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**Caren Franzini, N.J. Economic Development Authority CEO,  
Named Keynote For CLEANTECH NJ 2011 Conference**

***First Business-Focused Clean Technology Conference To Be Hosted by Antenna Group***

**HACKENSACK, N.J., August 22, 2011** – Caren Franzini, CEO of New Jersey’s Economic Development Authority (EDA), has been named keynote speaker for “CLEANTECH NJ 2011: The Business of Clean Technology,” New Jersey’s first business- and investor-focused clean technology conference, which will convene prominent clean technology and energy stakeholders on Oct. 25 at the Woodbridge Hilton in Iselin, N.J.

The event is being hosted by Antenna Group Inc., a subsidiary of Hackensack, N.J.-based Beckerman and a nationally recognized strategic communications firm specializing in clean technology and sustainability. Antenna has also announced its first round of sponsors for the event, which currently include Matrix Development Group, Solis Partners, SORINROYERCOOPER and *NJ Biz*. Sponsorships are still available; please visit [www.cleantechnj.com](http://www.cleantechnj.com) for more information.

“CLEANTECH NJ 2011” will bring together senior executives of N.J.-based clean technology and energy companies, government policymakers and regulators, institutional and angel investors, professional services firms, thought leaders and environmental activists to leverage the region’s competitive strengths to broaden prosperity. The conference attendees will have access to compelling panel discussions with prominent clean energy business and thought leaders and a networking-focused cocktail hour. To register, please visit: [www.cleantechnj.com](http://www.cleantechnj.com).

As EDA chief, Franzini has focused on high technology businesses as a cornerstone of a strategy to build a solid future for New Jersey’s economy. The EDA serves as New Jersey’s “bank for business” by financing small- and mid-sized businesses, administering tax incentives to create and retain jobs, revitalizing communities through redevelopment initiatives and providing training and mentoring in entrepreneurial development. She was inducted into the N.J. High Tech Hall of Fame in 2006 for her contributions to the state’s technology industry.

The sponsors include Matrix Development Group, a privately held, full-service real estate investment and development company that has developed real estate valued in excess of \$1 billion since its founding in 1979; Solis Partners, a leading developer and integrator of solar power systems for commercial, industrial and utility clients; and SORINROYERCOOPER, a new law firm focused on meeting the needs of emerging growth and middle-market sectors including technology, alternative energy and clean tech.

The media sponsor will be *NJ Biz*, the state's premier business magazine, while a moderator will be Tom Johnson, co-founder and energy and environment writer for [njspotlight.com](http://njspotlight.com), an online news service providing insight and information on critical policy issues. Johnson, a New Jersey reporter with 34 years of reporting and editing experience, is one of the state's most knowledgeable journalists in the renewable energy and clean tech sectors.

"Our CLEANTECHNJ 2011 conference will showcase knowledgeable experts in clean tech who share the common goal of maximizing regional prosperity," said Keith Zakheim, chief executive officer of Antenna Group. "New Jersey can take pride that it has established itself as a national solar leader and is launching an initiative that promises to do the same for offshore wind. But rapid growth has also created uncertainties about the future. By creating a forum for brainstorming and networking, our conference aims to keep that extraordinary momentum going."

Beyond solar and wind, New Jersey's leadership in the clean energy industry also extends to the thousands of entrepreneurs who are pioneering new clean technologies in areas such as smart grid, lighting, biofuels, electric vehicle infrastructure and energy efficiency.

"With our robust financial services sector, supportive regulatory environment and world-class research and development facilities, New Jersey is positioned to become a premier clean tech center," Zakheim continued. "The world is on the brink of an enormous clean tech revolution and New Jersey is leading the way. This conference will provide a platform for charting the evolution of New Jersey from a 'solar state' to a true clean tech R&D hub that rivals northern California or Boston."

Two panels will follow the keynote address. The first panel, "New Jersey's Dynamic Renewable Energy Future," which will be moderated by Johnson, will examine the future of New Jersey's renewable energy sector and how it is likely to be affected by changes in market conditions, state and federal policy initiatives and financial incentives. The second panel, "Funding a Renewable Energy Future," will examine the current state of "the clean tech play," which sectors offer the most promise and how companies can best position themselves to attract investors.

For more information on sponsorship opportunities or to register, visit the CLEANTECH NJ 2011 web site: <http://www.cleantechnj.com>.

### **About Antenna Group**

Antenna Group is the nation's largest clean technology public relations firm and its parent company, Beckerman, ranks among the top 10 fastest-growing public relations agencies according to O'Dwyer's ([http://www.odwyerpr.com/pr\\_firm\\_rankings/leading\\_gainers.html](http://www.odwyerpr.com/pr_firm_rankings/leading_gainers.html)) in its 2011 ranking of the top independent public relations firms. Antenna Group is a dedicated advocate for innovative technology businesses whose products or services contribute to a cleaner, more energy-efficient world. Antenna's clean tech client-partners are multinational companies for which Antenna serves as the agency of record, leading strategy and managing outreach via partners worldwide. Antenna's experience includes renewable energy of all kinds; energy efficiency; energy storage; finance, from utility-scale to

residential; waste management; water; and food purification. Clean tech as a category embraces modern energy, green tech and technologies for sustainable living. To learn more, please visit: <http://www.antennagroup.com>.

### **About Beckerman**

Founded in 1989, Beckerman ranks among the top 10 fastest-growing and top 50 largest independent public relations firms in the industry. Along with Antenna Group Inc., the nation's largest clean technology public relations practice and a Beckerman subsidiary, the firm represents a distinguished roster of more than 100 clients from diverse industry sectors with clean technology, real estate, professional services, public affairs and consumer products comprising its primary practice areas. Beckerman has offices in New York City; Washington, D.C.; Hackensack, N.J.; and San Francisco. To learn more, please call 201-465-8000, visit [www.beckermanpr.com](http://www.beckermanpr.com) or <http://facebook.com/Beckermanpr>.