



Donald Bren School of Environmental Science & Management  
University of California, Santa Barbara

**TECHNOLOGY MANAGEMENT PROGRAM**  
COLLEGE OF ENGINEERING · UC SANTA BARBARA · WWW.TMP.UCSB.EDU

***Frontiers in Eco-Entrepreneurship Research***  
***Technology Management Program, College of Engineering***  
***Bren School of Environmental Science and Management***

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May 23, 2008

12:00-1:00 Lunch: Courtyard, Bren Hall

1:00-1:15 Opening, Bren 1424: Objectives and Process: *Frontiers in Eco-Entrepreneurship Research*. Gary Hansen and Gary Libecap

1:15-2:00 Presentation, Bren 1424: *The Development of Mica-Tech*. Steven Ow, President and CEO

2:00-2:15 Q&A, Panelists—Roland Geyer, Gary Hansen, Matt Kotchen, Cathie Ramus

2:15-3:00 Presentation, Bren 1424: *The Development of Sea Breeze Power*. Paul Manson, President and CEO

3:00-3:15 Q&A, Panelists—Roland Geyer, Gary Hansen, Matt Kotchen, Cathie Ramus

3:15-3:30 Break

3:30-4:15 Presentation, Bren 1424: *The Development of Waterless*. Klaus Reichardt, Founder/Managing Partner.

4:15-4:30 Q&A, Panelists—Roland Geyer, Gary Hansen, Matt Kotchen, Cathie Ramus

4:30-5:15 General Session, 1424: Comparative Impressions and Discussion—Panelists, Steven Ow, Paul Manson, Klaus Reichardt, and General Audience.

5:15-5:30 Closing: Summary and Followup Conference: Gary Hansen and Gary Libecap

5:30-6:30 Reception: Deckers' Terrace.