



**NEW! ENERGY EFFICIENCY
CONTRACTOR AND CUSTOMER
FINANCING AND IMPLEMENTATION WORKSHOP**

Join Pacific Gas and Electric Company and Trade Professional Alliance contractors, financing specialists and consultants, in exploring new opportunities in California's emerging Energy Efficiency (EE) Market.

Register now for a morning seminar and complimentary networking lunch for an information-packed workshop offering powerful financing tools for contractors and their customers. Learn about the new On-Bill Financing Alternative Pathway, bridge financing for OBF contractors, additional funding options, and developments in the Trade Pro Alliance program.

The morning's agenda will cover:

- New financing options/solutions for contractors
- Updated financing programs for customers – commercial, government, non-profits
- Partnerships to facilitate project closure
- Effects of changes in incentive programs on contractor business models.

DATE: THURSDAY, DECEMBER 8, 2016

EVENT SCHEDULE : 8:00 am – 8:30 am – Registration, check-in and networking
8:30 am – 11:30 am –
Panel 1 – Contractor/Customer Financing
Programs/Q&A
Panel 2 – Trade Pro/ Contractor Implementation/ Q&A
11:30 am – 12:30 pm – Lunch and networking

**LOCATION: Small Business Association Fresno District Office
801 "R" Street, Fresno, CA**

SPACE LIMITED TO FIRST 75 TO REGISTER. REGISTRATION REQUIRED.
FOR RESERVATIONS CONTACT: Mike Hackett, NRG Answers, Event Organizer
ml.nrganswers@gmail.com / 805.403.6450.

Registration deadline Dec. 2. Limit 2 individuals from same company. *Thank you!*

DETAILED AGENDA

PANEL ONE: Bridge Financing for Contractors and New Financing Options for Commercial Customers

With incentives changing, and new financing options being offered, the EE market is transitioning. This panel will discuss changes in the regulatory landscape, and resulting implications for stakeholders. *How will those changes be implemented? What does it mean for contractors and their customers and access to project financing?*

Matt Golden, Senior Energy Finance Consultant, Investor Confidence Project

Jeff Milum, Director of Marketing Development, ICP - OBF Alternative Pathway

Mike Hackett, Manager, NRG Answers - PG&E's OBF Program, for OBF team

Dennis Quinn, COO, Joule Assets - Pay for Performance

Bill Doody, Avalon Funding - Bridge Financing for OBF contractors (rebates/loans)

PANEL TWO: Trade Pro/Contractor Implementation Panel

Program sponsors and service providers are on the front lines of meeting sustainability and efficiency goals. This panel will discuss the impact of On-Bill Financing and evolving incentive programs, barriers to project completion, and emerging partnership models, including readily available and accessible financing alternatives and case studies of demonstrated success.

Quess Ellis, PG&E Trade Pro Manager - Trade Pro Alliance Program

Wayne DeCamp, PG&E Trade Pro Contractor - Ortiz LED Solutions

PG&E Customer - TBA

Miriam Joffe-Block, Program Manager, State Treasurer's Office - CHEEF Commercial Financing Program

This event is brought to you by the following sponsors:



Disclaimer: PG&E's participation in this program with other parties does not constitute an endorsement of their products or services. Contractors and customers are advised to conduct their own investigation and independent evaluation regarding any products/services offered by parties participating in this event.