00 – 11:40  Key Market Trends in Project Economics and Deal Structures
Economics are a key driver in the rapid expansion of corporate renewables. Yet, as the market evolves, so do the economics and the deal terms and structures This session will look to the latest market trends to provide valuable insights into the current economics of renewable deals and cutting-edge deal structures, including the new considerations and challenges in understanding these structures. Attendees will learn how to meet your internal goals and claim and market the environmental benefits of these deals in a responsible manner.
• Corporate renewable economics
  o The key drivers—hedging, price stability, fossil fuel volatility—and how current market conditions are impacting the economics
  o The impact of the extension of the PTC and ITC
  o The impact of regulation and state RPSs on project economics
  o Renewable supplier pricing trends
• Renewable deal structures
  o What structures are be used and why?
  o What are the key deal points and how are they being handled in the marketplace?
  o What are the pitfalls and how do you avoid them?

Moderator:
Giji John, Partner, ORRICK, HERRINGTON & SUTCLIFFE LLP

Panelists:
Karl Brutsaert, Director of Global Commercial & Industrial Origination, FIRST SOLAR, INC.
Environmental Benefits and Their Marketing & Reporting

Another major driver in the expansion of corporate renewables is corporates’ motivation to pursue green power for its environmental benefits. This session will look at the approaches corporates are taking to meeting their environmental commitments. Attendees will learn how to meet your internal goals and claim and market the environmental benefits in a responsible manner.

- Setting your corporate goals?
- The difference between the sole use of RECs & buying unbundled RECs
- Obtaining additionality and carbon intensity
- Structuring deals to lock in and protect your environmental benefits for marketing and reporting
- Environmental benefits and your visibility strategy

Moderator:
George Favaloro, Managing Director, Sustainable Business Solutions, PWC

Panelists:
Eugenia Gregorio, Director of Corporate Responsibility, THE TOWER COMPANIES
Amy Haddon, Vice President of Communications and Engagement, RENEWABLE CHOICE ENERGY
Susan H. Mac Cormac, Partner, MORRISON & FOERSTER LLP

The Corporate Renewable Project Landscape 2016 and Beyond

With corporate renewable deal volume hitting new records, there are more corporate buyers in the market looking for projects. So, what does the flow of new project opportunities look like? Are there enough projects to meet demand? How are corporations finding the right project opportunities for their company? This session will explore the answers to these questions:

- What supply of corporate renewable projects can be expected in 2016 and beyond?
- What is the competition amongst buyers to get these projects?
- What are the price expectations going forward?
- What approaches are corporates using to identify viable projects that meet their goals?
- How are they vetting projects?
  - What is or is not working
  - What to look out for
  - Are there best practices emerging?

Moderator:
Keith Martin, Partner, CHADBOURNE & PARKE LLP

Panelists:
Craig Gordon, Vice President, Sales and Marketing, INVENERGY LLC
J. Renée Morin, Living Progress-Stakeholder Relations, HEWLETT PACKARD ENTERPRISE
Jacob Susman, Vice President, Head of Origination, EDF RENEWABLE ENERGY
Renewable Developers’ Perspectives—Understanding their Needs and Constraints
When building relationships and negotiating deals with renewable energy developers, it is extremely useful to bring a good understanding of their needs and constraints to the table. To help you get into the mind of developers and appreciate what drives their behavior, this panel will discuss what corporate renewable deals look like through their eyes.

- What are developers’ views of how corporate and developer relationships have been evolving?
- What do they see as the most productive/efficient way for corporates and developers to work together?
- What are the key pieces that must be met to make a deal work for developers?
- How does renewable financing drive developers’ needs and constraints?
- How is creditworthiness affecting opportunities for mid-cap companies?
- What flexibility do they have in offering different project options and deal structures?
- Where do they see opportunities for win-win project structures that corporates may not have thought about?

Moderator:
Jeff Chester, Partner, MORRISON & FOERSTER LLP

Panelists:
Sanjay Bhasin, Senior Vice President, Business Development, TRADEWIND ENERGY, INC.
Cynthia Christensen, Commercial Sales Director, NAMASTE SOLAR
Andrew Dickson, Vice President Development, DUKE ENERGY RENEWABLES
Noah Eckert, Chief Commercial Officer, BAYWA R.E. SOLAR PROJECTS LLC
Steve Vavrik, Chief Commercial Officer, APEX CLEAN ENERGY

Federal and State Policy, and Regulatory Goals for Corporate Renewable Energy Choice
Federal and state policies and regulations create roadblocks to more widespread corporate renewable energy. What policies will enable more corporate renewable energy choice? What policies should corporate America advocate for? In this session, the group will share its perspectives.

Moderator:
Jerry R. Bloom, Partner, WINSTON & STRAWN LLP

Panelists:
Michelle Patron, Director of Sustainability Policy, MICROSOFT
Marty Spitzer, Senior Director, Climate and Renewable Energy, WORLD WILDLIFE FUND
Michael Terrell, Principal, Energy and Global Infrastructure, GOOGLE
Kathryn Wiseman, Director, Global Public Policy, WALMART
Malcolm Woolf, Senior Vice President, Policy and Government Affairs, ADVANCED ENERGY ECONOMY
Making the Case to the CFO and Other Internal Stakeholders

One of the major challenges in getting a renewable energy deal past the finish line is to build support among internal stakeholders and, ultimately, to get CFO and/or CEO buy-in. The following sessions will provide valuable insights into how this is being accomplished and how the questions asked by CFOs/CEOs on risk, accounting and legal matters are being handled.

7:30 - 8:30  Networking Breakfast

8:30 – 8:40  Welcome and Remarks by the Chairperson
Jennifer H. Martin, Partner, STOEL RIVES LLP

8:40 – 10:00  Lessons from the Frontline: What Corporates Are Learning About Renewable Procurement
As more and more corporates gain experience in the corporate renewable market and marshalling the support of internal stakeholder, there is a lot of learning going on in the industry. What can be learned from corporates who have been on the frontline? During this session, corporates who have been leading the charge will share their experiences, talk about the lessons they have learned and pass on valuable tips for others.

- The stakeholders involved in the process
- What they looked for
- The challenges they faced and how they overcome them
- What worried the CFO—and how they came prepared to talk to him or her and what questions they needed to answer
- What were the key takeaways—what worked and what didn’t work

Moderator: Teresa A. Hill, Partner, K&L GATES

Panelists:
Aaron Binkley, Director Sustainability Programs, DIGITAL REALTY
John DeAngelis, Energy Program Manager, STEELCASE
Lily Donge, Principal, ROCKY MOUNTAIN INSTITUTE
Melissa Gray, Corporate Social Responsibility, RACKSPACE
Yuri Horwitz, Chief Executive Officer, SOL SYSTEMS

10:00 – 10:30  Networking Break and Private Meetings

10:30 – 11:45  Identifying, Assessing and Managing Risks
Risks have become a top focus of corporates during the internal approval process. What risks are on corporates radar screen? How do they assess those risks? What approaches are they developing to manage the risks? This session will look at the answers to these questions and brief attendees on how corporates are developing greater sophistication in handling risks.

- Market risk
- Regulatory risk
- Project execution risk
- Project operational risk
- Reputational risk
- Environmental risk
11:45 – 12:45  The Accounting Implications of Deal Structures

The accounting implications of corporate renewable deal structures are being widely discussed. Conversations are taking place on a number of accounting issues and what treatment is needed and what will pass muster. This session will report on how corporates, developers, accountants and lawyers have been tackling these issues and the solutions they are developing. They will discuss the latest thinking and share their insights on:

- Balance sheet treatment
- Lease accounting
- Derivative accounting
- Build to suit accounting
- Handling guarantees

Moderator:  
To be announced

Panelists:  
Jeff P. Craft, Partner, DELOITTE  
Kevin Jackson, Manager, PWC TRANSACTION SERVICES

Additional panelists to be announced

12:45  Conference Adjourns