



The Colorado Cleantech Industry Association Announces  
"Advanced Water Management: Using Cleantech to Manage Scarce Resources," February 25,  
With Cameron Brooks Keynote on IBM's Smarter Planet Initiatives

***The Colorado Cleantech Industry Association (CCIA) is offering "Advanced Water Management: Using Cleantech to Manage Scarce Resources," February 25, with keynote presentation by Cameron Brooks on IBM's Smarter Planet Initiatives. IBM is already staking claims in the smart grid industry to better manage electricity. Now it's doing the same for water, with a broad offering that will include developing sensor and intelligence networks for water utilities, smart water meters and a new technology for water filtration.***

**Denver, CO, February 18, 2010** – The Colorado Cleantech Industry Association (CCIA) is offering "Advanced Water Management: Using Cleantech to Manage Scarce Resources," with keynote presentation by Cameron J. Brooks, Ph.D., on IBM's Smarter Planet Initiatives. The announcement is made by Christine Shapard, founding Executive Director of the CCIA who says the Association is looking forward to putting the focus on advanced water management at its next event, Thursday, February 25, 7:30 a.m., at Craig Hall Community Room, University of Denver.

"Water technology is fast becoming a hot spot of innovation and commercialization. Here in the U.S. West, we're acutely aware of water availability. Globally, there is a looming water crisis as populations rise, pollution increases and water supply, quality and reuse develops into some of the most difficult challenges of the 21st century," Shapard explains.

Keynote speaker is Dr. Cameron Brooks, Director of Solutions & Business Development, IBM Big Green Innovations. He will introduce IBM's Smarter Planet initiatives and discuss the technologies IBM is employing to leverage their smart grid expertise for the water "grid." Dr. Brooks will also provide IBM's perspective into where the water technology market is headed relative to IP sharing, investment, partnership and global opportunities.

IBM is already staking claims in the smart grid industry to better manage electricity. Now it's doing the same for water, with a broad offering that will include developing sensor and intelligence networks for water utilities, smart water meters and a new technology for water filtration. Water is one of the world's most abundant substances. However, it is also fast becoming one of the planet's most stressed resources. Access to clean water has emerged as a critical issue affecting economic activity, development, and business around the world. Increasing regulatory pressures, climate change, aging workforce, failing infrastructure, growing focus on social responsibility, and environmentally related risk management are forcing organizations to reassess the impact of water management on their economic well being. For more information, visit

<http://ibm.com/smarterplanet/water>

**Following the IBM keynote presentation, the CCIA will open a panel discussion with experts from:**

\* Stewart Environmental - <http://www.stewartenv.com>

-More-

\* MWH Global - <http://www.mwhglobal.com>

\* National Renewable Energy Laboratory - <http://www.nrel.gov>

\* Geotech Environmental Equipment - <http://www.geotechenv.com>

Join the CCIA on February 25, 7:30 – 10:30 a.m., at Craig Hall Community Room, University of Denver, to learn about the innovations in technology that will help address the globe's complicated water condition. Registration is required by contacting Shelly Curtiss at 303-623-2690 or [Shelly@coloradocleantech.com](mailto:Shelly@coloradocleantech.com) – CCIA members attend free of charge; \$35 for non-members. Note space is limited and reservations are on a first-come, first-served basis. For more information, visit <http://tinyurl.com/AdvWaterMgmt>

#### **About Cameron J. Brooks, Ph.D**

At IBM Big Green Innovations, Dr. Brooks is responsible for incubating and growing a portfolio of environmentally-focused initiatives. Since 2008, one of the major objectives of this group has been to grow an Advanced Water Management business for IBM. Cameron is leading a team of technical experts and business development executives who are leveraging IBM's information management, advanced analytics and technology services capabilities to develop water management solutions for government, utility and enterprise customers. In his prior role, Cameron was program director for the IBM Blue Gene supercomputer. In his 13 years with IBM, he has successfully led multiple initiatives to bring innovative new technologies to market. Cameron has also held several technical roles in IBM's Systems & Technology Group, beginning his career in Burlington, Vermont as a development engineer in the Microelectronics Division. Cameron holds a BS degree in Electrical Engineering from the University of Waterloo, Canada, and MS and PhD degrees in Electrical Engineering from the University of Michigan. He also holds an MBA degree from the New York University Stern School of Business. Cameron holds 6 U.S. patents and has authored over 20 technical papers. He is married, a father to two girls, and lives in Westchester County, NY.

#### **About the Colorado Cleantech Industry Association**

The Colorado Cleantech Industry Association represents the interests of the state's cleantech industry. Its mission is to further establish Colorado as a world leader in clean technology by providing representation and advocacy, a unified voice, relevant programming and capacity development. For more information, visit <http://www.coloradocleantech.com>

#### **The CCIA also is found on these social media sites:**

Twitter: <http://twitter.com/COCleantech>

LinkedIn Group: <http://www.linkedin.com/e/vgh/1882455>

Facebook Fan Page: <http://www.facebook.com/ColoradoCleantechIndustryAssociation>

News Feed: <http://coloradocleantech.blogspot.com>

YouTube Channel: <http://www.youtube.com/COCleantech>

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