



"Go Green Now!" The Green Technology Alliance is proud to present: A unique one day conference event. Date: August 13, 2008 in Austin, TX.

The need to conserve resources and operate more efficiently is known. What is missing is how to do it. Knowledge is the key. Join them and gain valuable tools, strategies, processes and more on how to help your organization "Go Green Now!"

Austin, TX, July 23, 2008 --(PR.com)-- This Green Technology Alliance (GTA) one day conference event is focused on providing real world strategies and tools for helping your organization Go Green Now! across your entire operation—whether a start-up or a Fortune 100 company.

Sourcing green technology is an imperative today not only because of the challenges facing our planet but because of the challenges facing the people on our planet. Addressing better usage of our available resources can only happen when individuals and individual organizations understand what needs to be done and more importantly how to do what can be done.

Resource scarcity impacts us all.

The reasons for building sustainability into our business processes and our buying decisions are pretty black and white. They are as economic as they are environmental. We all have to do more with less in order to address the issues we face today as well as those we will face tomorrow.

Individuals and organizations need to conserve resources while improving their bottom line. Learn how to address better usage of your available resources both as individuals and as organizations. Green and clean are not separate needs instead they represent the opportunities for companies to purchase, develop, launch and implement more sustainable buying decisions and business processes.

Consequently, the Go Green Now! conference will blend both clean and green across two critical areas, current and emerging technologies.

Green, Clean and Sustainable...

The hype around green, clean and even sustainable technologies has created a proliferation of terms that can be more confusing than helpful. The hype is there because people realize that this area is critical. The issue is that hype and confusion don't automatically lead to understanding, knowledge sharing and ultimately the change in practices and processes.

Join them August 13th to learn more about how to separate the hype from reality regardless of the technology.

Go Green Now!

The conference will offer industry expert advice on a variety of topics including:



- Green and clean technologies that can help your organization conserve resources and positively impact your bottom line.
- The critical integrated elements required to commercialize green/clean tech including global markets, IP, the investment community and more.
- Strategies, tools, and processes you can use to green your organization, including simple steps you can take to begin greening your organization today.
- The strategic opportunities and challenges in the green/clean sector to help you accelerate the launch of green/clean products, services, and technology(s).

Join them for this unique one day conference event in Austin, Texas on August 13th, 2008.

Find out more and register here... <https://www.123signup.com/event?id=tdvkb>

About the Green Technology Alliance (GTA):

The primary mission of the Green Technology Alliance (GTA) (www.greentechnologyalliance.org) is to accelerate the adoption of Green Technologies. The GTA is dedicated to helping individuals and organizations 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 the bottom line.

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Online Version of Press Release:

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