

National Association of Environmental Professionals
Denver, Colorado

Green Careers Seminar

Session 7

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April 27, 2011

TerraLogic Sustainable Solutions
Boulder, Colorado







So Who Is This Guy?

- 35 years of environmental experience
- Research Laboratory Chemist
- Nuclear Power Plant/ Oil Well Monitoring
- Brewing Company
- Hazardous Waste Consulting
- Industrial Waste Management
- Surface Water Quality Consulting
- Transportation Consulting
- Sustainable Transportation Consulting

TerraLogic Sustainable Solutions

- Environmental Engineering
- Sustainable Transportation Consulting
 - Transportation Planning
 - Transportation NEPA/Design
 - Transportation Operation & Maintenance
 - Rest Area Design and Operations
- Design-Build Construction Management
- Stormwater/Surface Water Quality Management



Tip 1-What Employers Look For

- Enthusiasm
- Done homework on their firm
- Able to communicate
- Have a skill to fulfill their need
- Relationship potential
- Can they make a profit and keep them “billable”
- Potential for working as a subcontractor

Tip 2-Learn to Market Yourself

- Understand employer needs
- Show quantified accomplishments
- Personal communication/follow up
- Why are you the best candidate
- Show an interest in the firm
- Join professional organizations
- Internships or research technicians
- Avoid the shot gun resume approach
- Show a skill with experience
- Outgoing and friendly personality



Tip 3-Learn How to Market A Client

- Relationships are everything
- Know your clients' needs....listen
- Know how to write proposals
- Do your homework
- Find a mentor
- Avoid the cold calls
- Avoid email marketing



Tip 4- Have a Technical Expertise and Broad Experience

- Long term employment with one firm is rare
- You may be laid off at least 1-2 times per your career
- Maintain technical skills
- Get a graduate degree
- Maintain contacts/relationships
- Obtain as much experience as possible
- Gain experience in giving presentations



Tip 5- Learn to Negotiate

- Something we do in every day life
- Scary
- Win/Win
- Beginning salary Important
- Client negotiations

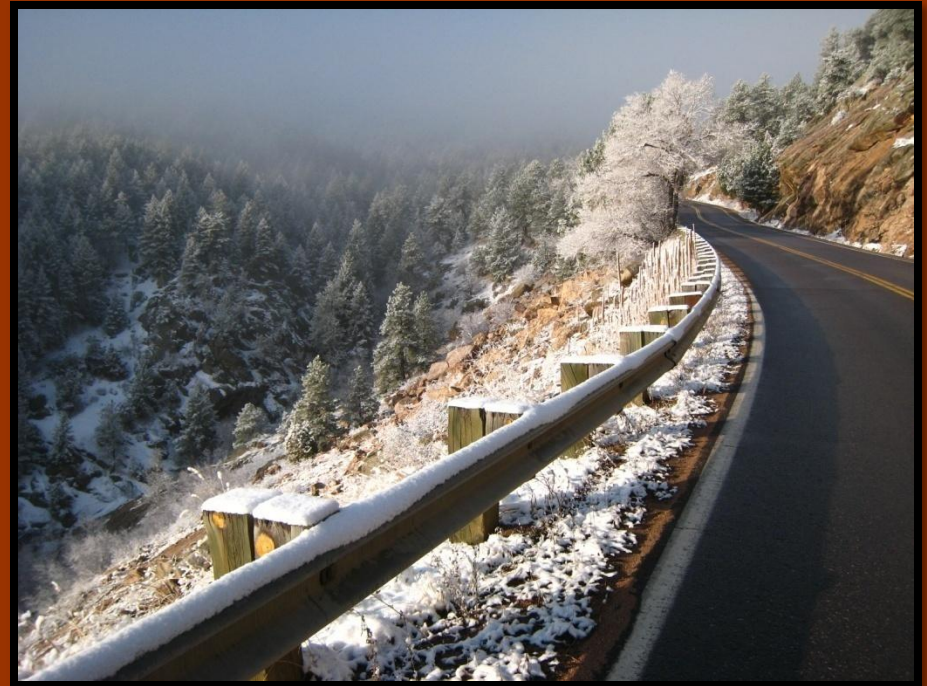


Tip 6- Maintain Balance in Your Life

- Maintain your purpose
- Have fun going to work
- Quality of Life vs. Work Demands
- Be willing to take chances



Best of Luck On Your Path



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