

## **Media Advisory**

Contact:  
Mary Anne Welch  
Windustry Communications  
612-870-3467

### **For Immediate Release**

#### **Small Wind Conference 2011 Looks at What's New in the Industry**

*Peak oil expert Randy Udall featured as keynote speaker*

(May 11, 2011) The 7th annual Small Wind Conference for installers, manufacturers, dealers and distributors returns to Holiday Inn Stevens Point Conference Center in WI, June 14 – 15, 2011.

The Small Wind Conference brings together professionals with those new to the industry for honest dialogue and networking. It has proven to be the premier event for home- and farm-scale wind energy professionals to keep up to date on the industry, improve their knowledge, and share their experiences.

This year's keynote speaker is energy activist and analyst Randy Udall. Udall is an engaging and frank speaker about peak oil, the changing world we face with regard to energy use, and why "energy is an IQ test Americans tend to fail."

Nearly 400 people attended the 2010 conference, from across the United States and nine countries, including wind-electric system installers, designers, manufacturers, educators and advocates.

The 2011 program looks at new wind turbines and equipment, presenting test results, updates and installer survey results that grade machines and their manufacturers. The question: "Why push something that we know the customer will not be happy with?" frames a presentation on the ramifications of short tower installations. Other sessions will focus on Small Wind business issues, certification, siting, zoning, and permitting. Case Studies will examine what works, what doesn't, and why.

**To register, go to [Windsutry.org](http://Windsutry.org) or call 612-870-3474**

**Save \$50 off conference fee before May 31, 2011.**

Conference attendees are invited to three complimentary events:

- \* Social Mixer on Monday evening with snacks and beverages
- \* BBQ on Tuesday evening with supper and beverages
- \* Social Reception on Wednesday evening with snacks and beverage

The two-day conference will run from 8:00 am Tuesday, June 14 through 6:00 pm Wednesday, June 15. Conference fee includes breakfast, lunch, and snacks, along with complimentary evening social events.

**About Randy Udall**

Randy Udall is a consulting energy analyst and one of the nation's leading activists in promoting energy sustainability. He served as Director of the Community Office for Resource Efficiency (CORE) in western Colorado from 1994 – 2007. During his tenure as CORE Director Udall forged partnerships among individuals, governments and utilities that led to Colorado's first solar energy incentive program; the world's first Renewable Energy Mitigation Program, which has raised \$6 million; the world's stiffest carbon tax, and some of the most progressive green power purchasing programs in the country. Udall is a Co-Founder of ASPO-USA and was one of the peak oil experts interviewed by the National Petroleum Council when they researched their 2007 report on the Hard Truths about Energy

### **About the Conference Organizers**

The Small Wind Conference is coordinated by a committee of six small wind experts, and organized by national non-profit, Windustry.

- **Roy Butler**, owner of Four Winds Renewable Energy
- **Trudy Forsyth**, Senior Project Leader II, the National Renewable Energy Laboratory's National Wind Technology Center
- **Jenny Heinzen**, Lead Instructor, Wind Energy Technology Program Lakeshore Technical College
- **Mick Sagrillo**, Sagrillo Power & Light
- **Brent Summerville**, PE, Technical Director, Small Wind Certification Council
- **Ian Woofenden**, Senior Editor, Home Power magazine
- **Windustry** works to increase wind energy opportunities for local landowners and communities.

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