

## **Mary Nichols Audio Invitation to VX2010**

Hello, this is Mary Nichols, Chair of the California Air Resources Board, inviting you to attend the 3<sup>rd</sup> annual VERDEXCHANGE Green Marketplace Conference—VX2010, in Los Angeles, California, this coming January 24<sup>th</sup> and 25<sup>th</sup>.

As California's lead air quality enforcement officer and California Governor Schwarzenegger's point person on global warming, I am keenly interested in the many new technologies entering the marketplace to address climate change and the other pressing environmental issues of our time. I also carefully observe the investments made by public sector agencies and private businesses in these new technologies as a way to gauge the pace at which public policies are driving the green energy and clean tech marketplace.

That's why I attend the VERDEXCHANGE Conferences. It's an under-one-roof event where I can count on learning about the most recent market trends and on having the opportunity to meet in small groups settings with the buyers and sellers, investors, and environmental stewards shaping the market.

VERDEXCHANGE, in collaboration with Southern California Edison, AECOM, SoCalGas/Sempra Energy, NRDC, Craton Equities, G24i, Electronic Recyclers International, the consulates of both Canada and Japan, and the Los Angeles Economic Development Corporation, among others, will once again host this major two-day conference where climate change decision makers will be networking and presenting their insights to a select audience. Expert panels will focus on the fast evolving markets for green and clean technologies and the expanding opportunities for buyers and sellers of products and services that advance the goal of reducing global warming and scaling sustainable practices. Market leaders from around the world, the nation, California and the Western States are attending the conference to share and discuss the "game changing" impacts of new regulations and attitudes towards environmental sustainability, global climate change and energy conservation that are shaping and driving the global, trillion dollar green marketplace. And while you are here in Los Angeles for the VERDEXCHANGE Conference, you will meet public pension fund managers, senior utility officials, and clean tech entrepreneurs, each actively investing in and propelling this fast evolving market.

This December, the world will focus on climate change discussions in Copenhagen. But as the delegates leave Denmark, you can be sure that they will then turn their attention to California and western states where they can witness the actual economic impacts of climate change policy. That's why the road in 2010 from Copenhagen truly passes through California and the West.

So please come join me in Los Angeles on January 24<sup>th</sup> to 25<sup>th</sup> and be part of a global group of executives, entrepreneurs, environmental stewards, investors, and policy makers at VX2010, the annual VERDEXCHANGE Green Marketplace Conference.