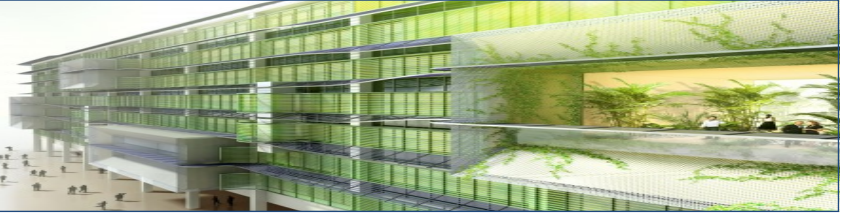


WHERE IS THE MONEY?

Unlocking Capital for Real Estate Energy Efficiency Improvements



The Ritz-Carlton
San Francisco, CA 94108

Friday, October 5, 2012
8:30 am to 4:30 pm

All real estate market participants will benefit from improved energy efficiency in US buildings, both commercial and residential. But how can the capital needed to finance these improvements be accessed and deployed to catalyze an energy efficiency market transformation?

A number of impediments challenge the scaled deployment of capital to energy efficiency, including the need for: 1) data and underwriting techniques to include energy considerations in risk and asset management decisions; 2) a liquid secondary market for existing and proposed energy efficiency financing products; and 3) technology innovations to measure and benchmark energy efficiency risk.

What Are the Keys?

We will explore the keys to unlocking capital to finance energy efficiency investments in buildings. **The Forum** is organized with a point of view: **assessing and managing energy risk is critical to unlocking the trillions of dollars necessary to achieve energy efficiency benefits.** We invite you to participate in active conversations among leaders in real estate, finance and technology to:

- Evaluate ways to include energy cost into asset management and portfolio risk decisions
- Compare benefits of financing energy efficiency through the first lien market with other financing innovations and methods for bringing capital to building owners for improvements
- Discuss current and emerging technologies and methodologies to facilitate energy risk management and building energy assessment
- Explore developments in the nascent venture, secondary and bond markets for energy efficiency and ideas for scaling these markets

Speakers to include:

Senator Ron Wyden, US Senate, D - Oregon
William D. Allen, Wells Fargo Commercial Banking
Jeanne Clinton, Special Advisor to the Governor for Energy Efficiency, California Public Utilities Commission
Dwight Jaffee, Haas School of Business, UC Berkeley
Nancy Wallace, Haas School of Business, UC Berkeley
Sadie McKeown, Community Preservation Corporation
Jeff J. Pitkin, New York State Energy Research and Development Authority
Raj Atluru, Silver Lake Kraftwerk
Russell Garcia, Johnson Controls, Inc.

John Chiang, Controller, State of California
Richard Kauffman, Senior Advisor, US Department of Energy
Caroline E. Blakely, Fannie Mae
Frank J. Visciano, Metrus Energy, Inc.
Jeffrey Perlman, Bright Power, Inc.
Meade N. Boutwell, CBRE
John Kinney, Clean Fund, LLC
Francisco DeVries, Renewable Funding, LLC
Steve Gossett, Jr., SClenergy
Matt Schwartz, California Housing Partnership
John Tarlton, Tarlton Properties, Inc.

Fisher Center for Real Estate & Urban Economics at UC Berkeley, Haas School of Business
 Berkeley Center for Law, Business, and the Economy at UC Berkeley, School of Law