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GREENING NEWSLETTER

SOAP OVERDOSE

In the laundry room, Americans are prone to overkill. They pour too much detergent into their washing machines.

Generations of consumers have washed clothes with the idea that more soap means cleaner laundry. But the sudsy habits are creating messy problems from dingy clothing to worn machines.

Making matters worse, the latest generation of detergents are concentrated and so require users to use less product-per-washload than ever before. And more consumers are buying high-efficiency washers, which need far less water than older models. It's a combination begging for more careful measuring—something Americans stubbornly resist. “Before it didn't matter as much,” says Mary Zeitler, consumer scientist for Whirlpool Corp.'s Institute of Fabric Science. “But now you have to be much more precise in dosing.”

Packaging, in most cases, hasn't helped. The molded lines and numbers inside detergent caps are hard to read, especially in a dimly lit laundry room. And even though concentrated detergents have been on the market since at least 2007, many caps still hold more than is needed for an average load.

Method Products Inc. recently launched an ad blitz for a new detergent with a pump dispenser, designed to help curb overdosing. Method found that 53% of people don't use the recommended amount of detergent per washload, preferring instead to guess or, worse, to simply fill the cap up to the top—a practice that wastes more than half the loads a detergent bottle could wash, Method executives say.

Through much of Europe, detergent premeasured in tablets and sachets has been popular for years. But in the US, pre-dosed products have been largely unsuccessful. Consumers usually pick up their laundry habits during adolescence from their mothers, and changing them is hard, says Bob Deutsch, founder of Brain Sells, a marketing consulting firm.

Thanks to modern washer technology, many overpourers will never have to come to grips with their habit. Ms. Zeitler, at Whirlpool, says some washers have software that corrects for too much suds by adding extra rinses. To clean the buildup from overpouring, Ms. Zeitler recommends cleaning washers monthly using an empty hot-water cycle. (GHA suggests adding vinegar.) Another tip: Use a marker to draw a line on the outside of the detergent cap to make it easier to see.

Executives at Henkel see an opening for pre-dosed detergent. January marked the start of a big ad push for Purex three-in-one laundry sheets, each containing detergent, fabric-softener and anti-static agents. Some people find ways to customize, even with a laundry sheet, Mr. Tipsord says. “If they think their load is especially dirty, they use two sheets.”

General Electric Co.'s top-of-the-line Profile frontload washer of-

fers to take on all dosing decisions itself. The SmartDispense feature, adding \$600 to the cost of the machine, holds up to six months' worth of detergent and allocates the right amount for each load, taking the detergent concentration level and the amount of clothes into account.

Proper dosing is the biggest laundry concern among callers to Seventh Generation Inc.'s help line, says Sue Holden, head of the consumer-insights team at the Burlington, VT, household-product maker. Two years ago, the company started making its detergent bottle cap with translucent plastic partly to make it easier to read. “We're trying to train people to do something that doesn't come naturally,” says Ms. Holden. “Growing up, a lot of us just poured it in.” Seventh Generation's co-founder, Jeffrey Hollender, wonders why more people haven't stumbled upon laundry's big, dirty secret: “You don't even need soap to wash most loads,” he says. The agitation of washing machines often does the job on its own.”



Byron, Ellen, “The Great American Soap Overdose,”
The Wall Street Journal, January 27, 2010

Note from GHA: Vinegar is a solvent, and will easily remove excess detergent residue from dingy clothing and stiff towels. You may want to choose 9% acidity vinegar marked “for canning” instead of the standard 5% version.

FIVE TECHNOLOGIES THAT COULD CHANGE EVERYTHING

It's a tall order: Over the next few decades, the world will need to wean itself from dependence on fossil fuels and drastically reduce greenhouse gases. Current technology will take us only so far; major breakthroughs are required.

What might those breakthroughs be? Here's a look at five technologies that, if successful, could radically change the world energy picture.

They present enormous opportunities. The ability to tap power from space, for instance, could jump-start whole new industries. Technology that can trap and store carbon dioxide from coal-fired plants would rejuvenate older ones.

Success isn't assured, of course. The technologies present difficult engineering challenges, and some require big scientific leaps in lab-created materials or genetically modified plants. And innovations have to be delivered at a cost that doesn't make energy much more expensive. If all of that can be done, any one of these technologies could be a game-

changer.

ADVANCED CAR BATTERIES

Electrifying vehicles could slash petroleum use and help clean the air (if electric power shifts to low-carbon fuels like wind or nuclear). But it's going to take better batteries.

Source: EDSRC

In a lithium-air battery, oxygen flows through a porous carbon cathode and combines with lithium ions from a lithium-metal anode in the presence of an electrolyte, producing an electric charge. The reaction is aided by a catalyst, such as manganese oxide, to improve capacity.

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Lithium-ion batteries, common in laptops, are favored for next-generation plug-in hybrids and electric vehicles. They're more powerful than other auto batteries, but they're expensive and still don't go far on a charge; the Chevy Volt, a plug-in hybrid coming in 2010, can run about 40 miles on batteries alone. Ideally, electric cars will get closer to 400 miles on a charge. While improvements are possible, lithium-ion's potential is limited.

One alternative, lithium-air, promises 10 times the performance of lithium-ion batteries and could deliver about the same amount of energy, pound for pound, as gasoline. A lithium-air battery pulls oxygen from the air for its charge, so the device can be smaller and more lightweight. A handful of labs are working on the technology, but scientists think that without a breakthrough they could be a decade away from commercialization.

CARBON CAPTURE AND STORAGE

Keeping coal as an abundant source of power means slashing the amount of carbon dioxide it produces. That could mean new, more efficient power plants. But trapping CO₂ from existing plants—about two billion tons a year—would be the real game-changer.

Source: Vattenfall

Carbon dioxide is removed from smokestack gases and compressed. It's then pumped deep underground and stored in porous rock formations.

Techniques for modest-scale CO₂ capture exist, but applying them to big power plants would reduce the plants' output by a third and double the cost of producing power. So scientists are looking into experimental technologies that could cut emissions by 90% while limiting cost increases.

Nearly all are in the early stages, and it's too early to tell which method will win out. One promising technique burns coal and purified oxygen in the form of a metal oxide, rather than air; this produces an easier-to-capture concentrated stream of CO₂ with little loss of plant efficiency. The technology has been demonstrated in small-scale pilots, and will be tried in a one-megawatt test plant in 2010. But it might not be ready for commercial use until 2020.

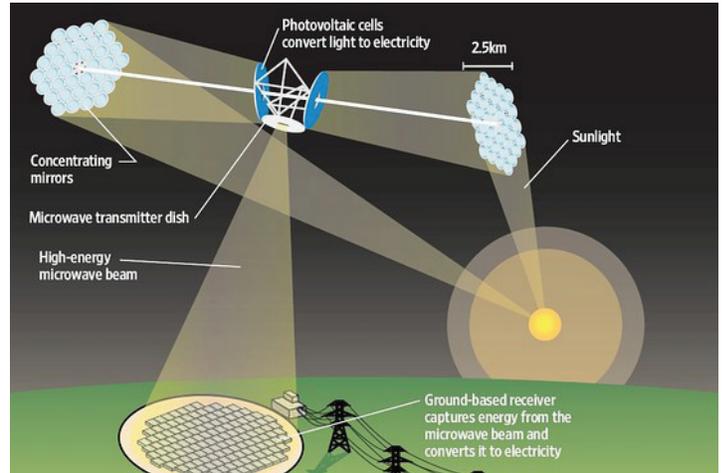
SPACE-BASED SOLAR POWER

For more than three decades, visionaries have imagined tapping solar power where the sun always shines—in space. If we could place giant solar panels in orbit around the Earth,

and beam even a fraction of the available energy back to Earth, they could deliver nonstop electricity to any place on the planet.

Source: New Scientist

Sunlight is reflected off giant orbiting mirrors to an array of photovoltaic cells; the light is converted to electricity and then changed into microwaves, which are beamed to earth. Ground-based antennas capture the microwave energy and convert it back to electricity, which is sent to the grid.



The technology may sound like science fiction, but it's simple: Solar panels in orbit about 22,000 miles up beam energy in the form of microwaves to earth, where it's turned into electricity and plugged into the grid. (The low-powered beams are considered safe.) A ground receiving station a mile in diameter could deliver about 1,000 megawatts—enough to power on average about one million US homes.

The cost of sending solar collectors into space is the biggest obstacle, so it's necessary to design a system lightweight enough to require only a few launches. A handful of countries and companies aim to deliver space-based power as early as a decade from now.

UTILITY STORAGE

Everybody's rooting for wind and solar power. How could you not? But wind and solar are use-it-or-lose-it resources. To make any kind of difference, they need better storage.

Source: AEP

Battery packs located close to customers can store electricity from renewable wind or solar sources and supply power when the sun isn't shining or the wind isn't blowing. Energy is collected in the storage units and can be sent as needed directly to homes or businesses or out to the grid.

Scientists are attacking the problem from a host of angles—all of which are still problematic. One, for instance, uses power produced when the wind is blowing to compress air in underground chambers; the air is fed into gas-fired turbines to make them run more efficiently. One of the obstacles: finding big, usable, underground caverns.

Similarly, giant batteries can absorb wind energy for later use, but some existing technologies are expensive, and others aren't very efficient. While researchers are looking at new materials to improve performance, giant technical leaps aren't likely.

Lithium-ion technology may hold the greatest promise for grid

storage, where it doesn't have as many limitations as for autos. As performance improves and prices come down, utilities could distribute small, powerful lithium-ion batteries around the edge of the grid, closer to customers. There, they could store excess power from renewables and help smooth small fluctuations in power, making the grid more efficient and reducing the need for backup fossil-fuel plants. And utilities can piggy-back on research efforts for vehicle batteries.

NEXT-GENERATION BIOFUELS

One way to wean ourselves from oil is to come up with renewable sources of transportation fuel. That means a new generation of biofuels made from nonfood crops.

Researchers are devising ways to turn lumber and crop wastes, garbage and inedible perennials like switchgrass into competitively priced fuels. But the most promising next-generation biofuel comes from algae.

Source: Saferenvironment

Algae grow by taking in CO₂, solar energy and other nutrients. They produce an oil that can be extracted and added into existing refining plants to make diesel, gasoline substitutes and other products.

Algae grow fast, consume carbon dioxide and can generate more than 5,000 gallons a year per acre of biofuel, compared with 350 gallons a year for corn-based ethanol. Algae-based fuel can be added directly into existing refining and distribution systems; in theory, the US could produce enough of it to meet all of the nation's transportation needs.

But it's early. Dozens of companies have begun pilot projects and small-scale production. But producing algae biofuels in quantity means finding reliable sources of inexpensive nutrients and water, managing pathogens that could reduce yield, and developing and cultivating the most productive algae strains.

Totty, Michael, "Five Technologies That Could Change Everything," *The Wall Street Journal*, October 19, 2009

STOP THAT SOLAR THIEF!

Five times in the past year, Mr. Lagatta, the director of maintenance for a school district in northern California, has rushed to a campus to respond to reports of a brazen theft. Five times, he has looked up to the roof and despaired to see 20, 30 or 50 solar panels missing, ripped off the top of school buildings overnight.

Covering the insurance deductibles has cost the Pleasanton School District \$25,000. Mr. Lagatta is installing motion-triggered lights around the schools, but says he's eager for more robust security. "We've been waiting for the industry to catch up with that need," he says.

That wait may soon be over. Responding to a surge of photovoltaic theft—not only in the US, but around the world—entrepreneurs are bringing to market a host of new security products specifically designed for solar panels. They include an alarm system that automatically calls police if the panels are disturbed; a variety of devices to lock the panels to roofs; and specialty labels that burn an identifying bar code into every panel.

Solar-panel theft is such a new phenomenon that there are no hard-and-fast statistics—just a series of anecdotal reports from countries as far-flung as South Africa, Australia, India and Brit-

ain. Theft appears to be down in recent months as demand for the panels softens and prices drop. But solar consultants, insurance agents and law-enforcement officers say the problem is real.

Solar panels are relatively easy to remove and transport in a pickup truck, and reports indicate there's a thriving black market in the US and Mexico. So, as the economy picks up and demand for solar power increases, authorities expect a rise in theft as well. The bandits take, on average, 40 to 50 panels per job, each one costing more than \$1,000 new and worth perhaps a few hundred dollars on the black market. A pair of thieves working together can dismantle an entire roof's worth of panels in a couple of hours. They may sell them to unethical installers of solar arrays, truck them to Mexico or unload them online, where scores of secondhand panels are always on offer at sites like Craigslist and eBay.

Advocates of the solar security devices say they're a good precaution anywhere. Heliotex, which got its start making systems for washing solar panels, recently began selling customized stainless-steel bolts to lock the panels down. The bolts are cut in an odd pattern so ordinary wrenches and screwdrivers won't work on them; only the installer has access to the special key needed to unfasten them. Each installation company gets its own unique bolt and key.

A similar system is being marketed by Bryce Fastener Inc., of Gilbert, AZ, which for years has sold bolts to secure voting machines, lottery kiosks and the laptops on display at office-supply stores.

Though determined thieves can pry out the bolts or cut through them with a hacksaw, they make the heist so tough, most bad guys will give up and go elsewhere. Both Heliotex and Bryce Fastener price the bolts at about \$5 per panel. They also keep copies of the key-and-lock combination, in case the installer goes out of business.

CodeSource LLC of Denton, TX, has adapted a product originally intended for the military. CodeSource trains an electron beam on sheets of plastic to mold them into an ultra strong label that won't fade in the sun. Lasers etch a bar code and serial number on the label. Consumers can achieve a similar effect by engraving the serial number, or their contact information, into the panel's frame.

For those hoping to catch thieves red-handed, Gridlock Solar Security in Santa Rosa, CA, offers a rooftop watchdog. An alarm system wired through each panel blasts out a deafening siren if the panels are disturbed. At the same time, the system automatically dials several preprogrammed numbers—your cell phone, your neighbor, the police—to summon help to the scene. The system costs \$995 to \$2,300, depending on the features.

Security consultants say there are simple steps panel owners can take to protect their investment, such as blocking access to exterior ladders and make sure no movable ladders are lying about. They also advise consumers to record the serial number for each panel. Panel owners should be sure to talk with their insurance agents to confirm coverage and deductibles are adequate. Anyone who has that level of investment sitting out in the open should practice risk management.

Simon, Stephanie, "Stop That (Solar) Thief!," *Consumers*, *The Wall Street Journal*, October 19, 2009

Coke's Bottle is Part Plant

Coca-Cola, the world's biggest drink maker, has introduced a new packaging material made partly from plants. The container has "the same weight, the same feel, the same chemistry and functions exactly the same way" as a regular plastic bottle. Coke calls the new container, which uses material derived from sugar cane, "the first generation of the bottle of the future."

Herring, Chris, "Coke Bottle Is Part Plant," *The Wall Street Journal*, January 25, 2010

Don't Use the R Word!

To attract business conferences in these tough times, some luxury resort hotels have resorted to a sort of strategy of last resort: They're dropping the very word "resort" from their names.

The Ballantyne Resort, Charlotte, NC, changed its name last summer to the Ballantyne Hotel & Lodge after several corporate clients indicated it would have a better chance of landing their business if it weren't called a resort. Same for the Westin Stonebriar Hotel & Resort. Ditto the Renaissance Orlando at Sea World, no longer the Renaissance Orlando Resort at Sea World. "It doesn't change who we are," Renaissance Orlando sales director Gary Dybul said, "but there's no reason to put roadblocks in the way of landing conferences."

Resorts must also contend with public backlash against the conferences they host. The resort stigma was stoked by outcry late in 2008 about a \$400,000 sales retreat AIG planned to host at the St. Regis Monarch Beach resort in Dana Point, CA. Facing scorching criticism, AIG cancelled the event. Making matters worse for hoteliers, the uproar came in the wake of the pharmaceutical industry's revising its code of conduct in 2008 to discourage holding conferences at resorts.

The trend has slammed resorts at the worst time. Since 2007, resorts in North America and the Caribbean have posted results worse than the industry averages, registering a 22.6% decline in revenue per available room and a drop in occupancy of 8.9%. Big hotel chains including Marriott have reported that revenue from group meetings declined by more than 20% in last year's third quarter from a year earlier. The 493-room Loews Lake Las Vegas said a name change has improved the property's bottom line. The hotel removed "resort" from its name in the spring of 2009. The change so far has helped the property land five conferences totaling 1,000 room nights.

Hudson, Kris, "Don't Use the R-Word: Hotels Find Trick to Business Bookings," *The Wall Street Journal*, January 26, 2010

No-Name Meetings

Some businesses are choosing to go incognito meetingwise, and not have the name of the business printed anywhere at the meeting site. Name tags might have the person's name along with "Management Conference" or "Sales Meeting" as would the daily agenda on display at the meeting facility.

Less Housekeeping, More Perks

Hotels are offering room discounts or other rewards to guests who agree to make do with less housekeeping. As part of their "Make A Green Choice" program, Starwood Hotels offers hotel

credit or points in its reward program. At the majority of their Westin and Sheraton brand hotels, guests can earn a \$5 credit at any of the hotel's restaurants, or 500 Starpoints, for every night they opt out of housekeeping—for up to three consecutive nights.

At the Marmara Manhattan, a luxury NY hotel, guests who forego housekeeping for three days receive a \$20 discount for each night they stayed without the service. At a luxury hotel, the estimated cost of cleaning a single hotel room is about \$22 a day, including labor, laundering and wear and tear on linens.

Nassauer, Sarah, Travel Watch, "Less Housekeeping, More Perks," *The Wall Street Journal*, February 4, 2010

Detecting Bedbugs

Bedbugs (*Cimex lectularius*) were once rare in the US, but are now making a dramatic resurgence. The bites can cause intense itching. These pests are very hard to eradicate, but researchers at Rutgers have come up with an easy and inexpensive way to detect them (*Science News*, 16Jan2010).

Put 2.5 lbs. of dry ice in a 1/3-gallon jug, such as a Coleman cooler with a flip-up spout. The spout should be left slightly open, so the carbon dioxide can leak out. Place the cooler in a plastic pet food dish and tape a piece of paper to the outside of the dish as a gangplank for the bedbugs to climb. To make the plastic even more slippery, dust the dish with talcum powder. Within 12 hours, the carbon dioxide will lure bedbugs to the trap, and you will see them in the bottom of the plastic dish if you have any.

Graedon, Joe and Teresa, People's Pharmacy, "There's an easy way to detect bedbugs," *Houston Chronicle*, February 1, 2010

NYC Focuses on Sodium

New York Mayor Michael Bloomberg is setting his sights on sodium as the next unhealthy enemy in his crusade to coax people into eating better. Bloomberg's health department has already banned trans fats in restaurant meals and forced chain eateries to post calorie counts. Recently the city set guidelines recommending maximum amounts of salt for a variety of restaurant and store-bought foods, with the goal of cutting salt levels by a quarter overall in five years.

Unlike the city's trans fat ban and calorie count rule, however, the salt initiative is voluntary. The recommendations posted on the city health department's web site call for substantial reductions in the salt content of many products, from a 20% drop in peanut butter to a 40% decline in canned vegetables. Health officials say Americans now eat about twice the amount of salt they should. Too much contributes to high blood pressure, which can cause heart attack and stroke.

Associated Press, "NYC Now Sets Sights on Sodium," *Houston Chronicle*, January 12, 2010

Discoveries

Houston Chronicle columnist Leon Hale says he has a passion for discoveries—stumbling across facts and ideas that are new to him.

He says vinegar has become important in his life because he's discovered it's a great substitute for salt. He's super-sensitive to salt, but is now enjoying vinegar on eggs, beef, pork, fish,

stew and everything that shouts for salt.

He also says pour a half cup of club soda on fire ant mounds and call the undertaker. Even though entomologists say soda water will not kill fire ants and have been saying it for years, Leon says it does.

Hale, Leon, "Wonders of daily discoveries never cease,"
Houston Chronicle, February 14, 2010

Soda Water and Fire Ants

Here's what is posted online at gardenweb.com:

Simply pour two cups of CLUB SODA (carbonated water) directly in the center of a fire ant mound. The carbon dioxide in the water is heavier than air and displaces the oxygen which suffocates the queen and the other ants. The whole colony will be dead within about two days.

How Green Is That . . . Candle?

Getting ready for a party or other special occasion? Don't spoil it by using paraffin wax candles. Made from the byproducts of crude oil, paraffin wax releases harmful toxins and soot when burned. Setting the mood gets a whole lot greener with these eco-friendly candle options:

Soy: These candles are soot-free and can burn 50% longer than paraffin varieties. Choosing organic and GMO-free will boost your candles' green factor. Downsides: They do not carry scent as well as other types and the wax is so soft they have to come in a container . . . so no birthday or menorah soy candles.

Beeswax: 100% pure beeswax candles last long, smell great and release air-cleaning negative ions. Beeswax candles are also allergy-free and come in a variety of natural colors. And when your candle has reached its end, use the leftovers to make lip balm, hand cream or add it to another candle!

Palm Wax: Palm oil comes from the inside of coconuts so it can be extracted without harming the trees. Palm wax is also fully biodegradable, but as with soy candles, look for GMO-free.

LED "Candles": If you're looking for a candle that surely won't release toxins or trigger allergic reactions, try the LED flameless candle. They're particularly great for outdoor lighting in windy weather, for luminarias and around children. LED candles can be rechargeable and even remote-controlled!

Benson, Rebecca, "How Green Is That . . . Candle?,"
E Magazine, November/December 2009, p. 10

WELCOME REELMOWERSETC.COM!

ALLY MEMBER reelmowersetc.com offers a variety of lawn mowers that are efficient, non-polluting and quiet. They are the ultimate in green lawn care. Machine-like, lightweight reel mowers are inexpensive to buy and maintain, and safe and easy to use.



Leading reasons to make the change are:

- **Superior Cut:** Reel mowers cut the grass like a pair of scissors. The clean cut means less trauma to the grass, and avoids the ugly ragged tips which turn brown.
- **Non-polluting:** Reel mowers do not produce any air, water or noise pollution.
- **Economical:** Manual reel mowers cost less to maintain and operate

than power mowers, and last a long time.

- **No gasoline:** No driving to the gas station, no storing, no breathing the fumes.
- **Quiet:** It's okay to mow early in the cool morning without waking guests.
- **Ease of Use:** Many say their new reel mower is easier to push than the old power mower with an easy-start, no-cord-to-pull, it-starts-when-you-do reel mower!

Be truly committed to your green program by incorporating a reel mower in your lawn care. GHA members will receive \$20 discount on any Mascot Silent Cut Reel Mower when ordered by June 30. Call **888/384-1033** or e-mail marjorieking@reelmowersetc.com NOW!

Food, Inc., movie: Drawing on Eric Schlosser's Fast Food Nation and Michael Pollan's The Omnivore's Dilemma, director Robert Kenner's documentary explores the food industry's detrimental effects on our health and environment. Kenner spotlights the men and women who are working to reform an industry rife with monopolies, questionable interpretations of laws and subsidies, political ties and rising rates of E. coli outbreaks.

This is a very informative movie about the very big US food industry. I found it most interesting and think you will too. You will find some of the information most unappetizing and scary.

Patty Griffin

INNCOM: A Pioneer in Eco-Friendly Hotel Technology

ALLY MEMBER INNCOM International Inc. is a leading innovator in developing eco-friendly, state-of-the-art Energy Management Systems (EMS) and Integrated Room Automation Systems (IRAS) for the global hotel industry. INNCOM products are installed in over 750,000 guest rooms in 42 countries, from five-star hotels to limited-service properties. Energy is the lodging industry's second-greatest operating cost, with the biggest energy hogs being heating, cooling and lighting. INNCOM energy management solutions range from low-cost, standalone products to advanced, centrally-controlled systems that can include lighting and drape controls, as well as situation alerts and property data collecting and reporting.



- ▶ In a simple, standalone Energy-Star labeled system, the INNCOM e4™ Smart Digital Thermostat with occupancy detection accurately determines when to switch to energy-saving setbacks and when to switch back.
- ▶ One of INNCOM's most exciting products is environmentally-friendly, award-winning, patented ecoMODE®. Guests simply press the Green Button on the INNCOM thermostat or control device to opt into the hotel's conservation program.
- ▶ The INNCOM Master Light Switch automatically turns off lighting in un-occupied rooms without ever inconveniencing the guest.

For more information on INNCOM—and to find out more about how "Going Green" can generate bottom-line benefits as well as sustainability—visit inncom.com TODAY!

W Hotels' Fashion Director

W Hotels named Stylist Amanda Ross "Fashion Director" to amp up its style credentials and its profile within the fashion

industry for its 36 properties worldwide. Ms. Ross' duties will include working with designers to create staff uniforms and special collections to be sold at the hotels, as well as helping to style the look of the rooms, lobbies and other common areas. Amanda says she'll be working to create a fashion point of view for the chain's leading hotels, and will bring in designers to create small collections inspired by those hotels. Last September, W Hotels pressed to forge ties with music and fashion by hiring a music director.

Binkley, Christina, "W Hotels to Name a 'Fashion Director'," *The Wall Street Journal*, February 4, 2010

HARRIS PILLOW'S Pillow-Vac

ALLY MEMBER Harris Pillow Supply's Pillow-Vac is designed specifically for pillow renovating. It uses an ozone-emitting germicidal light to kill bacteria, and to sanitize and deodorize the filling. The old pillow is cut open and emptied into a tumble chamber which has rotating brushes that expose everything to germicidal lights while breaking up clumps that have formed. It fluffs the down clusters, and sifts out the dust that has been trapped in the pillow. If necessary, more new filling is added to bring it back to the density of a new pillow. Finally, all the filling is blown back into a new, 100% cotton feather- and down-proof ticking.



"The Pillow-Vac has been a tremendous asset to The Broadmoor," says Ray Current, laundry manager of the Colorado Springs hotel. "We use it daily restoring about 60 pillows a week." The Pillow-Vac restoration process only takes a few minutes per pillow. With 593 rooms each having six bed pillows, and 107 king and luxury rooms having nine pillows each, The Broadmoor utilizes more than 4,500 pillows on a daily basis. The Pillow-Vac extends the life of a pillow indefinitely, reducing the demand on area landfills.

For more information on Harris Pillow Supply, visit harrispillow.com or call John Harris (john@harrispillow.com) or Patrick Harris (patrick@harrispillow.com) at **800/845-8240** TODAY!

ESSENTIA – The World's Only Natural Memory Foam Mattress

Your guests can now experience sleeping on the World's Only Natural Memory Foam Mattress! Different is memorable. Imagine your guests lying on a mattress that intrigues their senses, offers luxurious comfort and provides the best sleep they've ever had.

Unique in the world, Essentia manufactures its own natural memory foam mattresses. Their cutting-edge mattresses deliver a level of comfort, performance, purity and durability never before seen in a mattress. The benefits are unparalleled. 100% natural, dust-mite deterrent, hypoallergenic, no flip, no rotate and 80% more breathable than any other mattress, Essentia natural memory foam mattresses will leave your guests wanting more. Hotels are already benefiting from guests purchasing Essentia products on checkout. Guests will receive their mattress at their doorstep via UPS.



Essentia's mission is to design, develop, manufacture and dis-

tribute natural mattresses and related sleep products offering the highest health-supporting characteristics, with outstanding comfort and unparalleled quality—all without compromise. In doing so, Essentia has emerged as an industry leader in setting the highest standards for the production and design of eco-friendly mattresses.

It's all about the experience. Visit MyEssentia.com or call **888/764-4116** for more information TODAY.

PICKING APART BAMBOO

Slinky, soft bamboo fabric has made its way into our linen closets in the form of buttery towels and sheets as well as into our clothing closets. Indeed, bamboo has had the most success among all the new "eco-textiles" on store shelves—fabric billed as environmentally friendly and made from materials such as soybeans, corn, milk, seaweed and recycled plastic. Bamboo shows up in sheets sold at Target and it bears deluxe clothing labels as well as eco-focused brands. Because it is so exotically soft, bamboo is often marketed alongside luxury fibers like silk and cashmere.

Bamboo's story sounds clear and appealing: like hemp, the plant grows quickly without the irrigation, pesticides or fertilizer often used to grow cotton. It's often sold as "biodegradable," and the plant's antimicrobial properties have been used to market fabrics made from the fiber.

When I looked below the surface, though, I found that bamboo fabric is less "eco" and "sustainable" than it seems. The bamboo used in textiles has to be heavily manipulated to go from stem to store. To create fabric, it's chopped up and dissolved in toxic solvents—the same process that recycles wood scraps into viscose or rayon.

The Federal Trade Commission sued four small bamboo-clothing manufacturers last August, citing them for false labeling, among other concerns, under the 1958 Textile Fiber Products Identification Act. The companies had used language such as "natural," "biodegradable" and "antimicrobial." But bamboo fabric isn't natural, the FTC said, since it's a textile developed by chemists. The agency also said the biodegradable and antimicrobial qualities of the plant don't survive the manufacturing process.

In a bulletin titled, "Have You Been Bamboozled by Bamboo Fabrics?" (<http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt160.shtm>), the FTC said that bamboo fabrics "are made using toxic chemicals in a process that releases pollutants into the air." The FTC's four cases are close to being settled without penalties, but with the requirement that fabric be labeled as viscose or rayon, and without the claims about biodegradability and antimicrobial properties, says FTC staff attorney Korin Ewing.

Of course, rayon doesn't have the same all-natural ring as bamboo. Of course, bamboo doesn't have to be processed heavily—witness the many home items, from furniture to flooring, on the market—to be used in products. It is hoped that the FTC concerns lead to research on better bamboo production, because using the material doesn't involve diverting an important food source such as corn to fabric production. It is also hoped that the FTC action will encourage scientists to research truly eco-friendly production methods for bamboo.

Binkley, Christina, "Picking Apart Bamboo Couture," *The Wall Street Journal*, November 12, 2009

Boiled Egg Easter Bunnies

Here's a pretty way to present hard boiled eggs for breakfast on Easter morning—make them into very cute, very edible Easter bunnies.

Boiled Egg Bunnies Supplies

one hard boiled egg (makes two bunnies)
chives
two small triangles of red pimento (taken from a stuffed olive),
red pepper or radish for the noses
six small baby carrots
one teaspoon of mayonnaise
knife
toothpick

Egg Bunnies Instructions

1. Boil the egg and let it cool. Peel, cut in half either lengthwise or widthwise, and place both sides on a plate.

2. The slimmer part of the egg (the more pointed end) will become the bunny's face. Begin assembly by making a small hole for the nose triangle in the center of the face area. You can use a toothpick or the tip of a paring knife for this step. Insert the small red triangle of pimento (or pepper or radish).



3. Cut two tiny chive pieces (they should be round and hollow). These will be the eyes. Make two small holes just above the nose where the eyes should go and insert one small chive round in each eye area.



4. Cut six pieces from the chives to make whiskers. These should be about one-half inch long, or maybe a little less. Start with the bottom whisker on each side of the nose and work your way up until you have inserted all six whiskers, three on each side. Again, cut a small hole, or use a toothpick to create a small hole for the whisker, then insert a length of chive

at the angle you wish it to be. You can point the whiskers up, down or straight, so each bunny you make can have a slightly different look.

5. Cut the tip from a baby carrot, then cut it in half lengthwise for the ears. Cut the bottom section of each carrot ear into a point. Cut two slits for the ears, just above the eyes, and insert one carrot ear into each slit, with the flat, cut side pointing forward.

6. If desired, you can give the bunny some carrot paws. To make the front paws, simply cut the tip of a baby carrot in half lengthwise, gently lift the front of the bunny with the knife, and insert the paws underneath. The back paws are made in the same way, but are slightly longer. These should be carefully inserted under each side of the bunny.

7. Finally, put a dollop of mayonnaise at the back of the egg bunny to make a tail. You may need to sculpt the mayonnaise with a clean finger or spoon to make it look rounded like a bunny tail. Wipe any excess off the plate with a paper towel.

allfreecrafts.com/easter/egg-bunnies.shtml

EGGSHELL PLANTING

Start plants from seeds in eggshells—a great activity for kids. Gently crack the top of the egg off. Rinse out the eggshell and

poke a hole in the bottom with a needle. Loosely fill the egg with potting soil. Water. Drop in a few seeds. Put the planted eggshell back in the carton and close the lid. The carton functions as a small greenhouse. Keep the soil damp, not wet. After the seeds grow about half an inch, place the open egg carton on a sunny windowsill. You can transplant these seedlings. Just gently crush the eggshell and pull a few pieces of the shell away so the roots can develop. Then bury what's left of the eggshell up to its top in a small pot. Wow!

Milligan, Jessie, "Two of a kind," Fort Worth Star-Telegram, June 2, 2007

Defining "Natural" Cleaners

As demand for natural products continues to rise, the Natural Products Association (NPA) is extending its natural seal and standard to include home care products, such as household cleaners, laundry detergents, concentrated and ready-to-use hard surface cleaners.

Until now, there was no standard definition of the term "natural" used by the home care industry. Now, an easily identifiable seal will help consumers discern which products are natural. Shoppers can expect the seal to begin appearing on certified home care products in the coming months.

"A number of products that are mainly synthetic are being positioned as natural. This leads to significant consumer confusion about the category and products people are choosing," said Daniel Fabricant, Ph.D., vice president of scientific and regulatory affairs at the NPA. "To provide the consumer peace of mind in the marketplace, the new natural standard for home care will inject integrity into natural for the consumer," he said.

The standard comes amidst growing consumer confusion about what makes a product natural. A recent national survey found that natural ingredients are important to consumers and that there should be standards:

- 78% of those surveyed said there should be regulations/standards for natural home-care products
- 72% believe it's important that ingredients in home-care products are natural
- 73% are more likely to purchase a home-care product if they knew it was certified as natural

The Natural Certification Program and Seal of Approval:

Under the new program, products must follow strict guidelines set out by the NPA to merit bearing the seal. The criteria include, but are not limited to:



- Product must be made up of at least 95% truly natural ingredients
 - or ingredients that are derived from natural sources, excluding water
- No ingredients with any suspected human health risks
- No processes that significantly or adversely alter the natural ingredients
- Ingredients that come from a purposeful, natural source (flora, fauna, mineral)
- Processes that are minimal and don't use synthetic/harsh chemicals
- Non-natural ingredients only when viable natural alternative ingredients are unavailable and only when there are absolutely no suspected potential human health risks
- Transparency and full disclosure of ingredients

The full set of criteria can be found at thenaturalseal.org. The formation of the home-care standard is the second of its kind from the NPA. In May 2008, the NPA established a standard and seal for natural personal care products, such as

lotions, balms and shampoos. More than 340 products have currently been approved and certified.

The NPA standard is science-based and was developed by a team of experts from the association as well as natural products manufacturers and retailers. The advisory panel drew from a variety of sources, including relevant international standards, third-party organizations, existing research, and years of experience in the field. Advisors to the association are the leading natural home care suppliers, manufacturers and retailers, including Green Works® natural cleaners, Seventh Generation®, J.R. Watkins®, Cognis®, Trilogy Fragrances®, Aubrey Organics®, Eco-Me®, PCC Natural Markets® and Sun & Earth®.

Athavaley, Anjali, "Defining 'Natural' Cleaners,"
The Wall Street Journal, February 11, 2010

Hello CCI-Greenheart!

The Center for Cultural Interchange (CCI-Greenheart) is the only non-profit, green J-1 visa sponsor in the US. A free service to all US employers, CCI-Greenheart places international college students on the J-1 Work & Travel program in hotel positions (housekeeping, front desk, etc.) for 3 to 4 months during the summer, winter and spring. Concord Hospitality, a CCI-Greenheart employer, has utilized CCI-Greenheart for all 3 seasons.

"The Concord Hospitality Enterprises Company, is excited to be supporting the "Green" Initiatives that CCI-Greenheart is promoting through our staffing of CCI students at the soon-to-open Courtyard by Marriott Settlers Ridge Hotel in Pittsburgh, PA," said Michael Roberts, Director of Operations for Concord Hospitality Enterprises Co. "Alisa Faulk, general manager, will open this certified LEED Green hotel for Concord Hospitality in late summer 2010." Other participating Concord Hospitality properties in the Pittsburgh region are, Courtyard by Marriott hotels' Greensburg, Pittsburgh downtown, and Homestead, Fairfield Inn by Marriott Neville Island, and Springhill Suites by Marriott Pittsburgh Airport.

CCI-Greenheart participants and employers in the Greenheart Club partake in green and/or social projects that benefit the local community in which they live and work and the bigger world as well.

For more information, please call **866/684-9675** or email info@cci-exchange.org. Visit us at cci-exchange.com/greenheart-employer.aspx.

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ALLY MEMBER GreenSource Organic Clothing Co. is a 16-year old company based in Seattle that designs and manufactures bed and bath linens as well as garments and robes made from certified organic cotton and other sustainable fibers. They grow their own organic cotton on over 8,000 acres which is certified by independent third party companies, and are the ninth largest designer and manufacturer of organic cotton apparel in the world.



GreenSource is a vertical company in that all of the manufacturing processes from field to shelf are conducted under one roof, including:

- In-house design, artwork and sample development
- Cotton fields . . . growing organic cotton crops, harvesting, ginning, spinning, knitting, dyeing, manufacturing, printing and packing
- Quality assurance testing and pre-packaging
- Certification of organic cotton and manufacturing processes
- Shipping, tracking and import processing

GreenSource continues in its efforts to increase the global awareness of chemical-free cotton. They produce exciting, trendy clothing and linens, while continuously striving to reduce their environmental footprint in all aspects of manufacturing. Call David Basson at **425/656-9123** or visit greensourceorganic.com to learn more TODAY!

Who Knew?

Two hundred thousand US households are "off the grid," meaning they are not connected to electric power lines. Although still a very small percentage of households in the United States, these go-it-aloners have been growing by one-third every year for the past decade, according to new Scientist magazine.

"Who Knew?," Texas Co-Op Power, June 2009, p. 5

Final Words . . .

"Nature is just enough; but men and women must comprehend and accept her suggestions."

Antoinette Brown Blackwell

