

Teacher wins contest for air video

Bakersfield Californian, Wednesday, July 13, 2011

A Bakersfield man has won the 2011 For Reel Video Contest, sponsored by the San Joaquin Valley Air Pollution Control District.

Joel Dipert, 28, is a teacher at Fremont Elementary School, and he submitted the winning entry about the benefits of cycling. The contest asked entrants to demonstrate how they help improve the valley's air.

In his video, Dipert performed a self-written rap about how and why he cycles to work.

Dipert will win an iPad and his video will be aired on a local television station.

"It feels great," he said Tuesday. "It's going to feel even better tomorrow when I get my iPad."

Dipert said the contest showed him how much people care about the air around them, but that there is still much work to be done.

"I hope people become more conscious of clean air," he said.

Dipert's video can be viewed at <http://www.healthyairliving.com>.

Air district announces video contest winner

Staff Reports

Turlock Journal, Wednesday, July 13, 2011

The public has spoken, and the winner of the 2011 For Reel Video Contest is Joel Dipert of Bakersfield.

Last month, the Valley Air District asked the public to vote online to determine the winner of the third annual video contest, which encourages creative student videographers and their teachers to illustrate an aspect of living a Healthy Air life. After receiving entries from throughout the Valley, the district selected three finalists, whose videos best demonstrated the simple lifestyle changes Valley residents are making for improvements in air quality. Voting closed last Thursday, with more than 180,000 votes cast.

Dipert, a teacher at Fremont Elementary School in Bakersfield, produced a rap music video about his daily bike ride to work. An avid cyclist, Dipert says he hopes his commitment to clean air will inspire his students to consider the environment whenever possible in their own lives.

In addition to receiving an iPad, Dipert will have his video aired on a local TV station.

"We are delighted at the public's response to this year's contest," said Jaime Holt, the district's chief communications officer. "Joel's video captured the essence of what it means to live a Healthy Air Life: making a simple change, each day, to help improve the quality of life for us all."

The annual contest ran from February to June. Participants were asked to answer the question, "What's Your Change?" in a 30-second video.

The contest grand prize was sponsored through a partnership with the San Joaquin Valley Citizens Advisory Group of Industry.

To view Dipert's video, visit www.healthyairliving.com.

For more information about the Valley Air District, call 557-6400.

Study: Fresno 57th clean economy in U.S.

The Business Journal Tues. July 12, 2011

A new study by the Brookings Institution has found that Fresno, with its 9,301 "green" jobs, has the 57th largest clean energy economy among the nation's largest 100 metropolitan areas.

Even more impressive, those jobs make up 2.8 percent of the Fresno region's total jobs, bumping up the area's ranking to 14th in that category.

Fresno was among 11 California metro areas on the list which included Los Angeles at No. 2; San Francisco at No. 6; Sacramento at No. 12; San Diego at No. 21; Riverside at No. 23; San Jose at No. 26; Oxnard at No. 81; Stockton at No. 82; Bakersfield at No. 89 and Modesto at No. 93.

The New York area, with 152,034 clean jobs, is ranked No. 1 among the Top 100.

The study defines a clean job as one that produces "goods and services with an environmental benefit or adds value to such products using skills or technologies that are uniquely applied to those products."

Example products and services include wind turbines and solar photovoltaics to mass transit and environmental regulation.

The largest clean economy segment in Fresno was organic food and farming, with 2,462 jobs in 2010, up 2.7 percent compared to 2003. The next-largest segments include hydropower with 1,445 jobs, conservation with 1,373 jobs, energy-saving building materials with 1,302 jobs and waste management and treatment with 784 jobs.

Fresno's fastest growing segments between 2003-2010 include biofuels/biomass at 32 percent improvement for a total last year of 35 jobs, air and water purification technologies increasing 21.6 percent to 55 jobs, solar photovoltaic increasing 20.2 percent to 29 jobs, public mass transit increasing 8 percent to 368 jobs and green chemical products up 4.9 percent to 28 jobs.

The study also found that the average clean economy job in Fresno produces \$12,041 in exports, ranking it 62nd in this measure. The estimated median wage for these jobs is \$38,031, compared to \$35,917 for all jobs in Fresno.

Fresno's profile also named five local "sample clean energy employers:" Kingsburg's Guardian Industries Corp. (energy-saving building materials); Selma's Imperial Western Products, Inc. (biofuels/biomass); Fresno's J.P. Lamborn Co. (green building materials); Fresno's PPG Industries, Inc. (energy-saving building materials) and Madera's Stellar Distributing, Inc. (organic food and farming).

