

Index

• A •

accommodations/hotels, 197, 200
accomplishments
actions, describing, 58
crafting stories to illustrate, 288–289
developing a database of, 260
statements for resume, 259–260
taking inventory of, 64
AccordingtoTreeCycle.com, 318
active job search, 255, 270
activist, becoming, 40
activities, observing your, 46–49
adult education programs, 235, 247
advocacy and lobbying organizations, 35
affiliations, target companies, 281
aftermarket logistics, 159
agriculture, organic, 102
air quality management industry, 102–106
airline industry, 164, 195, 323
allexperts (Web site), 264
alliances, building, 27
Alltop (virtual magazine stand), 46
alternative energy industries
about, 123–124
geothermal, 130–133
hydrogen power, 133
legislative policies, 124
ocean energy, 137–141
solar power, 134–136
waste-to-energy, 125–130
wind, 141–144
alternative fuel vehicles, 163–164
American Association for the Advancement of Science (Web site), 83
American Competitiveness Initiative (ACI), 95
American Forest and Paper Association (Web site), 110, 111
American Geological Institute, 94
American Meteorological Society, 84
American Recovery and Reinvestment Act of 2009
forestry funds, 110
funding clean diesel fuel, 163
funding green companies, 24, 95
funding the EPA, 179
funding the green economy, 174
geothermal industry
incentives, 131
research and development funds, 83
smart grid funds, 156
solar power industry funds, 135
tracking the funds from, 311
wildlife management funds, 107
wind power funds, 142
American Tree Farm System (Web site), 110–111
American Wind Wildlife Institute (Web site), 108
An Inconvenient Truth (Gore), 25, 44, 316
Anderson, Ray (CEO), 26
animals, extinct, 19
Apollo Alliance (Web site), 311
architecture, greening, 147

Arnold Creek Productions (Web site), 244
articles, writing, 264
Aspen Institute (*Beyond Grey Pinstripes* report), 249
atmosphere, 18
atmospheric sciences industry, 84–87
auditory learning, 241
Audubon Society, 108
Aveda (natural products company), 27
awards and recognition, 281

• B •

banking, green, 174
battery technology, 164
Berkeley, California, solar technology in, 28
Beyond Grey Pinstripes report (Aspen Institute), 249
BigBelly Solar (Web site), 117
biofuels industry
biofuel basics, 128–129
current status of, 64–65
forestry industry providing, 111–112
biology industry, 87–90
biomass power (biopower), 35, 111–112, 125–130
biomimicry, 27, 88, 89
BLM (Bureau of Land Management), 108, 136
Blogger (blogging system), 263
blogs
blogging systems, 263
browsing, 46
commenting on, 264
creating your own, 263–264
devoted to green topics, 184
finding names of key players, 210–211

- Blue Green Alliance (Web site), 27, 37
 - bookmark folder, Green Careers, 47
 - books and books on tape
 - benefits of, 303
 - on green business
 - concepts, 312–313
 - noting what you read, 46
 - publishing and printing industry, 152–154
 - studying, 244–245
 - bootstrap jobs, 39
 - botanists, 87
 - bottom line, 293
 - bottom line, triple, 26
 - Bradford, Travis (*Forecasting the Future of Ocean Power*), 139
 - brand, identifying, 297
 - Braungart, Michael (*Cradle to Cradle*), 27, 245, 313
 - building industry, green, 146–150
 - building supplies and materials, 147
 - Bureau of Land Management (BLM), 108, 136
 - Bush, George W. (US President), 23
 - Business Alliance for Local Living Economies (networking group), 234
 - Business as UNusual* (Net Impact publication), 249
 - business cards, 230
 - business idea, viability of, 295–296
 - business model, for starting your own business, 295
 - business plan, developing, 296
 - Business Week*, 37, 275
- C •
- calculators
 - carbon calculator, 324
 - paper, 318
 - cap and trade systems, 22, 106, 124
 - capital investments, i74, 24, 275
 - capitalism, natural, 26
 - carbon calculator, 324
 - carbon dioxide
 - carbon capture/storage, 96
 - emissions due to air travel, 323
 - emitted during Industrial Revolution, 18
 - monitoring, 105
 - office space emissions, 322
 - career counselor, 290
 - career goals
 - bridging gap between your vision and reality, 61–65
 - creating a goal statement, 74–77
 - identifying your role within the green economy, 73–74
 - immediate goals, 269–270
 - keeping your dream job in mind, 65
 - looking beyond a full-time job, 67–71
 - planning your next steps, 79
 - short-term, 75–76
 - stating with confidence, clarity and excitement, 77–79
 - ultimate green career, defining, 75
 - work setting, most productive, 71–73
 - work you want to do, 271
 - Careerbuilder (Web site), 228
 - carpooling, 324
 - CCSP (Climate Change Science Program), 92
 - cellphones, recycling, 319
 - Center for Environment and Population (Web site), 10
 - Center for Integrative Environmental Research (Web site), 19
 - Center for Responsive Politics, 176
 - Cerf, Vint (father of the Internet), 156
 - certifications and licenses
 - determining your need for, 247–248, 302
 - green building, 148
 - keywords, 247
 - listing in resume, 261
 - problem-solving skills and, 55
 - Certified Environmental Auditor, 248
 - Certified Water Treatment Plant Operator, 248
 - Cheat Sheet for this book, online
 - list of green blogs, 184
 - list of popular job boards, 276
 - list of venture capital blogs, 275
 - Cheetah Conservation Fund, 50
 - chemistry, sustainable, 89–90
 - Chu, Steven (U.S. Secretary of Energy), 96
 - clarity, stating career goals with, 77–78
 - classes
 - enrolling in, 235, 247
 - listing in your resume, 261
 - in-person network, 235
 - clean, defining, 12
 - Clean Edge (Web site), 146
 - cleaning products, green, 201–204
 - cleantech, defining, 12, 146
 - cleantech companies
 - geographic locations, 35
 - keywords for, 208
 - location of, 35
 - Cleantech Group (Website), 146
 - climate change
 - economic impact of, 19–20
 - educating people about, 86
 - environmental ramifications, 19
 - federal research, 92
 - global solutions, 20–21

- political fallout, 20
 - scientific definition, 18
 - Climate Change Science Program (CCSP), 92
 - Climate Counts (Web site), 281, 315
 - climatologists, 85, 86
 - coal plants, 127
 - colleagues
 - help with interview, 290
 - at related companies, 305
 - talking with, 288
 - college classes/university courses, 235, 247, 303
 - college degree, 249
 - communicating
 - with confidence, clarity and excitement, 77–79
 - your value to the company, 258–262
 - community, sustainable, 172
 - commuting creatively, 323–324
 - companies. *See also* industry profiles; researching companies; target companies
 - defined, 2–3, 269
 - developing at different rates, 36
 - finding and evaluating, 315
 - green opportunities, 14–15
 - lists and directories, 275–276
 - locations, 272–273
 - new trends in, tracking, 303–304
 - noting changes within your company, 305
 - tracking how green businesses really are, 311–312
 - triple bottom line, 273–276
 - competitive advantage
 - attention-getting resume, 262–263
 - communicating what you offer, 258–262
 - demonstrating expertise, 263–265
 - enhanced skills and knowledge, 302
 - what you contribute to a company, 255–257
 - competitors, tracking, 305
 - compliance, 178
 - composite career, 70
 - computers, 150, 322–323
 - concentrating solar power (CSP), 134
 - conferences
 - benefits of, 304
 - for education and networking, 246–247
 - industry conferences, 65
 - learning problem-solving skills at, 55
 - networking at, 233–234, 246–247
 - obtaining names of key players, 211
 - Twitter used for, 226
 - videoconferencing, 323
 - confidence, communicating with, 78
 - Conservatree (Web site), 318
 - consulting jobs, 68–69, 294
 - contacts. *See also* networks
 - adding to LinkedIn, 222–223
 - being comfortable and confident with, 216
 - building relationships, 184–185, 237, 301
 - identifying people in the industry, 216
 - making the most of meetings, 237
 - one-on-one meetings with, 235–236
 - printed resume for, 262
 - referrals from, 237
 - staying in relationship with, 285–286
 - contract, negotiating, 293
 - contracting jobs, 68
 - convention and visitors bureaus, 197
 - Cool Cities (Sierra Club campaign), 231, 314
 - corporate social responsibility or sustainability reports, 282
 - course catalogs and listings, 47
 - Cradle to Cradle* (Braungart and McDonough), 27, 245, 313
 - cradle to cradle process, 27, 151, 313
 - Croston, Glenn (*75 Green Businesses You can Start to Make Money and Make A Difference*), 294
 - CSP (concentrating solar power), 134
 - culture of a company, assessing, 280–281
 - current job, greening
 - commuting creatively, 323–324
 - doing an energy audit, 322
 - influencing purchasing policies, 320–321
 - moving toward sustainable promotional items, 321
 - recycling electronic waste, 318–319
 - starting a recycling program, 319–320
 - traveling alternatives, 323
 - turning off electronic equipment at night, 322–323
 - customer service goals, 54
 - customers, for starting your own business, 295
 - cutting-edge opportunities, 56
- D •
- database of
 - accomplishments, 260
 - degree programs. *See also* education
 - earning a degree, 248–249
 - evaluating, 252–253
 - identifying, 251–252
 - listing in your resume, 261

desalination of water, 121
 Direct Mail Association, 186
 Direct Message (DM), 226
 directories and lists, 275–276
 disincentives, 22, 213
 distance learning format, 253
 distribution/supply logistics industry, 158–162
 distributors of products, 200
 dreams, tapping into, 49–51

• E •

- E2Open (Web site), 159
 Earth
 changes due to global warming, 19
 Encyclopedia of Earth (Web site), 23
 four spheres of, 83
 Planet Earth (film series), 316
 temperature, 18–19
 earth science industries
 about, 83–84
 atmospheric sciences, 84–87
 biology, 87–90
 ecology, 90–93
 environmental science, 84
 geosciences, 93–97
 hydrology, 97–100
 Earth2Tech (Web site), 35, 128
 Eco Tuesday (networking group), 234
 EcoBroker certification, 248
 ecology industry, 90–93
 economic bubbles, 29, 30
 economic impact of climate change, 19–20
 economy, green
 beginnings of, 1–2
 building alliances for the greater good, 27
 capital investments, 24
 developments, following, 311–312
 durability of, 29–30
 financial industry, greening, 174
 financial investment trends, 24, 311
 funding for research, 23–24
 funding sources, 30
 goals and mandates, 21–22
 implementing efficiency and creativity, 28
 initiatives and disincentives, 22
 innovations, 24–25
 overview, 9
 scientific findings, 25
 shifting to sustainable business practices, 26
 transitioning to, 28–29
 treaties and agreements, 23
 unique qualities of, 25–28
 visual view of (Web site), 35
 Economy, Peter (*Home-Based Business For Dummies*), 296
 ecosystem, 90
 Ecosystem Services Research Program, 91–92
 eco-textiles, 60
 ecotourism industry, 193–197
 education. *See also* books
 and books on tape; training
 adult education programs, 235, 247
 area of study, 250
 creating your education path, 242–243, 249
 degree programs, 248–249, 251–253, 261
 distance learning format, 253
 formal education options, 250–253
 formats for, 241–242
 level of education required, 250
 online courses, 245–246, 303
 reading books, 244–245
 university/community college courses, 235, 247, 303
 education and motivation industries
 environmental education, 181–185
 green marketing, 185–189
 green media, 184
 green sales, 188
 sustainability specialists, 189–191
 Edwards, Paul and Sarah (*Home-Based Business For Dummies*), 296
 electricity, 14. *See also* smart grid industry
 electronics, recycling, 116, 318–319
 e-mail signature, 265
 e-mailing your resume, 262
 emerging industries
 creating your own position with, 38, 292–293
 evaluating, 280
 looking for job with, 215
 in research and development mode, 34
 Empire State Building, energy retrofit, 28
 Encyclopedia of Earth (Web site), 23
 energy audit, 147, 148, 322
 energy efficiency, keywords, 208
 enforcement, regulation and compliance industry, 178–180
 Englander, Daniel (*Forecasting the Future of Ocean Power*), 139
 entrepreneurial characteristics, 294–295
 environmental chemistry, 89–90
 Environmental Defense Fund, 318
 environmental education industry, 181–185
 environmental footprint, 151
 environmental justice, 170

environmental organizations,
 locating, 314

Environmental Protection
 Agency (EPA)
 air quality monitoring,
 103–105
 on electronic waste, 318–319
 incorporating ecology
 into planning and
 programming, 91–92
 list of green energy
 industries, 275
 Office of Water (Web site),
 100
 protecting water resources,
 98–99
 reducing air pollution,
 162–163
 Renewable Fuel Standard
 program, 129
 rulemaking activities, 179
 strategic plan for 2009
 through 2014, 179
 Sustainable Infrastructure
 Initiative, 120
 waste reduction programs,
 116
 water resource activities,
 121
 Web site, 98

environmental science
 industry, 84

environmental science,
 keywords, 208

established industries, going
 green, 38

Esty, Daniel (*Green to Gold*),
 245, 313, 315

ethanol, 128–129

event planning industry, 59,
 197–201

Example icon, 6

exhibitions, 198

exhibitors, 232

expert presentations, 243–244

expertise, demonstrating,
 263–265

extinction of animals (Web
 sites), 19

• F •

Facebook (social network)
 about, 227–228
 exploring, 47
 Facebook Pages, 229
 Web site, 47

fair trade commerce, 204

fairs and festivals, eco-
 friendly, 232–233

family responsibilities,
 working around, 63–64

farming, organic agriculture,
 102

Fast Company (Web site), 274

Federal Smart Grid Task
 Force, 156

filming yourself in action,
 264–265

financial goals, 54–55, 297

financial industry, greening,
 174. *See also* green
 economy

FIRST (Financing Initiative
 for Energy Efficiency
 Renewable and Solar
 Technology), 28

fish and wildlife management
 industry, 107–109

Follow, 225

food and beverage, 198

*Forecasting the Future of
 Ocean Power* (Englander
 and Bradford), 139

Forest Stewardship Council
 (Web site), 110

Forest2Fuel (Web site),
 111–112

forestry industry, 109–113

franchise, 71, 294

Frannet (consulting
 company), 71

Friedman, Thomas (*Hot, Flat,
 and Crowded*), 10, 245,
 310

friends and family
 help with interview, 290
 informing of your education
 activities, 254

support for running your
 own business, 297
 talking with, 288

fuel cell technology, 133

furnishings, green, 147

future, positioning yourself
 for, 305–306

• G •

GenGreenLife (Web site), 185

geographic trends, 35–36

geology, 94

geophysics, 94

geosciences industry, 93–97

geotechnical specialists, 97

geothermal industry, 130–133

gerunds, thinking in, 58

Global 100 list of sustainable
 corporations, 275

global warming
 affect on water resources,
 100
 cause of, 10
 information resources,
 309–310
 skeptics and deniers, 18
 Web sites, 18

glossary, dedicated to your
 industry, 210

Go to Meeting (Web site), 323

goals and mandates
 affect on target industry,
 213
 green economy, 21–22
 National Fuel Efficiency
 Policy, 21–22
 National Renewable Energy
 Standard, 22, 124

Google Alert (Web site), 278,
 304

Google News search, 47, 211

Google (search engine),
 313–314

Gore, Al
An Inconvenient Truth, 25,
 44, 316
*Our Choice: A Plan to Solve
 the Climate Crisis*, 245

Green, defining, 11–12

- green building industry, 146–150
- green business
 - concepts, 312–313
 - directories and organizations, 275
 - sustainable business practices, 26
 - Green Business Practices For Dummies* (Swallow), 71
- green career
 - career path, creating, 37–38, 292–293
 - current trends in, 303–304, 315–316
 - defining, 32–33
 - earning power of, 36–37
 - exploring where your skills fit, 32–33
 - geographic trends, 35–36
 - green business concepts, understanding, 312–313
 - identifying your role, 73–74
 - opportunities, 15–16
 - options to consider, 38–39
 - planning your next career move, 305–306
 - professional jobs, 34–35
 - success tips, 39–40
 - taking initiative, 15
 - transitioning to, 13
- Green Career Central (author's Web site) Blog, 311
- Green Economy Timeline, 311
- tracking industry
 - developments, 14–15
 - updated green industry information, 314
- green collar jobs, 34
- Green Drinks (networking group), 234, 314
- green economy
 - beginnings of, 1–2
 - building alliances for the greater good, 27
 - capital investments, 24
 - developments, following, 311–312
 - durability of, 29–30
 - financial industry, greening, 174
 - financial investment trends, 24, 311
 - finding your place in, 16
 - funding for research, 23–24
 - funding sources, 30
 - goals and mandates, 21–22
 - implementing efficiency and creativity, 28
 - initiatives and disincentives, 22
 - innovations, 24–25
 - overview, 9, 17
 - scientific findings, 25
 - shifting to sustainable business practices, 26
 - transitioning to, 28–29
 - treaties and agreements, 23
 - unique qualities of, 25–28
 - visual view of (Web site), 35
- green economy industries
 - law industry, 167–171
 - planning industry, 171–175
 - politics and legislation, 175–178
 - regulation, compliance, and enforcement industry, 178–180
- Green Economy Initiative (United Nations), 20
- Green For All (Web site), 37, 311
- green industries, 14–15. *See also* industry profiles; *specific* industries
- green information resources, 313–314
- green investor information, 274–275
- Green IT (green computing), 150
- green marketing industry, 185–189
- Green Marketing* (Ottman), 185
- green media, 184
- Green Pages Directory (Web site), 275
- green products and services industries
 - defining, 186–187
 - ecotourism, 193–197
 - event planning, 197–201
 - fair trade commerce, 204
 - hotels and restaurants, 200
 - natural personal care and cleaning, 201–204
- Green Supply Chain* (sustainability Web site), 246
- green teams, 231, 314
- Green to Gold* (Esty and Winston), 245, 313, 315
- green topics, list of, 45
- GreenBiz.com, 186, 244, 311–312
- greenhouse gas
 - agriculture and, 102
 - cap and trade systems, 106
 - EPA monitoring, 104–105
 - incentives to reduce, 22
 - from landfills, 125
 - related to water management, 119
 - transportation emissions, 162
 - treaties and agreements, 23
 - from vehicles, reducing, 162–163
- Greenhouse Gas Management Institute, 106, 248
- greening an existing business, 71
- greening your current job
 - commuting creatively, 323–324
 - doing an energy audit, 322
 - influencing purchasing policies, 320–321
 - minimizing paper use, 317–318
 - moving toward sustainable promotional items, 321
- overview, 71
- recycling electronic waste, 318–319

- starting a recycling program, 319–320
 turning off electronic equipment at night, 322–323
 GreenPrint (Web site), 318
 green-washing, 11, 185–186
 grey water systems, 57, 147
 Gridwise Alliance (Web site), 25, 156
 GRIST blog, 316
- **H** ●
- hashtags or Twitter Memes (#), 226
 Hawken, Paul (*Natural Capitalism*), 26, 245, 313
 Herman Miller, 27
 history of a company, evaluating, 280
 hobbies, exploring, 48–49
 Holden, Greg (*Starting an Online Business For Dummies*), 296
Home-Based Business For Dummies (Edwards, Edwards and Economy), 296
Hot, Flat, and Crowded (Friedman), 10, 245, 310
 hotels/accommodations, 197, 200
 housing (green building industry), 146–150
 human geography, 94
 humor, 233
 hydrogen power industry, 133
 hydrology industry, 97–100
 hydropower industry, 137
- **I** ●
- icons used in this book, 5–6
 Idealist (search engine), 231, 232
 IFOAM (International Federation of Organic Agriculture Movements), 102
 immediate goals, identifying, 269–270
 incentive programs, 22, 213
 Industrial Revolution, 9, 10, 18
 industry conferences, 65
 industry profiles. *See also specific industries*
 about, 314
 agriculture, organic, 102
 air quality management, 102–106
 atmospheric sciences, 84–87
 biology, 87–90
 ecology, 90–93
 ecotourism, 193–197
 environmental education, 181–185
 environmental science, 84
 event planning, 197–201
 fair trade commerce, 204
 forestry, 109–113
 geosciences, 93–97
 geothermal, 130–133
 green building, 146–150
 green media, 184
 green sales, 188
 hydrogen power, 133
 hydrology, 97–100
 hydropower, 137
 land management, 113–115
 law, 167–171
 lodging and restaurants, 200
 manufacturing, 151–154
 natural personal care and cleaning, 201–204
 ocean energy, 137–141
 planning industries, 171–175
 politics and legislation, 175–178
 printing and publishing, 152–154
 regulation, compliance, and enforcement, 178–180
 smart grid, 154–158
 solar power, 134–136
 supply/distribution logistics, 158–162
 sustainability specialists, 189–191
 transportation, 162–165
 waste management, 115–119
 waste-to-energy industries, 125–130
 water resource management, 119–122
 wildlife management, 107–109
 wind, 141–144
 industry-specific terminology, 210
 information services industries
 environmental education, 181–185
 green marketing, 185–189
 green media, 184
 green sales, 188
 information and telecommunications, 157, 322–323
 overview, 71
 sustainability specialists, 189–191
 informational interviews, 217–218
 infrastructure rebuilding industries
 about, 145–146
 green building, 146–150
 manufacturing, 151–154
 smart grid, 154–158, 208
 supply/distribution logistics, 158–162
 transportation, 162–165
 initiative, taking, 15
 innovations, 24–25, 30, 312
 innovative thinking, benefits of, 13
 in-person networks
 about, 229–230
 attending, 301
 business card for, 230
 at classes, 235
 conferences, 233–234, 246–247
 eco-friendly fairs and festivals, 232–233
 local groups, 234–235
 volunteering and, 230–232

- inspiration. *See* education and motivation industries
- interactive map (*National Geographic*), 19
- interests. *See also* passion actions revealing, 46–49 combining skills with, 59–61 highlighting top interests, 51 importance of, 43 recognizing and listing, 44–46 tapping into your dreams, 49–51 where you want to work, 50–51 who you want to help, identifying, 50
- Interface, Inc. (carpet manufacturer), 26, 117–118
- Intergovernmental Panel on Climate Change (IPCC), 18
- interim jobs, 39
- interim jobs and stepping stone jobs, 39
- interior design, green, 147
- International Federation of Organic Agriculture Movements (IFOAM), 102
- Internet
surfing your topics of interest, 47
using keywords with, 208–209
your favorite bookmarks, 46
- internship, benefits of, 69
- interviews
describing your green, sustainable efforts, 261
illustrating
accomplishments with stories, 288–289
informational, 217–218
practicing for, 290
questions to ask during, 291–292
showing up-to-date knowledge about the company, 290–291
- investments
green investor information, 274–275
socially responsible and sustainable, 174
trends, 24, 311
Web sites, 24
- IPCC (Intergovernmental Panel on Climate Change), 18
- iTunes, searching, 47
- J •
- job boards, 215, 276, 287
job description, scanning, 261–262
job fairs, 232–233
Job Interviews For Dummies (Kennedy), 288
job openings
green job opportunities, 15–16
job market dynamics, 283–284
listed positions, 270
online postings, 219
target companies contacts for, 285–286
traditional methods for locating, 287
unadvertised positions, 270, 284–285
- job search. *See also* researching companies; *specific* green industries
active search, 255, 270
broadening, 287–288
clarifying your focus, 270–273
creating your own position, 292–293
defining green jobs, 32–33
ideal organization, 271–272
immediate goals, 270
interim and stepping stone jobs, 39
overview, 31
reality check, 38–39
- referrals/recommendations, 231, 237, 285
refocusing your efforts, 287–288
success tips, 39–40
support group, 290
waiting for a position with target company, 36, 64–65
- job titles, 38, 215, 218
Jobnob (Web site), 69
Johnson Controls, 28
Jones Lang LaSalle, 28
- K •
- Kennedy, Joyce Lain
Job Interviews For Dummies, 288
Resumes For Dummies, 263
- key players, identifying, 210–211, 213, 233
- keywords
combinations for searches, 209
defining information you need to know, 240
incorporating into your resume, 261–262
for job titles and careers, 215
searching certification and license requirements, 247
searching for degree programs, 251
used in your industry, 208
- kinesthetic learning, 241
knowledge, distributing your, 264
- Kyoto Protocol, 23, 172
- L •
- land management industry, 113–115
Land Trust Alliance (Web site), 114
landfills, 117, 125
landscaping, green, 147

- language
 industry-specific terminology, 210
 for Twitter, 225–227
- law industry, 167–171
- leadership. *See also*
 education and motivation industries
 establishing, 40
 roles, highlighting, 261
- Leadership in Energy and Environmental Design (LEED), 148, 248
- learning styles, 241
- legislation and politics
 industry, 175–178
- legislative actions, tracking, 310–311
- legislative policies
 alternative energy industries, 124
 cap and trade systems, 22, 106, 124
 lower-carbon alternatives, 124
 National Renewable Energy Standard, 124
 for renewable energy, 124
 Renewable Energy Standard, 124
- licenses and certifications
 determining your need for, 247–248, 302
 green building, 148
 keywords, 247
 listing in resume, 261
 problem-solving skills and, 55
- lifestyle, education fitting into, 242, 253–254
- LinkedIn
 contacts, 222–223
 exploring, 48, 223
 finding people in your industry, 215
 Groups, 216, 229, 314
 photographs, adding, 222
 profile, creating and updating, 221–222, 300
 receiving invitations, 222
- researching companies, 276, 278
- slide presentations, adding, 265
- updates, 304
- Lipsky, David (*The Sustainable Enterprise Fieldbook*), 245, 313
- lists and directories, 275–276
- lobbying and advocacy organizations, 35
- lobbying process, 176, 177
- local media, 274
- local networking groups, 234–235
- LocalTweeps (Twitter local search tool), 227
- location of company, 272–273
- logistics specialists, 159
- Lovins, Amory (*Natural Capitalism*), 26, 245, 313
- Lovins, L. Hunter (*Natural Capitalism*), 26, 245, 313
- **M** •
- magazines, 46
- management positions, 34–35
- management style, assessing, 280
- management team, target companies', 286
- manufacturing industry
 industry profiles, 151–154
 printing and publishing industry, 152–154
 rethinking, 26–27
- Marker, Laurie (wildlife conservationist), 50
- marketing
 evaluating a company's, 279
 green marketing industry, 185–189
 promotional items, sustainable, 321
 your own business, 297
- Masters in Business Administration (MBA), 249
- Mazria, Edward (architect), 147
- McDonough Braungart Design Chemistry (MBDC), 27
- McDonough, William (*Cradle to Cradle*), 27, 245, 313
- McQuade, Shane (innovator), 118
- media, 184, 274
- MEERA (My Environmental Education Resource Assistant), 183
- mentor, 253, 290
- meteorologists, 84
- methane gas, 125
- micro hydro technologies, 137
- micro loans, 174
- mission and values, assessing, 281
- motivation, maintaining, 315–316. *See also*
 education and motivation industries
- movies, list of, 315–316
- My Environmental Education Resource Assistant (MEERA), 183
- MySpace (social network), 48, 227–228
- **N** •
- name recognition, building, 263, 264
- nanotechnology, 152, 203
- National Association of Clean Air Agencies (NACAA), 104
- National Business Travelers Association (Web site), 323
- National Environmental Education Foundation (NEEF), 182, 183
- National Fuel Efficiency Policy, 21–22
- National Geographic* environment Web site, 310
- interactive map, 19
- Web sites, 18

- National Institute of Standards and Technology, 156
- National Oceanic and Atmospheric Administration (Web site), 310
- National Park Service, 107
- National Renewable Energy Laboratory (NREL), 135
- National Renewable Energy Standard, 124
- National Resources Defense Council (Web site), 108
- National Science Foundation, 24
- National Weather Service, 310
- natural capitalism, defined, 26
- Natural Capitalism* (Hawken, Lovins, and Lovins), 26, 245, 313
- natural personal care and cleaning products, 201–204
- Natural Products Association (NPA), 202, 203
- Natural Resources Defense Council (NRDC), 173, 310
- natural resources
- management industries about, 101
 - air quality management, 102–106
 - forestry, 109–113
 - land management, 113–115
 - organic agriculture, 102
 - waste management, 115–119
 - water resource management, 119–122
 - wildlife management, 107–109
- natural resources, valuing, 25–26
- Natural Step Framework, 246
- Natural Steps (online sustainability courses), 246
- natural talents or aptitudes, evidence of, 53
- NEEF (National Environmental Education Foundation), 182, 183
- Net Impact (networking group), 234, 249, 314
- networking groups
- job search support group, 290
 - LinkedIn Groups, 216, 229, 314
 - local groups, 234–235
 - locating, 314
 - volunteering for, 231
- networks. *See also* contacts;
- in-person networks;
 - online networks
- broadening and strengthening, 299–301
- finding people within your target industry, 216
- importance of, 219
- keeping in touch with, 300–301
- locating, 314
- MySpace, 48, 227–228
- nurturing contacts, 235
- overview, 15–16
- privacy settings, 228
- researching target companies through, 278
- for unadvertised job openings, 270
- New Urbanism philosophy, 172–173
- newsletters, associations, 210
- Newsweek* (Web site), 221, 274
- niche job boards, 287
- niche media, 274
- Nickels, Greg (Mayor of Seattle, Washington), 23
- NREL (National Renewable Energy Laboratory), 135
- ocean energy industry, 137–141
- oceans, plastic garbage in, 57
- oil and gas reserves, dwindling supplies, 95
- Olsen, Erica (*Strategic Planning For Dummies*), 296
- One Day One Job (Web site), 228
- One Page Business Plans (Web site), 296
- online courses, 245–246, 303
- online networks. *See also* LinkedIn; Twitter
- building, 220
 - importance of, 219, 220
 - maintaining a professional image, 220–221
 - removing offensive material, 221
- online profiles, searching, 220–221
- online research
- creating industry overviews, 209
 - identifying key players, 210–211
 - for industry-specific terminology, 210
 - keywords for, 208–209
 - overview, 207–208
 - professional associations, 209–210
 - publications to read, 211
- on-the-job training, 302
- opportunities
- company capitalizing on, 279
 - cutting-edge, 56
 - skill trade opportunities, 34
 - small business in the green economy, 294
 - target industry recognizing, 213–214
- Organic Trade Association (Web site), 102
- OTEC (ocean thermocline energy), 138, 139
- Ottman, Jacquelyn (*Green Marketing*), 185

Our Choice: A Plan to Solve the Climate Crisis (Gore), 245

overviews of target industry, creating, 209

● P ●

packaging and shipping, rethinking, 324–325

pallet, wooden versus plastic, 161

Paper Calculator, 318

paper products

minimizing use, 317–318

recycling, 111, 154, 187

sustainability issues, 153

part-time work, 69

passion. *See also* interests
communicating with, 78–79
discovering your, 44–45, 56–57

focusing on, 51

speaking with, 44–45

staying motivated, 315–316

PayScale (Web site), 37

PDF converters, 262

Pendleton Woolen Mills, 27

personal care products, 201–204

personal life experience
greening your personal life, 261

problem-solving skills used in, 56

photographs

for LinkedIn, 222

for Twitter, 225

physical geography, 94

Planet Earth (film series), 316

Planet Green (Web site), 312

planning

career goals, 79

developing a business plan, 296

education plan, creating, 242–243

event planning, 59, 197–201

meeting with your contacts, 236

planning industries, 171–175

politics and legislation

industries, 175–178

population growth, 10, 100

portfolio, online, 262

ports, shipping, 164

position in the industry,
evaluating a company's, 280

power plants, 105

practicing for interviews, 290

precious metals, 319

presentations, experts giving, 243–244

press releases, 274, 304

printing and publishing
industry, 152–154

problem-solving skills

dilemmas you have a
passion to solve, 56–57

identifying a problem that
impacts company's
bottom line, 293

training or education

contributing to, 54–55

work experience related to,
55–56

production tax credit (PTC), 22

products

distributors of, 200

environmentally preferable, 320

evaluating a company's, 280

life cycle cost, 320

natural personal care and
cleaning products,
201–204

purchasing policies,
320–321

recyclable, 320

selling, 70

shipping and packaging,
rethinking, 324–325

professional associations.

See also specific

industries

certifications and licenses
information, 248

identifying, 209–210

local networking groups
supported by, 234

membership lists, 315

tracking new trends in your
industry, 303–304

training requirements
information, 62

Professional Engineer,
licensing, 248

professional image,
maintaining, 220–221

professional jobs, 34–35

promotional items,
sustainable, 321

PTC (production tax credit), 22

public transit, 162, 324

publishing and printing
industry, 152–154

purchasing policies,
greening, 320–321

● R ●

Rainforest Alliance (Web
site), 110, 194, 197

rangelands, 113

real estate bubble of 2000s,
29

recommendations/referrals,
231, 237, 285

recording yourself before an
interview, 289

recovery.gov, 24, 311

recovery.org (private
Web site), 311

recruiters/interviewers, 261

recycling

electronics, 116, 318–319

future trends, 117–118

key priorities, 116

paper, 111, 154

passion for, 57

starting a program, 319–320

waste, 116

water reclamation, 121

Reel Green Media (Web site),
184

referrals/recommendations,
231, 237, 285

regulation, compliance, and
enforcement industry,
178–180

- regulations.gov, 179
 - regulatory goals, examples of, 54–55
 - relocating, 63, 272–273, 288
 - Remember icon, 6
 - renewable energy sources, 123–124. *See also* alternative energy industries
 - Renewable Energy Standard, 22, 124
 - Renewable Fuel Standard program, 129
 - Reply (@), 226
 - research
 - funding for, 23–24
 - scientific findings, 25
 - strategies, 277–278
 - researching companies. *See also* target companies
 - assessing company culture, 280–281
 - conducting an informational interview, 217–218
 - confirming greening efforts, 281–282
 - confirming the industry is right for you, 211–212
 - deepening your understanding of companies, 212–215
 - finding triple bottom line companies, 273–276
 - focus of your search, 270–273
 - identifying your immediate goal, 269–270
 - online research, 207–211, 277
 - overview, 207
 - researching at the source, 215–218
 - target industry, 277–278
 - understanding your target industry, 292
 - updating your information, 290–291
 - resources
 - enhancing ecoliteracy, 309–310
 - finding green companies, 315
 - green business concepts, 312–313
 - green career trends, 316
 - green economy
 - developments, 311–312
 - green information, 313–314
 - green networking hubs, 314
 - scanning for innovation, 312
 - starting a business, 295
 - staying motivated and entertained, 315–316
 - tracking legislative actions, 310–311
 - restaurants, green, 200
 - restorative companies, 26
 - resume
 - accomplishments
 - statement, 259–260, 288–289
 - e-mailing, 262
 - filling the gaps in, 262–263
 - formats for, 262–263
 - highlighting commitment to sustainability, 260–261
 - incorporating relevant key words, 261–262
 - online portfolio, 262
 - summary statement for, 258–259
 - thank-you note or email, 237
 - Resumes For Dummies* (Kennedy), 263
 - retrofitting buildings, 147
 - Retweet (RT), 226
 - Reverse Logistics Association, 159
 - Rocky Mountain Institute, 28
 - Rodale Institute (Web site), 102
 - role within the green economy, identifying your, 73–74
 - rulemaking, 178, 179
 - Russell, William G. (*The Sustainable Enterprise Fieldbook*), 245, 313
- S •
- sales, green, 188
 - Schell, Jim (*Small Business For Dummies*), 71, 296
 - Science Channel (Web site), 312
 - self-employment
 - benefits of, 70–71
 - building a thriving business, 296–297
 - business idea, viability of, 295–296
 - business plan for, 296
 - entrepreneurial temperament for, 294–295
 - franchise, 71, 294
 - resources, 295
 - starting a green business, 71
 - support for, 297
 - training for, 296
 - services and products industries
 - ecotourism, 193–197
 - event planning, 197–201
 - fair trade commerce, 204
 - lodging and restaurants, 200
 - natural personal care and cleaning, 201–204
 - 75 Green Businesses You can Start to Make Money and Make A Difference* (Croston), 294
 - shipping and packaging, rethinking, 160, 324–325
 - Sierra Club blog, 313, 316
 - Sierra Club Cool Cities campaign, 231, 314
 - Sierra Nevada Brewery, recycling efforts, 320
 - skills. *See also* problem-solving skills; strengths; training
 - combining interests with, 59–61
 - gaining more experience, 61–62

- professional jobs, 34–35
 - requirements, making a list of, 240
 - trade opportunities, 34
 - Skype, 323
 - skyscrapers, retrofitting, 28
 - slide presentation, adding to profile, 265
 - Small Business For Dummies* (Tyson and Schell), 71, 296
 - smart grid, 25
 - smart grid industry
 - industry profile, 154–158
 - keywords for, 208
 - Smart Growth philosophy, 172–173
 - SmartWay Transport Partnership, 163
 - social networks
 - Facebook, 47, 227–229
 - finding green companies through, 276
 - Groups, 229
 - MySpace, 48, 227–228
 - privacy settings, 228
 - scanning groups on, 47–48
 - searching your interests on, 47–48
 - Yahoo! 48
 - Social Venture Network (Web site), 275, 315
 - solar power industry
 - capital investments, 28
 - geographic locations, 35
 - keywords for, 208
 - profile, 134–136
 - selling solar, 188
 - speakers, 232
 - sponsors, 232, 276
 - starting a green business. *See* self-employment
 - Starting an Online Business For Dummies* (Holden), 296
 - Steelcase, 27
 - stepping stone jobs, 39
 - stock quotes (Web site), 274
 - stories, to illustrate
 - accomplishments, 288–289
 - The Story of Stuff* (online video), 315
 - Strategic Planning For Dummies* (Olsen), 296
 - strengths
 - bridging gap between your vision and reality, 61–65
 - identifying your top skills, 58–59
 - overview, 53–54
 - problem-solving skills, 54–57
 - studytime, setting aside, 254
 - summary statement (resume), 258–259
 - supply manufacturers, greening, 200
 - supply/distribution logistics industry, 158–162
 - sustainability
 - books about, 245
 - commitment to, 260–261
 - list of corporations, 275
 - networking groups, 234
 - online courses, 246
 - promotional items and, 321
 - questioning company about, 292
 - shifting to, 26
 - specialists, 189–191
 - supply chain industry
 - goals, 160
 - Web sites, 28, 244
 - The Sustainable Enterprise Fieldbook* (Wirtenberg, Russell, and Lipsky), 245, 313
 - Sustainable Forestry Initiative in North America (Web site), 110
 - Sustainable Infrastructure Initiative (Web site), 120
 - Sustainable Measures (Web site), 246
 - Swallow, Lisa (*Green Business Practices For Dummies*), 71
- 7 •
- target companies. *See also* companies
 - company culture, assessing, 280–281
 - company job listings, 287
 - confirming the industry is right for you, 211–212
 - contacts at, 184–185, 284–285
 - creating your own position within, 37–38
 - current problems, defining, 214
 - discovering what you can offer the company, 279
 - evaluating the state of the company, 279–280
 - feeling at home with, 72, 233
 - gaining experience with related industries, 65
 - identifying careers within, 215
 - industry overviews, creating, 209
 - industry-specific terminology, 210
 - matching skills, interests and experience with, 36, 211–212
 - opportunities and threats, recognizing, 213–214
 - performance ratings, 281
 - questions to ask during interview, 291–292
 - researching, 211, 277–278, 313–314
 - talking with current employees, 215–218
 - tracking, 65
 - updating your knowledge about, 290–291
 - waiting for a job in, 36, 64–65
 - your ideal organization and, 271–272
 - tax credit system, 22, 131

- team dynamics, assessing, 280
 - TED (Technology, Education, and Design), 244, 312
 - teleclasses, 244
 - telecommunications
 - industry, 157, 322–323
 - temperature of the Earth, 18–19
 - terminology, industry-specific, 210
 - TerraChoice Magazine (Web site), 186
 - text editors, 262
 - thank-you note or email, 237
 - threats to company
 - evaluating, 279
 - recognizing, 213–214
 - tidal energy, 138, 139
 - Time* magazine, 322
 - Tip icon, 5
 - topics of interest, list of, 45, 240. *See also* interests
 - trade opportunities, 34
 - trade organizations, tracking new trends, 303–304
 - training. *See also* education; skills
 - certifications and licenses, 247–248
 - at conferences, 246–247
 - creating a training plan, 242–243
 - determining your training needs, 239–241
 - exploring beyond the job, 303
 - filling in the gaps, 62, 249
 - fitting into your lifestyle, 242, 253–254
 - formal options, 250–253
 - formats/modalities, 241–242
 - geographic area, 251
 - informal options, 249–250
 - on-the-job, 302
 - levels of, 240–241
 - online courses, 245–246, 303
 - presentations, 243–244
 - requirements, 62, 239–241
 - for starting your own business, 296
 - testing out a potential career, 250
 - topics and skills, making a list of, 240
 - volunteer work as, 303
 - transportation
 - commuting creatively, 323–324
 - ecotourism industry, 193–197
 - event planning and, 197
 - shipping and packaging, rethinking, 160, 324–325
 - supply/distribution
 - logistics industry, 158–162
 - transportation industry, 162–165
 - treaties and agreements, 23
 - Tree Free Paper (Web site), 187
 - Trees for the Future (Web site), 323
 - trends. *See also specific* industries
 - geographic, 35–36
 - green career, 316
 - green industries, tracking, 303–304
 - investment, 24
 - looking for, 213
 - triple bottom line, 26
 - triple bottom line companies
 - financial news on, 274–275
 - finding, 273–276
 - lists and directories, 275–276
 - media coverage, 274
 - overview, 273–274
 - social networking
 - connections, 276
 - Tweet, 225
 - TweetDeck (free software), 227, 264
 - Twellow Pages (yellow pages of Twitter), 227
 - Twellowhood (Twitter local search tool), 227
 - Twibes (Twitter groups), 229
 - Twitter
 - about, 224
 - browser software, 227
 - building your network, 225
 - creating your profile, 224–225
 - distributing your knowledge, 264
 - finding green companies through, 276
 - joining, 224
 - language, 225–227
 - tools, 226–227
 - tweaking your page, 225
 - Tweet search for company name and products, 304
 - Twibe Groups, 229
 - Twitter Memes, 226
 - Twitter Search (search engine), 227
 - Typepad (blogging system), 263
 - types of businesses, 70–71
 - Tyson, Eric (*Small Business For Dummies*), 71, 296
- U •
- United Nations Environment Programme, 20, 174
 - United Nations Framework Convention on Climate Change (UNFCCC), 23
 - United States
 - building, 12–13
 - fuel consumption, 10
 - United States Global Change Research Program (Web site), 310
 - university degree, 249
 - university/community
 - college courses, 235, 247, 303
 - U.S. Conference of Mayors Climate Protection Agreement, 23, 172
 - U.S. Fish and Wildlife Service, 107
 - U.S. Forest Service (Web site), 110, 111

- U.S. Population Energy and Climate Change Report, 10
- U.S. Postal Service, 27
- USDA National Organic Standards Board (NOSB), 102
- **V** •
- Vault Guide to Green Programs (Web site), 315
- vehicles
- alternative fuel, 163–164
 - fuel economy standard, 103–104
 - greenhouse gas emissions, 162–163
- venture capitalists, 24, 174, 275
- viability of a business idea, assessing, 295–296
- viability of target companies, 211, 279–280
- videos
- filming yourself in action, 264–265
 - inspirational movies, 315–316
 - videoconferencing, 323
 - YouTube video channel, 265
- virtual magazine stand (Alltop), 46
- virtual presentations, 244
- virtual volunteering, 232
- vision and reality, bridging gap between
- family responsibilities limiting, 63–64
 - gaining more experience, 61–62
 - getting more training, 62
 - keeping your dream job in mind, 65
 - location of work and, 63
 - questioning your abilities, 64
 - waiting for position with your target company, 36, 64–65
- vision for your company, 296
- visual learning, 241
- voice, passion signaled through, 44–45
- Voltaic Systems (Web site), 118
- volunteer center, 231
- Volunteer Match (Web site), 232
- volunteering
- benefits of, 69, 230–231
 - as an effective way to build your network, 230–232
 - exploring, 48–49
 - at fairs and festivals, 232
 - finding organizations, 231
 - gaining experience through, 62
 - hands-on training through, 303
 - as indicator of your interests, 48
 - problem-solving skills used in, 56
 - setting up, 230
 - staying engaged in your community, 301
 - virtual volunteering, 232
 - written recommendations from, 231
- **W** •
- wages for green careers, 36–37
- walking or biking, 324
- Walmart, sustainability practices, 160
- Warning! icon, 5
- waste
- cradle to cradle process, 27, 313
 - diverted, 198
 - rethinking, 26–27
 - waste management industry, 115–119
 - waste-to-energy industries, 125–130
 - zero waste, 119
- waste-to-energy (WTE) facilities, 125, 127
- water
- about, 97–98
 - hydrology industry, 97–100
 - hydropower industry, 137
 - ocean energy industry, 137–141
 - water resource management industry, 119–122
- watershed areas, 121
- wave power, 138, 139
- weather
- National Weather Service, 310
 - natural disasters related to, 85
 - pattern changes, 19
- webinars (Web seminars), 244, 323
- Weddle's Association List (Web site), 210
- WeFollow (Twitter search tool), 227
- White House
- National Fuel Efficiency Policy*, 21–22
 - Web sites, 99
 - Who Killed the Electric Car?* (film), 315
- Wikipedia (online encyclopedia)
- exploring, 48–49
 - finding professional associations, 210
 - as research starting point, 209
 - researching green information, 313
- wildlife management industry, 107–109
- wind industry
- geographic locations, 35, 63
 - profile, 141–144
 - tax credits for, 22
- Winston, Andrew (*Green to Gold*), 245, 313, 315

Wirtenberg, Jeana (*The Sustainable Enterprise Fieldbook*), 245, 313

Wordpress (blogging system), 263

work experience
gaining related experience, 65

leveraging your unique background, 256–257

work formats. *See also*

volunteering

consulting jobs, 68–69, 294

contracting, 68

describing, 74

franchise, 71, 294

interning, 69

part-time work, 69

volunteering, 69

work setting

choosing, 71–74

exploring your preferences, 50–51

kind of company, 72

relocating and, 63

work environment, 73, 280

working from home, 324

workshops, 302

WTE (waste-to-energy)

facilities, 125, 127



Yahoo! 48

YouTube, 47, 265



zero waste, 119