

[< Back](#) [Print Email](#) West Sound Technology Association

WSTPA News

"Driving a Technology Future for the West Sound"**Summer 2007**

in this issue

[Is CleanTech Just Another Trend?](#)

[WSTPA Kicks Off 6th Annual Summit with Clean Tech Theme](#)

[Upcoming WSTPA Events](#)

[WSTPA to Launch New Website](#)

[WSTPA Sponsors and Supporters](#)

Is CleanTech Just Another Trend?



by Doña L. Keating

We've heard and read a great deal about CleanTech in the region, including information regarding the Kitsap Sustainable Energy and Economic Development (SEED) project. Our board of directors decided to make both SEED and CleanTech the theme of our upcoming annual summit on October 9 at Silverdale Beach Hotel.

Is this merely the latest trend which will suffer a fate similar to the bursting of the dot-com bubble? That question forces each of us to assess and calibrate both our understanding and expectations. Organisations around the world have convened in an effort to define

• **WSTPA Kicks Off 6th Annual Summit with Clean Tech Theme**

Clean Technology is fast becoming one of the hottest areas of investment and technology development. WSTPA's summit was developed to support Clean Tech as an industry where attendees can collectively respond to some of the world's biggest problems with financially driven solutions. The demand for cleaner technologies is on the rise. Attending this summit will highlight which areas pose the greatest risk & reward.

Sustainability initiatives are changing the way that companies do business, but how do you measure and evaluate the resonance of sustainability programs on reputation, and what is the impact on the company if these initiatives are seen as inauthentic?

Keynotes **Bert Gregory, President and CEO of Mithun** and **Tim Botkin, Director of Kitsap SEED** will evaluate the issues around tying the green momentum in corporations to the overall sustainability of the companies they represent.

A Technology Showcase and cocktail reception will be followed by keynote speakers and dinner. The event is being held **October 9, 2007 from 4p-7:30p at Silverdale Beach Hotel.**

Current sponsors include **Platinum Sponsor** Kitsap County and **Premier Sponsor** Kitsap Peninsula Business Journal. Collaborating Sponsors include Bainbridge Island and Bremerton Chambers of Commerce.

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• **Upcoming WSTPA Events**

*Please note: **RSVP required for all monthly meetings at info@wstpa.org.** Unless otherwise indicated, meetings take place from 5:30p-7:30p at Poulsbo Regional Library's Community Room.*

- **June 21:** Electromagnetism as a Universal Force for Revolutionizing Biotechnology. **Presenter:**Dr. Glen Gordon, EM-PROBE Technologies
- **June 20-21:** Seattle ITEC. Free WSTPA Member admission - a \$150 value. ITEC is the nation's largest series of regional business-to-business IT events. [Register online now.](#)
- **July 19:** Networking meeting at Heads Up Brewing in Silverdale - come join us!
- **August 16:** 7th Annual picnic - stay tuned for details.
- **September 20:** Ubuntu - Is Linux Is Really Ready for Your Desktop? **Presenter:**Dameon Welch-Abernathy, author of two books on the Check Point VPN-1 software/hardware firewall product and currently an Editor in Chief of the Knowledge Base for Nokia Support Web. . *Free copies of Ubuntu will be distributed.*
- **October 9:** 6th Annual Summit - New Frontiers: CleanTech and the Future of Business. [REGISTER NOW](#)

what it means, and examine the role CleanTech can play in our future.

So what is it?

CleanTech has the potential, through its effective implementation, to mitigate harmful legacy technologies. It can also conserve resources which are becoming increasingly scarce. The low hanging fruit includes solar power or other alternative energies, sustainable irrigation, wastewater treatment solutions, or green building. It is a disruptive process, but an ultimately positive one.

Why is it important?

Many consider CleanTech a logical extension of environmentalism where there is passion to change the world for the better. However, it is much larger than this. When businesses maximise on efficiency and create revenue whilst doing the right thing, it has a domino effect which can lead to industrial and societal revolution.

The significance is further validated by venture capitalists which have invested billions towards alternative fuels, which is projected to generate at least \$60 billion in annual revenues. A market has also emerged in other nations, such as Russia, Canada, Europe, Asia and Latin America - where the regulatory environment is a driver. Given political, business and environmental considerations, CleanTech is regarded as a geopolitical imperative with far-reaching economic effects.

As an association which supports all technology and its value as a tool to realise triple bottom line and stimulate economic development, **WSTPA's** goal at this year's annual summit is to aggregate regional talent and showcase the products and services being offered to advance the CleanTech industry. **Bert Gregory**, President and CEO of Mithun, will set the stage for the value of sustainable business practises and living, and **Tim Botkin** of Kitsap SEED will update the audience on its vision, goals, and progress.

Though not the typical "information technology" topic, CleanTech is very much a part of the landscape, so don't sit this one out. As we position ourselves as one of the most innovative regions in the nation - if not the world - all thought leaders should want their voice in the room

• WSTPA to Launch New Website

WSTPA will be launching its new website shortly, which will include a new look and increased user-friendly functionality. Members and guests will be able to create profiles, which will help them register and pay for events as well as membership. A searchable membership directory, new calendar, and forum will be additional features.



The project is being designed by **Interactive Villages**, the company selected by WSTPA's Board of Directors per its Request for Proposal.

Stay tuned for the new rollout - and an upcoming association name change!

[More about Interactive Villages](#)

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[Spring 2007](#)
[Winter 2007](#)
[Fall 2006](#)
[Spring 2006](#)
[Winter 2006](#)
[Fall 2005](#)
[Summer 2005](#)
[Spring 2005](#)
[Winter 2005](#)
[Fall 2004](#)
[Summer 2004](#)

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[Spring 2004](#)
[Winter 2004](#)
[Fall 2003](#)

This email was sent by West Sound Technology Professionals Association (WSTPA), a non-profit, tax exempt 501c(3) educational organization and technology cluster dedicated to increasing public awareness of issues affecting technology, improving education through the effective integration of technology, increasing skills and the availability of opportunities for regional technology professionals, and enhancing cooperation between business, community, and educational leaders for the adoption of technology as a tool to stimulate economic development.

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