



WNC CENTER FOR
TECHNOLOGY
COMMERCIALIZATION
— AT ENKA —

NEWS RELEASE

Energy Efficiency Technology & Business Fair Set for January 25th

Showcasing Nearly 350 Technologies, This Event Will Introduce New Energy Efficient Products and Processes to Generate New Opportunities for Entrepreneurial Businesses

Asheville, January 4, 2005 The region's first Energy Efficiency Technology & Business Fair will take place on Tuesday, January 25th at the Harvey L. Haynes Conference & Technology Training Center on the Enka Campus of Asheville-Buncombe Technical Community College. The full-day program is sponsored by the Western North Carolina Center for Technology Commercialization **through funding from the U.S. Department of Energy (DOE)**.

The event will showcase nearly 350 energy efficient technologies from Oak Ridge National Laboratory, Pacific Northwest National Laboratory, National Renewable Energy Laboratory, Clemson University, the University of Tennessee, the University of South Carolina and Virginia Tech. The program will link entrepreneurs, inventors and existing businesses with individuals and organizations that will help commercialize those resources.

Energy **efficient** technologies can be the basis of new products or processes or services in markets from automobiles to buildings to home appliances to paper mills and steel mills. They include fuel cells, windmills and highly energy-efficient vehicles and industrial motor applications. Some of these technologies can revolutionize markets and some will be the competitive edge needed by existing U.S. manufacturers in the global markets.

The Energy Efficiency Technology & Business Fair is designed to benefit entrepreneurs and existing businesses that are strong candidates for licenses of technology for energy-efficient products, processes and services. It will also serve to cultivate those companies seeking growth and new markets with technological advantages. This will be the first event of its kind in Western North Carolina.

During the morning session, **participating institutions will provide overviews** of their activities and the technology licensing processes. Technical presentations on the various available technologies, along with in-depth discussions between registrants and licensing executives will take place during the afternoon. **Scheduled luncheon speakers include Congressman Charles H. Taylor, 11th District, North Carolina; and Steve Hortin, Senior Project Manager, U. S. Department of Energy – Southeast Regional Office.**

Registration is free to all entrepreneurs and entrepreneurial businesses who register at www.wncctc.org thanks to [~~strike: a federal grant~~] **federal funding from DOE** devoted to entrepreneurial growth **related to energy efficiency**. The fee for individuals who want to attend, but are not serious candidates for licensing, is \$200 for private sector and \$50 for non-profit and public sector registrants.

The WNC Center for Technology Commercialization (WNCCTC) was created in June, 2004 through a \$340,000 [~~strike: appropriation~~] **subcontract** from the U.S. Department of Energy led by Representative Charles H. Taylor, 11th District, North Carolina. The project is a partnership that includes Oak Ridge National Laboratory, and its Tech 2020 and Center for Entrepreneurial Growth projects; Education and Research Services; The Institute at Biltmore; Clemson University's Spiro Center for Entrepreneurial Leadership and Asheville-Buncombe Technical Community College.

WNCCTC is designed to help create jobs in the Western North Carolina region by connecting intellectual property and ideas with people and organizations that can commercialize those resources. It serves businesses, inventors, entrepreneurs and universities across the region.

For additional information and registration information, please visit www.wncctc.org or contact Robert Goodale, Principal Investigator, Western North Carolina Center for Technology Commercialization. Telephone: 828 277-1202, extension 103, or 919 522-5990; e-mail: rgoodale@strategicplan.org

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