




August 2011


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Here are some of the jobs posted this month:

 **Environmental Monitor**
Vancouver, BC
Deadline: September 03, 2011

 **Junior Project Coordinator**
Calgary, AB
Deadline: September 01, 2011

 **Environmental Specialist**
Ottawa, ON
Deadline: September 04, 2011

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Career Fast Fact

65% of environmental employers use personal contacts or referrals as a method of recruitment.

[More >>](#)



How to Network Like a Pro

The September busy season is right around the corner, and we all know what that means - **networking!**

Turn networking from a chore into your competitive advantage.

Now is the perfect time to prepare by brushing up on your networking skills and deciding which events to attend. With the release of the **2011-2012 EP Event Series schedule**,

it's crucial to learn how to get the most out of your networking opportunities.

Attend an event in your city:

[Toronto](#) | [Calgary](#) | [Vancouver](#) | [Edmonton](#)
[Southern Ontario](#) | [Winnipeg](#) | [Saskatoon](#)
[Montreal](#) | [Halifax](#)

Read on for our best networking tips. Enjoy!

Kevin Nilsen
Editor & Director, Professional Services



Top Blog Posts

[Top Habits for Entry Level Career Success](#)

[Use the "5 Second Rule" to Make a Great Interview Impression](#)

ECO in the News

[Green Job Growth to Skyrocket](#)
Journal of Commerce

[Teens Want Green Jobs](#)
Mississauga News

Beat the Networking Jitters

Networking 101: You walk into a room of environmental professionals, ready to make some connections. Suddenly, anxiety gets the best of you. Who are you going to talk to? What are you going to say?

For many professionals, networking is not easy, and can be downright nerve-racking; however, the societal drive to make new links is everincreasing. With entire industries dedicated to the business of networking, from [trade shows and events](#) (likethe [EP Event Series](#)) to [social media](#) platforms, such as [Linkedin](#), finding a networking comfort zone is becoming essential for success.

 [ECO Canada](#) members,

5th Annual Environmental Legislation Seminar
Register* Now
ECO CANADA offer
*discount code is 'partnerrate'
Attend Sept. 21, 2011
Federal • Ontario • Municipal
Attendees earn CE credits
 



Comfort with networking is an essential skill.

Benny Liang and Remi Daviet, recognize the value of networking, but say inexperience and self-conscious fears can get in the way.

"In the past, I was lacking the level of confidence I have today, and thus couldn't keep the momentum moving in my communications. **I was hesitating on which sentence or word to use, and what to say or not to say,**" says Daviet.

Canadian Marketing & Sales Manager for **ERA Environmental**, Daviet uses face-to-face networking extensively to raise awareness about the company, and credits his current position to his success in making connections. "Networking is what drives our company. The scientific and software departments are in charge of developing a great product, but it's the networking efforts driving sales."

[Continued below >>](#)



Beat the Networking Jitters (continued)

Daviet says listening carefully to people and practice helped build the **networking confidence** he has today. "When I understood more what someone asked, my answers were easier to come by. This allowed me to structure my communications more naturally."

Liang, a recent graduate from **Niagara College**, felt uncomfortable trying to 'fit' into a conversation with large groups of people, but overcame his fears by **becoming a volunteer** at a professional conference. "The opportunity provided face time with people; I am much more comfortable physically helping, or providing a service to others."

He adds, "Networking is part of developing your career and your life. When you know and help more people, than more people can help you when you need it."

In terms of **networking best practices**, Daviet's strategy is to, "Think and plan before; when you attend an event, know what you are looking for and how to get there. If you anticipate where conversations may go you have less chances of being caught unprepared."

Liang views networking as making acquaintances and friends. "People attend to meet others, including you!" He offers advice, "Believe you are valuable and have something important to offer. Often young graduates feel they're unimportant compared to seasoned professionals; however, we all have interesting stories to share."

Looking for upcoming networking opportunities?

Check out **ECO Canada's EP Event Series**, and become more involved with the environmental community. **ECO Canada** also keeps a **calendar of Industry Events** across Canada. See you there!



Try volunteering at a conference to familiarize yourself with networking.



Social media has become one of the most common ways to network.

Using Social Media as a Networking Tool

"Social media," "online networking," "connect," "share," "follow" - this type of language has become all too common in our daily vocabulary, but what does it mean for you and how does it fit into your environmental career?

ECO Canada turns to qualified environmental professionals with a knack for social media to shed some light on how you can enhance your environmental career using the latest online networking tools.

As the manager of community leadership at **KPMG**, **Tonya Lagrasta**, certified **Environmental Professional (EP)**, develops and implements her firm's national sustainability strategy across Canada, supporting senior leadership and local offices as a

subject matter expert in the area of the environment and sustainability.

Lagrasta has been an EP [Ontario chapter leader](#) since the initiative was launched in early 2010 and even helped to pioneer the online [Environmental Professional \(EP\) Canada](#) and [EP Ontario Chapter](#) LinkedIn groups. The chapter has now established a GTA (Greater Toronto Area) task force to build momentum in the densest area of the province, creating a Twitter account in an effort to use social media as a tool to reach its target audience.

"As we continue to build momentum in Ontario, this will be **a great tool to reach our audiences** and engage in two-way communication, which in my opinion, is one of the most valuable dimensions of social media," says Lagrasta. "It is the most efficient way of receiving real-time feedback and engagement from the audiences we want to engage." Lagrasta believes that when viewed as a tool and approached strategically, social media can keep you current with this rapidly evolving field.

“ **Social media allows us to extend the reach and impact of our practice beyond ... traditional methods of engagement.** ”

As co-owner and principal consultant in the boutique consulting firm, [Ventus Development Services Inc.](#), Celesa Horvath is responsible for business development, client liaison, project management, and the delivery of services, comprising of strategic corporate responsibility, sustainability, and environmental regulatory affairs. A well-known influencer in the online environmental community, Horvath uses social media in many daily aspects of her career.

"Social media is an integral part of every aspect of our business. We use social media for [networking](#), business development, relationship management, collaboration with other practitioners, exchange of information, and learning," says Horvath. "Social media allows us to extend the reach and impact of our practice beyond what would be possible using only traditional methods of engagement."

With so many different avenues available, it can be a challenge knowing what to integrate into your own professional approach. For professional purposes, Horvath uses mainly [Twitter](#) and [LinkedIn](#), among many other platforms. Horvath says [LinkedIn is great for networking](#), connecting her directly with other professionals who have similar interests, and allowing her to exchange information, identify expertise, find prospective clients, partners, and employees, and learn about emerging issues and trends. These online networks allow Horvath to build her own reputation and the reputation of the firm as a credible information provider, connector, collaborator, and practitioner.



Horvath has built professional credibility by contributing to social channels.

But different tools serve different purposes. Horvath prefers using [Twitter for current and continual engagement](#) with individuals with shared interests and expertise, and uses it most frequently to share news and articles relevant to her practice, follow news from other practitioners, participate in dialogue around key issues, seek advice, and share her expertise, particularly through links to her blog.

"Twitter facilitates timely and direct engagement with others, allowing **real-time conversation to take place among multiple participants.** I particularly like Twitter for the sense of community that builds around certain topics of interest," says Horvath.

At first, Horvath found herself faced with the limited number of online groups for Canadian professionals. Taking a proactive approach to social media, she established several groups in the practice areas of greatest interest to her. These include:

- [Canadian CSR and SD Practitioners Network](#)
- [Canadian Environmental Assessment Practitioners Network](#)
- [CSR and Social Media](#)
- [Southwest Alberta Sustainable Community Initiative](#)

With a slow start, membership was low and the groups were time-consuming, but as they began to grow, other members began to participate. **As a creator, manager, and regular contributor**, Horvath has been able to build her reputation as a credible information provider and connector, enhancing her professional career.

She offers this great advice to environmental professionals using social media on a professional basis:

1. **Be a proactive and contributing participant.** Share your knowledge and expertise generously.
2. **Be humble.** Do not overstate your expertise.
3. Focus on making **quality connections**. Connect with individuals who share similar interests, rather than emphasizing the number of "friends" you have.
4. **Give help** as often (or more) than you ask for it. Answer a question in Quora, connect two people with like interests, or provide a link to a useful article.

5. **Complete your profile.** Focus on the information most relevant to your professional priorities.
6. **Do not over share** personal information. Keep your content professional.
7. **Be human** and be yourself! Humour and personal insight add warmth and texture to your content.

Horvath also advises individuals who use social media on a professional basis to be aware of and to **follow any relevant workplace policies** related to its use and to discuss with their employer how social media might add value to their work - either as a research tool, to build brand awareness, or for other purposes.

Social networking sites provide ample opportunity to enhance your professional career, whether you want to build your corporate brand, your professional reputation, or connect with others in the industry. Determine your own professional priorities, develop a strategy that will help you reach your goals, and have fun making connections with the environmental community!

[For more networking tips, click here.](#)

The Top 3 Benefits of Volunteering

If volunteering is a low priority item in your life, you could be missing out on an incredibly valuable opportunity - both personally and professionally. Whether it's a one-time commitment or a regular routine, volunteering for a couple of hours can offer some big advantages.



Volunteering can help pump up your skills *and* resume.

1. Develop Diverse Skill Sets

The possibilities for volunteering are endless. There's currently a **wide range of opportunities available across the industry**, diverse in both scope and skill set. This means that you can choose the amount of time and effort you want to invest, and can push your boundaries without pushing your budget.

For example, you could spend an afternoon helping out at an event that brings awareness to an environmental issue, or you could organize the whole thing! It's all about choosing an opportunity that is a realistic fit for your schedule and lifestyle. For more ideas, check out [how ECO Canada scholarship winners make a difference](#) in their communities.



Almost any interest or hobby can help out somewhere.

2. Live Your Passion

You don't have a degree in agriculture, but you love the idea of sustainable gardens. Why not **volunteer at a community garden**? Volunteering can be a fun, hands-on experience that balances out your daily routine and re-integrates activities you are passionate about into your life.

Volunteering can also lead you to try something entirely new, which may reveal a hidden talent or give you new perspective on your abilities. It's a great way to discover and develop skills that can help you **land a job, increase your salary**, or get a promotion. If you aren't currently working in the environmental industry but are interested in the field, it can also provide you with the **insight you need before you make the transition**.



You never know who could refer you for your next job.

3. Gain Valuable Contacts

Networking can provide both inspiration and support. Connections with like minded people are valuable resources that can benefit you through your entire career. If you are a recent graduate, it can open doors by linking you with potential employers. If you are in an entry level position, you can **find a mentor to help guide you** to the next stage of your career. If you are a senior member of your organization, you can **gain insight on new trends and build business partnerships**.

Volunteering brings diverse groups of people together, and by working together, you will gain lasting relationships both professionally and personally.

How to get started:

If you're interested in volunteering but are not sure where to start, websites like [volunteermatch.org](#) can help you find opportunities that fit both your lifestyle and your schedule.

[Click here for a list of environment-specific volunteer opportunities >>](#)

Industry News

[Alberta's oil, gas industry warned of false environmental fees](#)

[The difference between green, sustainability, and what is driving both](#)

[Canada unveils new Cleantech funding program](#)

[What can Canada learn from other countries to improve its environment report card?](#)

[Social media and web innovations on the rise for solar industry](#)

[Careers for a Sustainable Future: A reference guide to green jobs in BC](#)

[The rise of urban farming and other varieties of sustainable agriculture](#)

[Canada says oil, gas industry organized PR strategy for oilsands](#)

[Where to find jobs in energy efficiency](#)

[Why you should think about sustainability like an engineer](#)

[Solar farming a transformative resource for India](#)

Featured Events

[IMPACT! Youth Conference for Sustainability Leadership](#)

September 15-18, 2011 - Guelph, ON

[The 5th Annual Overview of Environmental Legislation](#)

September 21, 2011 - London, ON

Enter the ECO Canada discount code 'partnerrate' for a special rate!

[Making Great Places: Canadian Brownfields 2011](#)

October 3-4, 2011 - Toronto, ON

[Water & Land Management Summit](#)

October 3-4, 2011 - Calgary, AB

[Sustaining Building, Landscapes & Communities](#)

October 11-16, 2011 - Victoria, BC

[Sustainability for Leaders Course](#)

October 13-14, 2011 - Edmonton, AB and Vancouver, BC

[RemTech 2011](#)

October 19, 2011 - Banff, AB

[Power of Water Conference & Tradeshow](#)

October 23-25, 2011 - Niagara-on-the-Lake, ON

[International Sites and Spills Expo](#)

Nov 2, 2011 - Toronto, ON

[SmartFutures: Connecting Energy, Technology & Communities](#)

November 2-3, 2011 - Ajax, ON

[Canadian Waste & Recycling Expo](#)

Nov 9, 2011 - Montréal, QC

[8th Annual Canadian Renewable Fuels Summit](#)

November 28 - 30, 2011 - Calgary, AB

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