



Otis Bradley

# GREENJOBS FOR ME.COM

The **NEW** 2010 Green Job Guide

## TABLE OF CONTENTS

How to Use The 2010 Green Job Guide .....	3
Table of Contents .....	6
Introduction .....	11
1. The Green Revolution .....	13
Three Simplified Theories .....	16
Carbon Theory.....	16
World Population.....	17
Energy .....	18
The Green Economy is Here Now .....	21
2. What are Green Careers?.....	25
Blue Collar to Green .....	26
White Collar to Green .....	27
3. Green Job Overview .....	29
Green Speak - So You Can Talk The Talk.....	30
Green Jobs Across the Spectrum .....	33
4. Quick Starts .....	36
STEP # 1: Inventory .....	36
STEP # 2: Goals .....	39
STEP # 3: Target .....	42
STEP # 4: Marketing .....	43



5. The 4 Most Important Issues Facing You .....	45
#1 - Where are the Green jobs?.....	45
Public Sector green jobs.....	46
Corporate green jobs .....	48
Non-Profits Sector Green jobs .....	48
Smaller Company green jobs .....	49
Contracting and Consulting.....	50
Advocacy, Grantmaking and Civic Organizations .....	52
# 2 - What Skills Can I Transfer to a Green Job? .....	55
# 3 - Will This Kind Of Green Industry Give Me a Sustainable Income? .....	57
Construction.....	58
Utilities .....	59
Science, Technology, Management and Consulting.....	60
Transportation .....	60
Manufacturing .....	62
Advocacy, Grant Making, and Civic Organizations .....	63
# 4 - Where Do I Begin a Green Career? Ten Steps .....	64
6. Separate the Hype from the Hope? .....	66
7 Myths About Green Jobs.....	67
Myth 1: Everyone Understands What a “Green Job” Is. ....	67
Myth 2: Creating Green Jobs Will Boost Productive Employment. ....	67
Myth 3: Green Job Forecasts Are Reliable.....	68
Myth 4: Green Jobs Promote Employment Growth .....	69
Myth 5: The World Economy can be Remade by Reducing Trade and Relying on Standard of Living .....	70
Myth 6: Government mandates are a substitute for free markets.....	71
Myth 7: Wishing for Technological Progress is Sufficient.....	72
7. The 5 Biggest Mistakes.....	73



Otis Bradley

# GREENJOBS FOR ME.COM

The **NEW** 2010 Green Job Guide

Mistake #1 the New Green Economy DOES NOT Include You. ....	73
Mistake #2 Older Employees Think They are Obsolete.....	73
Mistake #3 All You Know is One Company, One Way or One Thing. ....	74
Mistake #4 There are no REAL Opportunities in the Green Careers Market .....	75
Mistake #5 Things Will NEVER Get Any Better. ....	75
8. Consider Four Green Paths .....	77
Green Media Worth Reading.....	78
Movers and Shakers to Watch.....	79
9. Green Job Outline .....	82
Energy .....	85
Solar Energy .....	86
Wind Power.....	96
Hydro Power .....	106
Geothermal Power.....	116
Biofuel.....	127
Green Buildings- New and Rehabilitated.....	132
Plant Environmental, Health & Safety .....	149
Resource Recovery & Waste Management.....	156
Carbon Capture.....	157
Forestry.....	159
Transportation .....	165
10. Professional Certification Programs .....	177
LEED Certificate Programs .....	177
National Association of Home Builders Certification program.....	178
Energy Star/Energy Star Partner.....	179
National Association of the Remodeling Industry (NARI).....	180



Otis Bradley

# GREENJOBS FOR ME.COM



The **NEW** 2010 Green Job Guide

Scientific Certification Systems (SCS).....180

Carpet and Rug Institute/CRI Green Label Plus .....181

Green Seal Certification .....181

GreenGuard Environmental Institute/GreenGuard Certification.....182

Forest Stewardship Council (FSC) .....182

Renewable Energy Certificates .....183

International Code Council (ICC) Developing Green Building Professional  
Certification Program.....184

Solar Institute International.....185

Solar Living Institute.....185

11. Green Job Training .....187

    Sustainable Universities and Colleges .....188

    Geothermal Energy Training .....192

    Wind Energy Training.....194

    Solar Energy Training .....196

    Green Building Training .....199

    LEED Training .....200

    Green & Social Venture Business Plan Competitions .....204

    Held by Educational Facilitators.....204

    More Training/Educational Companies to Consider .....208

Big Green Companies.....212

Most Admired U.S. Companies .....212

Top 10 Most socially responsible corporations .....212

Industry Associations: .....213

12. Time Management.....216

    Six Biggest Time Wasters .....216

    Four Time Savers.....218

13. Tactics – To Apply Now!.....221



Otis Bradley

# GREENJOBS FOR ME.COM



The **NEW** 2010 Green Job Guide

Fast-Track Projects.....	223
14. Look for Major Trends.....	226
15. Good Luck! .....	227
Vocabulary Builder .....	229
Green Job Boards .....	235
Green Web Sites .....	236
About the Author .....	241