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California Polytechnic State University

Feb. 8, 2002

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FOR IMMEDIATE RELEASE

### **Nationally Known Author, Physicist, Environmentalist Amory Lovins To Speak At Cal Poly March 8**

As part of Cal Poly's ongoing Centennial Celebration, the university is planning its second annual History Day March 8, focusing on environmental issues and featuring a lecture by nationally known physicist, environmentalist and energy expert Amory Lovins.

Lovins will speak on "Sustainability and the Future of the Polytechnic University," and will discuss the importance of environmental stewardship, research and education as part of Cal Poly's mission in its second century of existence. The event begins at 7:30 p.m. in Chumash Auditorium. Admission is free and the public is invited.

A nationally recognized author, physicist and environmentalist, Lovins was among 39 people named by the Wall Street Journal's centennial issue as "most likely to change the course of business." He has also received a "Hero for the Planet" award from Time magazine, and Newsweek praised him as "one of the Western world's most influential energy thinkers."

"We are thrilled to have Amory Lovins with us for this occasion," said Cal Poly Provost Paul Zingg. "He is a person of both passion and action, and I expect he will challenge Cal Poly to develop more fully an environmental consciousness and a commitment to environmental education."

Lovins is the co-author of "Natural Capitalism: The New Industrial Revolution." His current work focuses on transforming the car, electricity, and real estate sectors.

Lovins is the founder and chairman of Hypercar Inc., a new company established to promote auto research and development. Car magazine put him on its list of the 25 most powerful people in the global automotive industry. He is also the co-founder, CEO and research director of Rocky

Mountain Institute, founded in 1982 as an independent nonprofit resource policy center.

A physicist educated at Harvard and Oxford, Lovins' has worked in energy, sustainability, and resource management fields. He has earned six honorary doctorates, a MacArthur Fellowship, the Heinz Award and the Onassis Prize. Lovins has held visiting academic chairs in the United States and Canada, briefed more than 15 heads of state and serves on the U.S. Department of Energy's senior advisory board.

In addition to Lovins' lecture, the March 8 event will include a slide show and display about the Cal Poly Land Project. The project is an interdisciplinary faculty effort exploring the intersections of nature, science, technology, agriculture, art and recreation that take place on the 10,000 acres of land under the university's ownership.

The Cal Poly Land Project, now in its second year, has produced an extensive Web site, <http://polyland.lib.calpoly.edu> . The project has also created a new general education class called "Cal Poly Land: Nature, Technology and Society" and a 250-page book to be published this spring titled "Cal Poly Land: A Field Guide."

"The formation of the Campus Sustainability Initiative, the Cal Poly Land Project, and this Centennial event are part of a growing nationwide movement, known as 'education for sustainability,' 'greening the campus' or 'campus ecology,'" said English Professor Steven Marx, one of the coordinators of the event.

Pablo Paster, a manufacturing engineering junior and one of the organizers of this year's History Day, said the event's focus on environmental stewardship is particularly significant at this time. "Cal Poly has a potential for leadership in this movement because of its distinction in engineering, agriculture and technology, its practical orientation and its large land holdings," Paster explained.

Lovins' appearance at Cal Poly is part of the university's Centennial Celebration, and is sponsored by the Cal Poly Campus Sustainability Initiative, the California Faculty Association, the College of Liberal Arts, the College of Architecture and Environmental Design, the College of Science and Mathematics, the College of Agriculture, and the Orfalea College of Business, among others.

For background information on Lovins, visit his biography page in the staff section of the Rocky Mountain Institute Web site at [www.rmi.org/sitepages/pid166.php](http://www.rmi.org/sitepages/pid166.php). For more on the book "Natural Capitalism," including downloadable chapters, go to [www.natcap.org/](http://www.natcap.org/). For an essay summarizing the book, co-authored with Hunter Lovins and Paul Hawken, go to [http://cla.calpoly.edu/~smarx / Nature/NatCap/natcap.html](http://cla.calpoly.edu/~smarx/Nature/NatCap/natcap.html) Information on the Cal Poly Land Project can be found at <http://polyland.lib.calpoly.edu>.

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