

Marie Campbell, CEO Sapphos Environmental, Inc.

NAEP June 11, 2025



President Sapphos Environmental, Inc Minority and Woman-owned Business Enterprise

- Established 1992
- Sole Owner
- 50 Full-time Equivalent team members
- 2025 Project Sales of \$7.1 million
- 2024 Net Profit of \$430K
- 40+ years experience
- Environmental Compliance Services
 - NEPA\CEQA Documentation
 - Permitting
 - Construction Monitoring





Education and Knowledge

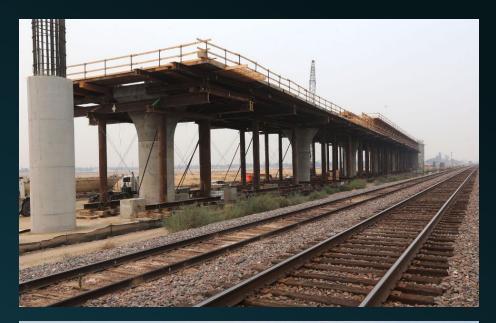
- UCLA
 - MA, Geography , Geomorphology and Biogeography
 - BA, Ecosystems, Conservation of Natural Resources
- Conflict, Bargaining and Negotiating Permitting
- Project Management Training
- NEPA/CEQA Training/Trainer
- Debate/Public Speaking





Career History

- 1992-Present: CEO, Sapphos Environmental, Inc.
- 1987-1992: MBA, Associate
- I982-1987: U.S. Army Corps of Engineers, Environmental Resources Branch Chief
- 1984-1986: UCLA, Teaching Associate
- 1982: UCLA, Research. Asst
- 1978-1982: UCLA, Catering Director







Starting and Growing an Environmental Consulting Practice

- Define Your Niche
- Market Research
- Develop a Business Plan
- Legal and Administrative
 Structure
- Solo Expert/Building a Team

- Establishing Your Brand
- Marketing and Networking
- Develop and Refine Your Services
- Network and Build Relationships
- Engage in Continuous
 Improvement



Define Your Niche

- Instead of trying to be everything to everyone, focus on a specific area of expertise, such as renewable energy, water management, or air pollution control.
- SEI Strategy:
 Optimize Legal
 Defensibility



Market Research

- Identify the demand for your services, analyze your competitors, and understand the needs of your target clients.
- SEI Strategy: Demand for teams that could provide high quality, defensible environmental technical reports and documents with high level of client service



Define Your Niche

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Develop a Business Plan

 Identify the demand for your services, analyze your competitors, and understand the needs of your target clients. • SEI Strategy: Started during 1992 recession, clients looking for moderate cost alternatives to larger firms, set pricing in mid-range, with highly qualified responsive team



Legal and Administrative Structure

- Register business, ensure legal compliance with relevant regulations:
 - Business structure
 - Business name
 - Licenses and permits
 - Register w/IRS for an Employer Identification Number (EIN)
- Set up office.

- SEI Strategy: S-Corporation Sapphos Environmental, Inc.
 Disadvantaged Small Business Enterprise EIN Number
- Pasadena and Bakersfield Offices Sapphos

Build Your Team

 Hire professionals with expertise in the environmental services to be offered.

 Identify partners when specialized services and greater depth of staffing are required. • SEI Strategy: Started as a single person and grew to 50 Full-Time Equivalents Roster of over 100 subcontractors Ten subcontractors used a regular basis



Establish Your Brand

 Create a professional brand and online presence to attract clients. SEI Strategy:
 Logo
 Sapphosenvironm ental.com
 Instagram
 LinkedIn



Marketing and Networking

 Market your services through online platforms, networking events, and direct outreach to potential clients. • SEI Strategy: Majority of SEI work results from referrals from existing clients Active participation in NAEP and other professional organizations



Develop and Refine Your Services

 Identify the specific environmental services your clients need and develop a pricing structure that is both competitive and attractive.

• SEI Strategy:

- Pursue work that aligns with core values of the firm
- Annual review of billing rates
- Annual review of salary ranges



Continuous Improvement

 Stay updated with industry trends, certifications, and new technologies to ensure you remain competitive. SEI Strategy:
 Legislative updates
 Team member certifications
 Digital reporting technologies
 AI





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Contact Information