To Bren via Cousteau

Bren Scholars and the Nobel Prize
Two Decades in the Amazon
Registering Carbon
New $1 Million Endowment
CURRENTS

Climate Conference Scheduled at Bren School

The Bren School is getting set to host a high-level international climate-change conference November 13-15. "The California-European Dialogue on Climate Change: A Transatlantic Initiative During the Portuguese EU Presidency" will be sponsored jointly by the Blackstone Ranch Institute, the Bren School, the Heinrich Böll Foundation, and the Luso-American Foundation, and presented by the Johns Hopkins Center for Transatlantic Relations. The event will bring experts from Europe and the United States to Bren Hall to discuss future directions in greenhouse emissions policy.

As the date nears, look for more information at www.bren.ucsb.edu/all-events.

The Art of Education

A famously migratory fish is set to become a permanent Bren School fixture this fall. The new arrival is Rufus Magnus (Big Red), a six-foot-long painted fiberglass replica of a steelhead trout, which will be mounted ten feet above the native grasses that grow between Bren Hall and the Marine Sciences Institute.

Prior to its arrival at UCSB, Rufus was part of this summer's second annual Steelhead Festival. The event featured eight of the fish, each painted by a different local artist, installed along State Street in downtown Santa Barbara to raise awareness of the endangered California native, a member of the salmon family. Local artist and UCSB alumna Barbara McIntyre created Rufus Magnus in eye-catching Chinese red with gold leaf.

"In my mind, it had to be red to be noticed," said McIntyre. "Also, I have a lot of cross-cultural references in my work, and red is prominent in Spanish culture and a good luck color in Asian culture."

The piece was commissioned jointly by the Bren School and the Marine Science Institute with funding from the Weeden Foundation, which addresses the adverse impacts of growing human populations and overuse of natural resources on the biological fabric of the planet.

"You are hitting the mark in more ways than you know," said Barbara Weeden Dougherty, who was responsible for directing the funds to the Bren School from the foundation her father established. "My father is 87 years old and an avid trout fly fisherman. He has spent some of his most memorable times fishing in the Sierra. He funds several conservation organizations that work to keep our western rivers wild, so he very much supports this funding."

The sculpture also gives visual form to the Bren School's growing partnership with the Community Environmental Council, which originated the Steelhead Festival, while the placement of Rufus Magnus – on land, near the ocean – will signify the fish's dual life in freshwater and saltwater environments.

Bren Scholars Link School to Nobel Peace Prize

As BrenNews went to press, Bren Professor Charles Kolstad had just become one of hundreds of participants on the United Nations Intergovernmental Panel on Climate Change (IPCC) to share the 2007 Nobel Peace Prize with former U.S. Vice President Al Gore.

"It is appropriate that the IPCC share the award with Al Gore," said Kolstad. "IPCC is the leading light in the climate debate, with maybe 3,000 people involved in this important shared effort."

Kolstad was a lead author on the chapter "Policies, Instruments and Co-operative Arrangements," part of a larger report titled "Climate Change 2007: Mitigation" in the IPCC’s Fourth Assessment. Also contributing was Nicholas Burger, a Bren MESM graduate now pursuing his Ph.D. in Economics.

"We are proud of the collaborative work being conducted by our distinguished colleagues at the Bren School and across the disciplines on climate change issues," said UCSB Chancellor Henry T. Yang. "We also appreciate the role of our faculty, staff, and students in making UC Santa Barbara a leader and exemplary ‘living laboratory’ for environmental sustainability."

For more, go to www.bren.ucsb.edu/news/kolstad_nobel.htm.
British Diplomat Speaks on Climate Change

Charlton remarked on the seriousness of the threat posed by an unchecked increase in greenhouse gas emissions (GHG) and described the United Kingdom’s relevant efforts and results to date.

For instance, he said, the UK is on track to achieve double its target for GHG reductions outlined in the Kyoto Protocol, and legislation is being considered that would establish a long-term climate stabilization strategy through a combination of market-based emissions trading, taxation, and regulation.

The diplomat also emphasized the need for an EU-wide climate agreement and for the United States and China to join any international GHG reduction policy. In that regard, he said, a central aim of British climate-related government efforts is “to work with the United States so that it will become not only a key collaborator in capping emissions and implementing action to meet the targets, but also a leader on climate change as it has been in the past on other big environmental and global issues.”

See the complete text of Charlton’s address at: http://www.bren.ucsb.edu/news/events/charlton_speech.htm

Alumna’s Product Turns a Profit

A story in the fall 2006 issue of Bren News described work done by Victoria Broje (PhD ’07) and her advisor, Bren Professor Arturo Keller, to redesign a drum skimmer, an essential piece of oil-spill recovery equipment used in marine environments. Since then, Elastec/American Marine, the nation’s largest maker of such equipment, has begun manufacturing and selling the skimmer commercially.

The company began negotiating with the University for manufacturing and distribution rights after seeing the results of field tests, which demonstrated that Broje’s skimmer was two to three times more efficient than its predecessor.

“You think you’ve seen everything, and then something comes along that is pretty simple but makes a big difference,” said Elastec/American Marine CEO Donnie Wilson.

As for Broje, she’s pleased that her PhD work has found practical application.

“It’s a wonderful feeling to know that four years of my life resulted in something that people think has a value; my greatest fear was that I would write another PhD thesis that would gather dust in the library and never be read,” Broje said from her office in Houston, where she is an oil-spill response specialist for Shell Oil. “I hope my example will inspire other students to pursue solution-oriented research. This is what the Bren School is about, using interdisciplinary science to address real-world issues.”

For more, go to www.bren.ucsb.edu/news/skimmer_production.htm.

Award Notes UCSB Climate Efforts

When UC Santa Barbara was named a winner in the National Wildlife Federation’s “Chill Out” contest last spring, the Bren School took a small bow. The contest recognized just eight colleges and universities nationwide that are addressing global warming by implementing innovative programs to reduce greenhouse gas (GHG) emissions. UCSB received the award for efforts that began with a 2005 Bren School master’s Group Project to reduce GHG emissions at UCSB. Students in the yearlong effort, which led to a series of follow-up projects, examined energy conservation as a way to lower GHG emissions and save the University money.

“If every campus, business, and organization in the country followed the example set by the Chill Out winners, we would quickly lick the global warming problem,” said Julian Keniry, Director of Campus and Community Leadership for the National Wildlife Federation, adding that UCSB “is modeling exactly what the science says should be done to reduce the environmental threat of global warming.”

The Bren School joined the Community Environmental Council to host Earth Day 2007 on April 22 in downtown Santa Barbara. Supporting the theme of “Global Warming: Change Begins with Learning” were 125 banners lining streets in the downtown area and featuring the image of a polar bear foraging for food on an Arctic beach nearly devoid of snow. The image was supplied by Bren supporter and nature photographer Howard Ruby. Earth Day 2008 will focus on the timely issue of the energy-water nexus.
MESM Student Receives Prestigious Fellowship

Daniel Morris (MESM ’08) became the first Bren student to receive a Switzer Environmental Fellowship, which provides a one-year $15,000 cash award for graduate study and networking and leadership support.

Funded by the Robert & Patricia Switzer Foundation, the prestigious fellowship program supports highly talented graduate students whose studies are directed toward improving environmental quality and who demonstrate leadership in their field. Twenty fellowships are awarded each year, ten in California and ten in New England. The selection process stresses leadership skills, the development of which Morris says he saw as a strength of the Bren School.

“I’m interested in regional and national policy issues,” he says. “I want to be an environmental leader who is in a position to help make decisions and make scientific knowledge useful to policy makers and the general public.”

Switzer fellowship candidates are nominated by a faculty member, then undergo a rigorous application process that includes writing an essay about their plans and aspirations. Morris, who studied environmental science, communications, and rhetoric as an undergrad at Northern Arizona University, was nominated by Frank Davis, who said, “Dan has that rare combination of intelligence, charisma, commitment, and work ethic that environmental leaders are made of. He is the kind of individual the Switzer Foundation is looking to support.”

Morris follows in the steps of former Switzer Fellow and Bren professor Patricia Holden.

Engineers Without Borders Students Earn “Project of the Year” Honors

The UCSB chapter of Engineers Without Borders-USA was awarded the “2007 Project of the Year” at the EWB-USA 2007 International Conference in Amherst, Mass., for its ongoing project in Araypallpa, Peru. The award comes with a $5,000 prize donated by BoldReach, a community of women dedicated to supporting organizations that aid those in extreme need around the world.

“This is exciting” said Vered Doctori Blass, Bren PhD student and EWB chapter president. “Our chapter has been working with the community since 2004. Every year we try to improve how we work, and while we have made great progress, we are still on a long journey to understand how to conduct the most successful and sustainable development projects. We are proud of this recognition, which suggests that the chapter is moving in the right direction.”

Since first visiting the village of about 300 in July 2004, the group has installed a solar-powered lighting system at the local school; performed community water, sanitation, and health assessments; installed a slow sand filter system and provided training to the community to maintain and monitor the system; conducted a detailed health survey; helped establish a library to provide educational resources related to agriculture; started a gray-water recycling pilot project; and developed an improved water chlorination device.

Internship Notes

Bren MESM students continue to demonstrate their sound professional preparation by landing prestigious internships with leading companies and organizations around the country and the world.

This summer, students from the class of 2008 served internships in American Samoa, Austria, Nepal, Peru, Ecuador, Puerto Rico, New York, Washington, D.C., Boston, Austin (Texas), Rhode Island, and throughout California. They worked in transboundary biodiversity management, coral reef preservation, conservation research, policy analysis, water resources, and a host of other subject areas.

The U.S. Forest Service had just three summer internships available to students around the country in the Policy Analysis office at the agency’s headquarters in Washington, D.C. Two were offered to Bren students.
It was 2005, and current Bren PhD student Julie Robinson was in Singapore, completing work on the pilot for a television series funded by the United Nations Environmental Program. The Bren School was not on her radar. She had no link to Jean Michel Cousteau. And, like most Americans, she would have been hard-pressed to name more than one or two of the 13 (and soon to be 14, with the addition in 2006 of the Northwestern Hawaiian Islands National Monument) marine sanctuaries in the United States and its territories.

Then, Cousteau came calling.

The marine conservationist and founder of the Santa Barbara-based Ocean Futures Society knew a lot about the National Marine Sanctuaries (NMS) – their range in size, from one-quarter square mile to more than 135,000 square miles, their rich biodiversity, and their value as environmental and cultural treasures in need of protection – and he had partnered with the National Marine Sanctuary Foundation to share the information. The vehicle would be a two-part documentary called *America's Underwater Treasures* (AUT). Cousteau heard about Robinson from a production colleague and called her in Singapore.

“He wanted me to do research and story development for the first season of the series,” says Robinson, who has an undergraduate degree in ecology and evolutionary biology with an emphasis in marine ecology from the University of Arizona and had done marine-conservation film and television work in Indonesia, New Caledonia, Mexico, and Belize. “I grew up watching the Cousteau family documentaries on television, so to be offered the opportunity to work on one was a dream come true.”

She flew to Santa Barbara and began researching NMS locations, catching up on science and management plans, planning production logistics, and developing ideas for story segments. That involved scouting and diving at such sites as the Dry Tortugas, south of the Florida Keys, Stellwagen Bank in Massachusetts, and Washington State’s Olympic Coast. After completing season one, which aired in 2006, the crew began working on season two of the project that would become the catalyst for Robinson’s decision to return to school.

“As I started doing research, I spoke with sanctuary managers and scientists and was blown away by the amount and quality of the work that was unfolding,” she says. “The AUT television project opened the door to the world of applied conservation science. That was new to me, and I wanted to know more.”
Bioactive trenches and bioswales have been constructed in the Santa Clara River as part of Bren student Kristin Clark’s PhD work with her advisor, Bren Professor Arturo Keller. A bioactive trench utilizes bacteria to transform nutrients to non-bioavailable forms and remove sediment and pesticides by settling. A bioswale is a shallow ditch vegetated with grasses that serve as both a sediment trap and a biofilter, as the plants take up nutrients and the vegetation slows water flow to remove sediments and absorbed pesticides. Both technologies represent low-cost alternatives to expensive water treatment.

Meanwhile, down the coast at California State University, Long Beach, from which Clark received an MS in chemistry in May 2006, she earned recognition as the author of the Outstanding Thesis of the Year in the Department of Chemistry and Biochemistry.

Students Break New Ground as Doris Duke Fellows

Five students in the MESM ’08 class became the first at both the Bren School and UC Santa Barbara to win prestigious Doris Duke Conservation Fellowships. Each will each receive full tuition for one year (to a maximum of $26,000 per year) plus a $5,000 stipend to cover the cost of a summer internship. In addition, the Bren School will receive $5,000 to enhance its career development program, and the Duke Fellows will be provided with funds to host a public event related to their environmental studies.

“It is a privilege to be supported by such an esteemed program,” said fellow Kavita Heyn. “The fellowship allows me to explore conservation issues in ways I wouldn’t have been able to without it.”

“Serving as a host university for the Doris Duke Charitable Foundation’s Fellowships is a great honor afforded to only a small number of fine institutions,” said Bren School Dean Ernst von Weizsäcker. “The Foundation’s commitment to conservation is renowned. We are very pleased to have been included in their important efforts to educate the next generation of environmental leaders.”

The Bren students’ selection puts UCSB in elite company as one of only eight university programs in the United States to host the distinguished Doris Duke Conservation Fellowship program for the next two years. The other host schools are Cornell University, Duke University, Florida A&M University, Northern Arizona University, University of Michigan, University of Wisconsin-Madison, and Yale University.

From left: Erin Myers, Dominique Monié, Kavita Heyn, Faculty Advisor Frank Davis, Ashley Conrad-Saydah, and Evan Johnson

ACCOUNTING FOR WASTE

Early in June, Bren Engineering Facility Manager Jeff Kirby and 14 student members of the Bren Recycling Committee donned rubber gloves to sort through a week’s worth of refuse collected from Bren Hall for the 2007 Annual Bren Hall Waste Audit. The result showed improvements in terms of trash found with the recyclables and recyclables found in the trash. Also, nearly 75 percent of recyclables were properly recycled, up from 57 percent a year ago. And finally, thanks to increased recycling, the percentage of “diverted” waste rose from 33 percent to 42 percent of total waste. Group members included (clockwise from top left, above): Jeff Kirby, Kristin Clark, Breanna Flanagan, Alexandra Brown, Kaleena Wheeler, Jessica Spence, Lauren Bauer, Dominique Monié, Margaret Zahller, and Cheryl Lee. (Others who supported the effort but are not pictured: Erin Fisher, Emily Frost, Stephanie Hsia, Marie-Claire Munnely, Lindsay Taggart, Crispin Wong, and the custodial staff.)

Cousteau continued from page 5

as a community capacity-building tool to solve environmental problems, and analyzing the role of media as a literacy tool.”

Recently, Robinson accepted Cousteau’s offer to continue working as an Ocean Futures Society environmental media producer while she pursues her PhD.

“I feel incredibly fortunate to have found a work environment that provides an opportunity to stay connected to developments in the field of new media while pursuing my research interests, which I hope, down the road, will support the evolving work by Jean-Michel and the team at OFS,” she says.

To find out more about the National Marine Sanctuaries, go to http://sanctuaries.noaa.gov.
Q & A with John Melack

Two Decades in the Amazon

Bren Professor and Associate Dean John Melack’s road to – and through – Brazil’s Large-Scale Biosphere and Atmosphere Experiment.

In 1993, concerned about the local and potentially global impacts of the rapid deforestation occurring in the Amazon basin, the Brazilian government launched an unprecedented collaborative research effort called the Large Scale Biosphere and Atmosphere Project (LBA). Multidisciplinary in approach and involving scientists from North and South America and Europe, LBA was meant to address how Amazonia functions as a regional entity within the larger Earth system, and how changes in land use there might affect the region’s biological, chemical, and physical functions, including the influence of Amazonia on global climate.

Dozens of research projects were launched to study climate, atmospheric chemistry, carbon and nutrient cycling, land surface hydrology and water chemistry, land use and cover, and the interaction of humans with the landscape. The National Aeronautics and Space Administration (NASA) joined LBA to sponsor a series of projects under a research component called LBA-ECO. Bren Associate Dean John Melack, who had done previous remote sensing work with NASA and had been conducting research on biogeochemistry in the Amazon basin since the 1980s, was selected as a member of the LBA Scientific Steering Committee. He was also principal investigator on three LBA-ECO projects, which, like others in the long-term effort, underwent a rigorous proposal process and peer review by scientists outside LBA. Bren News spoke with Professor Melack over the summer, as he and others entered the assessment and synthesis stage of LBA.

Cycling of gases in seasonally flooded lowlands like this have been a focus of John Melack’s research in the Amazon basin.
Assistant Professor Named Fellow at Econ Think Tank
Matthew Kotchen joins research body noted for Nobel laureates

The National Bureau of Economic Research (NBER) has appointed Bren Assistant Professor Matthew Kotchen as a faculty research fellow in its Public Economics program. Every year, senior NBER research associates select three peer-reviewed nominees for each of the organization's 18 programs. Kotchen was chosen in recognition of the high quality and high profile of his environmental and public economics research, much of which explores the various ways that economic incentives for the private provision of public goods can advance understanding of environmentally related behaviors and public policies.

"I have participated in the environmental economics working group at the NBER for several years," said Kotchen "so it is now great to be an official Faculty Research Fellow. This is particularly exciting since I try to push my own research in a way that straddles both of these fields."

Kotchen joins Donald Bren Distinguished Professor of Corporate Environmental Management Gary Libecap as an NBER researcher. Libecap announced the news to the Bren School, saying, "The competition for fellowships is very tough, and only a few are chosen. Matt's selection reflects the high regard in which his research is held and his promise for even greater contributions."

Sixteen of the 31 American Nobel Prize winners in economics and six of the past chairs of the President's Council of Economic Advisers have been researchers at NBER.

AT&T Calling, LCA Developing
Assistant Professor leads in industrial ecology and life cycle assessment

Bren School Assistant Professor of Industrial Ecology and Supply Chain Management Roland Geyer received one of three prestigious 2006 AT&T Industrial Ecology Faculty Fellowships and was instrumental in establishing a new Bren School collaboration in the field of Life Cycle Assessment (LCA).

Geyer won the $25,000 AT&T fellowship for proposing research that, he wrote, "has the potential to significantly advance the theory and practice of resource cycling, one of the centerpiece of industrial ecology."

This emerging multidisciplinary field studies industrial and economic systems and their linkages with fundamental natural systems.

"It's big news for me and for the Bren School," said Geyer. "AT&T offers the only fellowship of its kind in the U.S., and it provides recognition of the Bren School's standing in terms of teaching and researching industrial ecology."

Geyer has earmarked half of the funding for his research partner, Bren PhD student Vered Doctori Blass, who will be working on the project as part of her dissertation.

Geyer's efforts have also led to a collaboration that promises to raise the School's profile in the rapidly emerging field of Life Cycle Assessment (LCA).

"LCA quantifies the environmental impact of products and services throughout their life cycles," says Geyer. "It provides an environmental profile of a product's life cycle, allowing you to identify, compare, and choose options for improvement. It is a fairly mature methodology that has its own ISO (International Organization for Standardization) standard and is increasingly used by businesses and governments in the United States to aid in environmental decision making. It has really taken off in the past couple of years."

The new collaboration links the Bren School to the Life Cycle Engineering Department at Germany's University of Stuttgart, and PE INTERNATIONAL/PE Americas, which owns, develops, and maintains GaBi4, one of the two most widely used LCA software programs in the world.

"LCA assessments are data-intensive, and a lack of data is a main obstacle to bringing LCA into wider use" says Geyer. "GaBi4 is one of the world's two benchmark systems for accessing the relevant data sets. The Bren School has acquired the full professional version, so we can now present LCA not just theoretically, but by teaching students the extremely valuable skill of conducting software-based LCAs."

"It is really exciting. Our partners are true leaders in LCA, and our association with them has the potential to propel us to the forefront of the field in the U.S."

PE Americas' technical director Marc Binder is equally enthusiastic about the collaboration. "With LCA picking up more and more speed in the U.S., it is vital that we have strong partners," he says. "We are confident that Roland and the Bren School will play an important role in increasing the visibility of the LCA methodology and promoting the value of good data and good software."
Melack Q&A
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Bren News: Can you give us a sense of the scale of this project and explain your role in it?
John Melack: It is a large undertaking that, so far, has supported something on the order of $100 million of research, all as part of the first-ever attempt to look at the Amazon basin as an integrated system. It’s an area of 7 million square kilometers, so how do you do it? It’s too big to cover from the ground – you could never get to all of it – so you need to use remote sensing. My part was to use various remote sensing technologies to map vast areas of wetlands and floodplains, and then to link the data to the ecology and biogeochemistry of those areas.

BN: How did you become involved with the LBA undertaking?
JM: Several elements of my work came together under the LBA umbrella: limnology, biogeochemistry, and remote sensing. I had begun working in the central Amazon in 1980 with NSF support to study the ecology of a floodplain lake. Also in the 1980s, I had been part of two NASA trace-gas experiments and several remote sensing projects that involved using synthetic aperture radar aboard the Space Shuttle to examine wetland vegetation and floodplains in the Amazon.

BN: What are some of the most interesting findings from your LBA research?
JM: There were two major biogeochemical findings that relate to emissions of [the greenhouse gases] methane and CO2; one was published in NATURE in 2002. Our research showed that the amount of CO2 transferred from fresh water to the atmosphere in the Amazon basin is ten times the amount that is transported down the river as organic carbon. That release of carbon into the atmosphere from the aquatic systems is about the same as estimates of CO2 uptake by the rain forest through photosynthesis. The magnitude of carbon release from water was surprising and had not been included in previous calculations or conceptualizations of the Amazon carbon budget. This finding suggests that the Amazon is less a sink for carbon than had been thought.

The second important result is that we provided the first rigorous analysis of methane emissions from the Amazon. Our remote sensing data and analysis allowed us to develop the first basin-wide maps representing temporally changing inundation and biological patterns and greatly improve our understanding of CO2 and methane emissions.

BN: Can you explain how that work represented advances in radar technologies or their application?
JM: Because of the cloudy conditions typical of the Amazon, we developed techniques using synthetic aperture radar to detect flooding and types of vegetation. This technique requires a system that transmits radar signals to the ground and receives the backscattered energy. If vegetation is standing in water, at some wavelengths, the backscattered energy is enhanced, and the flooding can be detected even under a plant canopy and through clouds.

BN: The project had a considerable educational component, didn’t it?
JM: One goal of LBA was capacity building, which had several components: dramatically increasing the number of Brazilian scientists having advanced training and expertise on the Amazon, improving research infrastructure, and contributing to the sustainability of resources for researching the Amazon. About 400 Brazilian graduate students have been trained during LBA. That’s a significant increase in the number of scientifically sophisticated local investigators who are comfortable working in the international scientific arena.

BN: Who were your main collaborators on the LBA project?
JM: I worked primarily with Brazil’s National Institute of Amazonia Research in Manaus and the National Institute of Space Studies in São José dos Campos. They made my stays in Brazil much more enjoyable, and together, we taught several PhD students and conducted really exciting research.

BN: How will the findings be made public?
JM: My colleagues and I have published about 60 papers together since 1998 and are continuing to produce others during the synthesis stage we’re in now. I’m also currently editing a section about streams, rivers, and floodplains for one of several synthesis books that will result from the various areas of research.

BN: What happens after the project ends in 2009?
JM: The work will keep going with new funding to answer the many questions that were raised. For instance, is the carbon that’s being respired coming from plants growing on land or in the water? The answer is important to understanding the regional carbon balance.
Alumni News

Hannah Muller (MESM 2007) was awarded a fellowship through the highly competitive Presidential Management Fellowship Program, run by the U.S. government’s Office of Personnel Management. The process is rigorous: After being nominated by their school, graduate students in all disciplines from across the country take a test. The highest-scoring students becoming finalists and then have a year to obtain a position with an agency of their choice.

The sole finalist from UC Santa Barbara, Muller accepted a position as an Energy Technology Program Specialist at the headquarters of the U.S. Department of Energy in Washington, D.C. She is part of a team in the Solar Program office of the Energy Efficiency and Renewable Energy Division that is working to remove market barriers in an effort to make solar energy cost competitive by 2015. One of her main responsibilities is engaging with local officials and business leaders to advance solar as a mainstream energy source in 13 recently selected “Solar America Cities.”

“I’ve always wanted to work on environmental policy for the federal government,” said Muller, “and I’m extremely excited to be working on solar energy, which I think is guaranteed to play a major role in the future of this country’s energy infrastructure.

“The program includes a lot of training and rotations within and between agencies so that fellows are able to develop their leadership and management skills through exposure to different areas of the federal government. Basically, the PMF program accelerates you to higher management status in just a few years. It’s a rare opportunity.”

Muller described the qualification process as “a hectic and humbling learning experience” and credited Bren School Director of Career Development David Parker with providing valuable support in helping her to “step up my game.”

“The Presidential Management Fellowship is a tremendous opportunity for our students and our School,” Parker said. “With the professional skills obtained through the Bren School Career Development Program, bright students like Hannah Muller have successfully competed for these Fellowships. Two other recent Bren graduates are also Presidential Management Fellows: Jeff Phillips (’05) and Amanda Cundiff (’06). We are very proud of these students.”

To see archived issues of Bren News, go to http://www.bren.ucsb.edu/news/publications.html.

1998

Shannon Moore (MESM) has been working for the Frederick County government in Maryland since 2002. She coordinates Clean Water Act compliance for the Municipal Separate Storm Sewer System and recently received a Governor’s Citation for work with the Chesapeake Bay Tributary Teams, and a gold Chesapeake Bay Partner Community Award from the Chesapeake Bay Program. In an extracurricular capacity, she works with partners in the United Kingdom to adapt a domestic version of Carbon Rationing Action Groups (http://www.carbonrationing.org.uk/), a British program that audits personal carbon emission reductions. She also writes a blog about global warming at http://local-warming.blogspot.com.

1999

Joanna Athanasopoulos Owen (MESM) recently returned from two years in Sri Lanka, where her husband, Evan, who works for the U.S. Embassy, was stationed. Athanasopoulos Owen is raising four young children while "managing to keep in touch with my science and my career." In Sri Lanka, she traveled to areas hit by the 2004 tsunami to observe NGO activities, witnessed grassroots efforts to control municipal waste and illegal dumping, and saw the flooding and landslides resulting from the rudimentary extraction practices employed at island gem mines. The Owens are moving to Venezuela this October.

2000

In November 2006, Chris Coburn (MESM) left the Monterey Bay National Marine Sanctuary to work as a senior analyst for Santa Cruz County’s Water Resources Program. His responsibilities include directing studies of wastewater management, water quality, water usage, water rights, and environmental water needs; organizing and developing a comprehensive water resources database; and administering grants. Chris had a chance encounter with fellow alum Stacey Kilarski (MESM 2006) while both were working on coral-reef projects in American Samoa. Says Coburn, “It was kinda cool for a couple of Bremens to meet up in a random place like that.”

After seven years as manager of the Prezelin lab at UCSB, Steve McKagan (MESM) has begun a new position as a fisheries biologist for the Division of Fish and Wildlife on the island of Saipan, in the Northern Mariana Islands. The division is focused on fishery conservation and monitoring changes in fish populations, life history, and habitats for the entire Northern Marianas chain. At Steve’s request, the agency is currently planning the installation of sensors on several of its Fish Aggregation Device buoys, what he calls “the front line in analyzing regional current and temperature variations driven by climate change.”

2001

In her position as regional environmental manager for Lennar Corporation, one of the nation’s leading home builders, Kim Aldrich (MESM) assists implementation of Lennar’s environmental management system in each of its communities. Her major focus is compliance consulting and training for Lennar associates, which involves working with the national California Climate Action Registry. See page 13 for related story.
director to develop policy, procedures, and training in the areas of air quality, stormwater/NPDES, due diligence, and wetlands and endangered-species regulatory compliance. Kim is based in Aliso Viejo, Calif.

Andrew Breibart (MESM) had his article "The WEPP Road Batch Model: A Tool for Reducing Erosion from Trails" published in the July 2007 issue of STREAM NOTES, a publication of the Stream Systems Technology Center at the Rocky Mountain Research Center in Colorado. Breibart was a hydrologist on the Lake Tahoe Basin Management Unit when this study was conducted and currently holds the same position at the USDA Forest Service in Northern California. WEPP stands for "Water Erosion Prediction Project," and his article addressed techniques for reducing erosion from new hiking trails near Lake Tahoe.

Donna Chralowicz (MESM) is a recycling specialist for the City of San Diego Environmental Services Department. Her position, which she has held for more than two years, involves managing the Backyard Composting program and the Waste Reduction & Recycling Awards program. She also played a key role in the city’s new Environmentally Preferable Purchasing Program, which began in April.

Karin Didriksen North (MESM), an associate engineer and group project manager for the City of Palo Alto’s Environmental Compliance Group in Northern California, received a U.S. Environmental Protection Agency award at the agency’s Pacific Southwest Environmental Awards Ceremony, held April 16 in San Francisco. She was recognized for her part in a pilot project to collect residential pharmaceutical waste and prevent it from entering San Francisco Bay. The coordinated effort involving 17 local agencies resulted in the diversion of more than 3,600 pounds of pharmaceutical waste.

2003

Danielle Fest Grabiel (MESM) is now at the David A. Clarke School of Law at the University of the District of Columbia (UDC), having received the school’s first three-year, full-tuition “Advocate for Justice” academic scholarship. She plans to study international human rights and environmental law. To attend law school, she left her job as Campaigner and Managing Director of the U.S. office of the Environmental Investigation Agency (EIA), an international environmental NGO dedicated to combating environmental crime.

Brandy O’Gorman (MESM) was named chair of the Environmental Compliance Committee for the California-Nevada Section of the American Water Works Association, the largest organization of water-supply professionals in the world. The committee works to develop and track changes to existing environmental regulations and new regulatory requirements that would affect water supply utilities. The committee works with legislators and regulators, recommends policy and procedure models to facilitate compliance, and recently completed a Best Practices Manual for Drinking Water System Releases.

Kazuhido Yamada (MESM), has spent the past three years living in Munich, Germany, developing renewable energy sources. This past March, he established a wind-power company in Poland, which owns a 50-megawatt wind farm and plans to expand its capacity to 200 megawatts. He is also working to build eco-power plants fueled by micro-hydro or biomass in Central and Eastern Europe.

2004

Kevin Afflerbaugh (MESM) recently left his job in the Environmental Services Office of the City of Santa Barbara and moved to Boulder, Colo., to become the Energy Sustainability Coordinator in the city’s Office of Environmental Affairs. He works with local commercial and industrial sectors to improve the energy efficiency of their buildings and increase the use of renewable energy as part of the city’s Climate Action Plan, which established a strategy for meeting the goals of the Kyoto Protocol. His position is funded by the nation’s first carbon tax, passed by voters last year.

Rajendra (Raj) Bose (PhD) has spent the past three years as a postdoctoral research fellow at the United Kingdom Digital Curation Centre and the Database Group in the School of Informatics at the University of Edinburgh. His specialty in the field of environmental informatics involves combining skills in such topics as database systems, geographic information systems, and web applications to support environmental science research. In Scotland, he extended his research beyond his dissertation topic of tracking the provenance of custom satellite data to explore new areas concerning the long-term management and archiving of scientific data collections. He is now completing his postdoctoral position as a Visiting Scientist at the Earth Institute at Columbia University in New York. Contact him at rkbt4@acm.org.

Jim Mazza (MESM), Conservation Projects Director for the Land Trust for Santa Barbara County, wrote proposals that resulted in two grants from the State Coastal Conservancy (SCC). One will be coupled with a California Department of Fish and Game grant to reestablish a portion of the riparian canopy along the left bank of the Santa Ynez River in northern Santa Barbara County. The other grant completes joint funding for the second phase of a multi-year project intended to eradicate several acres of the highly invasive plant species Arundo donax (aka giant reed) along 1.5 miles in lower Refugio Creek on the Gaviota Coast.

2005

Kevin Afflerbaugh (MESM) spent a year as an environmental planner at Aspen Environmental Group in Agoura Hills. After graduating from the Bren School in 2005, Aubrey Mescher (MESM) spent a year as an environmental planner at Aspen Environmental Group in southern California. In October 2006, she took a leave of absence to fulfill a lifelong dream of traveling around the world. She eventually backpacked through Peru, Bolivia, Argentina, Vietnam, Cambodia, Laos, Thailand, and her last stop, India. “It has been a year of truly life-changing experiences,” she said as she prepared to return to Ventura County and resume her position at Aspen Environmental Group.

Kevin Pettway (MESM), Lead Environmental Specialist for Colorado-based Raytheon Polar Services Company, spent a total of two months on the Polar Plateau in Antarctica last fall. In November, he led a team assigned to recover materials from a long-abandoned scientific facility at Taylor Dome. The seven-member group was delivered by plane to the site, where they spent the next month living in tents while digging the station out from a decade-long accumulation of snow and removing equipment, food, dozens of pallets, and fuel. Temperatures to -40F (−80 with wind chill), made Kevin realize he’d been “spoiled in Santa Barbara.”

Kristina Estudillo Tierney (MESM) and her husband, Jay, recently spent some time traveling in Australia and New Zealand, where they met up with Karissa Cuthbertson, a student at Bren in 2005. The Tierneys also purchased their first home, in Sonoma, where Kristina, who works as a planner for Marin County, was recently elected to represent Sonoma in creating the Sonoma County Community Climate Action Plan, intended to reduce greenhouse gas emissions 40 percent by 2015.

James Uwins (MESM) recently returned from a “seven-month all-expenses-paid stay in one of the Middle East’s finest locales: Camp Taqaddum in Al Anbar province, Iraq.” Uwins was commissioned in the U.S.
Alumni News

2006

Amanda Cundiff (MESM)

is working as a Legislative Fellow on Capitol Hill, serving on the staff of Congresswoman Rosa DeLauro (D-CT), who chairs the Agriculture Appropriations Subcommittee and brought Amanda on to assist with agriculture issues such as the 2007 farm bill and the 2008 appropriations to fund the USDA and FDA. At the end of the year, Amanda will return to the USDA Forest Service, where she focuses on climate change.

Kimbrely Matsoukas (MESM) has been promoted from Sustainability Coordinator to Sustainability Manager at carpet manufacturer Bentley Prince Street.

In addition to managing and reporting on internal waste elimination teams and the recycling program, she organizes community projects and directs the company’s external recycling program and climate-neutral product program. She was certified as a LEED Accredited Professional in October 2006 and is project manager for having the LEED for Existing Buildings rating system. She will present about the process in November at the Greenbuild conference in Chicago.

2007

After graduating in June, Drew Beckwith (MESM) honeymooned in Nicaragua with his wife, Melissa (they had married in October 2006), before returning to assume his position as a Water Resource Specialist at the Carpenteria offices of Science Applications International Corporation (SAIC), where he had been working part-time since January. He found Nicaragua to be “full of natural beauty – volcanoes, cloud forest, Caribbean beaches, rocky pacific coves – with excellent colonial architecture and friendly people.”

Daniel Kaffine successfully defended his dissertation on June 12 to earn his PhD. Shortly thereafter, he moved to Golden, Col., to begin his tenure-track faculty position at the Colorado School of Mines. Kaffine’s thesis, “Incomplete Property Rights and Natural Resource Use,” explores types of natural resource ownership that do not fall into the traditional categories of “no ownership” (open access) or “full ownership” (sole owner). With support from his advisor, Bren Professor Christopher Costello, Kaffine looked at how such “less than complete property rights influence incentives to use natural resources.”

Antonio Lloret successfully defended his dissertation on July 24 to earn his PhD. His dissertation, titled “Transboundary Water Resources under Uncertainty: Informal Institutions, Bargaining Power and Reservoir Capacity,” explored the efficacy of informal agreements in addressing water resource issues when changes in conditions governing a natural resource occur faster than formal agreements can be drafted or altered to address such change. His advisor was Bren professor Christopher Costello. Lloret has already begun an assistant professorship at the Instituto Tecnológico Autónomo in Mexico City.

Maria Mircheva (MESM)
became a mother on June 9, giving birth to a healthy daughter, Sasha. Maria is currently Executive Director of the Sugar Pine Foundation in South Lake Tahoe, which was founded by her fiancé, John Pickett. The organization is working with the U.S. Forest Service and the California Tahoe Conservancy to restore white pines, which are being decimated by an invasive fungus called blister rust. Current work involves collecting seeds from sugar pines, western white pines, and whitebark pines to test for resistance to the fungus and propagate resistant trees.

Sarani Saha received her PhD from the Bren School in June and has accepted a position as Assistant Professor of Economics in the Department of Humanities and Social Sciences at the Indian Institute of Technology, Kanpur. She will teach graduate and undergraduate students in the area of public economics and advanced microeconomics. Her dissertation comprised three papers titled collectively “Essays in Public and Environmental Economics” and examining such issues as how various forms of democratic government affect the provision of a public good and whether heterogeneity within nations that are party to an agreement affects the size of the agreement and the difficulty in reaching it.

Santa Barbara City Councilman Das Williams (MESM) was named to represent the city on the Joint Powers Authority Cachuma Operation & Maintenance Board/Cachuma Conservation & Release Board (COMB-CCRB) in the same year that Bren alumnus Tim Robinson (PhD, 2006) was named the board’s lead biologist. COMB-CCRB is responsible for the South Coast water supply and most steelhead monitoring, passage flows, and habitat projects in the county. Among its current projects is one to create nine step pools for fish passage across a degraded concrete sill in El Jaro Creek, opening up four passage across a degraded concrete sill in El Jaro Creek, opening up four

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Patrick Yellin (MESM) has been promoted to National Coordinator of the U.S. Environmental Protection Agency’s Discharge Monitoring Report-Quality Assurance Study Program. Central to his many and wide-ranging duties is the task of coordinating state-level coordinators, who evaluate the analytical and reporting abilities of laboratories that routinely perform the inorganic chemistry and whole-effluent toxicity self-monitoring analyses required by National Pollutant Discharge Elimination System program permits. Yellin is located at EPA headquarters in Washington, D.C.

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Attention, Bren School Alumni

We want to hear from you. If you have a new job, a new address, a new achievement, etc., please send details to Career and Alumni Relations Coordinator Tammy Taub; 805-893-2743 or tammy@bren.ucsb.edu. Keep up with classmates via the alumni network in the Career Services section of the Bren website.
Registering Carbon
Bren alumni instrumental at California Climate Action Registry

For the past six years, Jill Gravender and Sam Hitz (both MESM, 1999) have been serving as a kind of Bren School alumni tag team at the California Climate Action Registry. Established in 2001 as a nonprofit entity with close ties to government, the Registry exists to help companies that have operations in California establish greenhouse gas (GHG) baselines against which any future GHG emission reduction requirements might be applied.

Gravender arrived at CCAR first, hired as a technical director the year it opened. In 2003, BrenNews profiled Gravender, who described as “ambitious” the effort to impact global warming through a program that, at the time, focused only on California. But she added that she and her Registry colleagues believed that California’s proactive stance on climate change would “eventually lead to national policy.”

When she left the Registry in 2004 to move back East, she called her old classmate Sam Hitz. “Jill and I had been in touch since Bren,” Hitz says. “She had decided to move on, and I came on with a different title, Vice President of Policy, but in essentially the same position in terms of what the Registry was working on.”

This past July, after three years there, it was Hitz’s turn to move so that he and his wife, Katrina, could pursue opportunities in Vancouver, British Columbia, where they had always wanted to live.

While continuing to serve as a Registry consultant, he has handed off the ground-laying work to establish a new North American emissions registry that will be based on CCAR criteria and be called “The Climate Registry.” To date, 44 U.S. states, 3 Indian tribes, 2 Canadian provinces, and 1 Mexican state are collaborating, having agreed to encourage companies to standardize the way they account for and report GHG emissions.

“It’s inefficient to have a patchwork of local registries with different guidelines when companies have national and global presences,” says Hitz, who was amazed by how fast the collaboration got off the ground.

“I’ve never seen any kind of collaboration between states on any issue move as fast as this has,” he adds. “The states are under pressure from stakeholders – companies that see the writing on the wall and know that some sort of federal system to control GHG emissions is coming. They want to be ready for the regulations. They want to know the rules of the game, or at least what measurements are relevant in playing whatever game it turns out to be: cap and trade, command and control, or something else.”

Further, he says, “The Registry is useful to any state no matter where it is in the process of dealing with emissions. In California, for instance, with AB32 mandating reductions in GHG emissions, we need the infrastructure to measure emissions in a clean and consistent way. It also helps states that are newer to the issue get their bearings in preparation for regulations.”

As Hitz considered moving north, he called Gravender, who left her position as Director of Water Programs at the Los Angeles-based Environment Now Foundation and returned to the Registry in the new two-part position of National and Operations Officer.

“I am basically the project manager for launching the [national] Climate Registry, and I run the finance and operations for the California Registry,” she says. “This is an exciting time to be working on climate change, and it’s great that Sam and I have been able to share these responsibilities at the Registry, which has been a leader in climate change policy in California and now in the U.S.”

Hitz worked on the initial stages of designing the agreement between states and the provisions to launch the national Registry, he says, “but when it came time to actually launch it with all the tools, we needed someone who could work on it full-time. That’s when I called Jill.”

For Gravender and Hitz, doing their work means using the entire quiver of multidisciplinary skills they first developed at the Bren School.

“My position at the Registry was inherently multidisciplinary, and climate change is the ultimate multidisciplinary problem involving science, mitigation technology, and cost-benefit analysis of mitigation strategies,” Hitz explains. “It impacts every aspect of human life.”

On one day he might have been “trying to understand the biochemical pathways by which greenhouse gases are produced” as part of a strategy to improve GHG emissions management on large dairy farms. On another, he adds, “I’d be looking at the California forest industry to figure out the supply curve for forest sequestration projects. That involves biology, technology, and economics.”

“At Bren I took a mix of economics, science, and environmental finance classes, and my position requires the everyday use of those multidisciplinary skills,” Gravender says. “Not only do I use policy and science skills while working in policy realm, but I have to tie in business, financial, and organization skills to build a foundation for the policy.”

Looking back on the accuracy of her prediction that CCR would eventually impact national climate policy, she says, “It has come full circle. That’s part of why it’s so exciting and satisfying to come back, knowing that we built the Registry from nothing with the long-term goal of impacting national policy, and that we’re now doing just that.”
Gifts & Corporate Partners

Dean’s Council Member Joins Legacy Circle

Jim Boyden with Lauren Virginia Flinn, winner of his named award.

Bren School Dean’s Council member Jim Boyden has designated $100,000 in his estate plan to establish an endowed fund for student support at the Bren School. Boyden has been supporting Bren students annually for the past two years. This future fund will ensure that his support for outstanding master’s students will continue in his name in perpetuity. As a consequence of his gift, Boyden has been welcomed into the University’s Legacy Circle of philanthropists who have remembered the Bren School in their estate plans. Other Bren School donors in the Legacy Circle are Anonymous, Helen Peteler, Lori and Bernie Sandler, and Dee White. “I graduated from Cal Tech, but I feel like an alumnus of the Bren School,” Boyden said. “The faculty, staff, and students feel like family, and I am pleased to make this contribution.”

Boyden was instrumental in developing the inkjet printer at Hewlett-Packard. Now, as Director of Energy and Environment Programs within the Technology R&D group at Vulcan, Inc., the investment and project-management company established by Microsoft co-founder Paul G. Allen, he proposes, evaluates, and manages environment- and energy-related projects. He is also on the Board of Directors of a Vulcan investment company dedicated to producing clean, low-cost energy without greenhouse gas emissions. He is also helping UC Santa Barbara to develop a new initiative: The Global Solutions Institute for Environment and Energy.

Corporate Summit

Approximately 70 Bren School Corporate Partners, faculty, staff, students, and friends convened at Bren Hall May 10-11 for the fifth annual Corporate Partners Summit & Golf Tournament.

The Thursday-night dinner featured welcoming remarks from Bren School Dean Ernst von Weizsäcker and Summit Chair Tim Cohen, Vice President, URS. Bren Associate Dean John Melack spoke on the Summit theme, “Doubling or Quadrupling Energy and Resource Efficiency: A Matter of Future Competitiveness.”

The Friday morning round-table discussion was punctuated by presentations from von Weizsäcker, Bren Assistant Professor Roland Geyer (“From Corporate Environmental Management to Green Business Models”), and Bren alumnus and UBS Financial Services Financial Advisor Joshua Levine (“The Risks and Opportunities of Climate Change in Capital Markets”). For links to the presentations, go to http://www.bren.ucsb.edu/supporting/pastcorporatesummit.html.

Later, the group adjourned to Glen Annie Golf Course for a nine-hole best-ball scramble, won by the team of (from left, above) Bill Kost and Nick Kordesch (both MESM 2007), John Onderdonk (MESM 2003), and Michael Murray, Director, Legislative Policy, Sempra Energy.

“The Corporate Partners Summit and golf tournament provide opportunities for vibrant discussions of important topics and valuable networking among our partners, students, faculty, and friends in relaxed, convivial settings,” said Bren School Corporate Liaison Marsha Marcoe. “This year’s Summit was perhaps the best yet in that regard, leading to the creation of important new connections and relationships.”

UCSB Chancellor Henry Yang echoed the importance of graduate fellowships to the health and growth of any University program. “Endowed fellowship funds are essential to ensuring the University’s ability to attract top scholars now and in the years to come,” he said. “We are so grateful for this gift and for the opportunity to acknowledge it in a meaningful way. Deckers has demonstrated leadership and innovation in terms of both business and the environment, and this gift is a reflection of its confidence in the Bren School and the future of UC Santa Barbara.”

Deckers was founded by two former UCSB students in 1973. Since then, the Goleta-based company has gained an international presence with its three well-known footwear brands: Teva®, Simple®, and UGG Australia®. Each reflects Santa Barbara’s casual “feel-good lifestyle” and emphasizes function, comfort, and technical performance.

Teva sandals were born on the feet of a Grand Canyon river guide. UGG boots are linked to the Australian outback, surfing culture, and the outdoor lifestyle. And the Simple brand embodies the company’s most ambitious Earth-friendly efforts, reflected in the Simple goal of making a product that is “100 percent sustainable.”

The company pursues that goal under the umbrella of an effort referred to as “Green Toe.” Shoes that are part of this undertaking incorporate organic cotton, recycled plastic containers and car tires, jute, bamboo fibers, natural latex, 100-percent post-consumer paper, water-based cements, and other renewable, reusable, and biodegradable products.

Deckers Outdoor Corp. is a Bren School Corporate Partner. Graduates from the Bren School and other UCSB Schools and departments have served internships there and/or accepted positions in the company.
New Corporate Partnerships

The following companies and organizations have become Corporate or Strategic Partners, joining the Bren School in seeking to integrate sound business practices and environmental sustainability while offering opportunities for Bren students and graduates.

Accenture. Established primarily as a technology consultant and systems integrator in 1989, Accenture has grown to become a global management consulting, technology services, and outsourcing company. It offers its clients business integration solutions that align strategies with technologies, processes, and people.


Metal Management, Inc. With approximately 50 recycling facilities in 16 states, Metal Management is one of the largest full-service metals recyclers in the United States. The company is involved primarily in the collection and processing of aluminum, copper, titanium, and other high-temperature alloys.

Oakwood Worldwide. Since it was founded in 1960, Oakwood Worldwide has become the world’s largest rental housing solution company, providing high-quality furnished and unfurnished accommodations throughout North and South America, the United Kingdom, Europe, and Asia.

Sapphos Environmental. Founded in 1992 by environmental protection specialist Marie Campbell, Sapphos Environmental assists public- and private-sector clients in the areas of planning, resource management, and environmental compliance. Their more than 180 clients have included the U.S. Army Corps of Engineers, the U.S. Fish and Wildlife Service, and the California Coastal Commission.

Southern California Edison (SCE). As one of the nation’s largest investor-owned electric utilities, SCE serves more than 13 million people in California. The electric power it provides includes more alternate and renewable energy from a greater variety of resources than is offered by nearly any other utility in the world.

Windtronic. A leading-edge alternative-energy company based in Laguna Beach, Calif., Windtronic provides innovative wind and solar-powered solutions, including the “Whisperwind,” a highly efficient vertical-axis turbine developed with state-of-the-art materials and technologies.
On Deck: Joining the party to celebrate Deckers Outdoor Corporation were (from left) Tupperware Director of Public Relations Elinor Steele, Bren Assistant Dean of Development Jennifer Deacon, Deckers CEO and President Angel Martinez, Deckers CFO and Executive Vice President Zohar Ziv, Bren Professor Gary Libecap, and Bren Corporate Liaison Marsha Marcoe.

**Bren School Receives $1 Million Endowment**

An evening gathering was held Thursday, Sept. 20 on what had been known informally as the Dean’s Terrace to celebrate gifts of more than $1 million received from Deckers Outdoor Corporation and an anonymous donor to support graduate students and programs at the Bren School in perpetuity.

Deckers employees joined Bren faculty and staff for hors d’oeuvres and the ceremonial unveling of a plaque officially naming the second-floor patio at Bren Hall the **Deckers Outdoor Corporation Terrace**, as an expression of the School’s gratitude for a gift that will extend its ability to attract the best students from around the nation and the globe.

“We are tremendously excited by this extension of our already strong partnership with the Bren School,” said Deckers Chief Executive Officer **Angel R. Martinez**. “We are two different kinds of organizations working together toward a shared vision. As a company that is committed to operating sustainably and producing high-quality Earth-friendly products, we at Deckers Outdoor value the exceptional environmental professionals who are coming out of the Bren School. Supporting the school in its efforts to attract the best students, therefore, is a natural outgrowth of our shared mission. We are honored that the Deckers Outdoor name will appear on a public space that affords spectacular views of some of the natural beauty we all want to preserve, and thus serve as a constant reminder of the importance of efforts toward sustainability.”

The 1,545-square-foot Deckers Outdoor Corporation Terrace, which overlooks the Pacific Ocean from its position adjacent to the School’s suite of administrative offices, is a favorite site for special Bren School events and activities.

“As part of our recruiting process, we often bring students to this space, which has one of the most beautiful views on the UC Santa Barbara campus,” said Bren School **Assistant Dean Laura Haston**, who oversees recruitment and admissions. “When students see this view, with the many strengths of the Bren program already in mind, they just can’t say no. It is entirely fitting that the terrace should carry the Deckers name.”

“Financial support for outstanding students is absolutely critical to our mission of preparing the next generation of environmental leaders, which we see as fundamental to the work of ensuring a sustainable future,” said Bren School **Dean Ernst von Weizsäcker**. “I am so pleased that our Corporate Partnership with Deckers Outdoor Corporation has led to the establishment of this substantial endowment fund, which will support the School in its efforts to attract the best and brightest for years to come. As I look out on the Deckers Outdoor Corporation Terrace from my office every day, I shall think of those students and of this extremely generous and important gift.”

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