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GREENING NEWSLETTER

BIRD-SAFE BUILDINGS

Gleaming by day and glittering by night, glazed buildings that make up modern city skylines and suburban settings present serious hazards for birds. Bird populations, already in decline from loss of habitat, are seriously threatened by the relatively recent incursion of man-made structures into avian air space. In the US, an estimated 100 million to one billion birds perish each year from encounters with buildings.

Bird injury or death is largely attributable to two factors: birds, it would appear, are unable to detect and avoid glass, either during the daytime or night. Moreover, buildings' artificial night lighting confounds night-migrating species. Today, preventive actions mindful of these hazards are emerging in building practice. With bird-safe measures at hand, we can avoid the adverse consequences that until recently seemed inevitable though unintended.

The Bird-Safe Buildings Guidelines examine the apparent causes of bird mortality in the built environment; convey the ecological, economic, ethical and legal justifications for bird conservation; advocate a series of preventative and rehabilitative strategies and describe precedents for regulatory initiatives. They strive to stimulate the development of new glazing technologies while creating a market for all bird-safe building systems.

THE FACTS: Birds do not understand that reflections are false. Birds do not understand that glass is a solid barrier. Birds are easily trapped in niches, courtyards and other recessed areas. Birds are attracted to light, and try to fly into lit spaces. Birds are attracted to vegetation indoors or reflected in buildings.

MODIFICATIONS TO EXISTING BUILDINGS TO REDUCE BIRD COLLISIONS

Retrofit problematic windows and glass facades to reduce bird collisions:

- Consider installing transparent or perforated patterned, non-reflective window films that make glass visible to birds such as Scotchprint or CollideEscape.
- Consider painting, etching or temporarily coating collision-prone windows to make them visible to birds
- Install louvers, awnings, sunshades, light shelves or other shading/shielding devices at large expanses of glass to reduce reflection and to signal the existence of a barrier.
- Install and operate reflective blinds, shades or curtains to reduce glazing reflectivity and indicate the presence of a barrier to flight. Close curtains or blinds during the evenings if the interior is illuminated.
- Consider re-glazing existing windows that experience high rates of bird collisions with low-reflectivity, etched, frosted or fritted glass. Also, consider replacing large existing windows with multiple smaller units, divided lights or opaque sections.

Undertake strategies to create a physical barrier to the glass:

- Install exterior coverings, nettings, insect screens, lattice-work, artwork, shading or shielding devices at notably hazardous windows to deter birds or otherwise reduce the momentum of their impact.
- Consider planting trees and shrubs close to the building within a maximum of three feet from a problematic façade or curtain wall. This planting strategy will block access to habitat reflections, and birds alighting in these trees will not have the distance to build momentum if they move towards the glass. This planting strategy also provides beneficial summertime shading and reduces cooling loads.

Remove or relocate features attractive to bird populations to reduce the frequency of collisions:

- Relocate interior plantings, water sources or other features that are causing birds to crash into glass windows.
- Consider relocating or altering landscapes to minimize reflection in glass facades.

Develop Lights-Out programs during peak migration periods:

- Encourage building owners and managers to extinguish all unnecessary exterior and interior lights from 11 pm to sunrise during the spring migration, from mid-March to early June, and the fall migration, from late August to late October.
- Utilize gradual, “staggered switching” to turn on building lights at sunrise rather than instant light-up of the entire building.
- Dim lights in lobbies, perimeter circulation areas and atria.
- Monitor the effectiveness of lights-out programs by tracking bird collisions.
- Contact local bird conservation organizations for support and to share the results of the Lights-Out program.

Reduce light trespass from interior sources:

- Turn off unnecessary interior lighting by 11 pm until sunrise, especially during the fall and spring migration seasons.
- Utilize automatic controls, including photo-sensors, infrared and motion detectors, to shut off lights automatically in the evening when no occupants are present.
- Encourage the use of localized task lighting to reduce the need for extensive overhead lighting.
- Schedule nightly maintenance activities to conclude before 11 pm.
- Educate building users about the dangers of light trespass for birds.
- Encourage voluntary light-closing in the evenings.

Reduce light trespass from exterior sources:

- Reduce perimeter lighting wherever possible.
- Attach cutoff shields to street lights and external lights to prevent unnecessary upward lighting.



- Install motion-sensor lighting wherever possible.
- Utilize minimum wattage fixtures to achieve required lighting levels.
- To comply with federal aviation and marine safety regulations in large buildings, install minimum intensity white strobe lighting with a three-second flash interval instead of continuous flood lighting, rotating lights or red lighting.
- Ensure that all exterior light fixtures are properly installed to prevent unintended light trespass.

Implement daily bird-collision monitoring:

- Encourage building management or maintenance crews to conduct a daily sweep of the building perimeter, setbacks and roof to inspect for injured or dead bird species.
- Encourage volunteer participation in bird-collision monitoring.
- Instruct workers and volunteers in methods of temporarily caring for injured birds before transporting them to certified wildlife rehabilitators.
- Document all bird deaths. Donate specimens to authorized local bird conservation organization or museum to aid in species identification and for use in scientific studies, as per the Migratory Bird Treaty Act of 1918.
- Partner with other buildings in the area as well as local bird conservation groups to develop a district-wide monitoring program and corresponding Lights-Out strategies.
- Undertake retrofits and other strategies to reduce bird collisions.

Much more information is available online in the following .pdf. The Guidelines promote measures to protect bird life in the planning, design and operation stages of all types of buildings, in all settings. They are intended for use by architects, landscape architects, engineers, glass technicians, environmentalists, building owners and operators, construction industry stakeholders, city planners, civic officials, state and federal agencies and the general public.

<http://www.nycaudubon.org/home/BirdSafeBuildingGuidelines.pdf>

BIRD-SAFE WINDOW FILM INSTALLED AT THE PHILADELPHIA ZOO

American Bird Conservancy is continuing to lead the way in finding and promoting methods to keep migratory birds safe from deadly collisions with glass windows. In 2009, the Philadelphia Zoo contacted ABC for assistance in making the exhibits at the zoo more bird-friendly. ABC's Dr. Christine Sheppard toured the zoo with personnel and discussed different options for improving bird safety at its exhibits.

The Bear Country exhibit in particular was one of the worst at the zoo for bird strikes; over a two-year period where collisions were monitored, the windows around this exhibit accounted for almost half of all bird/glass collisions in the zoo. "When I walked up to the Bear Country exhibit, there was a dead Yellow-throated Warbler lying in front of one of the windows," said Sheppard. "Obviously this exhibit was a prime target for bird safety modifications." Dr. Sheppard set to work to find a window film that would deter birds and appeal to visitors. They settled on a custom-made clear film produced by Surface-Care LLC, striped with thin, horizontal black lines. The film was installed on three large glass windows fronting the exhibit, and have proven an effective bird deterrent. No bird deaths were noted at these once-deadly windows throughout both the recent spring and fall migrations.

<http://www.nycaudubon.org/home/BirdSafeBuildingGuidelines.pdf>

HOWDY SUSTAINABLE LIVING GROUP!

ALLY MEMBER Sustainable Living Group, Inc. is a minority women-owned company that specializes in innovative green products for the hospitality industry.

Our products include biodegradable laundry bags, shower curtain liner, shower caps, ponchos and biodegradable water bottles. Our biodegradable film can be composted, recycled or thrown in the trash, no special handling is needed. Our products are BPA-free and PLA-free. We can have your logo placed on the products or on the packaging for private brand labeling.



Many lodging facilities are becoming green and it is not just about changing the lighting, recycling or using green laundry products. It is about reducing the amount of plastic that goes into our landfills. Sustainable Living Group, Inc. provides an alternative for businesses and consumers. By providing options and choices, we believe that individuals and business will—of the utmost importance—make a positive impact on the future of our planet. Let us help your company to become more green and sustainable by using our biodegradable products. Please visit our website at sustainablelivinggroup.com or send an inquiry about wholesale pricing to support@sustainablelivinggroup.com.

OPOSSUMS ARE GOOD!

Opossums eat roaches, mice and rats. They eat grubs, beetles, snails, ants, snakes and spiders. They are immune to the venom of poisonous snakes. Opossums are the sanitation engineers of the mammal world making them very beneficial to the environment. They cause very little damage to property or gardens. They are fastidiously clean and will bathe themselves much like a cat does. They carry fewer diseases than dogs or cats.

Opossums are not good at defending themselves. They pretend to be ferocious, but it is all an act. They cannot jump. If you find one in your trash can, tip the can on its side. The opossum will not leave until he feels safe, so leave the area for a couple of hours.

If opossums are visiting your area, it is because there is a food source nearby. Trapping does not work. Another opossum will move in to fill the vacancy. If all of the opossums are removed, and the food source still exists, rats and mice will fill in the niche. Put a tight lid on your trash cans, and do not leave cat or dog food out at night.



Opossums are the only marsupials in North America. Marsupials are a large animal group whose young are born in an immature state. Females usually carry and nurse their young in pouches or pouch-like area on their abdomens. The newborn attaches itself to one of her nipples and remains until it is well formed and has grown much larger.

"Did you know . . .," Texas Wildlife Rehabilitation Coalition, Houston, TX

SUSTAINABLE BEDDING OPTIONS

The type of bedding chosen for a room and the way it is maintained can have a large impact on the environment—and, over time, on a property's bottom line. In fact, bedding requires the

most fabric in the guestroom and is replaced every 18 to 24 months, according to Ken Konick, public affairs manager for Valley Forge Fabrics.

"The impact on our environment and our landfills is significant when you calculate the total number of guestrooms operating in the US," he said. Sustainable bedding options include organic cotton, eucalyptus fiber and recycled polyester. "Sustainability is very important in bedding, but I think hotel operators are scared of the cost that comes along with it," said Petra Minoff-Michael, VP of Sales, Hospitality Division for Protect-A-Bed. Minoff-Michael also said properly protecting mattresses and pillows—instead of sending them to the landfill early—is another way to stay green.

Colleen Neilson, account executive at Cole Martinez Curtis and Associates, said the firm must consider sustainable options on all projects, even if the client doesn't request it. "There are many fabrics today that are made from pre- and post-consumer recycled materials that do not sacrifice design," she said. "We also have seen bed linens that are made from bamboo that is not only renewable, but the nature of the material lasts longer than some man-made products."

Many hotels are trying to achieve LEED certification. Karen Struck, co-president of Planning Design & Application, explained that vendors are making green softgoods a more realistic option than ever before. "We now not only have luxurious sheets, duvets, pillows and bedskirts, but also we have sustainable fabric choices to make our window treatments and other guestroom softgood items," she said.

Heney, Paul J., "Sustainable bedding options are available," Hotel and Motel Management, January 25, 2010, HospitalityNewsNetwork.com, February 11, 2011

HELLO STAR LINEN!

ALLY MEMBER Star Linen & Supply has introduced the new cost-effective and eco-friendly Marquis Green Terry Collection. The collection is truly sustainable by virtue of the patented Enova Process™ which utilizes regenerated cotton and provides the ability to reduce carbon footprints while supporting a healthier environment.



Through the patented Enova Process™, Star's Marquis Green

Terry Collection is manufactured in a state-of-the-art zero discharge facility that produces no emission of effluents into rivers and streams. The terry products are manufactured from pre-consumer regenerated cotton, thereby eliminating the use of fertilizers and pesticides while conserving the use of both water and land. The eco-friendly recycling certification is defined by the use of pre-consumer regenerated cotton (obtained from a closed factory environment), GOTS certified dyes and detergents that are reusable, organic and biodegradable, and the exclusive use of 98% recycled water within WRAP certified factories.

For nearly twenty-five years, Star Linen & Supply has retained its reputation for quality goods, outstanding service and competitive pricing to the hospitality, health care, GSA and linen supply industries via providing complete textiles, table linens, amenities, appliances and disposables.

For additional information on the Marquis Green Terry Collection, visit Star Linen at starlinen.com, or contact Corey Evans at 800/782-7999X249 or cevans@starlinen.com.

MEMBER NEWS

LED CHRISTMAS LIGHTS SAVE!

By Angie and Tim Allen, A. G. Thomson House Historic Bed and Breakfast Inn, Duluth, MN, thomsonhouse.biz

This past holiday season, we converted our exterior lighting from incandescent holiday lights to energy-efficient LED lights. We anticipated savings in energy use and cost, but what we experienced was more than we had hoped for. At the A. G. Thomson House, we strictly adhere to our Green Policy. The policy is posted on our website, and reminders appear around the inn. We have already replaced standard bulbs with CFL and LED bulbs where feasible. Up until this year our holiday lights had been an exception. So, we decided to bring our holiday lighting in line with the rest of our practices.

We purchased strings of C-9 LED lights to replace the incandescent C-9 bulbs we had used to illuminate the roof lines of all three of the buildings on our property. For those not familiar with C-9 bulbs, they are the big chandelier-type bulb. This change required purchasing 20 strings of 35 bulbs, each costing about \$15 at the local home improvement store (Menards). The lights cost about \$300 total to purchase.

The packaging makes bold claims about the lights being 99% more energy efficient than standard bulbs. We were skeptical about the stated savings. According to the packaging each string uses just 2.4 watts (compared to 245 watts with standard C-9 bulbs). When you do the math for 20 strings, you can see the potential for huge savings in energy consumption over the duration of the holiday lighting season. We had the lights on timers and left them on for 12 hours each day for about 6 weeks.



To our delight, the holiday season electricity use dropped by over 2,500 kWh (over 32% less total usage than last year) during the 45 days our holiday lights were in use. This resulted in a savings of approximately \$250 in energy costs! We had hoped the savings in electricity cost would pay for the purchase of new LED lights in three or four years, and were pleasantly surprised that they nearly paid for themselves the very first year!

Another advantage of LED lights is the ability to string numerous light sets end-to-end. The packaging claims you can string 87 sets together. While we clearly didn't need to do that, stringing many sets together results in fewer extension cords, timers, etc. A further advantage is the fact that the bulbs are cool to the touch, and as a result, last much longer than standard incandescent bulbs. The packaging also claims the bulbs have 25,000 hours of life (versus about 990 hours for incandescent bulbs). While we don't yet know if we'll see that kind of lifespan from the bulbs, we do know that not a single one of the 700 bulbs has burned out!

The simple fact that bulbs are not always burning out is worth the investment. Typically Tim needed to climb a 40-foot ladder several times each holiday season to replace bulbs along the third-floor roof line of the inn. Because of the LED bulbs' extended life, he didn't need to do that even once! That fact alone has value that it is difficult to put a price on. Absolutely no one wants to climb a ladder on a cold Northern Minnesota winter day.

We have found the LED bulbs to be equal in appearance to incandescent C-9 bulbs. Feedback from guests was entirely positive. Frequently guests commented about the curb appeal of the inn's exterior lighting. We were thrilled that our holiday decorating was even featured in "Lake Superior Magazine."

This change in lighting is in keeping with our overall green policy and practices. Our plan is to convert our interior lighting to LED bulbs for the next holiday season. We have found once again that the "green" alternative can also be a cost-effective solution.

ICE AND SNOW BUILDUP

Unusually heavy snowfall and ice this winter are creating exceptional problems for a lot of people. Ice dams, icicles, heavy snow buildup and the removal of same are all winter difficulties. New York City's Department of Buildings recently issued a warning reminding property owners they are legally obligated to remove ice and snow from roofs, overhangs and awnings—and singled out icicles as "a threat to public safety." People are falling off roofs while trying to remove snow and ice. Hospitals are reporting everything from scrapes and bruises to broken bones and serious internal injuries directly attributable to the increased snow.

Thicker insulation can help prevent ice dams, and there are tax credits and subsidies available for retrofits. If attic insulation is added, air-leaks sealed with foam and recessed lighting fixtures are replaced where the building's heat is escaping, ice dams can be prevented from forming in the first place. Here are some helpful ways to de-ice a roof:

Roof rake (\$30 to \$50): Clear snow from safety of ground level. Use rake extensions to reach higher levels. Take care not to gouge roof or tug hard at ice. Some versions, like the one on garelick.com, have rollers to protect shingles.



RoofMelt (\$20 to \$25): Hockey-puck-sized tablets of calcium chloride can be tossed on roof to melt snow and ice. Home-made alternative: a stocking filled with calcium chloride pellets tossed perpendicular to roofline.

Ice-Cutters (\$200 to \$300 per hour): Hire a professional contractor to 'cut ice' from roof using pressurized steam or hot water. Make sure they are licensed, insured and protect air conditioners or other important items from falling ice chunks.

Roof ice-melt system (\$45 to \$100 per foot at bylinusa.com): This electrical heating system mounts to roof eaves and valleys to minimize ice-dam formation; designed to blend with existing roof material. Others sell alternative units, such as cables that loop across roof.

Insulation and air sealing (\$2.50 to \$4 per square foot): Stop warm air from escaping through attic and melting snow—which may lead to ice dams. Look for financial incentives at dsireusa.org.

"Snow, Ice Buildup Poses Risk to Homes, People,"
The Wall Street Journal, February 3, 2011

PLUGGING THE FIREPLACE DAMPER

Fireplace balloons, pillows or plugs are now available to stop the loss of conditioned air through the fireplace damper. They

stop airflow, odor and debris from moving through your chimney. They prevent chimney odor and cold drafts from entering your home, and prevent heat from escaping. A chimney pillow or balloon is usually a soft, plastic, blow-up product. It should be resistant to the acidic and abrasive environment of the chimney, but it should also be flexible enough to efficiently seal the crevices in the flue.



The Chimney Balloon fireplace chimney damper is generally made of a heat reactive material, so if it is exposed to heat or flame, it is designed to safely deflate within seconds and allow the smoke and gases to exit the chimney. The chimney stopper should be durable enough to be reinstalled and reused many times. It is most important that notice of the stopper be obvious to anyone who may choose to start a fire in the fireplace. Google any of the terms above for further information.

WELCOME CAPITOL CUPS, INC.!

ALLY MEMBER Capitol Cups, Inc., based in Auburn, AL, designs and manufactures custom reusable, refillable, spill-proof insulated travel cups. Their patented In-Mold Labeling process produces about 40% less waste than conventional paper labels or decals. The digital printing technologies require less material, reducing the amount of ink, film, liners and adhesive that would otherwise end up in a landfill—creating 20-30% less waste than traditional printing methods.



The entire product line (Easy Traveler™, Easy Tumbler™, Sign'Toss™) is manufactured from polypropylene (PP) with a recyclable resin code (5) and is Bisphenol—BPA and Phthalates FREE. The cups are dishwasher safe, and the Easy Traveler™ is also microwave safe. Because the drinkware is refillable and reusable, it helps reduce individual waste streams. Capitol Cups are manufactured in the USA, reducing their transportation impact and overall cost. Sustainability is everyone's responsibility, and Capitol will continue to search for innovations to reduce their environmental impact.

With the Easy Traveler™, you can show your commitment to waste reduction and sustainability using our beautiful full color graphics to tell your story for just pennies per impression. Contact Juniper Korkie at 703/373-3451, jkorkie@capitolcups.com or visit capitolcups.com to start "Saving Planet Earth . . . One Cup at a Time"!

ICE YOUR CELL PHONE

Most of us carry our mobile phones with names and numbers stored in its memory, but no one, other than ourselves, knows which of these numbers belong to our closest family or friends. If we were to be involved in an accident or taken ill, the people attending us would have our mobile phone, but wouldn't know who to call. Yes, there are hundreds of numbers stored, but which one is the contact person in case of an emergency? That's the reason for the ICE (In Case of Emergency) Campaign.

The concept of ICE is catching on quickly. It is a method of contact during emergency situations. Since cell phones are carried by the majority of the population, all one needs to do is store the number of a contact person or persons who should

be contacted concerning an emergency under the name ICE.

The idea was thought up by a paramedic who found that when he went to the scenes of accidents, there were always mobile phones with patients, but no one knew which number to call. He thought that it would be a good idea if there was a nationally recognized name for this purpose. In an emergency situation, emergency service personnel and hospital staff would be able to quickly contact the right person by simply dialing the number you have stored as ICE.

For more than one contact name, simply enter ICE1, ICE2 and ICE3, etc. A great idea that will make a difference! Spread the concept of ICE by storing an ICE number in your mobile phone today! Encourage others to add ICE numbers to their cell phones as well.

Anonymous e-mail

ENERGY STAR and Green Building Rating Systems

By Jennifer Campbell, Online & Social Media Director, GHA

I participated in this 90 minute webinar recently which discusses the application process for certifications such as LEED, Energy Star and Green Globe. The free webinar, one of many offered on the ENERGY STAR website, also serves as an introduction to "Portfolio Manager," ENERGY STAR's free tool that lets hotels and other commercial buildings begin benchmarking their energy and water usage. With "Portfolio Manager" you can enter or upload data directly from your energy and water bills. From there, you can see how your property measures up to others in your area, set conservation goals and calculate how much money you would save if you were to achieve your goals.

The webinar provides a Q&A session at the end during which you can interact with Green Building experts and learn from other participants (there were 20 people in our session). It's a great resource for hoteliers looking for an introduction to Green Building Certifications or who'd like to learn about the free resources available to them through ENERGY STAR like the Upgrade Manual that includes 18 pages of recommendations specifically for hotels and motels.

During the Q&A session, NYC Mayor Bloomberg's mandate was brought up, which I thought was pretty interesting too. It sounds like they're eventually aiming to make the Energy Star ratings public (which they already do with government buildings). It's a great way of holding people accountable and eventually increasing the value of properties and businesses of those who comply. Even when I lived in NYC in 2001/2002, we were required by law to recycle . . . I doubt if anyone was actually punished for not doing it, but it's a great incentive.

energystar.gov/index.cfm?c=guidelines.guidelines_index

BLOOMBERG PUSHES ENERGY EFFICIENCY LAWS FOR NEW YORK BUILDINGS

The owners of tens of thousands of New York City's largest buildings are required to conduct energy audits and make energy efficiency retrofits under a sweeping package of green building legislation announced in April 2009 by New York City Mayor Michael Bloomberg. He called the measures a "shot in the arm" for the city's tepid economy, projecting \$750 million in energy cost savings annually for property owners through lower utility bills and more than 20,000 new jobs in the con-

struction and energy auditing fields.

The mayor's boldest measure mandates energy audits in buildings larger than 50,000 square feet once every decade and requires retrofits that are deemed cost effective, which is defined as a five-year payback period. Building owners would have control over what retrofits they choose to implement and could forego efficiency investments that are too costly, city officials said. The law would take effect in 2013; however, the mayor pledged financial incentives for property owners to begin work as soon as possible. Buildings that have earned the government's Energy Star label in prior years or achieved LEED certification would be exempt, according to the bill.

Separately, property owners would be required to benchmark the energy usage of their buildings, which would likely be made available publicly, similar to a new law in the District of Columbia. The legislation would also force commercial lighting upgrades in buildings by 2022 and require owners to comply with a new energy code after completing a building renovation of any size. Renovations that comprise less than half of a property are currently exempted from new code compliance, which city officials called a major loophole.



Forcing improvements to existing buildings will also create a new market for energy-efficient building technologies. To support the legislation, Mayor Bloomberg said the city would provide job training assistance and release \$16 million of stimulus money to provide financing for retrofits, money that would "prime the pump for private financing."

The measures, which are being packaged in the mayor's PlaNYC environmental initiative, are expected to trim the city's carbon emissions by 5%, or the equivalent of offsetting all of the carbon emissions from a city the size of Oakland, Mayor Bloomberg said. The buildings that are being targeted—those of 50,000 square feet or more—comprise half of the city's floor space and almost 50% of its total energy consumption, according to city estimates.

Buildings account for 80% of New York City's carbon emissions, a figure that is substantially higher than in other cities. For that reason, energy efficiency retrofits have been "on the mayor's radar for quite a while." Overall, the legislation signals a new thrust by lawmakers to target existing buildings, which was unfathomable just a few years ago, but has benefitted from new case studies that indicate retrofits are good short-term investments. At the Empire State Building, a massive renovation that is already underway is cutting energy consumption by almost 40%, and will turn profitable in less than five years, project officials and the building's owner said earlier this month. 85% of New York's 1 million buildings will be in active use for at least the next 20 years, Mayor Bloomberg said. "While many people think of green buildings as being new buildings, the fact is that making existing buildings more energy efficient is the key challenge," he said.

Burr, Andrew C., "Bloomberg Pushes Energy Efficiency Laws for New York Buildings," costar.com/News/Article/Bloomberg-Pushes-Energy-Efficiency-Laws-for-New-York-Buildings/111843, April 30, 2009

TRAVEL SITES' GREEN HOTEL LISTINGS

By Jennifer Campbell, Online & Social Media Director, GHA

To gain attention and recognition for your property's greening, all GHA member hotels would do well to be listed among the

major online travel agencies' eco- or green accommodations. Some may be costly, some not. Here's what I've learned:

ORBITZ: www.orbitz.com/public/ANS/Orbitz/html/theme/popup_eco-friendly-hotel.html. To have your property listed as eco-friendly, e-mail their hotel supplier at hotelhelpdesk@orbitz.com and explain why your hotel should be added to the list. To qualify, Orbitz wants the hotel to be able to show that they have made efforts in at least one of the following areas:

- Use a natural source of energy (i.e. wind, water, solar, bio-fuel)
- Use environmentally-friendly and safe products (i.e., detergents for linens, soaps, shampoos, etc.)
- Contribute \$\$ from each hotel reservation to an environmental organization
- Use of energy conserving devices (i.e., eco-friendly light fixtures/bulbs triggered by motion detectors, water-saving devices, water filtration systems and air filtration/purifiers)
- Earned the ENERGY STAR®

EXPEDIA: www.expedia.com/daily/sustainable_travel/going_green/green_hotels.asp. They've partnered with an organization called Sustainable Travel International, and hotels must be a member of STI to become "eligible" for the listing and be "eco-certified" (they help you through the process), which costs \$250 per year minimum. Their yearly membership rates vary depending on the number of employees, and are \$250 (1-20 employees), \$500 (21-50 Employees) and \$750 (50+ employees).

TRAVELOCITY: www.travelocity.com/TravelForGood/gr-directory.html. Hotels need one of the official certifications listed on their website—they don't allow self-certification. Travelocity's "Travel for Good" program and the "Green Hotel Directory" manager is Alison Presley. There are a couple of ways your hotel can join Travelocity's green "Travel for Good" program. They accept a variety of second-party and third-party certification programs. If you are approved by one of those, getting added to the directory is pretty easy. Alison also considers properties on a case-by-case basis if you feel that your property is particularly outstanding. Alison can be contacted at alison.presley@travelocity.com.

California's E-Waste Program Plagued by Fraud and Smuggling

California's groundbreaking electronics recycling (e-waste) program is plagued by fraud and smuggling from out of state. A McClatchy Newspapers investigation found that recyclers and collectors may have submitted \$30 million worth of ineligible claims that were paid out by the state, in addition to \$23 million in rejected claims deemed to be fraudulent to begin with. Unknown is how many ineligible claims have escaped notice.

Unlike other states that have adopted e-waste programs, California's program, started in 2005, uses fees paid by consumers upon the purchase of new consumer electronics which it pays to recyclers based on the volume of material they accept. Other states make the manufacturers responsible for collecting and recycling electronics in accordance with their sales. So far some 840 million pounds of monitors and TVs, about 17 million units, have been recycled in California, far more than in any other state. Overseeing the flow are two agencies: CalRecycle, which scrutinizes claims and pays recyclers, and the Department of Toxic Substances Control, which investigates fraud and environmental violations. Investigators found that with over 500 collectors funneling e-waste to recyclers, it

has been difficult to verify all the accompanying documentation, which in some cases, includes the names of dead people, celebrities and even dead celebrities.

Problems McClatchy Newspapers found:

- Recyclers and collectors have submitted \$23 million in faulty and fraudulent e-waste claims that have been rejected by the state. But state and industry officials estimate that other ineligible claims, totaling as much as \$30 million, may have inadvertently been paid.
- More than two dozen e-waste firms have been investigated for fraud by the state Department of Toxic Substances Control over the past two years, but none has been fined or prosecuted.
- Even though California officials know that illegal e-waste is flowing into the state—and acknowledge that public funds are being wasted recycling some of it—no state official has traveled out of state to investigate.

WasteBusinessJournal.com, August 2, 2010

NATURAL SOAP FORMULAS JOINS!

ALLY MEMBER Natural Soap Formulas, Inc. manufactures and distributes KD Gold™ and other golden colloidal micelle soap formulas.

KD Gold™ is named after our founder and chief steward, Kaylin D'Aire. Kaylin was chemically affected, and has dedicated her life to finding safer, healthier ways to clean up our world and keep it that way. She has been using colloidal micelle soaps for over 15 years and has been intrinsically involved with their development and many incarnations.



As are all of Natural Soap Formulas' golden colloidal micelle formulas, KD Gold™ is safe for those who are chemically sensitive, immune compromised and hypo allergenic. By using the finest of coconut oils and other natural ingredients, KD Gold™ is especially gentle on the skin, but still powerful enough to cut through the toughest of cleaning jobs with a slight delectable aroma.

KD promises and guarantees that you will love the way KD Gold™ cleans and doesn't smell. Please read more about us and what we stand for, why we do it and why you should go non-toxic at our Natural Soap Formulas, Inc. website, naturalsoapformulas.com. For further information, contact Glenn Reben at 803/496-3777 or greben@centurylink.net.

The 2011 Stranded Flier's Survival Guide

Perhaps your hotel will want to put the following valuable information in the form of a one-page flyer for guests headed to the airport when the weather may be turning foul. Guests who become stranded will be extremely grateful.

Early Warnings: Sign up for flight-status alerts from flightstats.com and your airline.

Pre-Flight Checklist: Pack snacks, battery chargers and overnight essentials in your carry-on.

Look Ahead: Check to see if your connecting flight is still scheduled before boarding your first flight.

Get in Line: If cancelled, use gate agents or you own travel agent rather than phoning the airline.

R U There?: Tweet complaints. Some airlines have workers who monitor social-media sites and can assist with rebooking.

Airport Clubbing: Buy a day pass to an airline club. It's comfortable and often has the most accommodating agents.
Voucher Me: Ask airlines and airport personnel on the ground for vouchers toward discounted hotel rooms.
B.O. Be Gone: Use white courtesy phones in most airports to locate cots, blankets, diapers and even showers, when available.

Strategies for Stranded Travelers

When flights are canceled, planning and organization can give you an edge at the airport.

Pre-Flight Preparations

- If bad storms are in the forecast, call the airline and try to change your connection to a hub with better weather.
- Compile a list of local numbers for hotels near the airport. Sometimes calling the front desk can score you a room, even if the hotel's website says it's full.
- If you booked through your company or used a travel agency on your own, call and alert the agent to potential trouble. A good agent will help rebook if things go bad.
- Sign up for flight-status alerts from your airline and flightstats.com. If there's trouble, get in line or online early to rebook or find a hotel room before planeloads of other people.
- Consider a back-up reservation on an airline like Southwest that has no change fees.

At the Airport

- Check to see if your connecting flight is still scheduled before you board your first flight.
- If your flight has a long delay, ask the crew how much duty time they have left. If not much, start calling for hotel rooms because your flight may well be canceled.

Stranded!

- Use the airline's website or kiosks. You can often get rebooked or find the airline has already rebooked you.
- Find the road warrior types. They know what's working and what's not.
- Use technology. Airport status can be found at Fly.FAA.gov. Also, some airports have text-message services with operations updates.

Overnight Help

- Many airports are prepared to help with cots, blankets, diapers, even showers. Airport courtesy phones or workers can tell you what concessions or TSA checkpoints are open, where to find an ATM or where the quietest sleeping areas are located.
- Airlines and airports can give you vouchers toward discounted hotel rooms.
- Hotel-booking services like Airport Accommodations (800/935-5995) have rooms reserved at nearby hotels for distressed travelers.
- Keep essentials in your carry-on. Collecting bags may mean leaving secure areas, and you won't be able to go back through security with big bags, even if TSA is still open.
- You might be able to check bags with a bellhop at an airport hotel even if you aren't a guest.
- Work the standby list. Even fully booked flights can have seats open up if other customers don't show up. Be there at the gate ready to go and you might get lucky.

Desperate Measures

- If stranded more than a day, find a creative alternative. Can you get a train to a city with better weather? Can your airline offer an alternative route, even if it's circuitous?
- Consider buying a seat on a discount airline. If you can find

one, you can get a refund from the airline that's grounded and buy a ticket (more expensive, no doubt) on another carrier.

McCartney, Scott, "Room Service in Terminal B,"
The Wall Street Journal, January 20, 2011

ECOPRO CO'S HERE!

ALLY MEMBER ECOPRO CO is All About Natural Green Solutions! As one of the leading companies that provide biodegradable "green" solutions in dinnerware and utensils for the food service industry worldwide, ECOPRO CO prides itself on its natural fiber bamboo products. Our products are truly green because they are not only sturdy and reliable, but are naturally hygienic as well—without being artificially cleaned. We provide totally natural dinnerware products that do not need to be placed in a compost bin, but will convert to compost naturally and fertilize the soil at the same time.



ECOPRO CO supplies a wide range of natural bamboo fiber tableware, trays and containers and also offers personalized products. With a wide variety of sizes and configurations, ECOPRO CO can customize your order with one compartment or five or six in a container—all depending on your requirements.

Our biodegradable green containers also have a specially made feature called PresSure to ensure that the lids on the containers are securely fastened and will not pop open easily. Best of all they can be closed with one hand making them an essential for those busy people in the food industry. Look for ECOPRO CO for a truly natural green solution at ecoproco.com.

MEMBER NEWS TALLMAN HOTEL INSTALLS ELECTRIC CHARGING STATION

Tallman Hotel, Upper Lake, CA, recently installed an electric car charging station in its downtown parking lot, taking another step in its commitment to sustainability. The idea first developed when they heard about a car-charging system offered by AeroVironment, Inc. The equipment was purchased for about \$1,500 and installed at a cost of \$1,000. Prices ranged up to \$4,000 for the charging station from companies General Manager Travis Lipscomb contacted. Because they chose to install the station in the parking lot rather than on a wall, installation meant digging a trench, laying a pipe for the wiring and pouring a small slab for the station.

Travis said they chose AeroVironment's station partially for price, but also because of the company's long history and their far-reaching goals. Founded in 1971, the company created the first solar plane. In 1988 their solar Sunracer set a new speed record for solar-powered land vehicles by exceeding 75 mph.



In the 2 weeks the system has been in service, it's been used by at least three different car owners who have charged their vehicles multiple times. They are unable to monitor the energy cost of the station, but because the maximum power is 9,600 watts, they know the cost is little more than the cost to dry a load of clothes. Whether for the restaurant or for

the hotel, management fully believes the charging station will bring business to the property.

"This is yet another example of the leadership of Lynne and Bernie Butcher, owners of the hotel," said District 3 Supervisor Denise Rushing. "They have consistently demonstrated leadership in energy efficiency and renewables, and this is the next step for them. We're very excited to see them do this, and it's a good example of a business that is innovative and forward-thinking."

Travis said they are the first charging station in Northern California, and are already on Nissan's electric charging stations map online and well as on Nissan Leaf's GPS system, which is on all Leaf automobiles, the new all-electric vehicle. If you have questions for Travis, he'd be pleased to speak with you at 707/275-2244 or respond sent to e-mails to gm@tallmanhotel.com.

The Wall Street Journal, August 14-15, 2010

Social Media and GHA

By Jennifer Campbell, Online & Social Media Director, jencam28@gmail.com

GHA is now on both Facebook and Twitter so that we can spread the word about our members and add to the growing conversation about sustainability. If your property isn't on Twitter yet, it's a great way to connect with likeminded people and an excellent, free way to market your property! Having an account also helps GHA spread the word about you and your property's website. In only four months, we've been able to attract 750 followers to GHA's activities, and that number is rising daily.

For those of you who might be new to Twitter and Facebook, they are a great, free marketing tools. Facebook is the largest with over 500 million users and it allows you to share photos, links and other resources with your fans. You can post photos of your property and create a sense of community for people who've stayed with you and want to share the experience with others. Facebook also allows you to purchase ads if you want to reach an even broader audience. Twitter has an estimated 190 million users and focuses on real-time text messages that can only be a max of 140 characters. Messages that you send out and receive are called 'tweets.' Hotels use Twitter to let people know about special rates, events or just to answer

questions from guests. It's like having a real-time conversation with millions of people!

For those of you already on Twitter, we've created a 'Twitter Newspaper' (Find it here: <http://paper.li/greenhotelsassn/members>) that automatically refreshes itself with new articles based on your tweets. Follow us on [twitter@GreenHotelsAssn](https://twitter.com/GreenHotelsAssn) to be included, and we'd be delighted to tweet regularly about your sustainability efforts!

For current twitter users, here are some additional free tools that you might find helpful:

- **TweetDeck & HootSuite:** Both applications are great for managing multiple social media accounts. You can post to both your Twitter and Facebook accounts at the same time, translate your tweets into different languages, shorten URL's and schedule pre-timed tweets.
- **TwitterCounter:** Gives you some basic statistics about your account in chart/graph form. Can upgrade to a paid account for more detailed metrics.
- **Twilert:** Will e-mail you every time someone tweets with your property name, brand name, product or service. Stay up to date with what people are saying about your property or business and allows you to respond with thanks or perhaps an explanation!
- **Listorious:** Like a Yellow Pages directory for twitter. List yourself for free, and make it easier for people to find you. For example, if you search listorious for "green hotels" and then click on "lists," we're the first one to pop up!

Do be sure to e-mail me at jencam28@gmail.com and let me know what social media sites and applications you are currently using or have found to be the most beneficial. Let's ramp up the social media attention given to all green hotels and green businesses!

FINAL WORDS . . .

"Nature is the way God communicates with people. We, as human beings, have a moral obligation to protect that sacred messenger."

Robert F. Kennedy, Jr.

"Green" Hotels Association®

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