

The Bottom Line Of Green **Is Black**

Tedd Saunders

President, EcoLogical Solutions Inc.

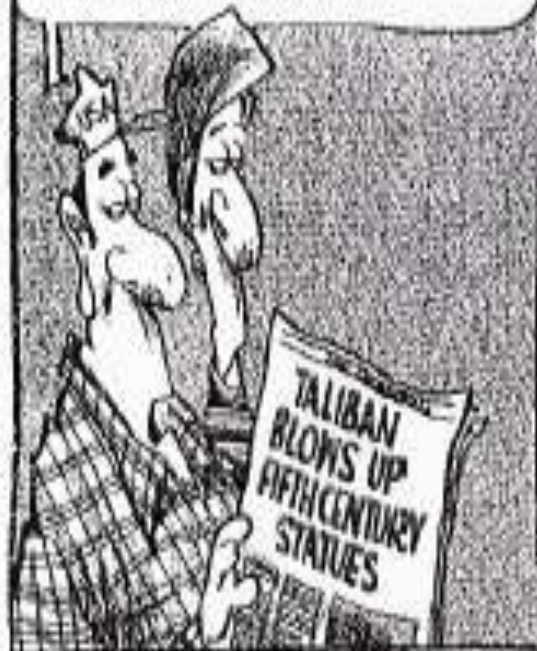
Chief Environmental Officer,

The Saunders Hotel Group

Co-Owner, The Lenox Hotel and
Comfort Inn & Suites Boston/Airport

June 9, 2009

WHAT SORT OF DESPICABLE BACKWARD
SOCIETY DELIBERATELY DESTROYS
AN ANCIENT TREASURE?

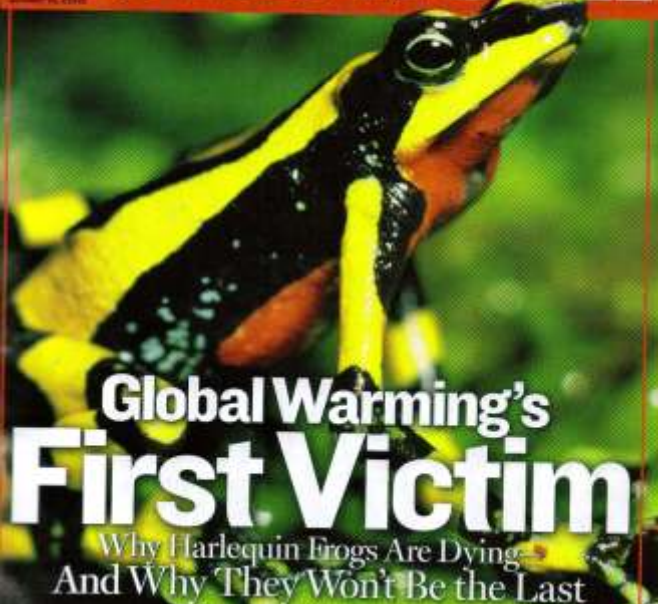


Michael Thompson
The State Journal-Register
Coping News Service

The Business of Green

WEDNESDAY, MAY

Newsweek



Global Warming's First Victim

Why Harlequin Frogs Are Dying
And Why They Won't Be the Last



A THREAT
GRAVER THAN
TERRORISM:
GLOBAL WARMING

How much
of New York,
Washington,
and other
American
cities will be
underwater?

SPECIAL
GREEN
ISSUE

The New York Times

The Economist

SEPTEMBER 9TH-15TH 2006

www.economist.com

The Blair leadership crisis

The new boss at Ford

An honest in-flight announcement

Catastrophe looms in Darfur

Fancy a Swedish model?

The heat is on

A special report on climate change



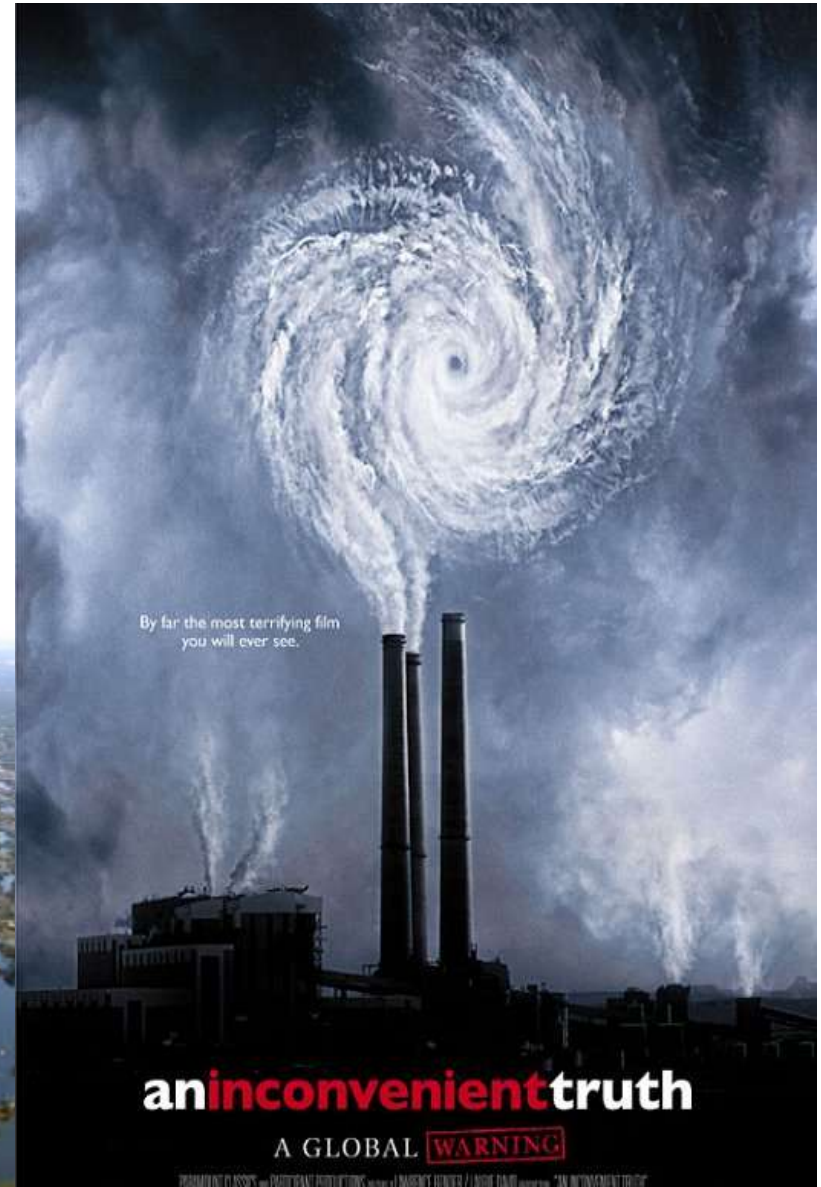
special report

THE ULTIMATE
GREEN HOTEL

“The era of procrastination, of half-measures, of delays, is coming to its close. In its place we are entering a period of consequences.”

- Winston Churchill

Our World **at Risk**



Climate Change = Travel Problems



ON GATE 24
TIME STATUS
2:50 DELAYED
3:40 DELAYED
4:00 DELAYED
4:05 DELAYED
4:30 ON TIME
4:40 BOARDING
5:00 BOARDING
5:00 ON TIME
5:40 ON TIME
6:00 ON TIME

OW 3:19 PM
Canceled D
Canceled C20
Canceled C24
C25

Why Does Greening Hotels Matter?



The hotel industry is the 4th most intensive energy user in the US Business Sector



Commercial buildings:

- Produce **38%** of all carbon dioxide emissions
- Consume **40%** of total energy consumption
- Use **68%** of all electricity

EcoLogical Solutions Clients: Past & Present



BY CHOICE HOTELS



copley square
HOTEL



FOUR SEASONS
Hotels and Resorts



Saunders Hotel Group



Our Approach

Phase 1

Comprehensive Walk-Through:

- **Energy** Management
- **Water** Conservation
- **Waste** Management
- **Indoor** Air Quality
- **Purchasing**
- **Implementation**

Our Strategies

- Create Environmental **Incentive** Program
- Build an Eco **Quality Assurance** System
- Facilitate **Green Team** Meetings
- Advise on **Utility Incentives and Rebates**
- **Monitor Energy Usage** and Target Areas for Improvement
- **Training** for Staff and **Guest Awareness**
- Create **Eco-Promotional Materials** & Marketing

With ELS' Guidance, Saunders Hotel Group Has Led The US Marketplace

Credited with pioneering urban ecotourism since 1989 - bringing it out of the jungle and into the mainstream urban market.

SHG has received international recognition for the most innovative and comprehensive environmental management programs in hospitality.

What began at one SHG property, 20 years ago, has evolved into an unprecedented environmental campaign that has created huge ripple effects throughout the entire global lodging industry.





Saunders Hotel Group

BOSTON, MASSACHUSETTS



The Lenox is a celebrated landmark located in fashionable Back Bay and one block from Newbury Street and Prudential Center. This AAA four-diamond hotel, an industry leader in environmental initiatives, has recently completed a top to bottom \$10 million renovation.

- Free WiFi internet access
- 214 guest rooms and suites, some with working fireplaces
- Plush terry bathrobes, Aveda bath products, marble bathrooms
- 4-star cuisine at Amur • Authentic Irish Pub 5050s
- City Bar - voted Boston Magazine's Best Hotel Bar 2006

THE LENOX

BACK BAY BOSTON

★★★★

41 Century Street at Berkeley Boston, MA 02116
Telephone: 617-552-3300 Reservations: 800-225-7676

Our newly built Comfort Inn & Suites is located only 3 miles from Logan Airport and 4 miles to Boston. Enjoy lunch or dinner at the on-site Margarita Restaurant/Lounge. Recent winner of the American Hotel & Lodging Association's Star of the Industry in Environmental Management award, 2006. Winner Choice Hotels Gold Award.



BY CHOICE HOTELS

★★★★

95 American Legion Highway
Boston, MA 02131
Telephone: 781-485-5400
Reservations: 877-424-6425

- 208 rooms & suites with TV's and movie screens
- Complimentary Continental Breakfast Buffet
- Complimentary Airport Shuttle/Parking
- Indoor Swimming Pool
- Exercise Room • Business Center
- Free WiFi Internet Access in all guest rooms
- 100% Satisfaction Guaranteed



The Hampton Inn, newly built in 2006, overlooks an 18-hole golf course and is conveniently located 15 miles south of Boston and 2 miles from Routes 95, 128, and 95. Our 130 spacious and all new rooms and suites offer a place to get away and relax from the rigors of your busy business day. To help you relax even more we offer an indoor swimming pool, whirlpool, and exercise facility. Hot buffet breakfast, free WiFi internet access in all guest rooms and public spaces, and local shuttle service are just a few of our complimentary amenities.



★★★★

Old Providence Highway (RT 1)
Norwood, MA 02062
Telephone: 781-768-7000
Reservations: 800-434-7860

At Residence Inn, we have perfected the extended-stay experience by combining all of the comforts of home with our passion for making every guest feel welcome. Conveniently located between Manchester and Nashua, you'll find our spacious suites offer separate living and sleeping areas, plenty of space for relaxing, entertaining or meetings, and a fully equipped kitchen.



★★★★

284 Daniel Webster Highway
Falls 13 off Route 3
Manchester, NH 03104
Phone: 603-424-6180
Reservations: 800-555-3151

- 120 Suites with a Kitchen and Living Area
- Complimentary Hot Breakfast Buffet
- Outdoor Swimming Pool & Whirlpool
- Heated Spa, Sport Court, Fitness Room
- Complimentary Evening Meal (Monday - Thursday)
- Free WiFi Internet Access in all Guestrooms

www.saundershotelgroup.net

Please turn over to see our other hotel properties



Saunders Hotel Group



The Holiday Inn New London/Mystic is located within 10 minute drive to Connecticut College, the US Coast Guard Academy, Electric Boat/General Dynamics, Pfizer, the Groton Sub Base and the Mohegan Sun Casino. Our convenient location enables our guests to return at the end of the day in time to relax in our indoor swimming pool and Jacuzzi. You can grab a bite to eat in our Cascares Restaurant and Lounge or enjoy a steak at our adjacent Outback Steakhouse.



395 North Fennage Road • New London, CT 06320
Telephone: 800-442-4470
Reservations: 800-442-4470

This DC Area hotel is ideally located just 8 miles from Reagan National Airport, 2 miles from downtown Alexandria and 8 miles from Washington DC. Conveniently located near The Pentagon, this hotel is also close to local attractions including Arlington National Cemetery, Downtown DC, Georgetown, The Smithsonian, the National Mall and the National Cathedral. Offering free WiFi internet access, this 185 suite, nine-story property features studio suites, one-bedroom suites with a separate living area and two-bedroom suites with a separate living area.



685 N. Van Dorn Street
Alexandria, VA 22304
Telephone: 703-576-1000
Reservations: 800-527-1155



New Haven's only all-suite hotel, Premiere Hotel and Suites is conveniently located at the junction of I-95 and 91, seven miles from Tweed-New Haven Regional Airport. Complimentary amenities include: full breakfast buffet, high speed internet access, voicemail and local calls, nightly receptions with light dinners (Mon. - Thurs.), newspapers in lobby. Featuring one and two-bedroom suites, full kitchens, outdoor pool and spa, and some units with working fireplaces, Premiere Hotel and Suites is sure to be your new "home away from home".



3 Long Wharf Drive
New Haven, CT 06511
Telephone: 203-777-0100
Reservations: 800-424-0270

SAUNDERS HOTEL GROUP PROPERTIES

The Lenox - Boston, MA www.lenoxshotel.com Comfort Inn & Suites - Boston/Airport www.comfortinnboston.com

Marriott Residence Inn - Merrimack, NH
www.residenceinnmerrimack.com

Holiday Inn - New London, CT
www.holidayinn.com/newlondonct

Hampton Inn - Norwood, MA
www.hamptoninn.com

Hawthorn Suites - Alexandria, VA
www.hawthornsuitesalexandria.com

Premiere Hotel and Suites - New Haven, CT
www.newhavensuites.com

www.saundershotelgroup.net

Contact: Jean Upton, Director of Leisure Market Sales, Saunders Hotel Group
P.O. Box 221 • North Easton, MA 02556 • P: 508-348-5414 • F: 508-348-5101 • E: jean@shg.com

Saunders Hotel Group  Preserving the Past, Promoting the Future.™

EcoLogical Solutions is best known for orchestrating these industry leading programs:

The Lenox Hotel



At 109 years old, one of the **first 20 Energy Star** rated hotels in the country!

The Comfort Inn & Suites



Chosen as **The Environmental Showcase** for Choice Hotel International's **5,000 +** property chain!

Proven Benefits of Comprehensive Green Business Actions

Enhanced loyalty & goodwill from guests and the community

People feel better about supporting companies that **share their values**

Improved morale & productivity of employees, who share these values

When team members are happy it's easy **making guests happy**

Increased visibility as a leading company versus your competition

Strengthens market differentiation & a **unique selling proposition**

Reduced operating costs through waste reduction and efficiency measures

Reinvesting these dollars - strengthens the company & **creates jobs**

PERCEIVED BUSINESS BENEFITS TO GREEN

8-9%* operating cost decreases

7.5%* building value increases

6.6%* return on investment improves

3.5%* occupancy ratio increases

3%** rent ratio increases

Source: www.usgbc.org

* Source: McGraw-Hill Construction, Key Trends in the European and U.S. Construction Marketplace SmartMarket Report, 2008

** Source: McGraw-Hill Construction, Greening of Corporate America SmartMarket Report, 2007

STRATEGIES FOR CREATING PROFITABLE AND
ENVIRONMENTALLY SOUND BUSINESSES

The
Bottom
Line of

GREEN

IS

BLACK

Foreword by U.S. Senator

John F. Kerry

TEDD SAUNDERS

Founder of Ecological Solutions

and Loretta McGovern

A Seachange In The Hotel Industry Is Happening Now!

- **100s & 100s Energy Star & Green Seal hotels**
 - **15 Statewide Hotel certification programs**
 - **AH&LA New National Guidelines**
 - **50+ LEED EB (Existing Building) Hotels**
 - **Marriott, Choice, Hilton, Starwood, Wyndham....
Company-wide Env Rollouts**
 - **BestGreenHotels.com, IStayGreen.com**
 - **Orbitz, Expedia, Travelocity... Green Hotel Listings...**
-



Powerful Customer Commitment

TIA (The Travel Industry Of America) --
54% more likely to patronize hotels that practice environmental responsibility

Orbitz -- **67% of Americans place importance on eco-friendliness of a destination**

Travelocity -- **80% willing to spend more on an eco-friendly destination**

Environment as a socially responsible issue -
85% of consumers have a more positive image of a company that supports causes they care about
- Cone Roper Study

Guests Love SHG's Environmental Leadership!

Subject: My stay at your hotel

Dear Ms. D' Argenis,

I stayed at the The Comfort Inn & Suites in Boston near the Airport last week.

I was truly impressed and wanted to make sure that you knew that.

A little while after arriving I **noticed something that sent my respect for your organization skyrocketing – your commitment to the environment.**

I noticed subtle but direct signage encouraging patrons to conserve water by remembering to turn it off quickly when washing hands and brushing teeth. Later I noticed the environmental walking tour, the gas-alternative powered vans and other efforts.

Between the staff service and the environmental commitments, **I will make sure that when my plans have me flying through Logan, I will stay there again.**

Congratulations on a job well done!

Becky

Becky Leyser, **Dean of Students**

Starr King School

Groups Request Environmental Performance!

GREEN HOTEL SURVEY

Page 1 of 1

ESTÉE LAUDER

[Exit this survey >>](#)

GREEN HOTEL SURVEY

1. PROPERTY CONTACT INFORMATION

Environmental and "Green" issues are becoming a higher priority at Estee Lauder Companies. Your participation and response to this survey is appreciated and will be considered in our hotel RFP reviews.

*** This question requires an answer.**

1. Please complete the following information:

| | |
|-----------------------|----------------------|
| Property Name: | <input type="text"/> |
| Contact Person: | <input type="text"/> |
| Property Address: | <input type="text"/> |
| City/State/Zip: | <input type="text"/> |
| Phone: | <input type="text"/> |
| E-Mail: | <input type="text"/> |
| Number of Guestrooms: | <input type="text"/> |

[Next >>](#)

Ceres Companies

Ceres is the largest coalition of investors, environmental and public interest organizations in North America



CERES' GREEN HOTEL INITIATIVE: BEST PRACTICE SURVEY

As an environmentally aware organization, we look for environmental commitment from our vendors. Accordingly, when making hotel selections for our employees and/or meetings, we apply environmental criteria to our decision making.

The following survey is intended to provide a thumbnail sketch of your property's environmental management practices to help us in our procurement process.

This survey was designed by a team of leading professionals from the private and public sector, and coordinated by the Coalition for Environmentally Responsible Economies (CERES).

Please complete the attached Best Practice Survey and transfer all scores to the Summary Score Sheet at end of document. Return completed survey and the Summary Score sheet to:

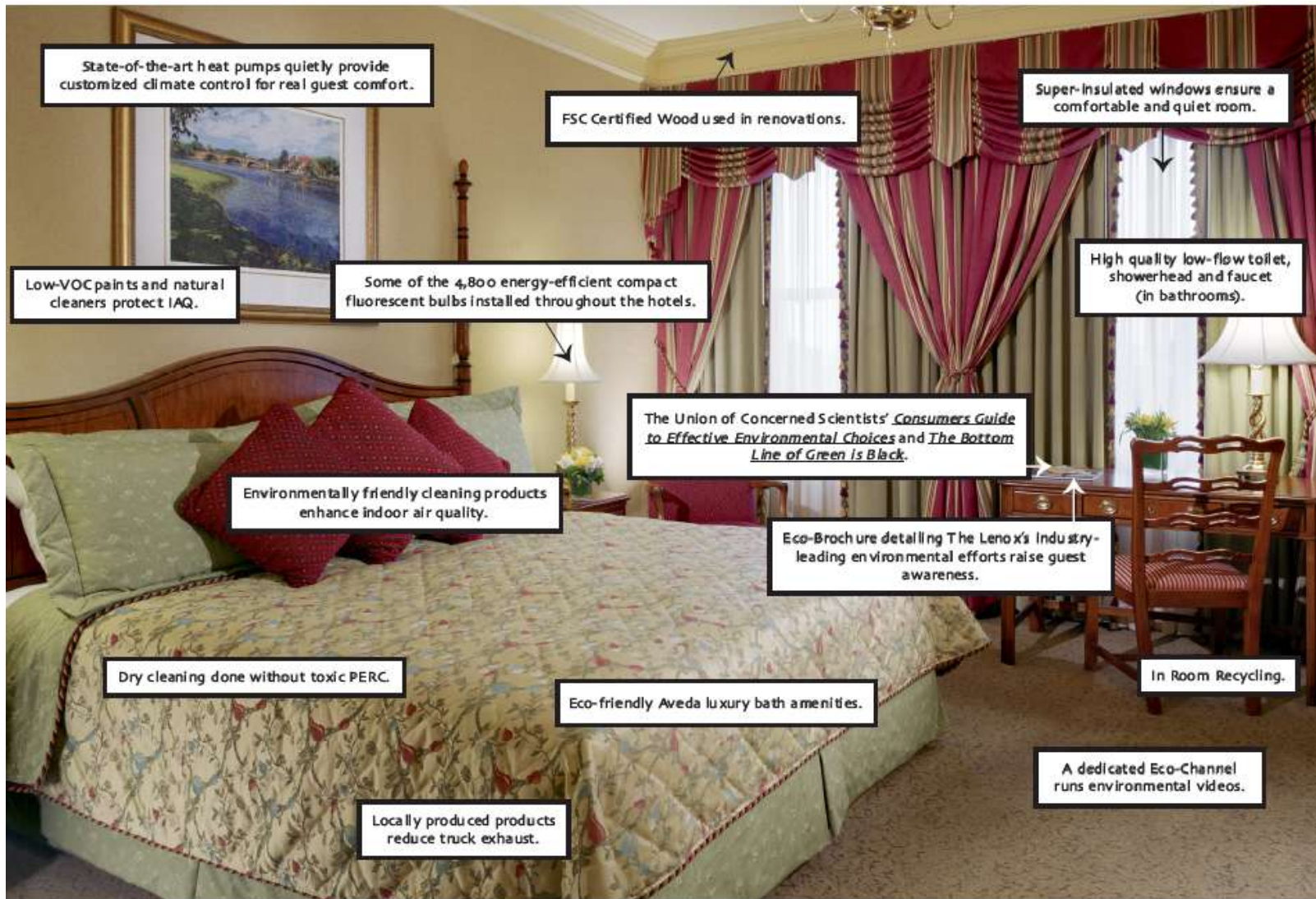
Name: _____ Organization: _____

Fax: (____) _____

***PLEASE ALSO FAX COMPLETED SURVEY AND SCORE SHEET TO CERES: 617-267-5400**

ATTN: Beth Ginsberg

So, What's A Green Hotel?



THE LENOX

BACK BAY BOSTON

A member of The Saunders Hotel Group



Eco-Room Checks

Norwood Hampton Inn Eco Check Report

spot checker name(s): kevin mike

| | | | |
|-----------------------|----------|-------------------------|----|
| Date(s) Of Inspection | 02-16-09 | Outside Temperature(s): | 34 |
|-----------------------|----------|-------------------------|----|

HELPFUL TIPS FOR COMPLETING THIS REPORT:

This checklist can be completed over several days by more than one person. If there are multiple room checkers please include all names and dates of eco checks.

Answer all questions with "y" for yes or an "n" for no, unless asked for a temperature.

Rooms for the Eco Check should be rotated and not repeated until all rooms have been checked.

Hallways and Lobby/Breakfast thermostats should be set to 75 in the summer and 71 in the winter.

Unoccupied rooms should be set to 75 degrees in the summer and 68 degrees in the winter.

Room Filters should be fairly clean. If you notice they are pretty dirty to very dirty, please notify Engineering to put it on their rotation list.

Please make sure all eco plaques and stickers are in good shape and look nice. Let Engineering or Housekeeping know if they need to be replaced.

Please enter complete room check (with feedback from all checkers) onto computer and email to Laurie Coyle twice per month.

| Room #s: (Pick 2 Per Fl) | 118 | 215 | 218 | 225 | 325 | 326 | 425 | 426 | 534 | 536 | 624 | 625 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Thermostat on Idle or Off | y | y | y | y | y | y | y | y | y | y | y | y |
| Fan set to "Auto" (Not On) | y | y | y | y | y | y | y | y | y | y | y | y |
| Thermostat Temp Setting * | 68 | 68 | 68 | 68 | 67 | 68 | 67 | 68 | 68 | 68 | 68 | 68 |
| Actual Room Temp | 65 | 65 | 64 | 65 | 65 | 66 | 66 | 68 | 68 | 66 | 68 | 66 |
| Sheet Card(s) in place | y | y | y | y | y | y | y | y | y | y | y | y |
| Room's Air Filter clean | y | y | y | y | y | y | y | y | y | y | y | y |
| Eco Channel functioning | n | n | n | n | n | n | n | n | n | n | n | n |
| Eco Brochure displayed | n | n | n | n | n | n | n | n | n | n | n | n |
| Eco Bookmark visible | n | n | n | n | n | n | n | n | n | n | n | n |
| CFLs (all in & functioning) | y | y | y | y | y | y | y | y | y | y | y | y |
| In Room Recycling In Place | n | n | n | n | n | n | n | n | n | n | n | n |
| Refrigerator Temp set to low | y | y | y | y | y | y | y | y | y | y | y | y |
| Amenity Plaque (option for single package amenities) | n | n | n | n | n | n | n | n | n | n | n | n |
| Towel card in place | n | n | n | n | n | n | n | n | n | n | n | n |
| Eco-plaques up (Energy, Water, Recycling) | n | n | n | n | n | n | n | n | n | n | n | n |
| Dispenser Sticker(s) on | n | n | n | n | n | n | n | n | n | n | n | n |
| No Drips (Sink, Shower, Toilet) | y | y | y | y | y | y | y | y | y | y | y | y |
| Low Flow Sink Aerator in place | y | y | y | y | y | y | y | y | y | y | y | y |
| Night Light In place | y | y | y | y | y | y | y | y | y | y | y | y |
| Room Smells Clean | y | y | y | y | y | y | y | y | y | y | y | y |
| Specific Comments on Room: | | | | | | | | | | | | |

Guestroom

Page 1

Our pioneering innovations are creating ripple effects across the entire hotel industry

★ 1st hotel anywhere to use amenity **dispensers in guestrooms**, eliminating millions of 1 oz. bottles each year.

★ 1st hotels in the US to **offer guests a towel and sheet reuse program**.

★ 1st hotel company in the world to **endorse the Ceres Principles** along with Nike, Bank of America, and Timberland...

★ 1st hotels in the world to **offset 100% of the carbon** from all of our electricity.

★ Helped spearhead **Ceres' Green Hotel Initiative** with Fortune 500 companies

★ Represented the USA for **Prince Of Wales' International Hotel Environment Initiative**

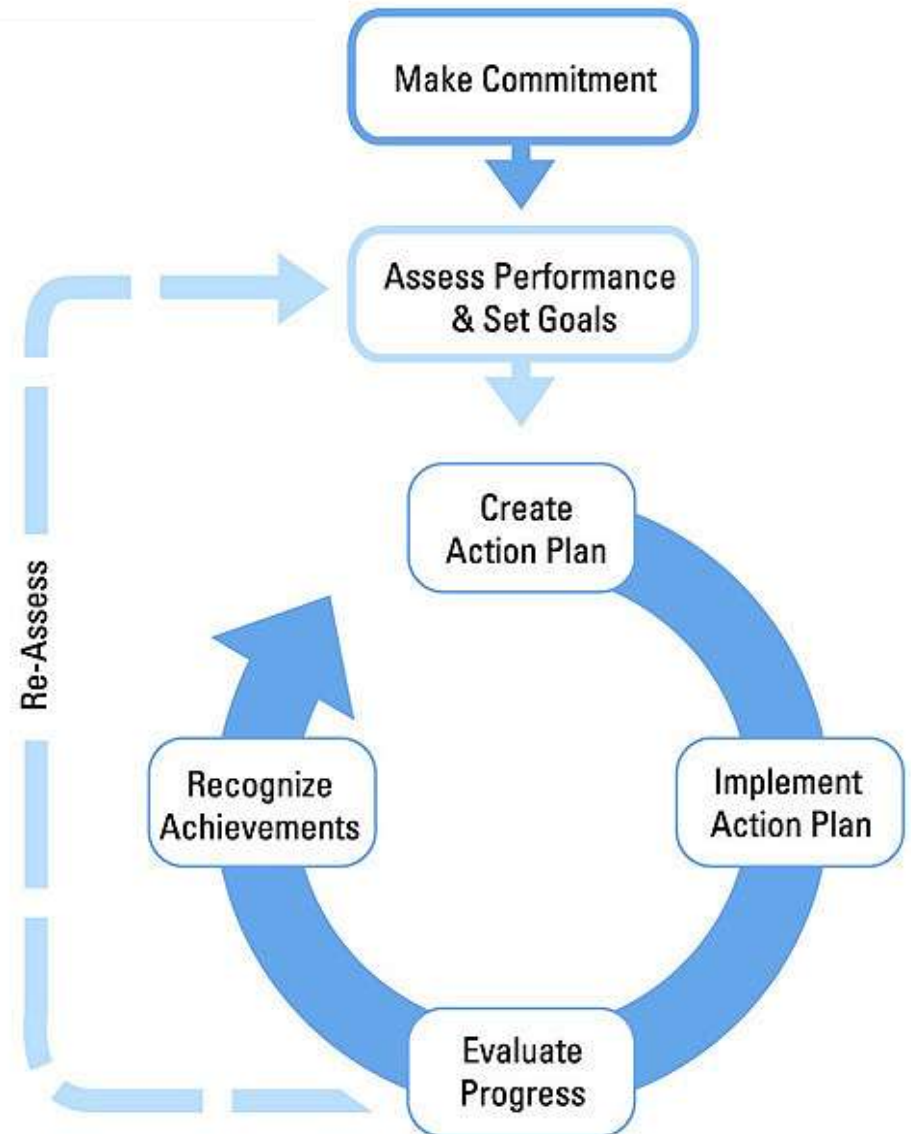


Superior Environmental Management

Based on successful programs with numerous clients, ELS orchestrates all key components for an impactful environmental management program

Numerous studies demonstrate that strategic energy management can reduce costs 30% or more

***There is a 400% variation in energy use intensity of buildings.** (Variation that is not explained by building age, technology hours, size, or climate.)*



Energy Management

ENERGY
USE

24%* -50%**

- **Monthly Energy Reports**
 - Detailing usage & cost per occupied room
- **Energy Efficiency Opportunities**
 - Lighting
 - HVAC (PM, VSDs)
 - Lighting Controls
 - Operational Audits
- **The 208 room Comfort Inn & Suites Boston/Airport saves enough energy annually to power 97 houses for 1 year!**

Water Conservation & Water Quality Measures



- **Water saving bathroom fixtures** eliminate hundreds of thousands of gallons annually.
- **Waterless urinals** at The Lenox alone save 270,000
- **Air-cooled equipment (ice machines, etc)** save millions of gallons of water
- **Improving water quality:** Pool systems create sparkling water & minimize the use of chlorine.
- **Laundry** system disinfect linens with almost no hot water or toxic chemicals.
- We're **eliminating bottled water** in Lenox guestrooms & offering free, filtered water

Water Conservation



WATER
USE

40%**

- Identify and recommend fitting and fixture upgrades
- Evaluate water usage for efficiency:
 - Cooling tower, landscape, laundry...
- **The Lenox saves 1,744,231 gallons of drinkable water annually**
 - = **Cost Savings: water, sewer and the gas to heat water**

Waste Reduction and Recycling

- **Team Members Recycle:**
 - paper, cardboard, cans and bottles (of course)
 - toner cartridges, batteries, computers, CFL bulbs
 - We also sort food waste for composting
- Use of amenity dispensers instead of 490,000 small plastic bottles.

"No waste and good taste"

- NBC Nightly News

- **Eco Chic Weekend Package**



Responsible Purchasing



- **Renewable energy** from wind farms purchased to offset Climate Change impact of hotels' electricity usage
- **Purchase Products in Bulk**
 - Eliminates unnecessary waste from individually sized, disposable packaging. Ex: Bath amenities, Condiments, Cleaning products



- **Philips GreenCap fluorescent tubes** contain less mercury and other dangerous materials.
- **Buying Post-consumer recycled paper** and printer cartridges save trees, water, energy and landfill space
- **Purchasing of locally produced products** to reduce truck and shipping exhaust



**SOLID
WASTE**

Waste Management

- Recycling reduces hauling fee costs
- Assess operations for potential waste reduction
 - Retail
 - Offices
 - Guestrooms
 - Food & Beverage
 - Ongoing Consumables

70%**



Indoor (& Outdoor) Air Quality



**Review Product Inventory:
Identify Opportunities To
Eliminate Toxicity & Improve
Guest Comfort & Health**

- Ongoing Operations
- Renovations



**CI&S vans run on alternative
fuels:**

-reducing Carbon Dioxide
emissions by 16% & Carbon
Monoxide by 66%

Both Lenox limos are hybrids



**President George H. Bush's
Environment & Conservation
Gold Medal**

**“On environmental issues,
this corporation has given all
businesses a path to follow.”**



**American Hotel Association's
Environmental Hotel of The
Year '92 '97 '02**



**British Airways' Tourism
for Tomorrow Winner**



**The World's *Only* Urban
Hotel on Conde Nast
Traveler's Green List**

***“Pleasing Guests and
The Planet.”***

The New York Times



**“A luxury hotel that accommodates
the environment.”**



**Green Globe's First Award of
Distinction in USA**



**Energy Star Partner
of The Year**

OUR ENVIRONMENTAL COMMITMENT


*We have not inherited the earth from our ancestors,
we are merely borrowing it from our children.*

NATIVE AMERICAN SAYING



All of us at The Lenox are taking action to make the world a healthier, safer place for everyone. As a third generation family business we want to demonstrate that socially responsible companies can "do well by doing good."

Our pioneering environmental efforts since 1989, along with a coordinated campaign at our sister property, the Comfort Inn & Suites Boston/Airport are recognized as industry leading. To demonstrate our ongoing commitment to future generations, we pledge that we will continue to:

- Take action wherever possible to conserve energy and water, reduce waste, eliminate toxins and educate our guests, vendors and employees about environmental concerns.
- Introduce quality products and services which are safer for our visitors, neighbors, fellow workers and the environment.
- Maintain the high standards (such as AAA's ) and warm service for which we have become internationally recognized.

We must all protect the natural resources that we rely upon so heavily for our health and well-being. Working together we can all make a difference and leave our children a planet that will heal and flourish.


Jeffrey G. Saunders
President & CEO
Saunders Hotel Group


Daniel Donahue
General Manager
The Lenox


Tedd Saunders
Co Owner, Exec VP
Environmental Affairs

THE SAUNDERS FAMILY APPROACH

"Preserving The Past, Protecting The Future"™

Our family has been
preserving and restoring
Boston landmarks for over half a century.

In 1963, we confirmed
our commitment to conservation
when we first restored this
historic property, rather than demolish it.

Today, we realize even more
the value of not only preserving our
hotels' unique heritage, but our natural
resources as well. We are truly proud of
The Lenox's pioneering environmental program
and pledge to continue to set an example,
not just for the hospitality industry,
but for businesses of all kinds.



For more information on:

Room Reservations, call 800-225-7676

Groups, Meetings and Social Events, call 617-421-4906

Our Environmental Efforts, call 617-861-9005

★ Check out our Eco Channel on your guest room TV ★

THE LENOX HOTEL IN BOSTON'S BACK BAY

61 EXETER STREET AT BOYLSTON BOSTON MA 02116-2699

ADJACENT TO THE COPLEY SQUARE "T" STATION

TEL 617.536.5300 FAX 617.267.1237 www.lenoxhotel.com

Printed on 50% post consumer recycled paper with soy-based inks.

DON'T YOU AND YOUR FAMILY DESERVE A SAFER, HEALTHIER WORLD?



*"In the final analysis, our most basic common link
is that we all inhabit this small planet.
We all breathe the same air.
We all cherish our children's future.
And we are all mortal."*

John F. Kennedy

THE LENOX

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

~Margaret Mead



Innovations = Savings at SHG

- **Sample savings from The Saunders Hotel Group's innovative environmental programs at The Lenox and The Comfort Inn & Suites Boston/Airport**
- Recognized for their pioneering efforts over almost two decades, **Saunders Hotel Group was selected as Energy Star Partner of The Year in 2005 from 7,000 entries nationally.**

Here are some stats on a few of their 90 eco initiatives:

- “Vendor Misers” installed on all vending machines keep drinks cold 24/7 but enable that equipment to save 67% of the typical energy used.
- Exit signs throughout the hotels have also been retrofitted with LED (Light Emitting Diode) upgrades that use a fraction of the energy and last for 25 years. - And no fear of burned out bulbs in an emergency.

Energy Efficient Light Bulbs

As part of their industry leading environmental efforts since 1989, SHG has retrofitted almost all of their hotels' lighting with high quality, energy efficient bulbs. In addition to the 2,800 guest room bulbs that have been upgraded to compact fluorescents, lighting throughout public spaces, employee areas and the building exteriors have been retrofitted as well. A total of more than **4,800 compact fluorescent bulbs have been installed** throughout the hotels.

These bulbs give off the same quantity and quality of light, but only **use only 1/4th of the energy and last up to 8 times longer** than typical incandescents. Using these efficient bulbs throughout the hotels has **saved 1,350,208 kilowatt hours per year**. At 12.5 cents per kilowatt hour **this equals \$168,776. in reduced energy costs.**

In addition, labor savings from not having the Engineers constantly changing burned out bulbs (hundreds of hours per year eliminated at \$20 per hour) also creates huge savings. In addition,

SHG has been purchasing special Phillips Alto Green Cap fluorescent T8 tubes. These bulbs have significantly less mercury in them than standard fluorescent tubes and can be disposed of safely without jeopardizing groundwater or the emissions from incinerators.

Savings of 64 watts per bulb (reduced wattage from 90w to 26w) creates a total of 179.2 kilowatt hours saved. Multiplied by 5 hours per day (estimated average daily use in guestrooms) x 365 days x annual occupancy) for a total savings of 228,928 kilowatt hours per year. Times \$.15 / kwh = \$34,339 in energy savings

The remaining 2,000 bulbs are in public areas and are on 24-hours a day. The annual energy savings from having replaced these lights with fluorescents is 1,121,280 kilowatt hours per year. 64 watts are saved per bulb (from 90 to 26 watts) x 2,000 bulbs x 24 hours x 365 days, all divided by 1,000 to convert watts into kilowatts.

Energy Management

The Comfort Inn & Suites Boston/Airport also has a state-of-the-art, energy management system (EMS) in all of its guestrooms. Each EMS has a programmable thermostat and infrared motion detectors that are used to control heating, ventilation and air-conditioning (HVAC). The energy management systems increase guest comfort by providing customized climate control for each guestroom, as well as dramatically reducing energy consumption. A trigger switch on the door activates the infrared sensor. By recognizing when the rooms are empty, these Energy Management Systems are estimated to reduce energy consumption 35% annually for heating and cooling the buildings.

Linen Reuse

SHG's properties were the first hotels in the U.S. to implement a linen/towel reuse program.

All of these properties offer a linen reuse option to multiple night guests. Two cards are provided for guests to indicate whether or not they would like to use their sheets and /or towels for a second night. Approximately 80% of guests staying multiple nights choose to reuse their linens. An average room produces 10 lbs of laundry and at full occupancy the hotels save over 762 gallons of water per day, as well as the associated energy costs. This savings calculates to 194,691 gallons conserved each year.

The average stay at The Comfort Inn & Suites Boston/Airport property is one night, therefore the opportunity for guests to take advantage of the linen reuse option is quite diminished versus a typical city hotel, extended stay or resort.

An average of 10 lbs of laundry is generated per room. 10 lbs x 363 rooms generates 3,630 pounds of laundry. If 35% of guests choose linen-reuse, then 1,270 pounds of laundry are eliminated from the washing cycle per day. Each load of laundry at The Lenox consists of 50 pounds of linen, and consumes 30 gallons of water. By saving 1,270 pounds of linen from the washing machines, the hotels save 25.4 loads (1,270 divided by 50) and therefore 762 gallons (25.4 x 30) of water (and it's associated water and sewer costs) per day at full occupancy.

Ozone Laundry System

The laundry ozone systems at The Comfort Inn & Suites Boston/Airport eliminates the need for and cost of hot water and chlorine in our day-to-day towel and sheet washing. An injection system adds ozone directly to laundry water, cleaning and disinfecting the linens as they are washed. The ozone washing systems also reduce the amount of energy needed to dry linens because of a longer spin cycle.

Amenity dispensers

The Saunders Hotel Group of Boston was the first hotel company in the world to use custom designed refillable amenity dispensers in its guest bathrooms. Attractive refillable amenity dispensers are in place at The Comfort Inn & Suites Boston/Airport. These dispensers are estimated to eliminate the use and disposal of over 220,000 individual, one-ounce plastic amenity bottles each year.

Using the purchasing and disposal savings generated by the use of the dispensers, SHG is able to reinvest some of those dollars into even higher quality amenities that guests love. The hotels have also produced an eco plaque for every bathroom, which informs guests about the product quality improvements and environmental benefits.

Pool Cleaning System

SHG's Comfort Inn & Suites Boston/Airport utilizes an ionizing pool treatment system to provide crystal clear water that is safer for swimmers and the environment. Most pool cleaning systems use halogens such as chlorine and bromine to destroy dirt, bacteria and viruses in the pool. However, chlorine use is believed to create carcinogenic and toxic chemical by-products. Long-term exposure to these compounds has been linked to cancer, severe allergic reactions, immunological dysfunction, birth defects and other ailments. In recent studies chlorine is seen to be one of the main causes behind an astounding surge in childhood asthma. Bromine is also highly corrosive - damaging eyes, lungs, skin, and reproductive organs as well as causing more severe symptoms.

The ionizing pool treatment system in place at the Comfort Inn & Suites Boston/Airport cleans the pool without the hazards of chlorine, and reduces the usage of bromine by more than 95%. Ionizer technology dates back to the Middle Ages, when copper and silver coins were placed in water barrels to keep the water fresh. Today's ionizer systems work by passing a low voltage current through a pair of electrodes made of copper or silver alloy. The atoms on the outside of the electrodes become positive ions, releasing small amount of copper and silver into the water as the electrodes are gradually eroded away. The charged copper and silver ions disrupt the enzymatic process of single cell organisms and microbes, causing them to starve for lack of nutrients. Additionally, these ions are the best-known method for killing algae, since some algae can resist even the strongest doses of chlorine and bromine.

This ionizing system has a two-year payback gained from replacing the daily chemical use with the electrodes.

Green Team Meeting Minutes

| | | | |
|---|----------------------------|------------------------|----------------|
| Minutes Hawthorn Suites Alexandria | 2/11/09 1:00 pm | Keith Swartzendruber | Laura Lee |
| | | Carlos Martinez | Gladis Mayorga |
| | | Laura Zuniga | Merisa Luna |
| | | Tedd Saunders | Elaine Strunk |
| | | Laurie Coyle | |
| | | cc: John Mitchell | |
| | | cc: Lesley Silberstein | |

1. Energy report

- **Electricity Year End:** total ~~kwh~~ down 5%, per room down 12%, cost per room up 5%, total cost up 14%
- **Gas Year End:** total ~~therms~~ up 3%, ~~therms~~ per room down 5.5%, cost per room down 3%, total cost
- Occupancy increased 9% this year over last year.
- Energy Star Portfolio is being updated on February 23rd – will apply to extended stay properties. **Will need to update with true numbers after the upgrade.**

2. New initiatives begun/completed

- Installed timers on each of the floors in room attendant closets.
- No VOC paint used for elevator, Sherwin Williams
- Researched breweries and found that the Anheuser Busch is already brewed locally
- Showerhead flow test: 2.5 gallons per minute currently installed.
- Aerators are 2.2gpm currently. Carlos's supplier is Ferguson (?). **ELS will get him information on some samples to try, so that he can order them through his supplier.**
- Initiatives for 2nd Q: biodegradable (corn-based) dinnerware, LED exit signs, etc... ideas from ELS. Already at Hampton Inn, a brand standard for them. **ELS to find out from Camille what their pricing is and where they get the dinnerware.**

3. Ideas for additional initiatives/new items

- Wyndham recently bought Hawthorn brand, so this may incur some standards that need to be updated. These will become apparent by the end of the year.

GREEN HOTEL INITIATIVE: BEST PRACTICE SURVEY

SUMMARY SCORE SHEET

Hotel: _____ City: _____ Contact Name: _____

Tel : _____ Fax: _____ Email: _____ Date Submitted: _____

| | Score | Subtotal |
|--|-------|----------|
| Commitment and Awareness | | |
| 1a) Commitment and awareness - leadership | [] | |
| 1b) Commitment and awareness- systems and evaluation | [] | |
| 1c) Commitment and awareness - communication | [] | |
| 1d) Commitment and awareness - external partnerships | [] | |
| Energy Efficiency | | |
| 2a) Energy efficiency - lighting | [] | |
| 2b) Energy efficiency - sensors | [] | |
| 2c) Energy efficiency - HVAC | [] | |
| Solid Waste Minimization | | |
| 3a) Solid waste - amenity dispensers | [] | |
| 3b) Solid waste - recycling | [] | |
| 3c) Solid waste -packaging | [] | |

| | | |
|---|-------------------------|--|
| Air and Water Quality 4a) Air and water quality - cleaners 4b) Air and water quality - air filtration 4c) Air and water quality - low VOC materials | [] [] [] | |
| Water Conservation 5a) Water conservation - linen reuse 5b) Water conservation - fixtures 5c) Water conservation - leak detection system | [] [] [] | |
| Environmental Purchasing 6a) Environmental purchasing - post-consumer paper 6b) Environmental purchasing - products 6c) Environmental purchasing - services | [] [] [] | |
| (TOTAL POSSIBLE SCORE 95) TOTAL SCORE | | |

This survey has been developed as part of the national Green Hotel Initiative - a multi-stakeholder program, committed to increase green lodging and meeting options by catalyzing market demand. Convened by CERES, an environmental coalition dedicated to advancing corporate responsibility, the project has involved collaboration among business, the hotel industry, non-governmental organizations, labor, academia, government and environmental advocates.

To download a copy of this survey, or for more information on the Green Hotel Initiative, please refer to