

Date: Tuesday, March 16, 2010

Time: 11:30 am Registration  
12:00 pm Luncheon  
12:35 pm Guest Speaker  
1:15 pm Conclusion

Location: Westin Hotel - 10135 100 Street

Cost: \$30.00 Members (\$35.00 at the door)  
\$35.00 Non-Members (\$40.00 at the door)  
\$20.00 Students

Guest Speakers: Gordon Howell, P.Eng., Director of Solar Electric Development, Howell-Mayhew Engineering

To register, please contact Carol Edwards on or before Wednesday, March 10<sup>th</sup>:

Phone: 780-426-3990, ext. 2368

Email: [cedwards@apegga.org](mailto:cedwards@apegga.org)

Registration can also be done online at: <http://www.apegga.org/about/branches/evening-registration.html>

\*No refunds as of March 10<sup>th</sup>. No-shows will be billed.

Payment can be made in advance by credit card: VISA, MasterCard or American Express

Please remember to register early, we have been selling out.

**Next Branch Luncheon:**  
Tuesday, April 6 – *Fen Wetland Reclamation on a Tailings Sand Deposit in Northern Alberta* Carla Wytrykush, Research and Development, Syncrude Canada

## Solar PV Electricity from Dreamer's Paradise to Everyday Electricity

The price of solar photovoltaic (PV) electricity continues its march downwards. Its global market has been growing at 43% per year for the last 15 years. Nominal price reductions are ~10% per year. Huge new silicon foundries and module factories are expected to reduce the cost by 30% by 2011. The PV module manufacturing price barrier of USD\$1/W has just been broken. Manufacturers now say that the price of solar PV energy will be on par with grid electricity by 2015 or sooner.

As we approach this solar PV tipping point, what does this mean to us? With Alberta's vast solar energy income, need for clean energy, and new grid-connection regulation, Alberta is poised to join the solar industrial revolution. Is this possible? What big factors affect the price of solar PV energy? Subsidies? Interest rates? Environmental values? Government policies? What opportunities and challenges does PV face in Alberta – organizational, technical, policy, perceptions, environmental, green jobs, training, competing technologies?

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