

# SELF

SPECIAL STEP-BY-STEP HANDBOOK

## DROP 10 POUNDS

56 Slimming  
Meals That  
Rev Your  
Metabolism

Burn 120  
Calories  
Without  
Even Trying

## GLOWING SKIN, SHINY HAIR

Solutions for Every Type

## STRESS LESS ABOUT MONEY

Enjoy a Fatter Wallet,  
Happier Relationships

## 23 WAYS TO BOOST YOUR ENERGY,

Beat Anxiety, Sleep Better  
and Brighten Any Mood p.148

\$9,400  
WORTH OF  
FREEBIES  
INSIDE!

Healthy Recipes  
Made Simple  
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KEEP YOUR  
CURVES,  
LOSE THE  
EXTRA

Steal Kim  
Kardashian's  
Surprising  
Secrets





# Is a green job your dream job?

Careers in earth-friendly fields are growing faster than you can say "tree hugger." In fact, experts predict nearly 1.2 million new eco-gigs by 2012.

Check out five we bet you've never considered, then nurture the planet while you work. **By Catherine Ryan**

## HOT JOB Urban forester

**Average annual income** \$55,000

**The scoop** You'll plant and care for trees in parks and along city streets.

**Why now** Trees soak up carbon dioxide and can cut cooling and heating bills of adjacent buildings by up to 10 percent. (The greenery shields buildings from the sun and protects them from wind.) That's one reason more than 3,400 communities have committed hefty budgets (at least \$2 per resident) to promoting urban tree care, according to the Arbor Day Foundation's Tree City USA program.

**How to land it** Merge a background in biology, environmental science or urban planning with a Certified Forester credential, the industry's gold standard endorsement. Nab the qualification by studying forest management at a university accredited by the Society of American Foresters (SAFNet.org). Amp up your résumé by volunteering with the Arbor Day Foundation to plant saplings.

**A day in the life** "To help the tree population thrive, I meet with building contractors to make sure they're trimming or removing sick or old trees so branches won't fall on pedestrians and buildings. I also do work beyond caring for trees, like talking to community members about their concerns, helping schools with tree-planting initiatives and, with the Scouts, cultivating gardens that attract butterflies. I love that I'm providing shade and beauty to neighborhoods for generations to come. Plus, I get to wear jeans to work every day." —Deborah Day, municipal arborist for the Parks and Recreation Department in Riverside, California

## HOT JOB Green event planner

**Average annual income** \$77,000

**The scoop** You'll organize low-environmental-impact conferences, weddings, parties and trade shows.

**Why now** It's hip to schmooze sustainably, which is why

small-footprint events are on the rise. In recent years, membership has more than tripled in the Green Meeting Industry Council, an organization that educates eco-minded event planners.

**How to land it** A degree in hospitality or event planning and management helps. (Find a list of schools that offer these programs at [Hospitality-1st.com](http://Hospitality-1st.com).) But real-life experience counts for more than credentials. If you've spearheaded ecologically thoughtful gatherings on your own, let potential clients know about them. ("I helped my best friend track down an organic caterer and recyclable decorations for her wedding.") Can't find willing guinea pigs in your own circle? Sign up for workshops run by the Green Meeting Industry Council ([GreenMeetings.info](http://GreenMeetings.info)) to bone up on the latest trends.

**A day in the life** "Hospitality tends to be a wasteful industry, but we think up creative strategies to make events more sustainable, such as sourcing local produce, composting to reduce waste or locating artists who will create sculptures out of unusual materials, like recycled car tires. We challenge ourselves at each event we host to raise the bar!" —Kimberly Lewis, vice president of conferences and events at the U.S. Green Building Council in Washington, D.C.





## HOT JOB Carbon accountant

Average annual income \$80,000

**The scoop** You'll work with clients or within an organization to measure and track their production of greenhouse gases.

**Why now** In September 2009, the Environmental Protection Agency mandated that utility companies start reporting their emissions. Then in October of that year, President Obama ordered federal agencies to begin detailing their greenhouse gas output and to figure out ways to get their vendors to cut down on emissions, too. As a result, companies that can demonstrate they're ratcheting down their carbon footprint are more likely to get federal contracts, which is a big lure, says Frankie Ridolfi, vice president of marketing at Climate Earth in San Francisco. Because of all the public focus on the issue, insiders say more and more organizations will jump on the eco-accounting bandwagon.

**How to land it** Have a degree in math, science or accounting, plus a command of emissions auditing. For training programs, go to Greenhouse Gas Management Institute (GHGInstitute.com).

**A day in the life** "I mostly work with the government to teach employees how to save money and energy because you have to understand where you're spending before you can tighten things up. I'm not just a number cruncher; I also write reports on how to minimize environmental impact, meet with clients, brainstorm carbon-cutting tactics with my team and read industry publications to ensure I'm keeping up—the field is changing so rapidly." —Marian Van Pelt, principal at ICF International, an energy and climate-change consulting company in Derwood, Maryland

## HOT JOB Sustainability manager

Average annual income \$82,000

**The scoop** You'll learn ways to help your company have less impact on the planet, such as by researching energy-efficient heating.

**Why now** Experts say these positions are in increasing demand because of basic economics: Going green slashes costs and reduces reliance on increasingly scarce natural resources.

**How to land it** You'll need business experience (but not necessarily an MBA). Get in the game by joining a professional organization such as the International Society of Sustainability Professionals

(SustainabilityProfessionals.org). Firms look for out-of-the-box thinking, so your cover letter should detail a creative green solution you've devised at your current job—e.g., "I ran a project that turned the cafeteria's used vegetable oil into cleaner fuel for our trucks"—suggests Carol McClelland, Ph.D., founder and executive director of Green Career Central in Menlo Park, California.

**A day in the life** "I launched a bicycle-lending program at my company so people can pedal to the office and to off-site meetings; I also started a system for everyone to recycle and reuse office supplies, which cuts down on new purchases. My coworkers now approach me enthusiastically with their ideas, and I get so excited when I see the little seeds I've planted take root and grow into officewide initiatives." —Ronda Chapman-Duer, sustainability coordinator in the Portland, Oregon, metro region

## HOT JOB Eco-responsibility marketer

Average annual income \$95,000

**The scoop** You'll promote and publicize your company's or a client's greenness while checking that all information related to the environment on packaging, websites and ads is accurate.

**Why now** At a time when a third of consumers aren't certain which brands are simply "greenwashing" (making bogus claims to persuade people to buy their wares), there's a real need for internal checks to prevent false advertising, explains Scot Case, vice president of Terra Choice in Reading, Pennsylvania.

**How to land it** Experience in communications, marketing and public relations is key, as is ecological know-how. You can learn how to promote a company's eco-efforts through Ithaca College's well-respected sustainability webinars (information at [www.ithaca.edu/gps](http://www.ithaca.edu/gps)). You can also hone your ability to debunk impostors at GreenwashingIndex.com.

**A day in the life** "My goal is to reduce pollution by motivating consumers to buy products and services that are easier on the environment. I work with clients like HSBC to create advertising campaigns that promote a company's efforts to reduce their carbon footprint so they gain credibility with customers." —Jacquie Ottman, founder and principal of J. Ottman Consulting, a green marketing consultancy in New York City

## Green your own office

Can't find a job that fits your skills? Not to worry. You can tweak your own habits or mobilize your colleagues with these smart ideas. (Just get clearance from the boss!)

### ● Copy on both sides of paper.

The average office worker goes through 10,000 sheets of paper a year. When a company with 100 people "duplexes," it saves more than 50 trees annually.

● **Photocopy sustainably** with paper made from postconsumer recycled content. Calculate how much you're reducing wastewater and greenhouse gases by comparing your old brand with the new one at [www.edf.org/papercalculator](http://www.edf.org/papercalculator). If you use 1 ton of paper a year, for example,

switching from virgin paper to 30 percent recycled will spare the equivalent of half a barrel of oil and 3,500 gallons of wastewater.

● **Go for filtered, not bottled H<sub>2</sub>O**, and keep a cup at your desk. Producing bottled water requires as much as 2,000 times more energy than using the tap—never mind the plastic bottles!

● **Set your computer to sleep** when you leave your desk (it takes less energy than the screen saver) and dim your monitor. At night, power off. The emissions

reduction is equal to replacing six standard lightbulbs with compact fluorescents.

● **Bring a meatless lunch.** If every American went vegetarian for just one meal a week, emissions-wise, it would be like taking 5 million cars off the road!

● **Stock certified bird-friendly java** in the break room. Organic coffees such as Birds & Beans medium roast (\$11 for a 12-ounce bag; [BirdsAndBeans.com](http://BirdsAndBeans.com)) don't pollute the soil or water with pesticides or chemical fertilizers.

And they're shade-grown, so they won't harm the habitats of threatened animals such as migratory birds. Sip from a mug and save 500 disposable cups—the average number one employee uses annually—from ending up in a landfill.

● **Research composting programs** in your area to discover how to get your company's cafeteria involved. (Search "composting" at [EPA.gov](http://EPA.gov).) Food scraps account for 12.5 percent of U.S. trash—garbage that could be turned into soil-nurturing compost.