

Sonya Cassandra Newenhouse  
Madison Environmental Group, Inc.

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## Education

Ph.D. University of Wisconsin-Madison. Nelson Institute for Environmental Studies. May 1997.  
M.S. University of Wisconsin-Madison. Nelson Institute for Environmental Studies. August 1992.  
B.A. Michigan State University, School of Business. December 1989. Graduated with honors.

## Professional Experience

2011- **University of Madison- Wisconsin Business School.** Madison, WI  
Adjunct Lecturer. Teaching MBA class Sustainability on the Ground and Around the Globe.

1998 - **Madison Environmental Group, Inc.,** Madison, Wisconsin ([www.madisonenvironmental.com](http://www.madisonenvironmental.com))  
*President and Founder.* Madison Environmental Group, Inc. uses an integrated approach to provide innovative and practical sustainable solutions for organizations and individuals that are measurable. Areas of expertise include: Sustainability Strategic Planning, Green Building Recycling, Greenhouse Gas Emissions Assessments, Transportation Demand Management, and Sustainable Food Systems. The firm received the WI Partnership for Clean Air Award in 2003, a Dane County Small Business Award in 2004, and in 2006 the firm received the "most meaningful place to work in Madison" award.

2003 - **Community Car, LLC.** Madison, Wisconsin ([www.communitycar.com](http://www.communitycar.com))  
*President.* Founded Wisconsin's first member-based carsharing organization that provides fuel-efficient cars by the hour for people who need a car occasionally.

1996 - 1998 **Wisconsin Department of Natural Resources,** Madison, Wisconsin  
*Environmental Consultant.* Hired as consultant to develop WasteCap Wisconsin, a nonprofit organization, to assist businesses with waste reduction and recycling.

1991 - 1995 **Wisconsin Power & Light,** Madison, Wisconsin  
*Environmental Analyst.* Responsible for recycling compliance and environmental education. Developed and administered the Stewards of Nature program, a volunteer employee organization that assists environmental organizations. Also developed "just RE-DO it!", a recycling guide and program for the utility company's 50 facilities.

1986 - 1989 **Cowles House,** East Lansing, Michigan  
*Catering Supervisor.* Oversaw catering activities for president of Michigan State University.

## Activities and Achievements

2011 – Forward Community Investments Board Member  
2006 - 2010 Madison Community Foundation Board Member  
2006 - 2010 Sustain Dane Board Member  
2007 - 2009 Thrive Board Member (Thrive is a regional economic development entity for an 8 county region.)  
2001 - 2009 Solid Waste Advisory Committee for City of Madison – Chair  
2005 - 2006 Environmental Leadership Program, Fellowship  
2005 - 2006 Governor's Blue Ribbon Task Force on Waste Materials, Recovery and Disposal  
2004 - 2006 Madison Downtown Coordinating Committee Member  
2003 - 2007 Wildlands CPR (Center for Preventing Roads) President  
2003 - 2007 Community Advisory Committee Member for City of Madison  
2003 - 2005 Dane County Clean Air Coalition Committee Member  
2003 - 2004 Energy Task Force Committee Member for City of Madison  
2003 Athena Award Nominee  
2002 - 2006 Downtown Madison Inc. Transportation Committee Member  
1998 - 2003 WasteCap Wisconsin, Board Member, past Vice Chair and Treasurer  
1996 - 1999 National Recycling Coalition, Nonprofit Recyclers Council, Chair and Co-Chair  
1995 - 1999 Associated Recyclers of Wisconsin, Board Member, Conference Chair, Treasurer

**Languages** Fluent in Swedish and Proficient in French.