



Certified Green



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- ❖ AAA research says 34% more people are asking for green hotels this year over last year
- ❖ Other States are doing it-we didn't want to be left behind.
 - ❖ Illinois, Wisconsin, Minnesota, California, Florida, Hawaii, Delaware, Georgia, Maine, New Hampshire, Vermont, Rhode Island



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 - ❖ Independent Contractors randomly inspect 10% of hotels per DNR



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- ❖ AAA 2010 Guide Book is Dedicated to Eco friendly efforts.
 - ❖ Explanation of each states program.
 - ❖ Eco-friendly designation of hotels that have met the requirements
 - ❖ Designation of approved hotels on their website, updated monthly.



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- ❖ We plan to get resolutions from both the MO House and Senate in January.
- ❖ These resolutions should prompt more hotels to go green. As we get more hotels certified, we hope to get stronger wording from both the Governor and the Legislature. In the end we would like an Executive order that says "All things considered equal state travel and state meetings will be done at Green Hotels" This will then drive even more hotels to become green.



Challenges we faced

- ❖ Costs to the hotels – showing them they would save money in the long run.
- ❖ When energy-saving measures are introduced, such as energy management systems, fluorescent bulbs, ceiling fans, linen cards, lights out cards, motion sensors for public rest rooms, meeting rooms, exercise rooms, etc., energy bills are much reduced.



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 - ❖ When water-saving equipment and techniques are introduced, such as low-flow showerheads, 1.5 gpm aerators, serving water on request only in restaurants, 1.6 gpm dishwashing valves, low-flow toilets, waterless urinals, toilet tank fill diverters in older toilets and linen cards, water bills are reduced dramatically. A California GM received an award for reducing water usage at his property by two million gallons in one year. How? He fired the chef! The chef was well known for having water running in 4 or 5 sinks at a time defrosting food.



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- ❖ Costs to the hotels – showing them they would save money in the long run.
 - ❖ Waste Hauling is a huge expense for hotels. Hoteliers can ask vendors to deliver products in minimal wrapping. Vendors can be asked to deliver products one day, and pick up the packaging the next day. The New Orleans Intercontinental started a recycling program and hired staff to separate the materials. Management was absolutely astonished to find that these employees were pulling \$1,000 a MONTH of hotel property out of the waste stream—napkins, towels, spoons, etc.—all of which had clearly been discarded prior to recycling.
 - ❖ Labor costs in laundry and housekeeping, industry average is 70% of people staying more than one night will reuse towels and sheets if given the opportunity.
 - ❖ Less sick time for employees, There's just no doubt that when odors, fumes, soot, droplets and residues of toxic, poisonous chemicals are not in the air, on our food or on anything we touch, we are not absorbing or breathing them we will all be healthier.

Other States

❖ We worked with other states to create our program and are very willing to help your state get started.

❖ My contact information

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