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COASTAL ENVIRONMENTAL SYSTEMS
George Divoky, Guillemots, Global Warming, & WEATHERPAK[®]s

Seattle, WA: IBM[®] ran an advertisement in the Wall Street Journal (two page / full color) for its ThinkPad Notebook[®], asking the question "Where Do You Do Your Best Thinking?" and Dr. George Divoky answers: "On ice that may not be here in a hundred years."

You may know of George from his work or from the New York Times Sunday magazine cover story written about him. For the last 28 years, George has spent his summers on Cooper Island, a remote barrier island off the northern coast of Barrow, Alaska. As an ornithologist, George was drawn to this desolate place by a rare colony of guillemots (seabirds, about the size of a pigeon). His work ultimately led George to discover a direct and unequivocal correlation between the birds' changing breeding habits and the warming of the Arctic climate. The potential significance of George's study to global warming, and the unique data he's accumulated on his guillemots, has kept him coming back year after year.

George's study captured the attention of a New York Times writer, and as a result caught the attention of both IBM[®] and Coastal Environmental Systems' CEO, Don Munro. Learning from the NYT article of George's desire to put a portable weather station on Cooper Island, to acquire more precise correlations between the Arctic climate and his birds, Munro got in touch with Dr. Divoky and donated a WEATHERPAK[®] to the cause.

The IBM[®] ThinkPad[®] advertisement featuring George on Cooper Island finds him with his WEATHERPAK[®], which he now uses to obtain an accurate reading of barometric pressure, temperature, and humidity. Look for the ad in the Wall Street Journal, Business Week, Forbes Magazine, Newsweek Business Plus, Scientific American, Time Business, The New York Times, Los Angeles Times and many other publications.



George Divoky with WEATHERPAK[®] - approx. 330 miles north of the Arctic Circle, Cooper Island.

For Immediate Release

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