

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

- 1998 - **Madison Environmental Group, Inc.**, Madison, Wisconsin  
*President.* Founded a consulting firm that provides sustainable solutions for individuals and organizations. Madison Environmental Group, Inc. uses an integrated approach to provide innovative and practical solutions that are measurable. Areas of expertise include: Recycling, Transportation, Sustainable Food Systems, and Green Building. 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 (WPL)**, 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.
- 1990 **Environmental Awareness Center**, University of Wisconsin- Madison  
*Team Member.* Conducted in-depth oral history interviews and developed a visitor center plan for Professor Phil Lewis's Wyoming Valley natural resource inventory project, Discovery Center.
- 1986 - 1989 **Cowles House**, East Lansing, Michigan  
*Catering Supervisor.* Oversaw catering activities for president of Michigan State University.

## Activities and Achievements

- 2000 - Path Project Writing Group – Founder  
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.