



Green Technology Alliance Officially Launched and Announces 4 Key Partnerships

The Green Technology Alliance (www.GreenTechnologyAlliance.org) is an industry alliance designed to accelerate the adoption of green technologies. The GTA is focused on delivering a value exchange for all its members.

Austin, TX, June 19, 2008 --(PR.com)-- The Green Technology Alliance officially launched yesterday (June 18, 2008) and announced several key partnerships that will enable the GTA to achieve its mission and goals. Additionally, membership in the GTA is now officially available to all individuals and organizations that wish to support the GTA and leverage the benefits of sustainable business practices from programs designed by industry leaders.

In order to open the alliance to all parties that wish to become a Founding Member the GTA decided to launch the membership program earlier than originally planned. If you are interested in membership you can find out more about the GTA and you can now join the GTA securely from their website at www.GreenTechnologyAlliance.org.

The GTA is in the process of developing several industry advisory boards, committees, and other strategic organizational partnerships. The GTA will continue to form key partnerships and work with industry leaders to roll out programs. If your organization is interested in any of our programs or in becoming a strategic partner please contact us at partner@greentechnologyalliance.org.

What is the GTA?

The Green Technology Alliance (GTA) is a hybrid model that combines the best elements of an industry alliance and a professional organization in order to specifically provide the support, tools, resources and knowledge base that will accelerate the adoption of sustainable business practices and adoption of Green Technologies. The GTA provides member's market exposure, education and programs that set the standard for green technology efforts throughout the country.

Why the GTA was formed?

The GTA was formed to demonstrate the value of sustainable economies and prove that we can create actionable business policies, practices and methodologies that enable economic development and effective resource management.

The need for sustainable development and energy conservation is well known what isn't widely available are the required practices, methodologies, solutions and products that an organization needs to assess, evaluate and implement in order to deliver a positive measurable impact on an organization's operations and cost structures.

What makes the GTA different?



The GTA is founded on a business model that focuses on understanding needs and delivering value. The primary objective of the GTA is to help individual companies gain the knowledge to understand the products, tools, methodologies and services that can help their organization better conserve its resources, save on costs, improve efficiencies and ultimately improve its bottom line.

The GTA Announces Several Key Strategic Partnerships

The initial partnerships the GTA focused on for their launch are based on delivering several high leverage programs that span both local and global initiatives across our stakeholder spectrum. Since their headquarters are here in Austin but their focus is on global sustainability they have formed several strategic partnerships to drive and accelerate the alliance. Their initial strategic partnerships are with the Austin Chamber of Commerce, Kyoto Planet, InnoTech Austin and Native Workplace.

The GTA and the Austin Chamber of Commerce

The GTA will participate in the Clean Energy Council and jointly partner with the Austin Chamber of Commerce (www.austinchamber.com) to develop programs to enhance and deliver on the mission of both organizations. The Austin Chamber of Commerce is nationally recognized as a leader in the Clean Energy and Technology arena and is considered a model chamber for its economic development programs which include management and support of several technology centers of innovation and emerging technology funds. “The addition of the Green Technology Alliance to the Austin Chamber's Clean Energy Council will provide a much needed boost to ongoing initiatives as well as assist with promoting Austin as an international center in cleantech innovation, manufacturing, deployment and expertise,” said Jose Beceiro, Director of Clean Energy, Austin Chamber of Commerce. “Developing efficient new clean energy technologies side by side with innovative applications will be significant in fostering development of the clean energy industry.”

Michelle C. Naquin, CEO, Green Technology Alliance states, “The GTA is proud to be an Austin Chamber member and I am honored to be selected as a member of the Clean Energy Council. Our partnership with the Chamber will include participation in a variety of committees and the GTA is particularly excited to be able to provide direct support of Austin's economic development programs in partnership with the Chamber.”

The GTA and Kyoto Planet

The GTA has formed a strategic partnership with Kyoto Planet (www.kyotoplanet.com), a global organization, designed to leverage technology, the free market, and communications to enhance environmental sustainability. The GTA Emerging Technology and Business Development units will coordinate with Kyoto's Capital Partners and Asset Management units, because investment in new technologies is our best weapon against global warming and resource depletion. In addition, the GTA and Kyoto Planet will partner to promote the GTA knowledge base and education programs by offering best practices, information, goods and services in the sustainability space. The joint programs will focus on both consumers and businesses, through GTA events, publications and knowledge base in coordination



with Kyoto Planet's Environmental Solutions, Media and Publishing units.

“We at Kyoto Planet are excited to have entered into a strategic partnership with the Green Technology Alliance,” said Nick Smith, Senior Vice President, Kyoto Planet. “The Kyoto Planet's mission is to use investment, education, and collaboration to reduce humankind's impact on the environment, improve quality of life, and build profitable, socially responsible businesses. Our partnership with the Green Technology Alliance will allow us to deliver additional value to members and stakeholders of both organizations. We look forward to helping business and government adopt best environmental practices through our work together.”

The GTA and InnoTech Austin, Conference and Technology Showcase Event October 16, 2008

The Green Technology Alliance (GTA) and Prospera Events, the producers of several InnoTech conferences nationwide, are excited and thrilled to be partnering for InnoTech Austin 2008 (www.innotechaustin.com). All InnoTech events are designed to highlight technology innovations through regional conferences with programs of relevance and value to IT decision makers. InnoTech Austin is a one day focused event scheduled for October 16, 2008 where education, innovation, peer-to-peer networking and the latest technology and business solutions are all available specifically for IT professionals. The fourth annual Austin InnoTech assembles the leading business and technology executives in the region for a day of answers to IT issues, real world case studies and is the best chance to see the latest products and solutions that support your business.

The GTA will host a full conference track dedicated to Green IT which will include a Green IT Pavilion in the InnoTech Austin exhibit area. The conference program will include sessions and panels on greening the datacenter, supporting emerging green technologies, best practices in Green IT evaluation and implementation as well as the first steps in greening your organizations operations.

“Our partnership with the GTA for InnoTech Austin enables our attendees and sponsors to gain first hand exposure and knowledge to products, solutions and best practices in green,” said Sean Lowery, Executive Director, Prospera Events. “Green is a hot topic and a strategic area for all IT organizations and InnoTech Austin is proud to partner with the GTA, an organization at the forefront of innovation in the Green IT space, to help create and support our first dedicated Green IT conference track and Green IT pavilion at the InnoTech conference.”

Who Should Attend?

If you are a business or technology professional with responsibility for technology in your organization whether it be public or private sector you should attend InnoTech. If you are interested in exhibiting at or sponsoring this event or the Green IT Pavilion please contact Sean Lowery direct at 503-570-6295 or via email at seanl@prosperaevents.com.

The GTA and Native Workplace



“Native Workplace (www.nativeworkplace.com) is excited to be a strategic partner of the Green Technology Alliance (GTA). The Native Workplace programs and initiatives are focused on educating the Native American community on Green Collar careers,” said Cristala Mussato-Allen, Executive Director, Native Workplace. “We also educate to non-native businesses on opportunities in Tribal land particularly in the areas of sustainable and renewable energy resources, exposing increased opportunities for them to market their solutions and partner with tribes in Indian country.”

The GTA is particularly interested in the efforts Tribal groups have made towards economic sustainability both for themselves and in partnership with corporations and the government. “The GTA and Native Workplace will work together to develop and grow initiatives across tribal country that support and create sustainable practices and workforce education; two critical areas required for effective economic development. By highlighting existing programs across the Native community the GTA and Native Workplace will be able to successfully develop both Tribal and community based sustainable economies across the country with global relevance,” said Michelle Naquin, CEO, Green Technology Alliance.

Ms. Mussato-Allen is in complete agreement and further states, “Tribes across the country are implementing Green energy as a matter of self-sufficiency and economic development, and have many exciting projects underway; including, green datacenters and outsourced services for a multitude of green technologies. The GTA is a way for us to network with corporate America in a new and interesting way, opening doors to a multitude of ideas for everyone.”

About The Green Technology Alliance

The Green Technology Alliance (GTA) mission is to build sustainable economies based on green technologies. The GTA will accomplish this mission by developing and supporting an alliance that provides the support, resources and venues that build and grow both existing technologies and emerging technologies in the Green IT space. Simply put: The GTA will help build businesses that are green, sustainable and contribute to the economy.

Media contact: Matt Scherer, 210-325-4130 or email: mattscherer@gmail.com.

Organizational Contacts:

Austin Chamber of Commerce
Donya White
Director of Public Relations
P: 512-322-5637
dwhite@austinchamber.com

InnoTech Austin
Sean Lowery
Executive Director
P: 503-570-6295



seanl@prosperaevents.com

Kyoto Planet Group Inc.
Nick Smith
Senior Vice President
P: 604-696-4400
NSmith@kyotoplanet.com

Native Workplace
Cristala Mussato-Allen
Executive Director
P: 512-462-9056
info@nativeworkplace.com

###



Contact Information:

Green Technology Alliance

Michelle C. Naquin

512-484-8573

michelle.naquin@greentechnologyalliance.org

greentechnologyalliance.org

partner@greentechnologyalliance.org

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/91244>

News Image:

