

## **Brent M. Haddad, MA, MBA, Ph.D.**

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### **Selected Publications and Presentations**

- Haddad, B. 2007. "The Professional and Intellectual Challenges of Sustainable Water Management," in *Proceedings of the 3rd Dubrovnik Conference on Sustainable Development of Energy, Water and Environment Systems*. N. Afgan, Z. Bogdan, N. Duic, & Z. Guzovic, eds. Singapore: World Scientific Publishing.
- Haddad, B. 2007. "Ranking the Adaptive Capacity of Nations to Climate Change when Socio-Political Goals are Explicit." Ch. 13 in Erickson, J, and Gowdy, J., eds., *Frontiers in Ecological Economic Theory and Application*. Northhampton, MA: Edward Elgar.
- Haddad, B. 2006. "Achieving Numerous Watershed-Management Goals in a Multi-Watershed System." Conference presentation. Extended abstract in *Proceedings*, International Conference on Forest and Water in a Changing Environment (Beijing, August 8-10).
- Haddad, B. 2004. "Water," in S. Krech III, J.R. McNeill, and C. Merchant, eds., *Encyclopedia of Environmental History*. Volume 3, 1299-1303.
- Haddad, B. "The New Urban Water Customer," presented at the Biennial Meeting of The International Society for Ecological Economics, Montreal, Canada, July 13, 2004.
- Haddad, B. 2004. "New Ways to Understand Water Customers' 'Irrational' Behavior," *WateReuse Update* (June).
- Haddad, B. 2004. "Research Needs Assessment Workshop: Human Reactions to Water Reuse," Alexandria, VA: WateReuse Foundation.
- Haddad, B. and R. Howarth. "Protest Bids, Commensurability, and Substitution: Contingent Valuation and Ecological Economics," J. Kahn, A. Alberini, and D. Bjornstad (eds.), *Handbook of Contingent Valuation*, Edward Elgar Press, forthcoming.
- Haddad, B. 2000. *Rivers of Gold: Designing Markets to Allocate Water in California*. Washington, D.C.: Island Press.
- Haddad, B. "Environmental Justice and Urban Water Management," presentation to the Los Angeles Area Monthly Environmental Justice Luncheon Series, sponsored by The California League of Conservation Voters. Santa Monica, CA (Oct. 30, 2003).
- Haddad, B. "Understanding the Public Reaction to Potable Water Reuse Projects," presented at the U.S. Centers For Disease Control and Prevention Workshop on Potable Water Reuse and Health, May 13-14, 2003.
- Haddad, B. and D. Kelso. 2003. "Understanding the Public Reaction to Indirect Potable Reuse Projects," *Proceedings*, U.S. Centers for Disease Control and Prevention Workshop on Water Reuse, Atlanta, GA.
- Haddad, B. "Climate Change and Urban Water Planning," Metropolitan Water District of Southern California, Los Angeles, CA, September 17, 2003.
- Haddad, B., Sloan, L., Snyder, M., and Bell, J. "Regional climate change impacts and freshwater systems: focusing the adaptation research agenda," 2003. *International Journal of Sustainable Development* 6(3): 265-282.

- Haddad, B. 2002. "Monterey County Water Recycling Project: An Institutional Study," *Journal of Water Resources Planning and Management* 28(4): 280-287.
- Haddad, B. 2002. "The Role of the Private Sector in Fresh Water Supply: Contracting and Public Benefits Considerations." *Proceedings*, Institute of the Americas H<sub>2</sub>O Conference, April 24, San Diego, CA.
- Haddad, B., L. Sloan, J. Bell, and M. Snyder. 2001. "Regional Climate Modeling and Water Forecasting at the District Level," *Proceedings*, Annual meeting of the American Water Resources Association, Albuquerque, NM.
- Haddad, B. 2001. "The Challenge of Large-Scale Water Reallocation: Lessons from the California Experience," *Proceedings*, International Conference on the Spanish Hydrological Plan and Sustainable Water Management, Zaragoza, Spain.
- Haddad, B., J. Scorse, and M. Buckley, 2001. "Economic Issues and Non-Market Values," in M. Swanson, ed. *Watershed Resources Management Plan: Existing Conditions Report*, prepared for City of Santa Cruz Water Department.
- Haddad, B. 2000. "Economic Incentives for Water Conservation on the Monterey Peninsula: the Market Proposal," *Journal of the American Water Resources Association* 36(1): 1-15.
- "Meeting the Challenge of Seawater Intrusion in the Pajaro Valley," *Community Forum* presentation, Watsonville, CA, September 21, 2000.
- Haddad, B., J. Brunkard, and K. Mueller. 1999. "Farmer Incentives to Utilize Urban Recycled Water in California: Report on a Survey," *Proceedings of the Annual Symposium of the WaterReuse Association*, Long Beach, Ca., July.

### **Other Professional Experience and Recent Awards**

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| 2004 -  | Member, Research Advisory Committee, WaterReuse Foundation  |
| 2003 -  | Member, Editorial Board, <i>Environmental Management</i>  |
| 2002-05 | Member, Coordinating Board, U.C. Center for Water Resources   |
| 2001-3  | Member, University of California, Santa Cruz, Committee on Planning and Budget  |
| 1991-   | Consultant on water, energy, and environmental regulation, policy and market development. Numerous public- and private-sector clients. Frequent Principal Investigator. |

*Professor Haddad has won numerous teaching and service awards, including UCSC's Outstanding Teacher Award, 1998-99. He has lectured on water management in several countries and is a frequent radio guest.*

### **Education**

- Stanford University: B.A. 1982
- Georgetown University: M.A. 1985
- University of California, Berkeley: M.B.A. 1991 (Business and Public Policy)
- University of California, Berkeley: Ph.D. 1996 (Energy and Resources)