An International Perspective

A new Dean brings an opportunity to combine an international approach with a multidisciplinary viewpoint to environmental problem-solving.
An internationally recognized environmental scientist and statesman has been appointed dean of the Donald Bren School of Environmental Science and Management at the University of California, Santa Barbara.

Ernst von Weizsäcker joined the Bren School as Dean in January 2006.

Von Weizsäcker has served as the policy director at the United Nations Centre for Science and Technology for Development, director of the Institute for European Environmental Policy, and president of the Wuppertal Institute for Climate, Environment, and Energy. He is a member of the Club of Rome—a global think tank devoted to the improvement of society—and served on the World Commission on the Social Dimensions of Globalization. He later became a member of the German Bundestag, the federal parliament, where he was appointed Chairman of the Environmental Committee. He was a professor of interdisciplinary biology and the founding president of the University of Kassel in Germany.

In addition, he is the author of several influential books on the environment, including “Earth Politics” and “Factor Four: Doubling Wealth, Halving Resource Use.” His many honors and awards include the prestigious Takeda World Environment Award and the Duke of Edinburgh Gold Medal of the World Wildlife Fund International. A graduate of Hamburg University, he earned his Ph.D. at Freiburg University.

“Dr. von Weizsäcker is a distinguished scientist and eminent scholar who will bring both visionary leadership and new dimensions to the strong scholarly resources of our Bren School,” said UCSB Chancellor Henry T. Yang. “Environmental science, management, and policy are the three pillars of the Bren School, and Dr. von Weizsäcker is extremely well qualified to lead our efforts to integrate these elements as we develop innovative solutions for environmental challenges facing California and our nation.” Chancellor Yang also noted how von Weizsäcker had developed a global network of key individuals and organizations in environmental science and management with whom he has collaborated, and said this would be of enormous value and benefit to the Bren School.

The chair of the search committee for the new dean, Bren Professor John Melack, said his committee and the School’s faculty saw in von Weizsäcker an opportunity to expand both the vision and the reach of the Bren School. “He engaged the faculty and really made us think differently,” Melack said. “He stretched people’s sense of how to view the world. The faculty strongly feels that he will add a new intellectual dimension to the Bren School.” Melack assumed a new role as associate Dean upon the arrival of Dean von Weizsäcker.
Why I Chose to Come to Bren

by Ernst von Weizsäcker

It was Bren Professor Oran Young who first brought the Bren School to my attention. We were in the process of writing a book together on the limits to privatization, and both of us felt we had a very good time cooperating.

When the dean’s position at the Bren School became open, I was hesitant to apply because I was still in the midst of my second term as a Member of the Bundestag (the equivalent of an American Congressman). However, after consulting with my wife, I felt I should at least visit Santa Barbara. When I visited in February 2005, I encountered an extremely nice and ambitious lot of people, both faculty and students, and realized that the Bren School, like UC Santa Barbara, was on a very good path of moving to the top in the academic world. I remembered my happy days as university president in the late 1970s and felt attracted to the idea of once again being engaged in education and its management. It then so happened that my parliamentary term was cut short, and I could accept the position.

Once I got an indication that I might be offered the position of dean, I began looking for challenges and opportunities that could be of relevance for the Bren School. One of the most exciting events in this regard was in China. Each year, the Chinese leadership organizes a “Development Forum” with half a dozen Chinese ministers attending and interacting with leading international experts. This year, the exclusive topic was “resource efficiency,” and I was invited as the overseas keynote speaker. I heard impressive commitments on the part of the ministers on doubling resource efficiency within fifteen years. This amounts to a paradigm shift that will also affect the USA and Europe. So far, technological progress is mostly measured by the increase of labor productivity. Now, at a time of abundant labor and scarce natural resources, it seems obvious that the emphasis has to shift towards resource productivity. Environmental science and management will have to play a leading role in the respective paradigm shift.
Jeff Dozier, Bren professor and founding dean of the Bren School, is one of two winners of the William T. Pecora Award for 2005. Sponsored jointly by the U.S. Department of the Interior and the National Aeronautics and Space Administration, the Pecora Award is presented annually to recognize outstanding contributions by individuals or groups toward understanding the earth by means of remote sensing.

Dozier, who served six years (1994-2000) as the first dean of the Bren School was cited “For scientific excellence and leadership in snow hydrology, remote sensing, and information systems.”

The award was established in 1974 to honor the memory of William T. Pecora, former Director of the U.S. Geological Survey and Under Secretary, Department of the Interior. Pecora was a motivating force behind the establishment of a program for civil remote sensing of the earth from space.

Dozier is the third UCSB faculty member to have won the prestigious award. “This is a wonderful honor not just for me, but for UCSB,” said Dozier. “That I am the third Pecora Award winner from our campus, when no other university has had more than one, owes to the leadership of previous winners Dave Simonett and Jack Estes, starting in the 1970s. I have also benefited from the remarkable insights of my graduate students and younger colleagues.”

Dozier’s research and teaching interests are in the fields of snow hydrology, earth system science, remote sensing, and information systems. He is an author of some 20 books and monographs and more than 200 articles in leading journals and conferences. He was the Senior Project Scientist for NASA’s Earth Observing System in its formative stages. He also helped found the MEDEA group, which investigates the use of classified data for environmental research, monitoring, and assessment.

Dozier received his Ph.D. from the University of Michigan in 1973 and has been a faculty member at UC Santa Barbara since 1974. He is a Fellow of the American Geophysical Union and the American Association for the Advancement of Science, an Honorary Professor of the Chinese Academy of Sciences, a recipient of the NASA Public Service Medal, and the 1997 Schneebaum Lecturer at the Goddard Space Flight Center.
The recently published first volume of *The Endangered Species Act at Thirty: Renewing the Conservation Promise* was edited by Bren Professor Frank Davis with Dale Goble, University of Idaho Law School, and J. Michael Scoot, Professor, Department of Fish and Wildlife Resources at the University of Idaho. The book is a follow-up to a conference on the Act held at the Bren School in November 2003.

The 30th anniversary of the law was an opportunity to do a retrospective, but also to think about conservation challenges of the 21st Century. More than 30 professionals from diverse backgrounds contributed to the book, including lawyers, economists, biologists, political scientists and others from academia as well as public and private organizations.

“Virtually everyone agreed that in general the Act has been successful,” Davis remarked. “The act has plenty of problems but, by and large, participants recommended incremental reform to specific parts of the Act rather than major revisions.”

“Americans want to save endangered species, but there are also many opportunities to protect species before they become endangered. The message of the two books is that in order for that to happen, we must better protect and manage species’ habitats using market incentives and all of the local, state and federal tools at our disposal.”

The book is a comprehensive, multidisciplinary review of issues surrounding the Endangered Species Act, with a specific focus on the act’s actual implementation record over the past thirty years. The result of a unique, multi-year collaboration among stakeholder groups from across the political spectrum, the two volumes offer a dispassionate consideration of a highly polarized topic.

*Renewing the Conservation Promise*, Volume 1, puts the reader in a better position to make informed decisions about future directions in biodiversity conservation by elevating the policy debate from its current state of divisive polemics to a more-constructive analysis. It helps the reader understand how the Endangered Species Act has been implemented, the consequences of that implementation, and how the act could be changed to better serve the needs of both the species it is designed to protect and the people who must live within its mandates. *Volume 2, Conserving Biodiversity in Human-Dominated Landscapes*, which examines philosophical, biological, and economic dimensions of the act in greater detail, will be published in 2006.

As debate over reforming the Endangered Species Act continues, these two books will be essential references for policy analysts and lawmakers; professionals involved with environmental law, science, or management; and academic researchers and students concerned with environmental law, policy, management, or science.

web connection ->
http://www.bren.ucsb.edu/rd/esa30.asp
The Bren School welcomes Matthew Kotchen as a new assistant professor of environmental and resource economics. Prior to joining the Bren faculty, Matt was an assistant professor in the Department of Economics at Williams College in Williamstown, Massachusetts. He received his Ph.D. in Economics from the University of Michigan in 2003, along with an MS in Resource Policy and Behavior from Michigan’s School of Natural Resources & Environment.

Matt’s research interests are broad, but much of his work relates to voluntary approaches to environmental protection. These approaches are part of what is sometimes referred to as the “third wave” of environmental policy, following the first wave of command-and-control regulations and the second wave of market-based instruments. Using both theoretical and empirical methods, Matt explores the different ways that incentives for private provision of public goods can advance our understanding of the relationships between individual behavior, environmental quality, and ultimately public policy.

Some of Matt’s recent and ongoing projects seek to answer a variety of questions: What explains the appearance and success of voter referenda for open-space conservation? How should economists think about environmentally friendly consumption and conservation behavior? Are markets for environmentally friendly goods and services always good for the environment? What explains voluntary participation in green electricity programs?

Matt is excited to be part of an interdisciplinary faculty working on environmental and resource issues. He started in the natural sciences himself before settling on economics. As an undergraduate, Matt’s first research experience took place in Denali National Park, Alaska, where he was chasing Arctic bumblebees to take their temperature. His first job was as an assistant biologist for the state of Vermont, where he was working on a biological control for a nuisance aquatic plant. There he learned that economics was unavoidable, decided to learn more, and has been doing so ever since.

The opportunity to teach masters and Ph.D. students at UCSB was a big reason why Matt decided to join the Bren School. He looks forward to teaching environment students about economics, rather than economics students about the environment. In the fall, Matt taught a seminar for the incoming Ph.D. students in the Economics and Environmental Science Training Program, and Microeconomics Principles for Environmental Management for the incoming MESM students. He is teaching Cost-Benefit Analysis in the winter.
Q & A with Lee Hannah

What brings you to the Bren School?

I’m here on a 3-year research assignment, working on a joint project with the Nature Conservancy and Frank Davis. We are developing next-generation models of plant species responses to climate change under funding from the state Energy Commission’s PIER (Public Interest Energy Research) program. At the end of three years, we will join with other PIER-funded groups in running our models using regional climate models being developed under the program. Coming from a research institute, it’s great to be in a full academic environment. I’ll be teaching Climate Change Biology winter quarter, and we’ve already had several Bren students on internships at Conservation International.

What other things are you doing and/or have you done in this area?

The other part of my job is directing the climate change research program at the Center for Applied Biodiversity Science at Conservation International, my home institution. My previous work has included modeling species responses to climate change among the proteas of the Cape region of South Africa. That work has lead to several spin-offs, including the January 2004 cover story in Nature, in which we and a number of other research groups combined our studies to estimate extinction risks due to climate change; a recent (May 2005) Bioscience review of the implications of climate change for protected areas in the Cape; and a September 2005 Conservation Biology piece looking at how corridors can be designed for climate change. Before joining Conservation International, I was a congressional fellow for the American Institute of Biological Sciences and an international fellow for AAAS.

Your new book, Climate Change and Biodiversity, presents a comprehensive view of the newest research and thinking on climate change and biological diversity. Can you elaborate on what is included?

Tom Lovejoy, President of the H. John Heinz III Center for Science, Economics and the Environment, and I are editors of the book, which was released in May by Yale University Press. The book is written for the specialist as well as the concerned citizen. Contributors to the book discuss what is now known about past climate changes in different areas of the world; recent trends in climate change and projections for the future; ways that particular organisms are responding to climate change; conservation challenges, including social and policy issues; and other critical topics in climate change biology.

I’m happy to say that reviews have been quite good. E. O. Wilson and others have called it a “milestone” and “destined to become a classic.” I’m teaching Climate Change Biology in winter quarter, and we’ll be using the book in that course.
**School News**

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### Roosevelt Review Publishes Kastner and Felix Article

Bren Alum Joseph Kastner (MESM '05) and David Felix (MESM '06) had their article, “Extraction vs. Taxation: What to do with ANWR,” published in the inaugural issue of the Roosevelt Review. The Roosevelt Institution received 200 submissions for the first issue of the Review; only eight articles were selected.

Felix, shown at the podium, traveled to Washington D.C. in October to present the paper to Congressional Staff and members of the press in the Canon House Office Building. Kastner, a Bren alum, now Vice President of Renewable Ventures LLC, was unable to attend.

Roosevelt fellows from chapters across the country were joined by hundreds of fellow students, press, and other interested parties for the DC launch of the Institution’s flagship publication.

The Roosevelt Institution brings the innovative ideas of brilliant students to an audience capable of influencing public policy through its national student research journal, the Roosevelt Review, a journal devoted to publishing high quality research, analysis, and policy proposals by graduate and undergraduate students. The Review aims to give policymakers access to underused student intellectual capital and, at the same time, leverage the Roosevelt Institution’s brand to build connections between students and policymakers with common interests.

In spring 2005, Kapil Kulkarni (MESM ’05) and other Bren students organized a chapter of the Roosevelt Institution at UCSB, joining the ranks of more than 120 colleges and universities worldwide participating in the Roosevelt Institution.

**web connection** ->
[www.rooseveltinstitution.org](http://www.rooseveltinstitution.org)

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### Group Project Develops into National Packaging Program

The 2005 Group Project, “Environmental Packaging Guideline and Certification Program for the Electronics Industry,” has been adopted as the official certification material for packaging professionals in the electronics industry.

The project developed an environmental packaging guideline and certification program for packaging professionals in the electronics industry. The guideline helps packaging professionals understand the environmental impacts of their packaging decisions and helps them make practical choices that improve the environmental performance of packaging designs and processes. The certification program includes a training course based on information in the guideline as well as an exam used to test knowledge. The Institute of Packaging Professionals will administer the certification program to packaging professionals working in the electronics industry.

The Group Project client was Hewlett-Packard. Project members were Brian Crumrine, Shawn Decker, Elissa Loughman, and Ryan McMullan, and the Faculty Advisor was Magali Delmas.

**web connection** ->
[www.bren.ucsb.edu/research/gp_past.html](http://www.bren.ucsb.edu/research/gp_past.html)
Laura Haston has been promoted to Assistant Dean of the Bren School of Environmental Science and Management. Her responsibilities have expanded to include overseeing the administrative and financial units of the School as well as academic and student affairs.

Haston joined Bren in 1996 as Assistant Dean, Academic Affairs. Prior to coming to Bren, she was an Assistant Professor of Geography at Cal State Northridge. Laura earned her BA, MA and Ph.D. in Geography from UC Santa Barbara and was an Assistant Professor of Geography at California State University, Northridge.

“Laura’s dedication to maintaining the highest professional standards will benefit the Bren School well as we meet new challenges in the coming year,” said Professor John Melack, Associate Dean of the Bren School.

Bren, Duke, Yale and Michigan Collaborate on Recruiting

Two joint recruitment events were hosted by the four top environmental graduate schools—the Bren School, Duke’s Nicholas School of the Environment & Earth Sciences, University of Michigan’s School of Natural Recourse and Environment, and Yale’s School of Forestry & Environmental Studies.

Since the four schools share a common goal—to educate future environmental leaders—they decided to join forces to attract and recruit the brightest individuals interested in becoming environmental leaders. The events were held in mid-November in Chicago and San Francisco and were very well attended.

These events may promise to be the first of many collaborative efforts to come.

Alumni Services Expand

Tammy Taub has joined Dave Parker in the Career Services and Alumni Relations area as Career and Alumni Relations Coordinator. In addition to managing the alumni relations program, Tammy works closely with Dave on job placement, internship development, career advisement and training, and professional development.

Stay tuned for exciting changes in the alumni arena, including increased networking capabilities, alumni updates, and local get-togethers generated by those interested in taking on a leadership role in the ongoing connection of Bren Alum.

Upcoming Events

Please check our Events Calendar for a complete listing of all events, including colloquia and seminars.

web connection ->
www.bren.ucsb.edu/news/events/

Group Projects Presentations
Wednesday, April 19, 2006
3:00 p.m.
Fess Parker’s Double Tree Hotel
Santa Barbara

Breakfast Club
Friday, May 5, 2006
7:30 a.m.
University Club of Santa Barbara

Corporate Partners Summit
Friday May 12, 2006
9:00 a.m.
Bren Hall

Bren Commencement
Friday, June 16, 2006
10:00 a.m.
Bren Hall
Two New Members of the Deans’ Council Appointed

The Deans’ Council supports and promotes the Bren School and is the primary conduit between the School and the local community.

Jim Boyden is currently Director of Energy and Environment Programs at Vulcan, Inc. Dr. Boyden proposes, evaluates and manages projects furthering Paul Allen’s initiatives with both humanitarian and commercial objectives. He serves as a member of the Board of Directors of a Vulcan investment company dedicated to producing clean, cheap energy without greenhouse gas emissions. He also is liaison to the Allen Telescope Array project.

Maria Wilhelm is executive vice president of Sorenson Media, the global leader in video compression technology. The company’s innovative encoding applications and award-winning video delivery solutions enable users to quickly and affordably deliver quality digital video files over the Internet. Sorenson Media’s video streaming technology is used on more than 600 million PCs worldwide. Maria is also a managing director of Inflexion Point Strategy, an intellectual property investment bank focused on IP as an emerging asset class.

For complete biographies on Dr. Boyden and Ms. Wilhelm

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Venoco Inc.
The Dean Witter Foundation
The James S. Bower Foundation
Toyota Motor Sales USA Foundation
Corporate Partners Program Welcomes EIP Associates

The Bren School is pleased to welcome our Corporate Partnership with EIP Associates. EIP Associates is a full-service planning, water resources and environmental firm with over 35 years experience serving public and private sector clients throughout California. The staff comprises some of California’s leading environmental planners, land use analysts, biologists, and water resource specialists. EIP Associates’ mission is to work with their clients to make them more successful. They do this by resolving difficult environmental, water resources, planning, and regulatory challenges. This results in balanced decisions, better public policies, and successful projects. EIP Associates’ corporate liaison with the Bren School is Judy Pence, Human Resource Manager.

www.eipassociates.com

Bay Area Corporate Partners Meet Bren Alums

The Bren School’s first Corporate Partners Regional Reception was held at the Bay Area headquarters of Environmental Resources Management (ERM). Michael Wright, President of ERM, co-hosted the event with Bren School Associate Dean, John Melack.

Corporate Partners attending included ERM, EIP Associates and Treadwell & Rollo. Other companies represented at the reception were Stillwater Sciences, Norcal Waste Systems, EDAW, and Sullivan International Group. The occasion also acted as a great networking opportunity for both the companies and the several Bren MESM alums who attended the reception.

The Bren School’s Corporate Partners Program is the means through which the Bren School forms mutually beneficial alliances with local and national corporations and non-governmental organizations that share our commitment to sustainable enterprise, leading-edge research, and educational programs of preeminent quality.
The University of California, in accordance with applicable Federal and State law and University policy, does not discriminate on the basis of race, color, national origin, religion, sex, disability, age, medical condition (cancer-related or genetic characteristics), ancestry, marital status, citizenship, sexual orientation, or status as a Vietnam-era veteran or special disabled veteran. The University also prohibits sexual harassment. This nondiscrimination policy covers admission, access, and treatment in University programs and activities. Inquiries regarding the University’s student-related nondiscrimination policies may be directed to Joseph Castro, at (805) 893-3105.