



FOR IMMEDIATE RELEASE

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**Green Economy Marketmakers Meet in California Post Inauguration
to Grow the Clean Tech Marketplace**

Elected Officials, Entrepreneurs and Executives Converge at the VerdeXchange Conference in Los Angeles to Discuss How Climate Change Solutions Will Influence the Green Economy

LOS ANGELES— Less than one week after Inauguration Day marketmakers will gather on Monday, January 26th in Los Angeles to discuss growing clean tech, infrastructure and green economic opportunities shaped by the Obama administration, Congress and California's market-defining climate change initiatives.

C-level energy and clean tech executives and entrepreneurs, elected and utility officials, public and private fund managers, and other public and private sector drivers of change will exchange views on such topics as climate change initiative challenges and opportunities, green job growth, and high-speed rail potential at the VerdeXchange Conference 2009.

"There is enormous opportunity being generated in California, thanks to the state's landmark Global Warming Solutions Act (AB 32) and Gov. Schwarzenegger's aggressive program to advance clean renewable energy," said David Abel, chair and managing director of the VerdeXchange Conference 2009. "Our conference offers green marketmakers a chance to engage with an accomplished group of people at the forefront of these exciting green prospects both locally and globally."

A long list of distinguished individuals will lead or take part in timely and stimulating conversations. To name just a few:

- Former US Secretary of Commerce Mickey Kantor; Former US Secretary of Transportation and Commerce; Congressman Earl Blumenauer (D-Ore.)—**California's Climate Change Initiatives: A Roadmap for the New U.S. Administration & Congress?**
- Mary Nichols, chair, California Air Resources Board—**California's landmark Global Warming Solutions Act (AB 32) Implementation Challenges & Opportunities**

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- Linda Griego, Packard Foundation trustee and former director of the Federal Reserve Bank of San Francisco—**Green Jobs, Workforce Training and Economic Development in a Sustainable Low Carbon World**
- Michael Peevey, president, California Public Utilities Commission; David Nahai, CEO and general manager, Los Angeles Department of Water & Power; Pedro Pizarro, senior vice president for power procurement, Southern California Edison—**Energy Efficiency: Where the Action Is!**
- Former US Secretary of Transportation and Commerce Norm Mineta; Judge Quentin L. Kopp, chair, California High Speed Rail Authority; Yoshiyuki Kasai, chair, Central Japan Railway Company; Roger Snoble, chief executive, Los Angeles Metropolitan Transportation Authority; Dan Sperling, director, Institute of Transportation Studies at the University of California, Davis—**Low Emission Transport: Exactly What is Coming and Exactly When?**

The one-day event will be held at the Los Angeles Marriott Downtown from 7AM to 5:30PM on Monday, January 26, 2009.

About the VerdeXchange Green Marketmakers Conference 2009

VerdeXchange Conference 2009 is the one event for green marketmakers who want to take advantage of the opportunities created by a new federal administration and California's market-defining climate change initiatives. For more information about the agenda and speakers, please visit: <http://www.verdexchange.org/conference>.

About VerdeXchange, LLC

VerdeXchange, LLC is an environmental think tank and publisher created to inform and strategically advise green innovators wishing to diffuse green technology and innovations in the marketplace. For additional information about VerdeXchange go to: <http://www.verdexchange.org>.

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