

ENERGY, TECHNOLOGY & FINANCIAL NEWS Innovation



NEW FEATURES
Amazon's new Kindle Fire HDX, is significantly faster and lighter than the previous generation and comes with "Mayday," which allows users to summon a live customer service representative in a tiny video window. **D5**

SECTION D

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Renewable energy opportunities at the Salton Sea will be discussed at the Southern California Energy Summit.
JAY CALDERON/
THE DESERT SUN



K Kaufmann
GREEN DESERT

Can Earth sustain the inevitable 10 billion?

I was in Barnes & Noble at Westfield Palm Desert a week ago, supposedly getting a birthday card for my niece when this little black book, with its title "Ten Billion" in huge orange letters, jumped off the shelf and practically jammed itself into my hands.

The author, Stephen Emmott, is head of computational science at a Microsoft research lab in Cambridge, England, where a multidisciplinary team of scientists is looking for new approaches to fundamental scientific problems, including climate change.

"Ten Billion" is his brief, graphically powerful presentation of what he sees as the key driver behind climate change and the potential future of a largely unlivable Earth: the planet's ever-increasing population. Since 1800, Earth's population has mushroomed from 1 billion to more than 7 billion today, with 10 billion looming on the horizon, he writes. Finding the resources to feed, house and provide a sustainable quality of life, by Western standards, for that many people is the underlying cause of the rise of greenhouse gas emissions and climate change.

"Our cleverness, our inventiveness, and our activities have modified almost every part of our planet. In fact, we're having a profound impact on it," Emmott writes in the book's opening pages. "Indeed our cleverness, our inventiveness, and our activities are now the drivers of every global problem we face."

"And every one of these problems is accelerating as we continue to grow toward a population of ten billion."

The book has raised a fair amount of criticism on both the left for being too pessimistic and on the right for being too alarmist. It's also been criticized for its high-impact, if wasteful visual presentation — 216 quickly read pages on high-quality paper with large type and short sentences, sometimes only one or two per page.

Another flashpoint is where Emmott got some of his fig-

Please see GREEN, D3

ENERGY WOMEN



Solar panels over the student parking lot create shaded parking at Cathedral City High School.
CRYSTAL CHATHAM/
THE DESERT SUN



Greg, Tabak of Enterprise Holdings, which operates four rental car companies, shows how to plug in a Nissan Leaf using a home charging unit.
CRYSTAL CHATHAM/
THE DESERT SUN

By K Kaufmann
The Desert Sun

Genevieve Liang will be the first to describe the executive roster of the innovative solar firm she joined earlier this year as "alarmingly male" and "alarmingly white."

As vice president for business development for the Western U.S. at the Clean Energy Collective, a Colorado company promoting an innovative model of community-owned solar, Liang is the company's sole female executive. While acutely aware of the small number of women in clean technology in general, she doesn't see her gender as an obstacle.

"The way to overcome your own trepidation and not appear to be a hesitant participant is to actually get to know individuals, who they are and how you can relate to them, rather than become overwhelmed by the fact you are the only female," said Liang, one of a small but impressive roster of women in clean technology speaking at the Southern California Energy Summit set for Friday at the Palm Springs Convention Center.

That women constitute 20 percent of the speakers at the fifth annual conference, aimed at promoting the re-

FOR MORE INFORMATION

- » The Southern California Energy Summit: www.socalenergysummit.org
Energy bus tour, 8:30 a.m.-4 p.m. Thursday; cost, \$50.
Conference, 8:30 a.m. to 3:30 p.m. Friday, Palm Springs Convention Center, 277 N. Avenida Caballeros, Palm Springs. Cost: \$75.
Information: Call Josh Zipperman at (760) 327-9708, Ext. 24
- » Future360: www.future360.tv
- » CleanTECH San Diego: www.cleantechsandiego.org
- » Clean Energy Collective: www.easycleanenergy.com
- » Oberon Fuels: www.oberonfuels.com

gion as an epicenter for renewable energy and clean tech, is the result of a special effort by conference producers Burke Rix Communications, a Palm Springs public relations and event management firm.

After approaching actress and biodiesel fuel proponent Daryl Hannah to be a keynote speaker, "it became apparent to us there were a number of other women in the field of clean energy that were doing great things," said Josh Zipperman, senior associate at Burke Rix. "It was an effort of ours to diversify the summit."

Spreading the word

Born in England, but raised in Australia, Sarah Backhouse started her career in traditional media but experienced a sea-change in her life in 2006, propelling her into clean-tech reporting. That year, she had her son Milo, now 7 years old, and saw "An Inconvenient Truth," former Vice President Al Gore's Academy Award-winning documentary on climate change.

"I was crazy to do something more meaningful and make more of an impact on the world," she said. "I combined my passion and my skill-set and focused my attention on environmental media."

She started Future360.tv in 2011 to provide an online showcase for solutions to climate change, she said. Videos on the site, all under five minutes long, range from a clip on an electric vehicle that is half-motorcycle, half-car to a whirlwind tour of Masdar City, a \$20-billion, low-carbon city built from the ground up in Abu Dhabi.

In addition to producing videos for its own website, the company is expanding to provide media services to other green and clean-tech businesses

Please see ENERGY, D2

TECH Q&A

Sharing large files without email is a cinch

Q. I'm trying to share some photos privately with a friend, but I can only send one per email. Is there an easier way?

A. There are plenty of file-transfer services out there. You can share hundreds of megabytes or even gigabytes of files at once.

You only need to send your friend a link.

Take a look at Wikisend for secure sharing up to 100 MB. For larger files, give We-Transfer a look.



Kim Komando
KOMANDO'S Q&A

Keep porn out

Q. How can I keep porn off our home Wi-Fi network?

A. There's actually a free service made just for this kind of thing. It's called OpenDNS. With a few quick tweaks to your router, you can block any type of content you don't want in your home, but choosing the settings you want can be intimidating. So, OpenDNS has a preconfigured option called Family Shield that's set to block what most people find objectionable.

A better hard drive

Q. I'm buying a PC, and it

offers an SSD as an option. Why would I want one?

A. An SSD, or solid-state drive, is a much faster and more reliable replacement for the standard computer hard drive. With an SSD, your computer will start up and open programs much faster. Of course, SSDs do cost more and you get less hard drive space. Many people use an SSD for their operating system and programs, and have a larger conventional hard drive for photos and videos.

What are hashtags?

Q. I keep hearing people talk about hashtags. What are they?

A. A hashtag is a way to organize posts on Twitter or Facebook. It's a hash sign, "#," followed by a word or phrase. If you click a hashtag on Facebook or Twitter, you can see every post anyone has made containing that hashtag. So, if you write a post about your breakfast, you could put

Please see KOMANDO, D3

WHO'S COMING TO TOWN

The listing below contains information obtained from the Palm Springs Bureau of Tourism and the Palm Springs Convention Center. All events will be held at the Convention Center.

- SEPT. 28-OCT. 1**
California Grocers Association Strategic Conference 2013
- OCT. 4-5**
California Academy of Physician Assistants, 2013 annual conference
- OCT. 25-27**
California Science Teachers Association, California Science Education conference
- NOV. 1**
California Mathematics Council 2013 conference
- NOV. 10-13**
California Association of Health Facilities, 63rd annual

- convention and expo
- NOV. 14-17**
California School Nutrition Association, 61st annual conference and trade show
- NOV. 22-24**
Southern Pacific District of the Assemblies of God Youth Conference
- DEC. 6-8**
Stellar Expos, Fall Home Show
- JAN. 4**
Palm Springs International Film Festival Gala
- JAN. 11**
Girl Scouts of San Geronimo Council, fifth annual B.I.G. Expo
- JAN. 13-17**
Cambridge Healthtech Institute

- JAN. 19**
2014 Fisher Healthcare, national sales meeting
- JAN. 26-29**
Spray Foam 2014, Spray Polyurethane Foam Alliance
- FEB. 1-2**
Spirit Sports Duel in the Desert Championship
- FEB. 6-9**
Society of Nuclear Medicine and Molecular Imaging, 2014 mid-winter meeting
- FEB. 8**
Annual Steve Chase Humanitarian Awards
- FEB. 13-24**
Modernism Week
- FEB. 18-21**
California Society of Municipal Finance Officers
Compiled by Nina Ronda

BUSINESS CALENDAR

- WEDNESDAY OCT. 2**
Cathedral City Chamber "Power Breakfast," RSVP: 7 a.m., Doral Desert Princess Resort, 67967 Vista Chino, Cathedral City. \$25-\$40. (760) 328-1213 or CathedralCityCC.com
- THURSDAY OCT. 3**
Free financial consultations, 9 a.m.-noon, Mizell Senior Center, 480 S. Sunrise Way, Palm Springs. (760) 323-5689
Palm Desert Area Chamber of Commerce Business to Consumer Expo, with after party immediately following the expo. 4-7:30 p.m., Fantasy

- Springs Resort Casino Special Events Center, 84245 Indio Springs Parkway, Indio. \$5. PDACC.org
- SATURDAY OCT. 5**
Save A Pet Animal Hospital grand opening, 10 a.m.-noon, Save A Pet Animal Hospital, 13700 Palm Drive, Desert Hot Springs. Free. (760) 699-8225 or SaveAPetOnline.org
- MONDAY OCT. 7**
Justice Bus free legal clinic service, a two-day clinic serving those facing eviction and housing related matters. Inland Counties Legal Services,

- 82632 Highway 111, Bldg. C, Indio. (951) 774-4416
- TUESDAY OCT. 8**
Free financial consultations, 9 a.m.-noon, La Quinta Senior Center, 78450 Avenida La Fonda, La Quinta. Free. (760) 564-0096
Indian Wells Chamber of Commerce mixer, 5:30 p.m., Nest Restaurant, 75188 Highway 111, Indian Wells. \$5-\$10. (760) 346-7095 or IndianWellsChamber.com

YOUR BUSINESS YOUR NEWS

Job changes
Kelly Lightner is the new event sales manager at the **IW Club** in Indian Wells. Lightner's sales and advertising career ranged from media buyer to national sales representative in Los Angeles and, most recently, as an account executive at KMIR6/KPSE13 - TV.
Lauren Skiver has been appointed general manager of **SunLine Transit Agency**. Skiver is a 16-year veteran of the transit industry. She currently serves as the chief executive officer of the State of

Delaware Transit Corporation headquartered in Wilmington, Del. She will start at SunLine in early October.
Kevin McGuire has been appointed executive vice president and regional market manager for the **Bank of Southern California**. In December 2010, the bank acquired the La Quinta and

Palm Springs branches from Palm Desert National Bank, where McGuire was CEO and chairman.
Openings and Movings
The Party Lab showroom in Palm Springs reopened Sept. 27 under the management of new owners **Larry Abel** and **Raymond McCallister**. The showroom offers a full array of party supplies, invitations, balloons, costumes and more. Information: (760) 832-6951

Energy

Continued from D1

and organizations, said Backhouse, who will interview Hannah on stage at the summit.
Now based in Los Angeles, Backhouse sees innovation in Southern California pushing out from under the long shadow of Silicon Valley in the north. With the Silicon Beach startup corridor in Los Angeles and a clean-tech enclave in Irvine, a robust business ecosystem is emerging in the region, she said.
"There's a whole spirit of entrepreneurialism," she said. "I am hoping that by supporting entrepreneurs and bringing people together and helping investors connect with entrepreneurs and helping business to flourish, that is the first step in turning us around."

Pushing green tech

Holly Smithson came to San Diego six years ago looking for a new direction after 10 years in Washington, D.C., working as a lobbyist for a waste management trade association and later as a congressional liaison for the U.S. Environmental Protection Agency during the administration of President George W. Bush.

She landed in the city, she recalled, "without a Rolodex," but immediately started networking, serendipitously, just as former Mayor Jerry Sanders was launching CleanTECH San Diego, an innovation hub. Smithson is now the president and chief operating officer of the clean-tech cluster that has attracted large corporations such as Honeywell Technologies and Iberdola Renewables, a Spanish energy company, as well as a growing number of startups.

The organization has also forged strong ties with UC San Diego, a research center for micro-grid and energy storage technology, and the U.S. Navy and Marine Corps, both of which have invested millions of dollars in clean-tech research and deploying green technology on the battle field.

She sees a growing role for clean-tech companies in policy-making, pointing to the 2010 election battle over Proposition 23, an effort to roll back Assembly Bill 32, California's aggressive plan for reducing greenhouse gas emissions.

"It was a great opportunity for CleanTECH San Diego to help inform and educate the larger community on what AB 32 had meant for our local economy," she said. "While proponents of Prop. 23 were claiming AB 32 would kill jobs, we had a database of over 800 clean-tech companies, creating technology, creating jobs."

Expanding small-scale solar

Liang likes being on the cutting edge, whether with renewable energy technology or developing business models for startup companies.

Both her previous position at Sharp Corp.'s Solar Energy Solutions Group, and her new job at the Clean Energy Collective combine both interests. CEC builds community-scale solar projects — 1 megawatt and under —



Single units in Vista Dunes, a Leed certified affordable housing complex. MARILYN CHUNG/THE DESERT SUN



A Border Valley Trading Ltd. Compressed Natural Gas fueling station in Palm Springs. WADE BYARS/THE DESERT SUN



A Hot Purple Energy crew install solar panels. CRYSTAL CHATHAM/THE DESERT SUN

that area residents can buy into, owning one or more solar panels and the power they generate.

The company works with local utilities so that solar owners get a credit on their monthly bills for the solar power they buy at lower-than-utility rates.

"It's not just that you can own solar without being tied to property, you can start owning solar with bite-size or any size you're comfortable with, without having to buy a whole system," said Liang, who will speak on a panel on sustainable communities at the Energy Summit.

Most of the three-year-old company's projects have been in Colorado, so Liang's challenge is helping it expand across the western states, including Alaska and Hawaii. In California, that will mean winning over the state's three large private utilities, which have decidedly mixed feelings about rooftop solar and its increasingly negative impact on their bottom lines.

"Utilities have to decide if they are going to go on thinking about renewable procurement in the same way they think about traditional procurement, or they can actually engage their customers a lot more in the beginning and give them much more agency in the development of resources," she said. "This is a smarter way to go. You are in active conversation with customers instead of it being a one-way conversation."

Cleaning up fuels

Rebecca Boudreaux started her first company, a biotech firm called Intezyme Technologies, about

10 years ago when she was a 25-year-old graduate student, to find ways to make chemotherapy more effective for cancer patients.

"I'm trained as a chemist and love solving problems," said Boudreaux, who made the jump to alternative fuels and her current position with La Jolla-based Oberon Fuels about four years ago, after first working for the company as a consultant.

Oberon has developed small, modular manufacturing units for producing dimethyl ether, or DME, a cleaner-burning diesel substitute that can be made from any form of methane, from natural gas to biomass.

"When it combusts in an engine, there's no soot, no black smoke, no particulate matter," she said, referring to the tiny particles that are a cause of respiratory disease.

While DME does produce carbon dioxide, the small manufacturing units also mean the fuel can be made available in rural or other isolated areas, she said. One of Oberon's first projects has been a location in Brawley, in Imperial County.

"You're seeing the idea of distributed generation with solar panels, and I think you're going to see that in fuel production," she said. "We build regional markets. We need fuel stock that is regionally located; we create local jobs; the area benefits from cleaner burning fuel."

Energy reporter K Kaufmann can be reached at (760) 778-4622, k.kaufmann@thedesertsun.com or on Twitter @kkaufmann.

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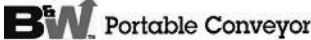
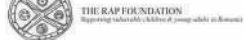
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