



Reed Sternberg
Texas Green Network

Wachovia Corp's first green banking branch on Slaughter Lane convinced Reed Sternberg, a small business banker, to find a new way to help businesses connect.

"When I started talking with people about Wachovia's efforts I realized that there was a strong desire in the business community to connect and work together on green projects. People are looking for ways to share information and inspiration."

Working with a group of friends, Reed founded Texas Green Network (texasgreen-network.org) as an "environmental chamber of commerce," a means of encouraging environmentally responsible business prac-

tices. A non-profit, all volunteer organization, Texas Green Network gives members a chance to promote their efforts, to lead by example, and to find inspiration in the efforts of others. The group creates a monthly newsletter and holds monthly meetings.

Texas Green Network has grown from a handful of attendees in January to more than 60 at its April meeting, held at the Historic German Free School. Meetings include entertainment, guest speakers and space for green businesses to display their products and services.

Reed sees a bright future for an organization that he believes will someday fulfill a

fundamental need. "I hope it will become something that the business community in Texas considers as basic as proper accounting standards."

Wachovia's initiatives are typical of the kind of information Texas Green Network shares and promotes, Reed says. "Drive-through banking is a pet peeve of mine, so I'm promoting the concept of Remote Deposit Capture. Instead of wasting time in the drive-through line, burning more gas, and putting more cars on the road, it's now affordable for small businesses to make their deposits through a small scanner at their office."