



Elton Sherwin

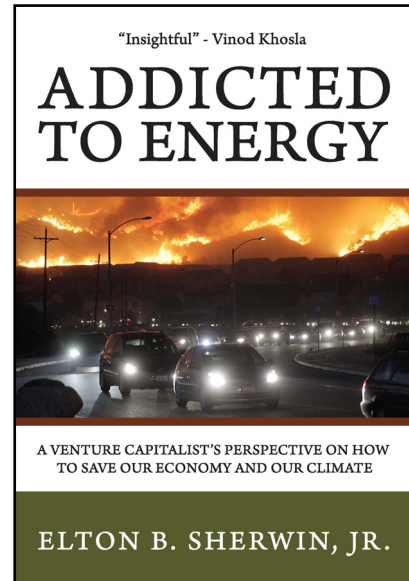
Venture Capitalist and Author of *Addicted to Energy*

Elton Sherwin: Venture capitalist; author of *The Silicon Valley Way* and *Addicted to Energy*.

Interview Topics:

- Green jobs and unemployment
- Smart grid and smart meters
- California's AB32 and Proposition 23
- Energy hogs at home and at work
- Climate change
- Solutions to climate change

Synopsis of *Addicted to Energy*: Over 50 practical steps individuals, businesses, and government can take to lower energy consumption.



Contact: Katharine Brewer: KBrewer@EnergyHousePublishing.com

What People Are Saying About *Addicted to Energy*

“It's smart, practical, and proves the point that what is good for the environment is good for the economy.”

David Miller, Mayor of Toronto

“A creative approach to solving our energy problems that demonstrates the power the private sector can bring to bear on global issues.”

Michael G. Morris

Chairman, President and Chief Executive Officer, American Electric Power Co.

“It's refreshing to see someone writing about actual solutions to the problems.”

Rick Woodbury

President, Commuter Cars Corporation

“Insightful”

Vinod Khosla, Khosla Ventures

Major Topics Covered in *Addicted to Energy*

Energy Waste

- What is the largest waster of energy in America?
- What are the energy hogs in your home? Your business? Your city?

Jobs and unemployment

- Where are the green jobs?
- What policies would create the most jobs?

Climate Change

- Is it real?
- Why are scientists so worried?
- What are the risks to our children and grandchildren?

New ideas and proposals

- Nighttime air conditioners
- Pricing *unreliable wind* power
- Importance of smog and soot abatement

Action Plans

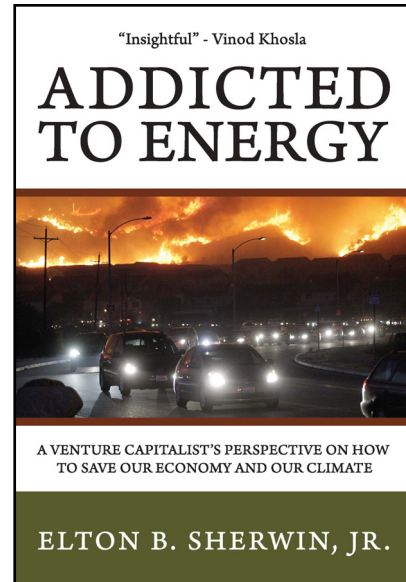
- What people can do at home
- What businesses should do
- What mayors should do
- What governors should do
- What the president should do

Controversial Topics

- Solar water versus solar electric
- Buildings grades
- Wood burning fireplaces
- Beef and hamburgers
- Dangerous vehicles
- Gas taxes

Miscellaneous

- What is your carbon footprint?
- Does it really matter what you eat?
- What are military officers saying?
- What are conservative Christian leaders saying?



Publisher: Energy House Publishing

Contact: Katharine Brewer,
kbrewer@EnergyHousePublishing.com

Elton B. Sherwin
Senior Managing Director

Ridgewood Capital
Palo Alto, California



Elton Sherwin is the Senior Managing Director at Ridgewood Capital where he invests in energy technology and cleantech companies.

Elton's second book, *Addicted to Energy – How to Save our Economy and Our Climate*, outlines over 50 practical steps individuals, businesses, and government can take to lower their energy consumption.

His first book, *The Silicon Valley Way*, was translated into Chinese, Japanese, Spanish and Korean and is used by entrepreneurs and university programs around the world. Earlier in his career, Elton spent twenty years at IBM and Motorola where his products won numerous awards.

The U.S. Patent Office has granted him eight patents. He is an occasional guest speaker at Stanford University on energy policy and entrepreneurship.

He currently serves on the boards of six companies including:

NRG Dynamix – Hybrid drive trains and energy storage systems for cars and trucks

Scintera – Semiconductors that minimize cellular base station energy consumption, enabling them to run on solar energy

Peregrine – Low-power semiconductors built on sapphire substrates

Elton received a B.A. in Political Science from the University of California at Berkeley.

