



Auden Schendler

On the Front Lines of Green Jobs

Named a “Pioneer of the New Energy Economy” by the University of Colorado and a “Global Warming Innovator” by Time Magazine, Auden Schendler is the executive director of a cutting edge green business and author of *“Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution.”*

Schendler has taken the Aspen Skiing Company into the lead of its industry in the use of renewable energy, certified green buildings, onsite renewables, use of biodiesel in vehicles, sustainable reporting, and political activism at the Supreme Court and Congressional levels.

Formerly a research associate at the Rocky Mountain Institute, one of the world’s leading sustainability “think—and do—tanks,” he speaks internationally on sustainable business issues and has been interviewed widely by PBS’ *The Jim Lehrer News Hour* and *Nightline*.

He has testified before Congress on a panel, “Towards a Clean Energy Future: Energy Policy and Climate Change on Public Lands,” and was named one of six international recipients of the U.S. E.P.A. 2007 Climate Protection Award.

His breakthrough book *“Getting Green Done,”* has met rave reviews. *Publisher’s Weekly* says, “By challenging the status quo thinking about sustainability and taking the point of view of the business executive and the worker in the field, Schendler offers a perspective that is refreshingly realistic and pragmatic.”

“Real change,” according to the review, “can only come from tough decisions by big businesses and through legislation. Rather than sacrificing ROI to integrate green practices, Schendler says that companies must make profit-driven decisions that compliment their business models in order to carry out meaningful and lasting environmental change.”

The Boston Globe says, “*Getting Green Done* is a valuable tonic against the sophistry that saving the planet is as easy as a beach stroll.” *Booklist* offers that “Schendler frames his environmentally sound arguments in practical terms every business executive, homeowners, and government official can relate to.” And, former NASA chief and climate scientist, Dr. James Hansen, says the book is “an antidote and an alternative to ‘greenwash,’ the fraud perpetrated by governments and the fossil fuel industry that threatens our planet and our children.”

Schendler’s writing has also been published in *The Harvard Business Review*, the *Los Angeles Times*, and the *Yale/MIT Journal of Industrial Ecology*, among others.

He lives in Basalt, CO with his wife, Ellen, and two children.