



Christine Shapard Appointed Founding Executive Director for the Colorado Cleantech Industry Association

Christine Shapard, a well-known name in Denver's business community has been named the first executive director for the Colorado Cleantech Industry Association (CCIA), a trade association currently being formed for the State's clean technology industry. Clean technology is anything that helps consumers or industries to use natural resources such as energy, water and waste more efficiently - and, while using them - lessen their environmental footprint.

Denver, CO, March 17, 2009 -- Christine Shapard, a well-known name in Denver's business community has been named the first executive director for the Colorado Cleantech Industry Association (CCIA), a trade association currently being formed for the State's clean technology industry. The announcement is made by Ron Bernal, partner with Sequel Venture Partners, and member of the CCIA organizing committee, who says his team is absolutely thrilled to have an executive of Shapard's caliber on board to spearhead the future launch of the new association and its ongoing management and growth.

"I'm extremely excited about leading the first industry-led, industry-focused cleantech trade association in our state," Shapard says. "Colorado has the potential to be the national leader for the this important industry."

Shapard most recently served as interim director of the Colorado Bioscience Association (CBSA), which she originally joined in January 2006 as director of marketing and communications. Prior to CBSA, Shapard was with the Governor's Office of Economic Development & International Trade where she helped start Colorado's trade association for nanotechnology companies and help launch both the BioWest Conference & Expo and the *Bioscience Colorado* magazine.

Clean technology is anything that helps consumers or industries to use natural resources such as energy, water and waste more efficiently - and, while using them - lessen their environmental footprint. The sector includes renewable energy manufacturers and providers as well as products and services that make our current energy production and distribution systems more efficient.

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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