



GROW MORE, PREDICTABLY™

Contact: Rich Moore
New Venture Communications
rmoore@newventrue.com, 650.343.2735

Evergreen Growth Advisors Featured at Smart Lighting Value Chain Summit
Birkerts to Moderate Expert Panel on Rethinking Lighting Industry Sales and Channel Strategies

CHICAGO, Illinois, June 6, 2011 – Erik Birkerts, a founding partner of Evergreen Growth Advisors, will moderate an expert panel at the Smart Lighting Value Chain Summit, which is set for June 20 – 22 in Santa Clara, CA.

The panel session, titled “Rethinking Sales and Channel Strategies: Smart Lighting Driving New Realities,” will include Patrick Durand, Worldwide Technical Director of FUTURE LIGHTING SOLUTIONS, and Michael Feinstein, VP of Sales and Marketing for DIGITAL LUMENS, and Zach Gentry, Chief Strategy Officer and Co-Founder of ADURA TECHNOLOGIES, and Jeremy Stieglitz, VP Marketing of REDWOOD SYSTEMS, and Danny Yu, CEO of DAINTREE NETWORKS.

The Summit will examine the disruptive changes new technologies such as solid state lighting (LEDs), digital controls, and smart grid solutions are creating across the lighting value chain. By bringing together participants from across the value chain, including end users and influencers, the event will create an environment for identifying new opportunities and strategies as well as relationship-building and deal-making.

“I am excited to engage with thought leaders in the lighting industry to examine the dramatic market changes taking place with the advent of advanced lighting technologies,” Birkerts commented. “These new energy efficiency and clean technologies have essentially re-set the market lifecycles for many mature product categories. The traditional lighting sales models are becoming obsolete and both the channel and manufacturers are facing tremendous pressures to adapt. It is also creating exciting opportunities for new business models and market entrants as a new landscape emerges.”

Birkerts is the head of Evergreen’s Clean Energy practice and has over 20 years of practical experience centered on the design, implementation and/or repositioning of go-to-market strategies. Birkerts specializes in leveraging indirect sales channels and partnerships to achieve cost effective market coverage and profitable revenue growth. He most recently served as Chief Operating Officer of Orion Energy Systems (NASDAQ: OESX), a leading manufacturer of energy efficient lighting systems and renewable technologies. He is an advisor to The Clean Energy Trust, a mentor in the Small Business Administration’s Entrepreneurial Mentor Corps and is also a frequent lecturer, speaker, moderator and panel participant at investor, energy efficiency and renewable energy conferences.

The organizer of the Summit is Infocast, a division of Information Forecast Inc., which for over 25 years has produced high quality and uniquely tailored industry events and conferences.

To learn more about the issues the panel will cover, visit <http://www.igreenbuild.com> to read an interview with Birkerts in which he discusses the strategy and sales challenges facing clean energy companies. For more information on the Summit, visit <http://www.infocastinc.com/index.php/conference/lighting>.

About Evergreen Growth Advisors

Based in Chicago, Evergreen Growth Advisors is a leading sales strategy consultancy that helps its clients achieve more predictable and sustainable revenue growth, working with executive teams to identify new market opportunities, define market penetration strategies, and maximize the effectiveness of direct sales forces and indirect distribution channels. For more information, visit www.evergreengrowthadvisors.com or contact Erik Birkerts at 866-549-3191.