

A Texan Plan For the Texas Coast

Hello all. I am very pleased to announce that my new book, *A Texan Plan For The Texas Coast*, has been published by Texas A&M University Press. The e-book is currently available through the vendors below and the print version (flexcover) will be available directly from Texas A&M Press September 26 and in your local retail stores about three weeks later (just in time for Christmas!).

This book sets out what I believe to be a workable pathway to protecting the Texas coast. Given our Texas mindset, this plan does not depend upon regulation but rather on economics and understanding and force of will. If we can make money in the process of protecting the coast, then I feel confident that the coast can and will be protected well into the future. The cover layout is below and features a really nice image from Geoff Winningham as well as a fine photo of the author by Alfred Lee Kaufman.

present from Jim's life

and beyond. Using these studies and economic opportunities, Blackburn has formulated a plan that links the economic health to the ecological health of the Texas coast. He argues that in order for an environmental plan to be successful, it needs, at least in part, to be able to make money.

His money plan comes in the form of the economic development plan for the Texas coast. Through various photographs and personal stories about growing, irrigating, and enjoying, Blackburn shares his knowledge of and love for this landscape, encouraging Texans to get to know it better. They're not just a commodity written in *A Texan Plan for the Texas Coast* because it's a challenging, but promising plan to protect the coast through a combination of economic incentives, thoughtful legislation, technical approaches, and just simple efforts for the heavy and light to be based on the Texas coast.

JIM BLACKBURN is professor in the practice of environmental law in the civil and environmental engineering department at Rice University. He is also the director of the Texas Ocean Protection Extension and Evaluation from Houston OCEANIC Center at Rice University. He has been a practicing environmental lawyer and planner since 1975 and is the author of *The Best of Texas Seas*.

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Cover photo by Geoff Winningham

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For an environmental plan to be successful in Texas, it needs to be able to make money and provide with revenue and fees.

In this powerful call to action, conservation and environmental lawyer Jim Blackburn offers an environmental plan that will protect the Texas coast. As the state's population continues to increase and natural resources remain finite, both the problems and the potential benefits of the coast are threatened. The biggest threat, Blackburn argues, is that Texas is not really using the coast and, as a result, we are denied the many benefits it offers and ensure that the long-term health of the coast provides significant economic benefits.

To meet coastal residents, a successful plan must address the needs of our coastal world. How can we make economic growth and encourage entrepreneurship and protect natural resources at the same time? In *A Texan Plan for the Texas Coast*, Blackburn identifies a path to success while supporting the oil and gas industries as well as saving the agricultural and ranching traditions along the coast.

The most promising economic services through the Blackburn terms his "green" assets (industrial and development infrastructure) and "brown" assets (natural-ecological systems). Not only is it the best regulated natural resource, complete and sustainable trade, it also offers valuable resources and economic opportunities. We get much more. We get carbon dioxide captured from the air and put into trees and soil. We get fish and shellfish products. We get water storage and exchange. We get food renewal. These services are dependent on the approval of the state dollar system, so we need that might offer Texas farms and ranches the potential to cash in, which may in fact also encourage protection throughout Texas.

present from Jim's life

This book is about the ecological and economic values of the Texas Coast - understanding that value, appreciating that value, and realizing that value. It is broken into several sections, starting with chapters on ecological, economic and water resources, then moving to hurricanes and climate change, then to solutions which include ranching and ecosystem service transactions, birds and eco-play, fishing and kayaking, private litigation, coastal spirituality and entrepreneurship and competition. It concludes with a chapter called "Moving Forward", followed by the last chapter devoted to poetry inspired by the coast. This book is beautifully illustrated with photographs from Kathy Adams Clark, Geoff Winningham and Jim Olive, among others, and featuring GIS mapping by Christina Walsh and Priya Singh.

A Texan Plan for the Texas Coast is currently available from the following retail ebook vendors:

Amazon Kindle ([amazon.com](https://www.amazon.com))

Apple (via iTunes application)

B&N Nook ([bn.com](https://www.bn.com))

Google Play (play.google.com)

Ebooks.com

Kobo ([kobo.com](https://www.kobo.com))

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The Upcoming book signing event will be held at:

Time and Date: **4 P.M. on October 1 (Sunday)**

Address: **LifeHTX, 2512 Woodhead St., Houston Texas 77019**