

## Biographies

### Michael Hogan

Michael is the founder and president of Integrated Environmental Restoration Services, Inc., a firm involved in the development and application of cutting edge revegetation, erosion control and restoration technology. Mr. Hogan has been instrumental in developing and implementing a range of practices in the Lake Tahoe Basin that have improved performance of erosion control and restoration projects. Hogan and IERS are involved in active research partnerships with UC Davis, Caltrans, Lahontan Regional Water Quality Control Board, and the US Forest Service in projects designed to develop and demonstrate the most effective restoration-based technology for drastically disturbed sites in the Sierra Nevada. Michael has a B.S. in soil and water science and an M.S. in soil science, both from UC Davis.

### Deborah Rogers

Deborah is currently the Director of Conservation Science for the Center for Natural Lands Management, a nonprofit land-management organization based in California. During her 30-year career in natural resources conservation, she has worked in the private, (land management) government, academic, and non-profit sectors. Dr. Rogers' research has focused on the genetic diversity of native plant species and better understanding how to conserve that diversity to support adaptation and species longevity. Her expertise on these topics, particularly genetic diversity of *Pinus radiata* and *Sequoia sempervirens*, has been valued internationally through research collaborations and invited seminars. She also founded and directs the Monterey Pine Forest Ecology Cooperative, a nonpolitical forum for transferring scientific information to management and regulation of coastal California forest ecosystems. She is an Associate Editor of the *Native Plants Journal*. Deborah holds a M.S. from the College of Forest Resources at the University of Washington, Seattle, and a Ph.D. from the Department of Environmental Science, Policy, and Management at the University of California, Berkeley.

### Ann Thrupp

Ann Thrupp is Manager of Sustainability and Organic Development at Fetzer Vineyards. In this capacity, she provides technical assistance and information and leads educational events about organic and sustainable farming for growers, wineries, government agencies, and the public. She develops partnerships with diverse stakeholders, facilitates communication and development of Fetzer's sustainable practices. She also serves as a Consultant (and was formerly Director) for the California Sustainable Winegrowing Alliance, a non-profit organization.

For over 20 years, Ann has been worked in ecological agriculture, natural resource management, and sustainable business. Previously, Ann worked with the Environmental Protection Agency's Agriculture Initiative, managing partnerships and grants for sustainable farming. She has worked as a sustainability consultant for several companies and organizations. From 1990-1998, Ann was Director of Sustainable Agriculture at World Resources Institute, where she worked on international agriculture and environmental issues, mainly in Latin America. She has a PhD and MA from Sussex University and a BA from Stanford University, and speaks Spanish fluently. She has over 70 publications, is a graduate of California Agriculture Leadership Program, and a Board Member of Organic Farming Research Foundation, and has served on two committees of the National Academy of Science.

# The Business of Ecology: Private Sector Collaboration and Career Opportunities

April 29, 2011

3001 Plant and Environmental Sciences

With funding made possible through the John Muir Institute for the Environment and the REACH IGERT program through NSF grant # 0801430

## Agenda

10:00AM - Introductory Remarks

10:15AM - Panel 1: Business Models for Ecological Knowledge and Business-Researcher Collaborations

- Robert Capriola, Conservation Planner, Westervelt Ecological Services
- Michael Hogan, Founder, Integrated Environmental Restoration Services.
- Deborah Rogers, Director of Conservation Science, Center for Natural Lands Management

11:30AM- Synthesis and UC Davis Perspectives – How can we facilitate more private sector academic collaborations?

- Peter Moyle, Professor and Associate Director of the Center for Watershed Sciences, Dept. of Wildlife, Fish & Conservation Biology
- Kate Scow, Professor, Associate Director of the Agricultural Sustainability Institute and Director of the Russell Ranch Sustainable Agriculture Facility, Dept. of Land, Air, Water Resources

12:00- 12:45PM Networking Lunch

1:00PM - Panel 2: Career Paths For Ecologists in the Private Sector

- Erica Brand, Senior Environmental Policy Specialist, Pacific Gas & Electric
- Richard Cudney Bueno, Director of Gulf of California Program, Packard Foundation
- Deborah Rogers, Director of Conservation Science, Center for Natural Lands Management
- Ann Thrupp, Director of Sustainability, Fetzer/Bonterra Vineyards

2:15PM- Synthesis and UC Davis Perspectives- How can we create opportunities for students interested in private sector careers?

- Ken Tate, Professor, Cooperative Extension, Dept. of Plant Sciences
- Kevin Rice, Professor, Dept. of Plant Sciences

2:45PM- Concluding Remarks

## Biographies

### Erica Brand

Erica is a Senior Environmental Policy Specialist at Pacific Gas and Electric Company (PG&E) in San Francisco. Ms. Brand works on environmental policy and strategic environmental management in environmental stewardship, specializing in habitat and species protection. She has a degree in Biological Sciences from Cal Poly San Luis Obispo and a Master's in Environmental Management from the University of San Francisco.

### Robert Capriola

Robert is a Project Manager in the Bank Entitlement Group for Westervelt Ecological Services, where he spends most of his time on feasibility analysis for establishments of banks, bank document preparation, and interaction with members of Interagency Review Teams. He assists in the evaluation of properties for restoration opportunity, development of technical baseline studies, bank feasibility analysis, preparation of entitlement documents for mitigation banks, and provides guidance on permitting and construction. Previously, he worked for the California Waterfowl Association, the US Forest Service and the US Fish and Wildlife Service. He has a bachelors in cultural anthropology from California State University, Humboldt and a Masters in Natural Resources from California State University, Humboldt.

### Richard Cudney-Bueno

Richard completed his undergraduate studies in marine sciences at the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), and holds a M.S. and Ph.D. from the School of Natural Resources and the Environment of the University of Arizona with a minor in Cultural Anthropology. Dr. Cudney-Bueno's professional work has focused on the links between science, management, policy and conservation of marine resources and ecosystems, with research at the nexus between social and ecological sciences published in numerous scientific journals and books. In 2005, he co-founded the PANGAS Project, an interdisciplinary, bi-national initiative for ecosystem-based research and management of coastal fisheries. From 2004-2006, he co-directed the Gulf of California Estuary Initiative for the Arizona-Sonora Desert Museum. Prior to 2004, he was coordinator of fisheries programs for the Intercultural Center for the Study of Deserts and Oceans and conducted the first comprehensive assessment of small-scale fisheries in the upper Gulf of California. Dr. Cudney is a senior fellow with the Environmental Leadership Program. Dr. Cudney-Bueno is also an adjunct professor at the School of Natural Resources of the University of Arizona and a research associate at the Institute of Marine Sciences of the University of California, Santa Cruz.

(Continued on back cover)