

TEXAS BUREAU OF ECONOMIC GEOLOGY CENTENNIAL EVENTS

BUREAU OF ECONOMIC GEOLOGY
SCOTT W. TINKER, DIRECTOR
JACKSON SCHOOL OF
GEOSCIENCES
THE UNIVERSITY OF TEXAS AT
AUSTIN

IN A NUTSHELL

2009 is the year of the Bureau of Economic Geology's Centennial Celebration! For 100 years, the Bureau has been involved in groundbreaking research across the state, across the country, and around the globe. And naturally we want to celebrate our achievements, and we would love it if you could pitch in and help. Well here's how you can! Because a 100th birthday is such a special one, we wanted to get beyond the cake and candles and really go all out. We decided that our celebration should include a symposium, distinguished lecturers, podcasts, historical highlights, and even a coffee-table book. Plus, we'd also need to be able to get the word out about all these things! Here's where you come in. We've made a list of these items, along with the dollar amount of the total budget for each. In total, we are seeking \$252,500 to ensure a memorable centennial. Please browse this list and decide where you would prefer that your contribution go...



SYMPOSIUM

The symposium, set for August 6 and 7, 2009, is titled "Energy and Water in the Southwestern U.S.: Opportunities and Challenges." We plan to invite several leading thinkers and make it a forum open to the public. The event will be filmed and available on the website as well. The night before the symposium, we will host a Bureau-style BBQ reception for all Bureau alumni, people in the Jackson School, and other invitees. The event will be held at the newly constructed AT&T Conference Center located on the south side of The University of Texas at Austin main campus. This event is projected to cost around \$75,000.



Photos by David M. Stephens

DISTINGUISHED LECTURERS

We have designated 13 Centennial Lecturers (mostly Senior Research Scientists at the Bureau) to give 5 to 10 lectures each throughout Texas and across the nation. Such a series was determined to be a good way to bring current, cutting-edge science to the community. Each lecture will be filmed and served on the website for posterity. The scientists slated for this lecture circuit are Lesli Wood, Bridget Scanlon, Steve Ruppel, Jerry Lucia, Bob Loucks, Steve Laubach, Charlie Kerans, Martin Jackson, Mike Hudec, Sue Hovorka, Bob Hardage, Sergey Fomel, and Shirley Dutton. Because these lectures are to be free to those who host the event (they are by invitation only), a total of \$100,000 will be required to defray the costs of lodging and travel.



Photo by David M. Stephens

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PODCASTS

To help us usher in the new millennium and our second hundred years, we have purchased podcast equipment and done a prototype interview with Charles Jackson. Our plan is to interview several folks with historical perspective on the Bureau and pair them with younger researchers looking forward. Each podcast will consist of an interviewer and an interviewee answering questions, telling anecdotes, and sharing a unique scientific perspective. The podcasts will be posted monthly. This series of programs will review historical contributions and personalities of the Bureau as well as build a context for examining the connections of the past, present, and future within the realm of geology. We estimate that \$7,500 should be enough to defray our investment in equipment and man hours.



Photo by David M. Stephens

COFFEE-TABLE BOOK

We are developing a coffee-table book that will contain submissions by anyone who has ever worked at the Bureau and that will include photographs (the photos are the art!), along with brief stories about geology and why it matters to the world. A review board will select the pieces to be included, and each accepted submission will receive a two-page spread. The end product will be a nice volume--suitable for display on a coffee table--that features global research by the Bureau down through the years, as well as the researchers and staff involved. The coffee-table book will cost around \$50,000 to publish.

HISTORICAL HIGHLIGHTS

To honor our alumni and accomplishments the Bureau will dedicate a section of our Web site to historical information. We will post a time line of key events in our history, as well as profiles of our directors, notes about alumni, group photos, and memorials. We will also feature select publications and revisit Bureau facilities through the years. Our goal is to raise \$10,000 for this effort.

AWARENESS & MARKETING

As well known as the Bureau is, not everybody knows that the Bureau will soon be celebrating its centenary year. We need to get the word out to folks from all over the world who may want to attend a lecture, buy a copy of the coffee-table book, or take in our up-to-the-minute podcasts on the web. That means advertising--and lots of it! We would love to be able to buy some ads in high-profile journals, as well as send out flyers and other material, to let the world know that it's time to celebrate the Bureau! We are projecting the cost of marketing and advertising to run about \$10,000.



Photo by Steve Laubach

Here Steve Laubach's students use kite photography and laser imaging to capture fracture patterns in the western Scottish Highlands.

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01/13/09

SUBCOMMITTEE	TOTAL BUDGET
Symposium	\$75,000
Distinguished Lecturers	\$100,000
Podcasts	\$7,500
Coffee-Table Book	\$50,000
Awareness/Marketing	\$10,000
Historical Highlights	\$10,000
GRAND TOTAL	\$252,500