



UCSB WRITING PROGRAM  
GREEN AWARDS

South Hall 1520  
Santa Barbara, CA 93106  
805-893-2613

April 30, 2009

Dear Ms. Christie:

UC Santa Barbara has been recognized in recent years as a leader in sustainable practices among U.S. college campuses. Our dormitories use eco-conscious cleaning products, the recreation center has a LEED Silver Certification for its solar panels, and we will host the 8<sup>th</sup> Annual UC/CSU/CCC Sustainability Conference this June. However, most students have little knowledge of sustainability and most don't even know that UCSB has its own sustainability website.

As a professor in the Writing Department and Co-Director of the Professional Writing Minor at UCSB, I have created a writing contest called the "Green Awards." The Writing Program annually awards students for excellence in business communication. By having a special "green" category of awards, students and faculty have been motivated to learn about sustainability issues, particularly as they apply to business, as well as learn the importance of meeting the "**triple bottom line**" – well-being for our planet and its people, in addition to making a profit.

The awards are as follows:

- Best Sustainable Business Plan \$1000 shared by the team authors
- Best Project Proposal \$1000 shared by the team authors
- Best Promotional Packet for a sustainable business, project, or event \$500 shared by 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place authors

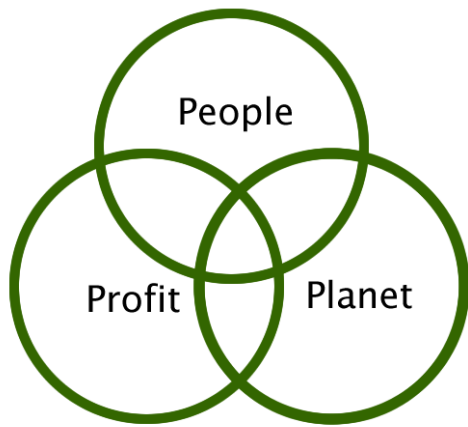
As a leader in ethical communication, you have already graciously agreed to judge the best promotional packet for this year's contest. With your help, Ms. Christie, I can continue to encourage sustainability education on campus. Your company has a passion for making the world a better place, and so I'm asking you to sponsor the best promotional packet award with a tax-deductible gift of \$500. Not only would you be helping further sustainability knowledge in our community, but your company would receive great publicity on the UCSB campus.

Visit the writing website at [www.writing.ucsb.edu](http://www.writing.ucsb.edu) or email me at [kryder.writing.ucsb.edu](mailto:kryder.writing.ucsb.edu) if you have any questions. Please help me instill the importance of sustainability at UCSB.

Sincerely,

Dr. LeeAnne Kryder  
Educator

P.S. Remember that this awards program has publicity, education, and outreach components. Don't miss out on this philanthropic opportunity.



UCSB WRITING PROGRAM  
GREEN AWARDS

*Where Writing Meets the Triple Bottom Line  
of Sustainability*

Through written communication, the **Green Awards** help educate faculty and students on how sustainability issues apply to the business world.

Help continue the education by sponsoring one, two, or all three of these awards:

|                                       |                               |
|---------------------------------------|-------------------------------|
| <b>Best Sustainable Business Plan</b> | \$1000 shared by team authors |
|---------------------------------------|-------------------------------|

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|------------------------------|-------------------------------|
| <b>Best Project Proposal</b> | \$1000 shared by team authors |
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| <b>Best Promotional Packet for a sustainable business, project, or event</b> | \$500 shared by 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> place authors |
|--|---|

*Well-being for our planet and its people, in addition to making a profit, is the future of UCSB students' success*