

Sustainability Session Descriptions

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Solar Energy Investment Opportunities for Restaurants & Lodging

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How can hospitality business owners acquire solar energy systems at roughly 25 to 35% of the actual system cost, thereby locking in extremely low electricity and hot water rates for decades?

Today's 30% federal tax credit, 100% bonus depreciation and generous state cash rebates combine to make solar a no-brainer for businesses that have high electricity and fuel costs—particularly if summer is their busy season.

After installing roughly 2,700 solar energy systems in northern New England over the past seven years, ReVision Energy has developed technical expertise in system design, installation and service, as well as proven ability to guide clients through the application process to obtain government incentives.

For this 1-hour seminar, ReVision Energy proposes to walk participants through a number of real-world case studies like the recently installed solar electric system at the Puritan Backroom Restaurant in Manchester, NH and the solar hot water system at The Sunset Hill House in Sugar Hill, NH. We will discuss the projects' financial return on investment, environmental return on investment and anticipated long-term marketing benefits. We will explore the project cash flows over the first 20 years

of system life and clearly illustrate why solar is one of the safest capital investments that a business owner can make in these challenging economic times.

The presentation will include answers to these important questions:

1. Is northern New England's annual solar resource strong enough to justify an investment in solar energy?
2. In our relatively harsh northern climate, how can I be confident that solar collectors on my roof are going to be strong enough to withstand years of punishing weather conditions?
3. From a cash flow perspective, my business cannot absorb any hidden costs and it would be devastating if expected revenues do not come through. How can I be assured that my project will qualify for and receive the state and federal financial incentives?

Plan to Succeed: Strategically Planning and Promoting Your Sustainability Program to Optimize Your Success

Whether a restaurant, lodging, or other hospitality facility wants to pursue increased sustainability aggressively or more gradually, doing so means making an investment of time, money, human resources and effort. The best way to maximize the value of your investment is to invest the right amount of time and effort up front in doing the strategic planning that will help optimize the final results of your sustainability program. Quality implementation is also important, but without good up-front planning, you may be implementing fantastically but in a sub-optimal direction. Stepping back, widening the lens, and taking a bigger-picture, more strategic look at all of your organization's areas of impact and opportunities for improved sustainability will help to determine the best combination and sequence of actions based on your particular situation and goals. In addition, being more strategic in the communication and promotion of your sustainability commitments, actions, and results will also help you maximize the value you get from your sustainability program.

This presentation will provide you with a framework and process that is scalable to the size and complexity of your organization and goals, for taking a more strategic approach to planning your sustainability program. This will allow you to better identify the highest-priority impact areas and the highest-priority and most beneficial action steps, based on criteria specific to your situation and goals. The presentation will also provide a process and key best practices for communicating and promoting your sustainability commitments, actions, and results in a way that is more strategic, complete, and effective, as well as being highly authentic and credible. Numerous real-world examples and case studies will be incorporated in order to help you see the effectiveness of these practices in action.

The National Sustainable Lodging Network: Quality Information and Connections in the Field of Sustainable Lodging

Session Topic:

How to Get Your Green Message Out to Travelers
Social Media and How to Make It Work for your Business

The Pollution Prevention Resource Exchange (P2Rx™) recently established the National Sustainable Lodging Network, an online community of sustainable hospitality practitioners and an information clearinghouse to support the work of this community, found online at www.SustainableLodging.org.

P2Rx created the Network in order to facilitate information sharing among federal, state, local, and tribal sustainable hospitality programs, including environmental agencies, tourism boards, and/or lodging associations, as well as the lodging facilities that participate or are interested in participating in a program. The goals for the site are to:

- Provide forums for sustainable hospitality practitioners and lodging facilities to share information on practices and challenges;
- Elevate sustainable hospitality programs and the facilities that participate in them;
- Increase the adoption of sustainable practices in the sector; and
- Foster innovation in sustainable lodging through the exchange of ideas.

The proposed session will discuss this emerging work to establish a social network among state and local sustainable lodging program managers and lodging operations. The presentation and follow-on discussion will inform attendees of this resource and draw on their experience to shape its ongoing development. The hope is that participants leave the session with an expanded understanding of how the National Sustainable Lodging Network can help program managers, general managers, and facility operations personnel share their experiences and learn from their peers and experts in the field of sustainable hospitality.

More information about the National Sustainable Lodging Network can be found at: www.sustainablelodging.org.

Waste Audits and Tools for Reduction

This presentation will focus on the components of a waste audit and its benefits to the organization. The presentation will also include the experiences of the Grappone Conference Center 's use of waste information to understand how they have been able to reduce their impact on the environment and motivate employees to fully participate. Additionally speakers will share information on the WasteWise tool and how it can be used to evaluate the financial impact of reducing waste at your business.

Energy Saving Opportunities in Restaurants

This presentation will focus on opportunities for energy savings beyond lighting retrofits, including

findings from local businesses' experiences. The presentation will help attendees understand how to approach in-depth energy audits, what can be expected and how to use the findings to achieve higher levels of energy efficiency in the restaurant industry.

Sustainability for Small Properties & Marketing Your Property Effectively

Small properties have a unique opportunity to make sustainability a focus in their business operations, but are often limited financially. Two lodging properties will share their creative approaches to sustainability, including how to effectively market your business to your customers, without breaking the bank.

Bed Bugs: History, Identification and Prevention

Atlantic Pest Solutions Companies would like to provide a presentation on Bed bugs at this year's event. We have been providing education seminars throughout Maine and New Hampshire over the past several years on this topic as we are firm believers in that proper education is the first step in the line of defense against Bed bugs.

Our presentations incorporate the history of Bed bugs, why they are back, positive identification, harborage sites, signs and indicators, approach to prevention and surveillance, treatment options, medical significance, employer/employee issues, as well as legal matters. This is a general guideline of the topics covered in the presentation though it may be edited to meet specific audience needs as well as time constraints.

Attendees of this presentation will leave with a complex understanding of Bed bugs as well as how to protect themselves when traveling as well as steps that can be taken to protect and monitor their own property for the presence of Bed bugs.