



FMA Members:

Notes from the meeting on Wednesday the 25th of April 2007.

Announcements:

Habitat for Humanity Saturday April 28, 2007 8:00am – 4:00pm

OFFICERS ELECTIONS! WEDNESDAY MAY 2, 2007 4:30PM – 5:30PM

Alumni Event CANCELLED

- *Following is a brief outline of what topics were touched upon by Darci Arnold in her presentation about Corporate Responsibility.*

Darci Arnold

Darci is currently enrolled in the Interdisciplinary M.A. program at San Jose State University where she is combining the lenses of business, anthropology, and systems science in an analysis of 21st century global citizenship and emergent sustainable enterprises. She is a 2006 Salzburg Fellow as well as a Teaching Assistant.

Darci has over 20 years in high technology with broad contributions and global influencing in: consulting leadership, marketing executive leadership, sales management and leadership, commodity management, and engineering management.

Most recently, she was the first Vice President of Global Marketing at Seagate with the job of building a corporate team united globally under a single vision and strategy. Prior to that, she was at Komag where she was the Sr. Director of Worldwide OEM Sales and Marketing, and at MiniScribe where she worked in commodity management and several engineering functions. Her work has had an international scope since 1985.

Darci holds a Bachelor of Science degree in Mechanical Engineering from the University of Colorado at Boulder. Her lifetime love of travel and adventure has led her to remote parts of the globe, which have been significant cornerstones of her business interests in people and diverse cultures.

Graduate Studies

Study/result from an independent study.

Why are we here?

- Al Gore Inconvenient Truth
- What is the problem?
- Implications?
- Population explosion.
- What do we do about it?

- She spent roughly four months researching Global Warming.

- We are coming out of a cooling trend, which doesn't happen every year.



- Believes that humans are contributing to Global Warming.
- Science cannot just explain this through natural variability
- Population and pollution is growing.
- As earth heats up, our ground water is evaporating.
- Snow packs are melting.
- Ocean is changing; the Ocean is becoming more acidic. PH level is increasing.
- Ecosystems are being affected.
- Permafrost – Tundra in upper provenances. It is beginning to melt. Carbon Monoxide and Methane could be released.
- The world needs the US engage in fighting this problem.
- Emits 30% of green house gases
- China adds on one coal power plant per day, and 2000 cars on the road per day.

Accelerating Messaging:

Kyoto Protocol 1997
IPCC-Third Assessment Report 2001
Al Gore’s “An Inconvenient Truth” 2006
The Stern Review October 2006
IPCC-Fourth Assessment Summary for Policymakers 2007
IPCC – Internal Government Panel

Mainstream Science Says:

- Climate change from GHGs is very likely caused by humans (IPCC)
- Fossil fuel usage
- Land use changes

Global temperatures are expected to rise. Between 1990 and 2100, 1.4 to 5.8 degree of Celsius increase in temperature. Global temperatures variations are small, local variations are not.

Is there global warming?

- Yes, there is science and common sense to prove it.
- Most vulnerable will suffer the most.

- Generations and ecosystems will suffer and some may become extinct.

Tragedy of Commons



- Planet as a Public Good
- Sustainability
- Global Equality

Strategies:

- Do nothing
- Do something
- Do a lot
- Common Sense says do something
- Important to avoid insanity trap

The Stern Review Framework:

- emissions trading
- Technology cooperation
- Action to reduce deforestation
- Adaptation

Corporate Social Responsibility

- Marketing Tool to show that companies are supporting environment protection
- Philanthropic efforts
- Ethical Marketing Campaign
- Industry Coalitions
- VC Financing
- Wall Street Investment

Moving Towards Alternative

- Develop sustainable enterprises
- Integrated strategies
- Carefully analyzed solutions and technologies

Stakeholders must embrace new forms of:

- leadership and responsibility
- organization
- knowledge
- language
- strategies

What is a Global Citizen?

- That is you and us, the community that practice and we build in our networks.

What can you do?

- reduce your own environmental footprint
- recycle
- Educate yourself; know these issues, the sources of what you are reading. Understanding the bias and getting past it.
- Vote with your wallet
- Become globally empathetic
- Talk amongst your friends, not just about global warming but any of these mega issues

Not about saving the planet, the planet will be fine; it is more about us and what we can do.

Change one thing today and do it forever.

Questions/ Answers

What made you focus on this issue?

- I was surprised, and was in an anthropology class where I was forced to read about Global Warming. Everything in the reading answered all my questions. Made me curious about what controls are shaping public opinion. That is how it started. I didn't like that.

What is your opinion on the Honey Bee crisis?

- I don't know much about it. They are dying? It's all about the changes of eco systems.

What companies should or could we focus on?

- I don't have a good list at my disposal. I look at ingredients, websites. Paper or plastic at grocery store. There are places to tell you how to recycle. Companies should watch how they manage their PR, because of Public Watch Dogs.