

ScottMadden to Partner with SEPA for Fact-Finding Mission

Exploring the Energy Transition in Germany

ATLANTA, GA – (September 15, 2014) – ScottMadden, Inc., one of North America’s leading energy consulting firms, is proud to join the Solar Electric Power Association (SEPA) to lead a group of approximately 25 U.S. energy industry executives to the bellwether energy market of Germany to exchange information with electricity and solar market leaders who are adapting to change in this dynamic and controversial environment.

This select group of executives will meet with energy industry peers with the goal of returning with insights and practical knowledge that can be applied to planning and business decisions in the United States. The trip, taking place September 14–18, will feature face-to-face meetings with thought leaders and decision makers from the electric utility, transmission, and renewable energy industries; government, trade, and industry associations; and market experts. The program will be interactive and focus on questions including:

- What are the objectives of the energy transition? Have the selected policies been effective in meeting those objectives?
- What unanticipated impacts have emerged? How are they being addressed?
- What new business models can help electric utilities adapt and grow in a market with significant distributed generation penetration and declining revenue?
- What tools are needed to cost effectively shift from a traditional fuel mix to a greater renewable resource mix without sacrificing reliability?
- Who has developed a successful road map for energy company transition?

[Chris Vlahoplus](#), partner and clean tech & sustainability practice leader at ScottMadden, and [John Pang](#), partner at ScottMadden, will attend this event. For real time updates, follow them [@ChrisVlahoplus](#) and [@PangJohnC](#).

For more information about this event, please [contact us](#).

About ScottMadden’s Clean Tech & Sustainability Practice

Leveraging our energy expertise, the ScottMadden Clean Tech & Sustainability practice helps our clients effectively navigate through the quickly changing energy landscape. We specialize in assisting our clients with sustainable energy strategies and making smart portfolio choices. We work with our clients to understand and effectively utilize cleaner, renewable sources of energy, such as nuclear, wind, solar, biomass, and biofuels. Our experienced team of energy practitioners understands the roles of energy efficiency, demand response, and storage as part of an integrated strategy. We also assist clients with sustainability, bringing an understanding of energy-unique concerns.



Smart. Focused. Done Right.

ScottMadden, Inc.
3495 Piedmont Road
Building 10, Suite 805
Atlanta, GA 30305
404-814-0020
scottmadden.com

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

About Solar Electric Power Association

The Solar Electric Power Association (SEPA) is an educational non-profit dedicated to helping utilities integrate solar power into their energy portfolios for the benefit of the utility, its customers, and the public good. With 900 utility and solar industry members, SEPA provides unbiased utility solar market intelligence, up-to-date information about technologies and business models, and peer-to-peer interaction. From hosting national events to providing utility strategies, SEPA helps utilities make smart solar decisions. For more information, visit www.solarelectricpower.org | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

###

Media contact:

Mary Tew

marytew@scottmadden.com

919-714-7628

