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For Immediate Release

Interactive Forum on Solar Energy Presented by Squaw Valley Institute *First of new type of educational programming*

Olympic Valley, Calif. – Lake Tahoe has long been a great place to exercise the body. Now, Squaw Valley Institute is making it a greater place to exercise the mind with new “think tank” exploratory endeavors, the first of which is “Solar Energy – Sense or Non-Cent\$?” taking place at Resort at Squaw Creek on July 7 at 7:00 PM. The public is invited to join the interactive forum where newly-minted local experts Bob Moore, Art King and Donald Priest reveal their objective findings that address the questions of how solar energy relates to energy independence and security, public policy, environmental considerations and cost compared to other energy sources.

Energy is one of a handful of critical issues facing the United States today. Competitively priced energy is fundamental to a growing economy, but energy choices have an increasingly larger impact on the environment and energy independence. The passionate endorsements of and heated attacks on various energy alternatives are indicative not only of the urgency of making intelligent choices but also of the lack of knowledge about each of the choices. Informed citizens are fundamental to the success of a democracy and our citizens are woefully uninformed about our future energy alternatives.

“The format will be classroom style with an emphasis on participation and interaction. The goal is to educate, not advocate for or against solar,” says Bob Moore. “Participants will be given access to a website with links to all the materials as well as pointers to more in-depth information.”

“We hope these new types of enrichment opportunities add a new dimension to Squaw Valley Institute’s established year-round programming,” said John Wilcox, founder and president of the Institute.

Background of “solar” team:

Bob Moore recently retired from the Electronic Design Automation (automating design of semiconductors) business after 25 years. Most of that time was spent at Cadence Design Systems as well as two startup companies that were acquired by Cadence. Before that, Moore

worked at Hewlett Packard in their workstation division in Colorado. Bob has held a variety of executive positions in marketing and business development with an emphasis in strategic and business planning. His education includes a Bachelor of Mathematics from Dartmouth College and MS Computer Science from the University of Colorado.

Art King graduated from University of Oregon in 1974 with a Bachelor degree in Business Administration. He spent his entire career (34 years) with Moss Adams, a Western Regional Certified Public Accountant firm. He became partner in 1985. He was managing partner of the Santa Rosa office from 1994 to 2001, and of the Seattle office from 2001- 2006. From 2006 to 2009 he was Regional Managing Partner. He also served on the firm's executive committee.

Donald Priest is a land development consultant. He retired in 1999 as President of Dominion Land Management Company (DLMC), Richmond, Virginia. DLMC developed planned residential communities, as well as industrial and other properties in Virginia, North Carolina, and Texas. Priest also served as Vice President of Summit Enterprises, Inc., a venture capital firm in Woodbridge, Virginia; President of Preizac Corporation, a real estate development consulting firm; Associate Professor of Planning at the University of Virginia; and Staff Vice President in charge of research and education at the Urban Land Institute. He also served as chair of ULI's Norfolk/Richmond District Council. Priest holds a Master's degree in City Planning from the University of California at Berkeley and a Bachelor's in Political Science from Stanford University.

For tickets or more details on this event, visit www.squawvalleyinstitute.org or call 530.581.4138.

Squaw Valley Institute is a nonprofit organization dedicated to presenting programs having artistic, cultural and educational values. The Institute presents lectures, performances, forums, exhibitions and classes in the unique mountain environment of Squaw Valley, North Lake Tahoe, Truckee and surrounding communities, bringing together visitors, residents and friends in the truest sense of community.

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