



## Chancellor Robert J. Birgeneau

Robert J. Birgeneau is the University of California, Berkeley's ninth Chancellor. Prior to coming to Cal, Birgeneau served as president of the University of Toronto since 2000. He previously was dean of the School of Science at the Massachusetts Institute of Technology, where he spent 25 years on the faculty. He has been elected a foreign associate of the National Academy of Sciences, has received numerous

awards for teaching and research, and is one of the most highly respected physicists in the world. Chancellor Birgeneau and his wife Mary Catherine have four children.

Please join us at the reception preceding each event to welcome UC Berkeley's new chancellor.



## Severin Borenstein

Severin Borenstein is E. T. Grether Professor of Business Administration and Public Policy at the Haas School of Business and director of the University of California Energy Institute, where he is also co-director of the institute's Center for the Study of Energy Markets. His current research focuses on competition in gasoline markets, and market power and pricing issues in

restructured energy markets. He served on the Board of Governors of the California Power Exchange from 1997 to 2003. He received his A.B. from UC Berkeley in 1978 and Ph.D. in economics from M.I.T. in 1983.



## Daniel M. Kammen

Daniel M. Kammen holds appointments at the Energy Resources Group and the Goldman School of Public Policy and is the founding director the Renewable and Appropriate Energy Laboratory (RAEL) where he works with faculty colleagues, several postdoctoral fellows, and roughly 20 students on a wide range of science, engineering, economics, and policy projects related to energy systems

and the environment. The focus of Kammen's work is on clean, renewable energy systems, energy efficiency, the role of energy in national energy policy, international climate debates, and the use and impacts of energy sources and technologies on development, particularly in Africa and Latin America. He received his B.A. from Cornell in 1984 and Ph.D. in Physics from Harvard in 1988.

## Fall 2004 Discover Cal Lecture

### Fueling the Future: The Cost of Oil Dependence and the Prospects for Alternatives

Recent increases in oil prices illustrate the world's dependence on oil supplies from countries with unstable or oppressive governments. Severin Borenstein discusses the long-term implications of the developed world's reliance on imports from the Middle East and Russia. Daniel Kammen will follow with a survey of renewable energy technologies — solar, wind, and biomass — that have undergone dramatic improvements over the past decade and are now poised to compete directly with the existing fossil fuel-based energy technologies.

Program for Both Evenings

**6-7:30 p.m.** Reception with Chancellor Robert J. Birgeneau  
No-host bar

**7:30-9 p.m.** Lectures by UC Berkeley faculty:  
**Severin Borenstein**  
Director, UC Energy Institute  
Professor of Business Administration  
**Daniel M. Kammen**  
Professor in the Energy and Resources Group and  
The Goldman School of Public Policy  
Director, Renewable and Appropriate Energy Laboratory (REAL)

**Tuesday, November 9, 2004**  
**Skirball Cultural Center**

2701 N. Sepulveda Blvd.  
Los Angeles, California

**Wednesday, November 10, 2004**  
**Newport Harbor Yacht Club**

720 West Bay Avenue  
Balboa, California

For driving directions, parking information, and to register, please visit [www.urel.berkeley.edu/socal](http://www.urel.berkeley.edu/socal) or call 1.888.UNIV.CAL (1.888.864.8225).

## Spring 2005 Lecture on Stem Cell Research

At the heart of a national controversy, stem cell research promises scientific advancements that may be critical to understanding and overcoming many of today's diseases and disabilities. Join a discussion with Tom Budinger, chair of UC Berkeley's Department of Bioengineering, and David Schaffer, assistant professor of chemical engineering.

# Discover Cal

in SOUTHERN CALIFORNIA  
UNIVERSITY OF CALIFORNIA, BERKELEY

I/We will attend the Discover Cal program on:

- Tuesday, November 9, in Los Angeles**  
 **Wednesday, November 10, in Orange County**

Please reserve \_\_\_\_\_ seats at \$20.00 per person.  
Total amount enclosed \$\_\_\_\_\_.  
(Please make checks payable to UC Regents.)

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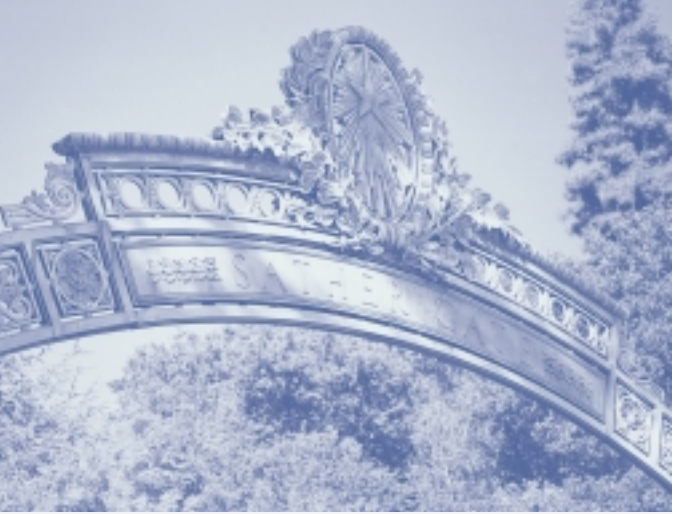
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Please respond by November 3. Mail this card with your payment to:

Discover Cal  
University Relations  
2440 Bancroft Way # 4200  
Berkeley, CA 94720-4200

Or you can register online at [www.urel.berkeley.edu/socal](http://www.urel.berkeley.edu/socal).  
Please call **1.888.UNIV.CAL** (1.888.864.8225) if you have questions or require special accommodation.



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### About Discover Cal

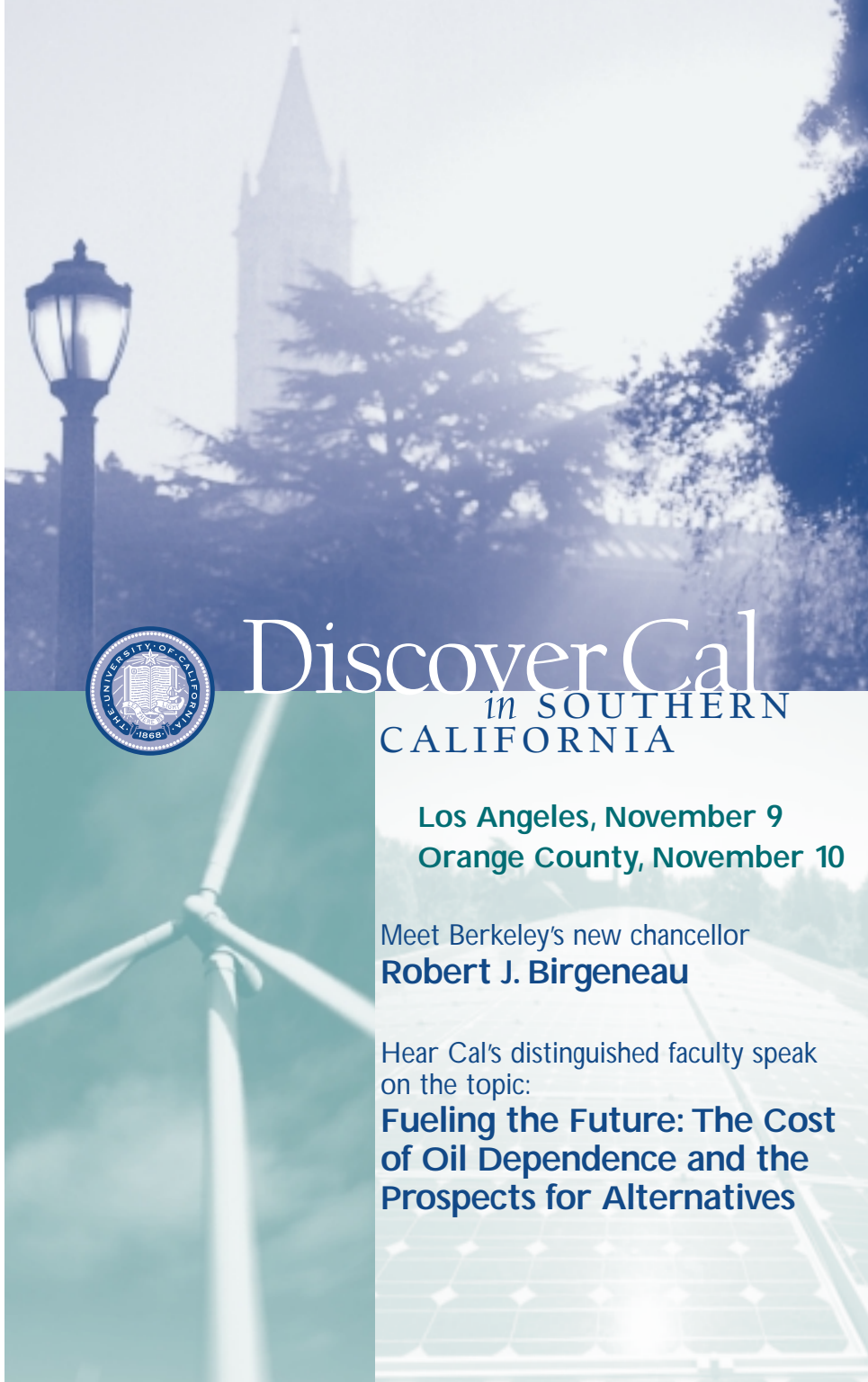
Discover Cal is a lecture series that brings the extraordinary experience of a UC Berkeley education to the extended Cal family in Southern California. Lectures are held at various locations in the region and offer insights into new research and scholarship from Berkeley's renowned faculty.



University of California  
**Discover Cal in Southern California**  
2440 Bancroft Way # 4200  
Berkeley, CA 94720-4200

S4737

Photovoltaic panels photo: Robb Williamson, DOE/NREL



# Discover Cal

in SOUTHERN CALIFORNIA

**Los Angeles, November 9**  
**Orange County, November 10**

Meet Berkeley's new chancellor  
**Robert J. Birgeneau**

Hear Cal's distinguished faculty speak on the topic:  
**Fueling the Future: The Cost of Oil Dependence and the Prospects for Alternatives**