



THE FIRST ANNUAL
RENEWABLE ON PARADE
An International Conference On How Renewable Energy Options Can Sustain America

September 26, 2007

For Immediate Release

For More Information Contact:

Cari Widdel
319.548.0197
cari.widdel@gopohaku.com

Sondy Daggett
319.310.4359
skdaggett@aol.com

***3,000 Attend
First Annual
Renewable on Parade***

Participants and attendees of the First Annual Renewable on Parade Business and Consumer Conference in Riverside and Washington, Iowa last week represented 18 U.S. States and three countries.

Over 400 participants and attendees were a part of the successful, three-day Business Conference in Riverside.

Former CIA Director James Woolsey addressed renewable energy as an issue of national security. "The first thing we have to do is destroy oil as a strategic commodity," Woolsey said. He added that using renewable resources such as wind and solar can help end the United States' dependency on oil, which he considers dangerous.

Thomas Dorr, Under Secretary for Rural Development with the U.S. Department of Agriculture, discussed ethanol production in Iowa. Dorr warned that "Renewables are literally riding a tsunami. We just have to learn to ride with it."

Sano Shimoda, President of BioScience Securities in Venice, CA emphasized that the biofuels industry move from subsidy-based to a market-driven industry in order to survive.

Conference attendee Craig Adamson, with Adamson Financial Planning and a Councilman in Marion, IA, said, "Renewable on Parade opened my eyes to the amount of opportunity for renewable energy in Iowa. It's imperative that the leaders of Iowa and the United States make renewable energy a priority."

Over 2,500 attendees participated in the three-day Renewable on Parade Consumer Expo at the Washington County Fairgrounds. A group of eight students from

Purdue University helped over 800 students have hands-on experience with renewable resources. Students cooked hot dogs in a solar oven, built solar racecars and were able to test the amount of electricity various household items required.

First grade students from Stewart Elementary in Washington, IA said their favorite part of Renewable on Parade was “learning how to make energy” and “seeing a car run on water in the learning labs.”

“I like how you can save a lot of money if you use solar panels and save on light bulbs by using a CFL light bulb, which means compact fluorescent light bulbs,” fourth grader Nicole Escher from Winfield Mt. Union said. “I also learned that you can make and save by building a solar powered car.”

Purdue students also showcased their solar racecar, driving it around the fairgrounds. Attendees were permitted to drive the Zero Emissions No Noise (ZENN) electric vehicle.

Over 40 workshops were also offered at the consumer expo, covering topics including “Solar for your Home,” “Making Money from Manure,” and “Sustainable Design.”

Keynote Chuck Peters, President and CEO of The Gazette Company, explained how he and his wife Mary Ann built their off-the-grid wind and solar-powered home near Iowa City and how it has affected their lifestyle. Peters described the enormous amount of planning and attention to details that went into creating a home that does not require any conventional electricity. Peters considers the work he puts into the home, wind turbine and solar panels a hobby.

Over 150 volunteers helped at both Renewable on Parade locations this weekend to showcase Iowa’s hospitality to visitors from around the world.

“Planning for Renewable on Parade 2008 is already underway,” Wendy Gady, President of Pohaku, Renewable on Parade Organizer said. “Location and schedule will be announced soon.”