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**Greater Richmond Technology Council to Explore the Topic “Sustainable & ‘Green’ - Buzzwords or Real Business Value?”**

Richmond, VA -- Oct. 17, 2008 - Sustainable energy policies and “green” initiatives are hot topics in business, particularly in the technology sector. Creating and managing a green supply chain, or a carbon-reducing energy plan, call for both new technologies and a creative approach to existing technology. What will the short and long-term impact of developing green strategies be on business? Is there a way for technology to lead the effort to reduce a company’s environmental impact while simultaneously increasing its business value?

The [Greater Richmond Technology Council \(GRTC\)](#) has partnered with regional data-center leader [Peak 10](#) and technology recovery and remarketing innovator [TechTurn](#) to present the 2008 Sustainability Summit. The event will explore questions about the business impact of ‘green’ in depth on November 12, 2008 at the Jefferson Hotel. Registration for the event is available on the [GRTC’s website](#).

In a series of panel discussions, the following issues will be addressed:

- **How Big Is Your Carbon Footprint?**
- **Implementing & Best Practices for Going Green**
- **Energy - Conservation vs. Reliability**

The discussions will be facilitated by business leaders who have experience in moving a business toward reducing its environmental impact, and helping lead the implementation of sustainability initiatives.

In addition to panel discussions about the business impact of “green”, the Council will recognize area companies that are leaders in making green work for them, and the community at large with two awards:

- **The Leadership Sustainability Award**, recognizing the Central Virginia based company that demonstrates active involvement and leadership in sustainability programs and practices both internally and in the community
- **The Technology Sustainability Award**, recognizing the Central Virginia based company that demonstrates innovative business services and solutions that produce or utilize cutting edge technology to develop or refine sustainability practices.

The [Greater Richmond Technology Council](#) is an association of businesses and organizations that serves as a catalyst to stimulate and connect innovative, creative, and technical people.

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