

# Hot, Rich & Green!



The secret formula  
women are using  
to get rich  
and save  
the planet

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### Her Business

ARC Sustainability is a Los Angeles-based environmental consulting firm, specializing in the design and implementation of sustainability programs, as well as event planning for high-profile organizations. We produce measurable results in energy efficiency, water conservation,

waste diversion, and transportation minimization.

### Her Rise to Success

For two decades, I've championed renewable energy and energy efficiency policy, land use issues, habitat protection, and created waste diversion and resource recovery programs. I managed the greening of several venues for Al Gore's Live Earth Concerts and was the first Director of Sustainability & Greening for the Democratic National Convention.

### Her Advice to Women Starting Out

When you are self-employed, there are no vacation dates. You have to be committed to doing this every single day that you can and hunt down the next project even while you are already on a project. You barely have time to eat in a day. It takes a huge commitment.

In terms of sustainability, I think it is important to have worked on all sides, including government, non-profits, private businesses, and on your own to educate yourself on a good business model.

### Her Secret

Think outside the box. I do not say the word "green" often because I think the word green, even though it is pervasive now, is trendy. The planet is not a trend. The planet is going to be around, so we either have to cooperate with it or end up being put on the sidelines. I am committed to getting other businesses on board. With an investment up front, there is money to be saved and made by implementing efficiency measures.

### On Money

This is a business and there is a lot of money to be made. My process has always been if I believe in something and I am willing to put the effort in, money will come. Some years are lean and some are fat, but I am willing to weather those storms and ride the wave. I have been really blessed and happy with my life based on that. My checkbook is always balanced. If wealthy is a number, then I am very happy with the number that I am at and my company achieves. If wealth is something about personal satisfaction, then I am a billionaire.

### Her Passion

I love my job! I honestly wake up and I think I am so lucky to have found something that I love to do on any given day. I am completely committed to it and absolutely insanely in love with it. At the end of the day I say, "Oh, I did it! This is good! I get to do it again tomorrow!"

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