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TO: WCA Members
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WCA WEEKLY BULLETIN

Green Technology Takes Center Stage

WCA yesterday attended *NDN's Globalization Initiative Forum on Economic Policy* in Washington, D.C. Amory Lovins, Co-founder, Chairman and Chief Scientist of Rocky Mountain Institute, and Fiberforge spoke on Green Technology, energy and resource efficiency. A recent trend has been for GE, Texas Instruments and IBM to cut their CO2 emissions dramatically. The overall message was that efficiency is cheaper in the long run. According to Current Analysis Research Director Peter Jarich, "green telecom" is emerging as the next trade show buzzword. "The year after Al Gore won a Nobel Peace Prize, the emergence of 'Green Telecom' should surprise nobody," Jarich wrote in an [article](#) published by **RCR Wireless News**. "However, do not fool yourself into thinking that a green telecom focus is fully about the environment. It's just as much about business; and this is why it will evolve from a buzzword into an integral part of networks marketing and the way networks get built going forward." To learn more about WCA initiatives in Green Technology, contact WCA's [Meredith Cicerchia](#). *WCA 2008* features a major segment on the topic on April 23, with details to be announced shortly.