

Welcome to *Solutions from Sea to Stars* and Happy Earth Day 2015



President and CEO Rebecca R. Rubin
with Partner and General Counsel
H. Lee Halterman

Every day, our activities depend on natural factors such as land, water, air and the interrelationships among them “from Sea to Stars.” As part of the Marstel-Day network, you know that each of us has a role in protecting these precious resources and managing risks posed to them through such factors as habitat fragmentation and climate change.

At Marstel-Day, we transform these risks into significant opportunities, by finding innovative solutions that help companies, government agencies, nonprofits, academic institutions and communities achieve goals and strengthen stakeholder relationships.

Thank you for being a part of the Marstel-Day extended family

and for preserving our natural resources. Please share your ideas and comments on Twitter [@marstelday](#) or [Facebook](#), or by [email](#).

Happy Earth Day!

Rebecca R. Rubin

Marstel-Day Founder, President and CEO

Conserving Natural Spaces as Communities Develop

As development increasingly consumes land, Marstel-Day has helped clients identify, reduce, and prevent encroachment – and protect natural spaces.

“As urban development fragments land, installations often provide the only linkage to regional-scale connectivity for species. Our strategies support maintaining those linkages and the environmental benefits by protecting undeveloped land,” Erika Sawyer, Marstel-Day’s western regional manager, explained.

- Marstel-Day’s studies have covered approximately **9 million acres**, or almost one third of the Department of Defense’s (DOD) operational footprint.
- Approximately **3.8 million acres** (about the size of Connecticut) of the DOD land studied by Marstel-Day remains undeveloped and protected or conserved.
- To protect these lands, Marstel-Day proposed – and clients adopted – conservation partnering, compatible land use and other innovative solutions.

U.K. Office Opens to Serve Overseas Partners

With our international work expanding, we have opened the first Marstel-Day office abroad to better serve our clients. We proudly announce our U.K. team led by Howard Rudkin, and our office at Milton Hall, Ely Road, Milton, Cambridge UK. Visit our [UK website](#) for more details.



In this Newsletter:

- Earth Day 2015
- Conserving Natural Spaces as Communities Develop
- U.K. Office Opens
- Wildlife Conservation Awareness Campaign
- Rapid Solutions Team
- Team Highlight: Rebecca R. Rubin on Marstel-Day’s Conservation Ethic

Marstel-Day Celebrates Earth Day 2015

Every year, Marstel-Day employees commemorate Earth Day by volunteering in our communities on environmental and conservation projects.

Check out the interactive [map](#) for where we volunteered this year. Click on the photos (above) to see more.

Marstel-Day Launches Wildlife Conservation Awareness Campaign (WCAC) Speaker Series - #StandWithWildlife

U.S. Fish and Wildlife Service senior official **Bryan Arroyo** gave the inaugural WCAC presentation, identifying ways that the illegal wildlife trade threatens to wipe out endangered species. But Arroyo said consumers and organizations can help end the crisis and save animals like Lentili (picture, right). [Watch Arroyo's remarks.](#)

Inspirational speaker and biologist, **Dr. Mamie Parker** celebrated efforts to reconnect children to nature and teach them life lessons at her WCAC event. Formerly with the **U.S. Fish and Wildlife Service**, Parker said introducing the young to nature helps them overcome fears: "We have to rise above – to stop being stuck, stalled and scared." [Watch Parker's speech.](#)

Discover Nature Apps co-founder **Evan Hirsche** hailed smartphone technology as a way for Americans to appreciate and interact with public lands, parks, and refuges. A conservationist-entrepreneur, Hirsche said, "The need has never been greater to engage the public with meaningful experiences on public lands." [Watch Hirsche's presentation.](#)

All-star drummer Rich Redmond's uplifting presentation "Mother Nature, Motivation and Music" combined high-energy performing and his philosophy for success to promote ways that individuals can serve the planet. He talked about his eco-friendly drum set, and urged audience members to help the environment by doing "one thing" in order to effect "massive change."

Meet Lentili, Our Adopted African Elephant



As part of the 2015 WCAC, Marstel-Day adopted a wild, young African elephant to support wildlife protection efforts. The 3-year-old Lentili was rescued by the Kenya-based David Sheldrick Wildlife Trust, which saves and rehabilitates orphaned elephants and rhinos.

Wildlife Trafficking Facts

- Approximately **100,000 elephants** were killed in Africa from 2010 to 2012.
- **1,215 rhinos** were slaughtered in South Africa in 2014.
- In 2014, inspectors seized more than **180,000 illicit wildlife-related shipments** in the United States.

4 Ways to Protect Wildlife

1. Contact your Congress members! Email, "tweet" and post on their Facebook pages.
2. Buy the [Tiger Stamp](#) to help protect elephants, rhinos, tigers, great apes and marine turtles.
3. Be a wildlife-conscious consumer. Check the origins of exotic pets and souvenirs before purchasing.
4. Spread the word [@USFWSInternatl](#) [@marstelday](#) #StandWithWildlife

Need a Quick Diagnosis? Call the Rapid Solutions Team (RST)

If you need a quick diagnosis of your organization's climate risk or other resource challenge, Marstel-Day can help. Our Rapid Solutions Team provides "rapid" tailored diagnoses and realistic recommendations. Visit our [website](#) for more details.

Recent RST successes:

- Our encroachment analysis highlighted previously unknown environmental attributes and recommended strategies to avoid development encroaching on a regional airport.
- Our climate risk analysis revealed that sea-level rise and other factors could cause \$2 billion in damage to a coastal region. We offered strategic recommendations to mitigate threats.



Team Highlight: Rebecca R. Rubin on Marstel-Day's Conservation Ethic

"I feel that environmental responsibility is an affirmative duty for all private companies."



That's what Marstel-Day President and CEO Rebecca R. Rubin told CleanTechnica.com for the article "[CT Exclusive Interview: When Every Job is a Green Job.](#)" Rubin said for-profit CEOs should actively lead their organizations' sustainability initiatives: "Private sector leaders have a duty to help carry the load for changing the course our planet is on."

In 2002, Rubin founded Marstel-Day on a commitment to conserve natural resources, including habitat, open space, energy, and water. As the guiding force of a firm that has grown to include a staff of 160 in 11 offices, Rubin has successfully balanced a strong environmental ethic with the demands of managing a thriving, multimillion-dollar business. In Rubin's view, there does not need to be a trade-off.

Click on the photo to the right to watch Rubin's speech, "Saving Nature."

"I think you deserve to be a little outraged by your environmental inheritance. It's up to you to challenge the premise that environmental destruction is an inevitable consequence of economic growth."

- Rebecca R. Rubin