



GENERATE 2011

CLEAN ENERGY: BACKBONE OF A SUSTAINABLE ECONOMY

September 24th – 27th, 2011
Hyatt Regency Hotel / Vancouver, BC



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UPDATES

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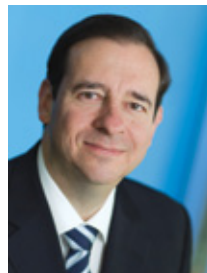


Clean Energy BC

WELCOME, TO GENERATE 2011

Here is the one place where every year you can count on meeting BC's utilities, government ministry delegates, the Clean Energy sectors' developers, the commercial and technical supply chains and First Nations attendees for formal short courses, field tours and presentations from experienced speakers. Take in the receptions, the Keynote luncheon speakers and join in the Awards Banquet honoring those who have made positive 'clean energy differences' for us all and future generations.

GENERATE 2011 // KEYNOTE SPEAKERS AT THIS YEAR'S CONFERENCE



Dave Cobb
President & Chief Executive Officer

Dave Cobb was appointed President and CEO of BC Hydro, effective May 25, 2010. Prior to joining BC Hydro, Dave held a number of leadership positions in sports and business, most recently as the Executive Vice President and Deputy CEO of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

Prior to his involvement with VANOC, Dave worked for 12 years with the Vancouver Canucks hockey organization and Orca Bay Sports & Entertainment. He was also Alternate Governor of the National Hockey League and spent five years with KPMG in the audit practice division, where he managed a portfolio of public and private companies in the retail, health care, entertainment and resource industries.



Tzeborah Berman
International Global Climate and Energy Program

Tzeborah Berman has been designing and managing successful environmental campaigns for nonprofits for the last eighteen years. She has played an instrumental role in designing environmental procurement policies for some of the largest corporations in the world as well as creating industry and environmental collaborations to protect forests and change forests practices. Having shifted her work to focus on energy challenges, Tzeborah is now the Co-director of Greenpeace International's Climate and Energy Program.



Minister Rich Coleman (Invited)
Minister of Energy and Mines

Rich Coleman was appointed Minister of Energy and Mines and Minister Responsible for Housing on March 14, 2011. He was re-elected for a fourth term as MLA for Fort Langley-Aldergrove in the 2009 general election.

Rich's previous cabinet positions include Minister of Public Safety and Solicitor General and Minister Responsible for Housing, Minister of Housing and Social Development and Minister of Forests and Range.

Before entering public life, Rich was governor of the BC Kinsmen, president of the Aldergrove Chamber of Commerce, and a director of several volunteer boards.



Don Roberts
Vice Chairman & Managing Director, CIBC World Markets Inc.

Mr. Roberts is a Vice-Chairman of CIBC Wholesale Banking, and Managing Director in Investment Banking. He provides senior coverage of the Renewable Energy and Clean Technology Space, as well as the Global Forest Products Sector.

Prior to assuming his current position, he was consistently ranked among the top-ranked equity research analysts in the global paper & forest products industry over a 15-year period.

// FIELD TRIPS



#1 RUN-OF-RIVER TOUR

Stave Lake, B.C.

Cost \$165 members
\$185 non-members

Price Includes: transportation, lunch and refreshments

Times Saturday, September 24
7 AM to 6 PM

or Sunday, September 25
6 AM to 4:00 PM

This day trip is offered on Saturday, September 24th and Sunday, September 25th.

Departing early morning from Vancouver's Hyatt Hotel, the bus will take you to Mission BC where Innergex Renewable Energy Inc. will meet you with boats to take the group to view Upper Stave and Lamont intakes and powerhouses. Sundays conference schedule may preclude visiting the Lamont intake in order to be back in Vancouver for the Ice Breaker Reception.



#2 PEACE REGION GENERATION CIRCLE TOUR

North East B.C. (Fort St. John, Dawson Creek, Tumbler Ridge, Chetwynd, Hudson Hope)

Cost \$1,575 members
\$1,775 non-members

Price Includes: flight, hotel, bus transportation, lunches & dinner.

Minimum of 19 registrants required for Tour to take place.

Time Wednesday, September 28
to Thursday, September 29

This exciting tour departs from Vancouver on a charter flight, landing in Fort St. John. From here we travel to Dawson Creek an hour to AltaGas' Bear Mountain Wind Park, BC's first wind farm. We then travel south to Tumbler Ridge to view Capital Powers' Quality Wind Project construction in preparation for 79 1.8 MW turbines due to be installed in 2012.

From Tumbler Ridge we travel to the Pomeroy Hotel in Chetwynd for our overnight stay. Thursday morning we visit Alterra's 48 3MW turbine Dokie Wind Farm followed by a special tour of BC Hydro's WAC Bennett Dam and the GM Shrum 2,700 MW Powerhouse. After the BC Hydro tour we follow the Peace River back to Fort St. John for our flight back to Vancouver.

// SHORT COURSES



#1 OPERATIONS

PLANNING 101

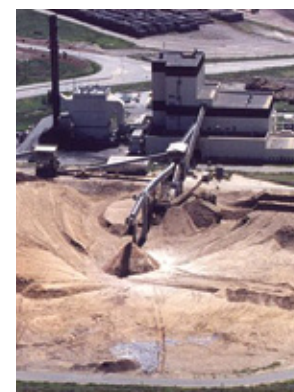
Cost \$199 members
\$249 non-members

Time Sunday, September 25
10 AM to 4 PM

Location Hyatt Hotel,
Vancouver B.C.

Reaching COD (Commercial Operation Date) is the ultimate goal of project developers. What pitfalls do we expect in the early stages of development?

This course will bring forward the lessons learned from the viewpoint of operational managers involved with a number of private power projects. Discussions could include commissioning, safety, and asset management that can delay the operational date and/or add to operational costs.



#2 FROM APPLICATION TO ELECTRONS

- SUCCESSFULLY OVERCOMING CHALLENGES

Cost \$199 members
\$249 non-members

Time Sunday, September 25
10 AM to 4 PM

Location Hyatt Hotel,
Vancouver B.C.

The focus of the course is to walk through the process of developing a clean energy project with a First Nation ownership or partnership component.

This short course will examine all phases of project development and focus on successfully overcoming challenges in this sector. The course will provide insights and advice on how to overcome common challenges of turning an idea into a reality.

// CONFERENCE PROGRAM OVERVIEW & SCHEDULE*

September 24 - 27, 2011

*Schedule subject to change. Please check our website for updates www.cleanenergybc.org

TIME	SATURDAY September 24	SUNDAY September 25	MONDAY September 26	TUESDAY September 27	WEDNESDAY September 28	THURSDAY September 29
6 AM		FIELD TRIP #1 Run-Of-River 2 (SOLD OUT)				
7 AM	FIELD TRIP #1 Run-Of-River 1 (SOLD OUT)	Bus travel from Hyatt to Mission Best Western				
8 AM	Bus travel from Hyatt to Mission Best Western	Continental Breakfast & Safety Briefing				
9 AM	Continental Breakfast & Safety Briefing	Travel Mission to Rocky Point				
10 AM	Travel Mission to Rocky Point	Boat travel Rocky Point to Welcome Point		OPENING Honourable Rich Coleman, Minister of Energy and Mines	OPENING Honourable Terry Lake (invited) Minister of Environment	
11 AM	Boat travel Rocky Point to Welcome Point	Travel to & visit Upper Stave powerhouse		PLENARY 1 BC's Clean Energy Reality Check and Report Card With David Cobb, CEO and President, BC Hydro	PLENARY 3 Western North America in 2060: Our Clean Energy Legacy and Our Generation Profile in 50 years	
12 PM	Travel to & visit Upper Stave powerhouse	Visit Upper Stave powerhouse		COFFEE	COFFEE	
1 PM	Visit Upper Stave powerhouse	Travel to & visit Upper Stave Intake		PANEL SESSION 1 Project Showcase I: Clean Energy Projects. Biomass, Run-of-River, Wind, Transmission	PANEL SESSION 2 An ENGO Perspective on How to Keep the Province Lit. Suzuki Foundation, WWF; Pembina, Tides Canada	
2 PM	Travel to & visit Upper Stave Intake	To Camp for catered lunch and view fish compensation program		PANEL SESSION 5 Project Showcase II: BC's Large Generation Projects Past, Present and Future	PANEL SESSION 6 First Nations & Energy Projects, Lessons Learned	
3 PM	To Camp for catered lunch and view fish compensation program	Visit Lamont powerhouse		KEYNOTE LUNCHEON 1, TICKETED	TRADE FLOOR LUNCHEON 2, TICKETED: Don Roberts, Vice Chairman & Managing Director, CIBC World Markets Inc.	FIELD TRIP #2
4 PM	Visit Lamont powerhouse	Travel to Welcome Point		KEYNOTE LUNCHEON 1, TICKETED	TRADE FLOOR LUNCHEON: Deli Style	PEACE REGION GENERATION TOUR DAY 1
5 PM	Travel to & visit Lamont intake	Travel Welcome to Rocky		PLENARY 2 BC Power, Private and Public for Sustainability With George Hoberg, Mark Jaccard, Marvin Shaffer, Andrew Leach	PLENARY 4 Clean Tech: Practical Solutions to Realize Sustainability Opportunities With Honourable Pat Bell, Minister of Jobs, Tourism and Innovation	PEACE REGION GENERATION TOUR DAY 2
6 PM	Travel to & visit Lamont intake	Travel Rocky to Mission		COFFEE	COFFEE	
7 PM	Travel to Welcome Point	Best Western Coffee & Cake Break		PANEL SESSION 3 The Electron Tortoise and the Resource Development Hare Transmission, Wires, Economic Development, Jobs BC Hydro, Mining Association of BC, Oil and Gas Electrification	PANEL SESSION 4 Pump Storage - What is it? Why does it add value? Why might we need it in BC? Increasingly a Global Generation Option	
8 PM	Travel Welcome to Rocky	Travel Mission Best Western back to Hyatt Hote		PANEL SESSION 7 Policy Options to Implement a Sustainable Economy	PANEL SESSION 8 Community Clean Energy Review & Mythbusting With Mike Bernier, Janine North, Tim McEwan, Ken Mayor Whistler, Dave Formosa	
9 PM	Travel Rocky to Mission			COFFEE	COFFEE	
10 PM	Best Western Coffee & Cake Break				CLOSING REMARKS	
11 PM	Travel Mission Best Western back to Hyatt Hotel			WOMEN IN ENERGY RECEPTION	CONFERENCE CLOSING RECEPTION	
12 AM		DEVELOPMENT & PLANNING REQUIREMENTS INFORMATION SESSION		TRADE FLOOR RECEPTION		
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2 AM		ICE BREAKER RECEPTION			OPEN	
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// TRADE SHOW OPPORTUNITIES

This year's conference will be held in Vancouver, B.C. from September 25 to 27 at the Hyatt Regency Hotel. The conference commences on Sunday evening with an opening reception on the trade show floor and continues Monday and Tuesday with closing reception at 4 PM.

This year's Exhibitor Package includes

- ▶ Booth framing, drape, power, lighting, wireless Internet, table and chairs
- ▶ Ice Breaker Reception on Sunday will be held on the Trade Show Floor to begin the networking with conference delegates.
- ▶ Breakfasts, Sandwich/Beer Buffet lunches, Beer on the Trade Show Floor on Monday. Cocktail receptions on Monday and Tuesday will take place at stations throughout the exhibitor floor to give optimum exposure to conference delegates.



We are pleased to report that Exhibitor pricing has remained the same as 2010:

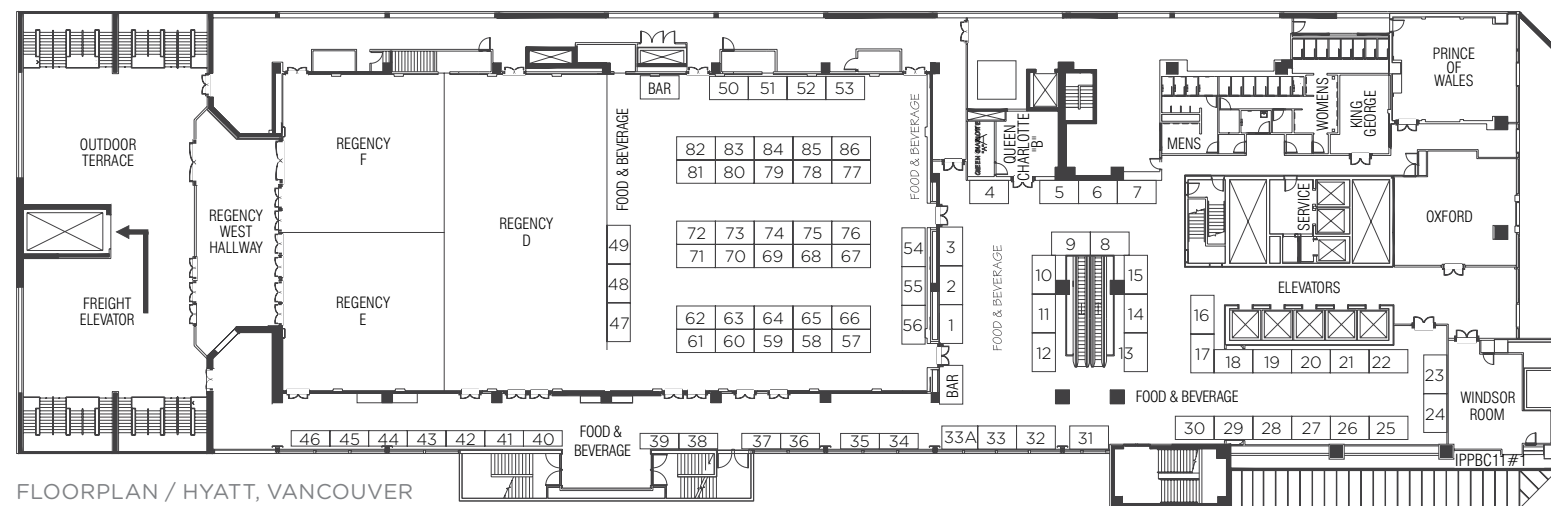
Costs \$1,575.00 Members
 \$2,175.00 Non-Members
all prices are in Canadian Dollar

Booth Size 10' x 6' (available 74x)
 10' x 4' (available 13x)

Exhibitor companies are permitted 2 Trade Show Only Passes for the purposes of having 2 employees work at their booths. Additional trade show only passes can be purchased at the cost of \$99.00 for members and \$125.00 for non-members.

Only registered delegates are permitted to attend the seminars in the plenary rooms.

Final confirmation of the names for the Trade Show Only Passes will be required by September 16th in order to prepare trade show passes for exhibitors.



FLOORPLAN / HYATT, VANCOUVER

THERE ARE CONSIDERABLE SAVINGS AND BENEFITS FOR CLEAN ENERGY BC MEMBERS.

If you are not already a member, please refer to our website at www.cleanenergybc.org for membership information and sign up on-line.

For further information & inquiries please contact:

Lisa Bateman

Phone 604.568.4778

Email lisa.bateman@cleanenergybc.org

// ANNOUNCEMENTS



GENERATE /2011

Clean Energy: Backbone of a Sustainable Economy

SPONSORSHIP OPPORTUNITIES

Generate 2011 is the Clean Energy industry's largest conference in B.C. each and every year. Join us and benefit from this event:

- ▶ Sponsors of the event will reach approximately 700 participants at the conference and hundreds more through our promotional activities before and after the event.
- ▶ Sponsors can request specific profile raising events, signage, and handout items from the lists on pages 2 and 3, OR you can simply choose one of 4 sponsorship levels and we will do the rest for you.

BENEFIT AND GET IN TOUCH WITH

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2011 CLEAN ENERGY AWARDS

Clean Energy BC has four specific annual awards plus discretionary Merit Awards recognizing individuals and companies that have excelled in their field of expertise:

- 1 Environmental Stewardship & Community Improvement Award**
 To recognize exceptional accomplishments on the part of individuals or companies in contributing to environmental stewardship, sustainable development and community improvement.
- 2 Project Excellence Award**
 To recognize excellence in project development, construction or operations.
- 3 Finance Award**
 For excellence in the financing sphere with focus on efficiency of the capital raise, cost of the financing, and innovative financing solutions.
- 4 Community of the Year Award**
 For excellence in any or all aspects of community engagement, including but not limited to education, awareness, and involvement in a clean energy project.
- 5 Merit Award**
 To recognize exceptional achievements or contributions.

JOIN US AT THE 2011 AWARDS DINNER

Purchase tickets online at www.cleanenergybc.org



GENERATE // 2011

Clean Energy: Backbone of
a Sustainable Economy

REGISTER TODAY!

**Register online at:
www.cleanenergybc.org**



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PAYMENT POLICY // Payment must be received in full by the conference date to ensure attendance.