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Mariposa Leadership Champions First-Ever Cleantech Industry Leadership Study: Join the "Leading in Green" Movement!

updated 10:13 a.m. PT, Wed., June. 4, 2008

SAN FRANCISCO, CA - We know now that we're in a race against time. Does the Cleantech Industry have the leadership required to address its challenges and shape the future for survival on this planet? Mariposa Leadership, Inc. is looking for participants to tackle this and other key questions in the first-ever research study of its kind.

Sue Bethanis, Founder/CEO of Mariposa Leadership, Inc., says, "You're shaping the future simply by being in your industry, which has come to represent the most significant shift in modern history, not only in technology and economics, but in leadership and mindset." By participating in this study, you'll have the chance to share your knowledge on the following topics:

-- Attraction and retention: The world's brightest minds aren't necessarily working on its biggest problems. What does it take to attract, develop and retain emerging leaders and top talent in the cleantech industry?

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-- The long haul: Hightech companies can be built in garages and sold in matter of months on the strength of an idea. But whereas the time to success for hightech companies is 3 to 5 years, Cleantech companies need to be carefully built and managed for longer than 5 to 10 years. Are your emerging leaders ready to settle in for the long haul, building real, physical value over time?

-- Managing complexities: So much of Cleantech success will depend on creating and managing changes in the regulatory environment, supply chains, transmission grids, resource requirements, and carbon market structures. How will they do it?

-- Connect and Collaborate: How can cleantech leaders network, create allies, and build symbiotic partnerships with other leaders?

By sharing your knowledge, experience, and insights, you'll help educate and influence other key players and emerging industry leaders, speeding up the transition to a sustainable world. You'll have the opportunity to meet other like-minded leaders -- who potentially could

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become mentors, customers, or partners. Contact Sue Bethanis to learn more about participating, co-sponsoring, or accessing the valuable results of this fantastic research and networking opportunity.

Susan J. Bethanis, Ed.D., is the Founder/CEO of **Mariposa Leadership, Inc.**, author of **Leadership Chronicles of a Corporate Sage**, and host of the popular leadership forum **Wise Talk**.

Mariposa Leadership, Inc. offers premier **leadership coaching services to hightech, biotech, and cleantech**.

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