

SUGGESTED FORMAT FOR PORTFOLIO CONTENTS IN ENC 4260, ASSIGNMENT 4 - SPRING 2010

T. Roberts, Instructor / 14 Apr 2010 (These samples are used to show the layout and formatting of such documents; I am not suggesting that you present someone else's work as your own!)

Academic paper

Get Used To It or Suffer the Consequences

Global warming is a term that first made its headline appearances in the 1800s. The situation global warming incurs has been around since the birth of the planet Earth; but science has only discovered its results since 1750 (www.umich.edu/~gs265/society/greenhouse.htm). One of the scientific community's main concerns has to do with greenhouse gases (GHG). These gases are found in the Earth's atmosphere and act as a sponge to keep in infrared radiation from the sun. Carbon dioxide is the most prominent GHG emission. The problem has developed over many years and these greenhouse gases are multiplying tremendously and keeping too much heat near the Earth.

Adaptation to Climate Change

The report *Adaptation to Climate Change: International Policy Options*, by the PEW Center on Global Climate Change, addresses various situations and solutions to dealing with GHG emissions. The report describes that, globally, people have tried to reduce GHG emissions; but unfortunately, there are some problems that cannot be solved and therefore humankind must adapt. Some of the climatic problems incurred by GHG emissions: "increased water vapor in the atmosphere, glaciers and polar ice caps appear to be melting, flood and droughts are becoming more severe, and the sea levels have risen, on average, between 4 and 10 inches since 1990 (www.umich.edu/~gs265/society/greenhouse.htm). The *Adaptation to Climate Change* report gives evidence that the consequences of GHG emissions will leave irreversible damage on the planet and will only get worse.

Some of the agencies that are deeply involved with the GHG emissions are the Environmental Protection Agency (EPA), which has been actively involved since the early nineties, and the IEA Greenhouse Gas R&D Programme (IEA GHG), a research company, located in the United Kingdom, dedicated to reducing GHG emissions. An analysis of the *Adaptation to Climate Change* report along with support from the EPA and the IEA GHG will reveal that global warming is existing and a life-threatening reality that will require humans to make some adjustments.

In the Beginning

Global warming is the closely-watched average temperatures of Earth's surface. Over the past century, the Earth has increased in surface temperature mainly due to greenhouse gas emissions. GHG emissions basically compose the "Greenhouse effect". It is caused by the GHG emissions trapping heat from the sun on the Earth's surface and the atmosphere. *Adaptations to Climate Change* explains simply that human beings will have to become accustomed to the variation in climate and the effects of it.

Scientists believe that industrialization is the key cause in global warming. The EPA has driven the American culture into thinking "green". Basically the EPA wants Americans to try to be more environmentally friendly and cut down on GHG emissions. One of the more recent adaptations is the "new trucks using SmartWay-approved equipment can save as much as 4,000 gallons of diesel per year, annually saving thousands of dollars while helping curb air pollution

(<http://yosemite.epa.gov/opa/admpress.nsf/8822edaadaba0243852572ae005ba50d!OpenDocument>) .

These kinds of adjustments will help lower GHG emissions and help society be prepared for future climatic changes. The report *Adaptation to Climate Change* focuses mainly on the global warming effects on human health, agriculture, water resources, coastal resources, ecosystems and biodiversity.

Only recently has it been discovered that the health of a human being is subject to so many influences from stress to environment. In the near future, people will have to cope with severe drought or torrential rains that can cause increased air pollution and allow infectious viruses and diseases to thrive because of the warmer temperatures. The change in weather will affect the agriculture of the Earth mostly. But with all of today's technology, the food crops will be able to adapt to the changes quite easily. There might be some problems with vegetative diseases but even that should be easily overcome. The water resources will be harder to adapt to climate changes mainly because there is an increase in heat so water will evaporate. There are claims that the polar glaciers are melting and severe droughts in other areas. Although there are many mechanisms in place that help clean and preserve water, it will not be enough to adjust to the ever-increasing temperatures. Coastal areas will be under water if the glaciers melt; this is what scientists know for certain and can assume people will have to evacuate the coasts. Of course, well-developed areas could build some kind of protection like a poly-carbonate bubble. Nature has always been able to adapt; with some losses, the Earth's ecosystem should be able to continue as normal with little changes. There is always the possibility that some animal species may not be able to survive and will eventually die off.

Obstacles to Overcome

One of the main problems that global warming will cause will be the financial burden that larger, more developed countries will take on to help the other smaller countries in need. Other problems are existing policies about the environment or other policies that prevent countries from helping each other. Obviously, just these two problems will incur political war. Unfortunately, politicians use the environmental issues as a basis for getting votes rather than taking a serious look at the occurring problems. Even former Vice President Al Gore's presentation on global warming has undertones of political agendas. Institutions just for research and development for climatic adaptation will need to be built. Another option is to set aside funds just for emergencies or for aid to other countries.

Conclusion

The greenhouse effect is causing global warming which is caused by humans. It only makes sense that humans have to try to fix the problem and learn to get used to the changes. The *Adaptation to Climate Change* report reveals true and necessary details to support the need for adaptation. Although political agendas have popped up everywhere trying to cash-in on the scheme, GHG emissions will continue to cause catastrophic disasters as long as humans refuse to try and make a difference. Whether or not the weather is predictable, the earth is changing and it is obvious in all the recent natural

disasters; it is up the occupants of the planet to care for it and themselves.

Sources Consulted

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Promotional Brochure

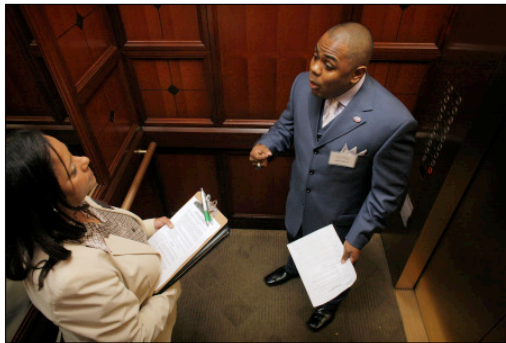
Source: <http://www.tattoocommunication.com/>



Students hone 'elevator pitches' to rise in falling market

By Michael Kruse, Times Staff Writer
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Alan Alford, a USF marketing major, makes his elevator pitch to Belinda Wilson of Regions Morgan Keegan on Saturday.



[EDMUND D. FOUNTAIN | Times]

<http://www.tampabay.com/news/business/workinglife/students-hone-elevator-pitches-to-rise-in-falling-market/1083974>

TAMPA — On Saturday morning, not 24 hours after the state announced a record-high unemployment rate, business students from the University of South Florida stood in the lobby of the sleek Regions building downtown, ready to work on skills to land jobs that might not exist.

Alan Alford asked his wife to get in the elevator with him for one last practice run before USF's second annual elevator pitch competition.

The 34-year-old lives in Valrico, works full-time selling car insurance for Geico in Lakeland and is set to finish school this summer. Stocky, confident and dressed in a three-piece suit with a lavender shirt, he said he wants to work for Oracle and doesn't drink coffee because coffee stains your teeth.

"I'm putting pressure on myself," he said, "to win this."

The "elevator pitch" is a corporate catchphrase for selling yourself or your product in the time it takes to ride to the top of a skyscraper. USF's competition is part of the curriculum. It also ends up mimicking a down market's Darwinian whittling of prospects — survival of the slickest and most prepared.

Here, it's 37 floors up, 37 floors down: Ready, set, self-promote.

The competition started. The elevator door opened. In walked Justin Fries, 20, a finance major from Sarasota. He began his pitch to the real-life recruiter:

"The product you see in front of you ..."

For these students, the whittling started before they got to the Regions marble lobby: 50 or so signed up for a mandatory Saturday morning workshop, some of them failed to show for the preliminaries last week, and 20 made the cut for the finals.

One undergraduate, one graduate winner — \$1,000 each.

At the workshop, they learned things like how to shake a hand (firm, but don't wrestle), how to "transfer enthusiasm" (your eyes and face, not your words), and how to practice it enough for it to not seem practiced at all.

Also, don't make your last line a yes-or-no question, because the answer might be no.

They got a handout on what to include. Name, experience, goals. Quick! I can handle such and such, I'm especially good at this or that, and end with: I would like ...

A job? An interview? A chance?

At the preliminaries, there were baskets of breath mints, bottles of hand sanitizer and egg timers ding. The students stood at high-top tables and made their pitches, like speed dating, only with monologues instead of dialogues.

They had on loafers with tassels and power-suit pumps, but also ties tied too short, slacks sitting too low and Oakleys on Croakies hanging from their necks — unfinished, many of them, on their way but not quite ready for a world that also isn't quite ready for them.

Job offers to graduates will drop an estimated 7 percent this year, says the National Association of Colleges and Employers, an improvement from last year — when the figure was 21 percent. More than a third of the millennial generation, ages 18 to 29, is unemployed or out of the workforce, according to the Pew Research Center.

"You've got a 21-year-old coming out competing against 35-year-olds," said Bob Forsythe, the dean of USF's business school.

Fries arrived for the preliminaries. A graduate assistant asked him how he was doing.

"A little nervous," he said.

That's natural, the assistant said. "It's good," she told Fries, "to be humbled every once in a while, to realize we aren't the rulers of the universe."

Business News



Apple Hopes for Slam Dunk With iPad



Auto Industry's Long Road to Recovery Underway



Ivan Penn Talk Back

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