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Green Technology To Be Focus Of WCA Initiative And Expert Panel April 23 At *WCA 2008* in Washington, DC

WASHINGTON, DC (April 4, 2008) – U.S. Rep. Rick Boucher (D-VA), the chairman of the House Energy & Commerce Subcommittee on Energy and Air Quality, will keynote a high-level panel on next steps for migrating the communications industry to green technology. Discussing one of the hottest topics in the telecom/IT industry today, the panel will be held on April 23 at *WCA 2008* – the annual convention organized by the [Wireless Communications Association International \(WCA\)](#).

“The time is right to showcase a major cross-industry initiative on this vital subject, illustrating that green technology is an imperative and an opportunity, not merely an option,” commented WCA President Andrew Kreig. “WCA is thrilled to host this panel that will generate increasing public awareness, including within the communications and energy industries.”

The featured speakers will also include Bechtel Telecommunications Principal Vice President and CTO Jake MacLeod, whose company’s leadership in both energy and telecom provides authoritative insight. Speaking also will be fellow WCA member companies Northrop Grumman IT CTO Dr. Robert F. Brammer, whose company is the largest employer in Virginia, and Silver Spring Networks CTO & Founder Raj Vaswani, whose company devised solutions for electric utilities companies to save energy by using wireless for “smart grid” networking.

“Green telecom” is emerging as a major theme in the industry, with WCA seeking to use the panel to kick off a long-term committee initiative on best practices. “The year after Al Gore won a Nobel Peace Prize, the emergence of ‘Green Telecom’ should surprise nobody,” commented Current Analysis Research Director Peter Jarich in a recent [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,” Jarich said.

Qualified full-time press and industry analysts are eligible for complimentary admission. To register, please visit [Press Registration](#) or send an e-mail to susan@wcai.com.

About the Wireless Communications Association International (WCA):

Founded in 1988, WCA (www.wcai.com) is the trade association for the broadband wireless industry, with some 200 member companies on six continents.##