



University of California, Santa Barbara
Professional Communication for
Sustainability Contest

“Sustainability is the Future of Success”

May 1, 2009

Dear Jack Theimer:

Sustainable practices are no longer a trend, but rather the reality of the world in which you and I want to live. Beyond complying with environmental regulations, businesses are beginning to see the value in proactive measures to increase environmental friendliness. *But how do we ensure businesses and industries are taking sustainability seriously?* Aristotle once said, “the fate of empires depends on the education of youth.” Today, our empire is the globe and its environment.

Mr. Theimer, the Writing Program at the University of California, Santa Barbara has created a way to encourage students to incorporate sustainability into their education. For the past four years, we have rewarded students at the university in an annual professional writing contest. The contest challenges students to incorporate sustainability and environmental responsibility into business plans, promotion plans, and grant proposals.

We find that the offer of recognition and cash prizes pushes students to write and create with astounding skill and thought. Soon, these students will become professionals and leaders in the business world and begin contributing knowledge and skills. Due to the urgency of our environmental situation, our new leaders must pioneer sustainability in business and industry.

With help from generous patrons like you, we will be able to continue encouraging and inspiring students through this contest. Your reputation as a successful businessperson and environmental supporter is remarkable. **Please consider making a donation to help us cover the cost of these student awards.**

We hope you will join us in celebrating the excellent work our students are doing everyday at our university. We thank you for your support.

Sincerely,

Dr. LeeAnne Kryder
Writing Program Director

P.S. Without donors, the Writing Program will not have the funds to support this exceptional contest next year.