

The Price College Business Energy Solutions Center was established in 2009 to fulfill the growing need to bridge the frontiers of energy science and technology with innovative practices in entrepreneurship, finance, accounting, information systems, marketing, and management to form the energy enterprises of the 21st century. The Center is dedicated to fostering industry and policy-relevant research and dialogue on cutting-edge issues at the interface of business and energy. The Center is positioned to leverage off OU's broad footprint in the energy industry, and to help integrate the many energy-focused activities at OU with a vision of the global business-energy future.

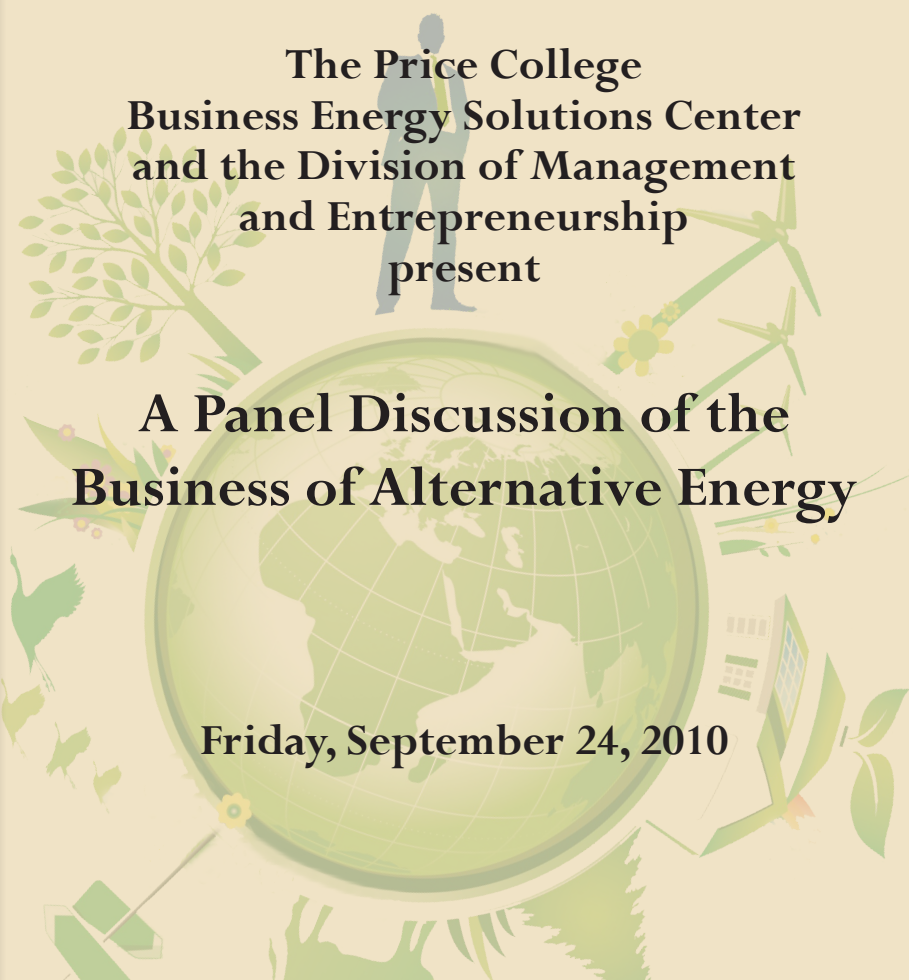
One of the many objectives of the Center is to attract major energy-relevant research grants and contracts drawing on all Price College functional areas, and expertise elsewhere both inside and outside OU. Another initiative involves attracting a group of non-profit and for-profit organizations with substantial stakes in energy as an input, output or market, thereby providing a forum for dialogue among the leading stakeholders in energy solutions.

The Center also seeks to create a community of academics and practitioners representing a results-oriented inter-disciplinary perspective which is imperative for advancing sustainable energy production and consumption solutions. It will serve as an educational forum providing periodic practitioner and academic conferences addressing contemporary topics in the energy solutions context while becoming the destination of choice for leading scholars and graduate students seeking to advance the body of knowledge relevant to the Center's mission.

Thank you for joining us for this special event sponsored by the Price College Business Energy Solutions Center.

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# IS ALTERNATIVE ENERGY A FAD OR BUSINESS OPPORTUNITY?



**The Price College  
Business Energy Solutions Center  
and the Division of Management  
and Entrepreneurship  
present**

## **A Panel Discussion of the Business of Alternative Energy**

**Friday, September 24, 2010**

THE UNIVERSITY OF OKLAHOMA  
**PRICE**  
COLLEGE OF BUSINESS

**PRICE COLLEGE**  
Business Energy  
Solutions Center

## PANELISTS AND MODERATOR



**Ron Bolen**, managing director of HFBE Investment Banking, has more than 16 years of experience in the energy sector. He additionally has more than 10 years direct experience in private equity investing in the same space. His work in energy private equity includes both the power and oil and gas segments.



**Michael Skelly** is the founder of Clean Line Energy Partners, a company that provides transmission solutions to generators and load-serving utilities in order to efficiently interconnect clean energy with consumers. He also led the development of Horizon Wind Energy to their position as a leader in the U.S. wind industry and developed thermal, hydroelectric, biomass and wind energy projects with Energia Global.



**Paul Dickerson**, partner with Haynes and Boone, launched the company's Clean Tech practice group in 2008. He also has served as chief operating officer of the U.S. Dept. of Energy's Office of Energy Efficiency and Renewable Energy where he helped move alternative and renewable energy technologies from the vision stage to real-world development.



**Mark Sharfman**, director of the Division of Management and Entrepreneurship and professor of strategic management, teaches in the areas of business strategy and social/environmental issues including environmental management. His research focusing on the energy industry has been on environmental innovation and on climate change issues, including the financial market effects of environmental risk management.

## PROGRAM

Rising energy costs, the need for energy independence, emerging concerns about carbon emissions, and growing consumer demands for cleaner energy are converging to create opportunities for U.S. businesses in the development of cleaner, renewable, alternative energy technologies. The Price College Business Energy Solutions Center and the Division of Management and Entrepreneurship are organizing this special panel discussion to examine the business issues and opportunities associated with alternative energy.

The program will begin with presentations by our panelists who will provide their perspectives on the business of alternative energy. We will conclude with a round-table discussion and Q&A session moderated by Mark Sharfman. Participants will be provided ample opportunities to explore issues of specific interest with our expert panel.

### Welcoming Remarks

**Ken Evans, Dean and Fred E. Brown Chair**

### Introduction

**Chitru Fernando, John and Donnie Brock Chair and  
Director, Price College Business Energy Solutions Center**

### The Future of Alternative Energy Business

**Ron Bolen, Managing Director - HFBE Investment Banking  
Michael Skelly, Founder - Clean Line Energy Partners  
Paul Dickerson, Partner - Haynes and Boone**

### Panel Discussion

**Moderator: Mark Sharfman, Director of the Division of  
Management and Entrepreneurship and Professor of  
Strategic Management - Price College of Business**

### Question and Answer Session

### Concluding Remarks

*Reception Immediately Following  
in Clary Lounge, Price Hall 1st Floor*