



Everyone on Board!

Effective Communications to Promote Your Hotel's Green Practices

Presented by
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Benjamin Davis, ICF International
In collaboration with EPA Region 8

 Learn more at energystar.gov

Training Objectives



- Learn how to develop a communications plan that conveys your hotel's environmental commitment
- Hear how your peers have implemented new and innovative approaches to engage staff and guests
- Discover how resources such as ENERGY STAR can help your property communicate with internal and external audiences



Agenda

- Why communicate your green efforts?
- How to develop a communications plan?
 - Establish and define goals
 - Identify target audiences
 - Develop key messages
 - Determine communication tactics
 - Evaluate success
- Leverage ENERGY STAR as a key component of your green activity

Your Guests Are Concerned...

- Annual Pew surveys report:
 - 65% of Americans view global warming as a very or somewhat serious problem as of October 2009
- Deloitte survey:
 - 32% of those surveyed agreed that they expect the hotels they stay at to be environmentally friendly
 - 29% said they would like to know more from hotels about their green efforts

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Your Peers Are Establishing Themselves as Leaders...



“AH&LA Reveals First Green Guidelines Challenge Winners”

“HEI Wins 2010 ENERGY STAR Partner of the Year”

“Hilton Hotel Opens New Headquarters in LEED Gold Building”

“Hyatt Launches Global Environmental Training Program”

“Kimpton Announces Three New Sustainability Initiatives”

“Marriott Announces Aggressive Green Hotel Expansion Plans”

“The Value of a Corporate Sustainability Strategy”



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More Potential for Marketing “Green” Achievements than Ever Before



The collage features several digital resources for promoting green achievements:

- Orbitz:** A travel website with a dedicated 'Eco-Friendly Hotels' section.
- Eco-Tourism:** A website focused on eco-friendly travel options.
- AAA Eco-Friendly AAA Approved Lodgings:** A section from AAA highlighting environmentally friendly hotels.
- Travelocity:** A travel website featuring a 'Green Directory' and 'Travel Responsibly' section.
- EPA:** The United States Environmental Protection Agency logo is prominently displayed at the bottom left.

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...and It Just Makes Financial Sense



- Improved guest perception of your hotel and brand, through communication of green practices, can also translate into higher revenues

Did You Know?

Reducing energy costs by just 10% is equivalent to:

- \$0.60 RevPAR increase for limited service hotels
- \$2.00 RevPAR increase for full service hotels



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Communicating Your Green Program



- Foundation for setting performance goals
- Strengthens employee capacity and company culture
- Helps to reduce energy and water consumption and expenditures
- Promotes company successes in green initiatives
- Improves public perception of your company and differentiates your organization among peers



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ENERGY STAR: A Key Resource



- Voluntary climate protection partnership with U.S. EPA
- Strategic approach to energy management, includes communicating energy efficient practices and recognizing successes
- Helps organizations save money and protect the environment
- Influential brand recognized by over 75 percent of Americans



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A Public-Private Partnership Success by the Numbers



- **5,000 organizations** – including 30% of *Fortune 500* – are partnered with the ENERGY STAR buildings program
- **120,000 buildings** (representing 14 billion square feet) measure and track performance with ENERGY STAR
- **9,000 buildings** – including over 400 hotels – have earned the ENERGY STAR
- Partners have helped prevent **greenhouse gas emissions equal to electricity use of 60 million American homes** every year



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ENERGY STAR Hospitality Partners



Over 130 Partners, including...



Saunders Hotel Group



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Steps to a Successful Communications Plan



1. Establish and Define Goals
2. Identify Target Audiences
3. Develop Key Messages
4. Determine Communication Tactics
5. Evaluate Success



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1. Establish Communication Goals



Example Goals:

- Position your hotel/motel as a “market leader” in energy management and environmental stewardship
- Increase energy savings for your hotel/motel
- Increase guest and employee awareness of your energy management efforts and achievements
- Encourage energy savings practices at home for guests and employees



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2. Identify Target Audiences



Internal Target Audiences:

- Owners
- Managers
- Employees
- Shareholders

External Target Audiences:

- Guests
- Suppliers
- Peers
- General Public



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3. Develop Key Messages



- **For Owners and Senior Managers:** Good energy management is good risk management, and environmental responsibility is recognized by investors
- **For General Managers:** Good energy management leads to reduced operating expenses
- **For Employees:** Taking small actions and sharing energy saving ideas makes a big difference – YOU are an integral part of our company's environmental performance
- **For Guests:** We are taking concrete steps that will reduce our climate impact



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Back Messages with Easy-to-Understand Metrics



- **All audiences:** Convert energy used to equivalent in CO₂
 - Equate CO₂ emissions avoided to cars not driven, trees planted, household electricity use
- **Internal audiences:** Use company-specific units that resonate
 - Speak \$ savings as well as energy savings
 - Increase in rooms rented
 - How many rooms would you need to rent to gain profits equal to your energy savings?

Tip: EPA's Portfolio Manager calculates CO₂ emissions based on tracked energy use. Learn more at www.energystar.gov/istar/pmpam/

EPA also offers a greenhouse gas equivalency calculator at <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>



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4. Determine Communication Tactics



Internal Communications

- Internal newsletters
- Company intranet
- Bulletin boards posters
- Team meetings
- Training sessions
- New employee orientation
- Events (e.g., Earth Day, Energy Fair)
- Staff commitment letter

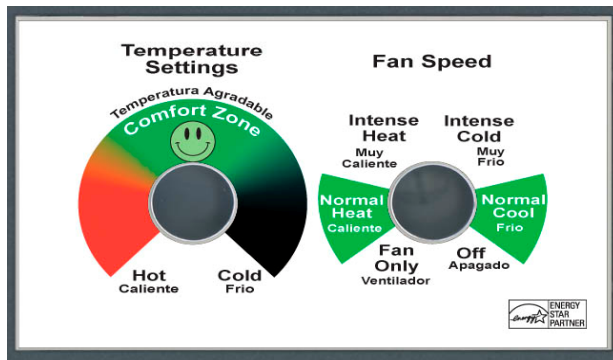
External Communications

- Tent cards at front desk, in rooms, in restaurants
- Posters in elevator, lobby
- In-room recycle bin
- Web site
- Newsletters for guest rewards programs
- Announcements and articles in trade pubs
- E-mails



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Internal: Tips and Instructions

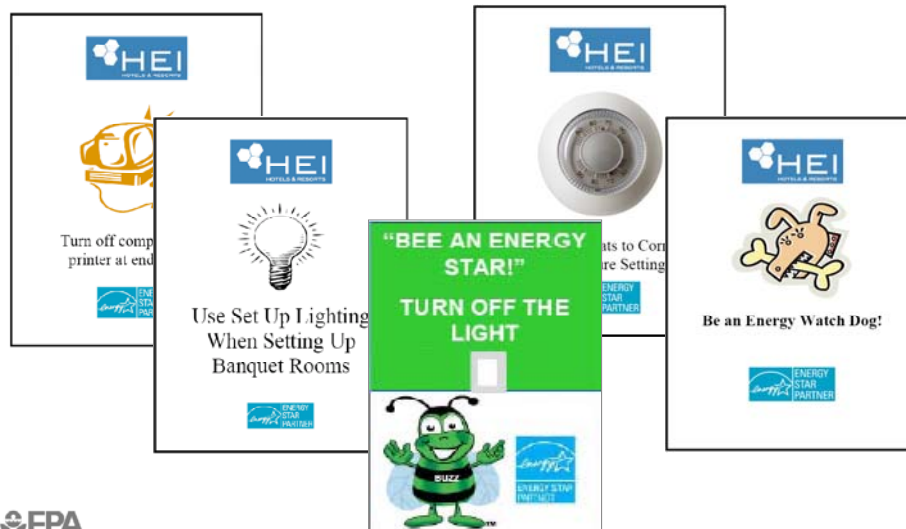


Multi-language instructions can help to ensure that all team members are working towards the same goal



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Internal: Awareness Posters



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Internal: Awareness Posters



Hilton used this customizable poster to co-brand its energy efficiency program with ENERGY STAR



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Internal: Staff Commitment Letter



"I, _____, acknowledge that the standards for recycling and providing an eco-friendly environment at the Hyatt Regency Cambridge have been explained to me. I understand that I am personally responsible for creating a green environment at the hotel through my daily actions.

Hyatt Regency Cambridge will continue in the commitment to the environment through new initiatives and processes. I am aware it is my obligation to acquire knowledge of any new standards and participate in continued training.

Hyatt Hotels is committed to designing, building and managing innovative and sustainable hotels that provide our guests with authentic and comfortable accommodations as well as protect the natural environment and respect the local communities in which we operate around the world. As an associate of Hyatt Hotels I will adhere to these expectations through my commitment to the environment."



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Internal: Share Good News at Events



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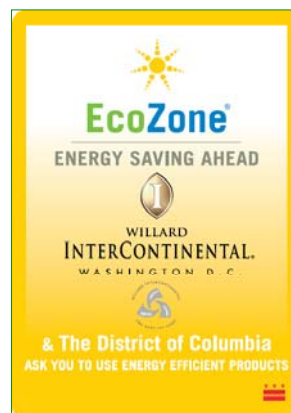
External: Guests Communications



true green Here's How Marriott® Helps

We all play an important role in protecting the environment. At Marriott, we are working toward more sustainable environmental practices.

- ✓ By conserving energy, our hotels around the world are on track to reduce our greenhouse gas emissions by nearly 1 million tons over 10 years — 2000 to 2010, that's equivalent to taking 140,000 cars off the road.
- ✓ We've decreased our energy use and saved 60% on our hotel lighting costs by replacing 400,000 light bulbs with fluorescent lighting in 2006.
- ✓ Marriott received the 2007 ENERGY STAR® Sustained Excellence Award from the U.S. Environmental Protection Agency for three years of outstanding performance and has earned more ENERGY STAR labels (249) than any other hotel company.
- ✓ We've reduced our hot water usage by 10% by replacing 400,000 showerheads.
- ✓ We've conserved water, use of detergents and saved energy, reducing water by encouraging guests to reuse their towels and linens during their hotel stays.
- ✓ Marriott also participates in volunteer clean-up projects in our communities through 'Clean Up the World,' a global environmental organization — to join it, visit www.cleanuptheworld.org.
- ✓ Learn more about Marriott's green programs by visiting Marriott.com/trueregreen.



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External: Reach Web Visitors



Best Western for a Greener World

Our Commitment: As an organization, Best Western International is committed to providing member hotels with the resources, tools and education needed to develop green initiatives that will sustain resources, save money, and prevent pollution.

Best Western partners with ENERGY STAR to improve efficiency and cut utility costs - without sacrificing service, quality, style or comfort.

ENERGY STAR® Hotels

Marriott's conservation efforts have been recognized by the Environmental Protection Agency (EPA) which has awarded more than 275 Marriott hotels with its ENERGY STAR label, more than any other hotel company. The EPA also presented Marriott with its ENERGY STAR Sustained Excellence Award and has named the company "Partner of the Year" since 2004. To learn more about the U.S. EPA's ENERGY STAR program, visit www.energystar.gov.

Arizona

- Courtyard Phoenix Airport
- Courtyard Phoenix Camelback
- Courtyard Phoenix Chandler
- Courtyard Phoenix Mesa
- Courtyard Phoenix North

Illinois

- Chicago Marriott Downtown
- Chicago Marriott North
- Chicago Marriott West Loop
- Chicago Marriott World City
- Chicago Marriott World City

Montana

- Bozeman Marriott
- Butte Marriott
- Great Falls Marriott
- Helena Marriott
- Missoula Marriott

Other States: Alaska, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming.



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External: Reach Web Visitors



SEAPORT

THE SEAPORT HOTEL AND SEAPORT WORLD TRADE CENTER BOSTON

YOUR URBAN OASIS AWAITS

Do it all. The Freedom Trail, the Children's Museum, shopping on Newbury Street, dining in Boston's South End. Then head back to the hotel for rejuvenating lap in the pool and a heavenly dinner with friends at Aura. The best of Boston is steps from your door with the Seaport Hotel as your hub.

Green Key

Seaport is proud to be one of 3 U.S. hotels to participate in the U.S. Green Key program.

Cleaning Green at the Seaport Hotel

Seaport uses cleaning fluids produced by an electrolyzed water system. This system combines tap water with a saline mix that has both a positive and a negative electrical charge to create a powerful and natural cleaning agent. Cleaning green is a top priority for the Seaport Hotel.

Green Laundry System

Seaport recently installed the Green Laundry System which uses high voltage electricity to split oxygen atoms (O2) into a highly volatile grouping of 2 oxygen atoms called "ozone gas". This non-toxic chemical transformation happens in nature, and helps our environmentally friendly hotel by reducing the amount of detergent needed for laundry.

Seaport Recycle Rate of 44 Percent, 2011 Tons of Material

In partnership with Capital Paper, a division of Mass Recycling, the Seaport Hotel recycles white paper, newspaper, plastic, glass, aluminum, and cardboard. Guests are encouraged to use our in-room recycling program.

Renewable Energy Credits

In 2009, Seaport purchased enough renewable energy credits to offset the electricity used to power all 426 of our guest rooms, 13 guest floors and operation of our 4 guest elevators for the entire year.

For more on what Seaport does, download the complete [Green Hotel Report](#).

*Members of Boston Green Tourism and the Green Hotels Association



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External: Advertisements and Press Releases



CORPORATE NEWS RELEASES

WYNDHAM WORLDWIDE RANKED AMONG TOP GREEN COMPANIES BY NEWSWEEK

PARSIPPANY, N.J. 10-13-2009 — Wyndham Worldwide Corporation (NYSE: WYN), one of the world's largest hospitality companies, has been ranked among the top 100 greenest companies in America by *Newsweek* magazine, which also ranked the company in the top 10 of its Media, Travel and Entertainment category.

The *Newsweek* Green Rankings, the magazine's first such report, is based on the environmental footprint, policies and practices of America's 500 largest publicly traded companies as measured by revenue, market capitalization and number of employees.

Newsweek ranked Wyndham Worldwide number 81 on its list based on a number of criteria including greenhouse gas emissions, toxic waste emissions, use of other natural resources, management of environmental issues and policies, regulatory compliance and policies concerning climate change.

The report, published Sept. 28, also factored the results of *Newsweek's* reputational survey of chief executive officers, corporate social responsibility officers, the news media, academicians and members of key environmental groups.



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5. Evaluate Success



Potential Measures:

- Demonstrated savings on utility bills
- Employee feedback
- Guest comments
- Media coverage of your energy management efforts
- Recognition and certification (e.g. ENERGY STAR, state green hospitality programs, hospitality associations)



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Recognition and Certifications



Potential opportunities for recognition:

- ENERGY STAR
- LEED
- Green Seal
- Green Key
- AH&LA's Good Earthkeeping Award
- State green hotel certification programs
- Local green business awards
- ...and more!



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CASE STUDY: HEI Hotels & Resorts

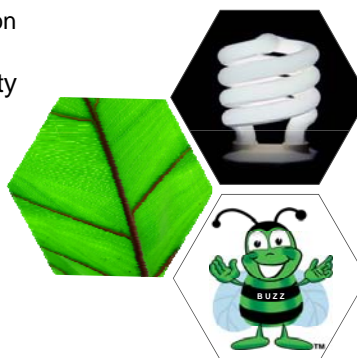
Bob Holesko
Vice President of Facilities
CEM, CEA



Company Profile



- 35 hotels (in 16 states)
- HEI owns and operates full-service, upper scale and luxury hotels and resorts under such well known brand names as Marriott, Renaissance, Sheraton, Westin, Le Meridien, Embassy Suites, Hilton, W, and Crowne Plaza
 - Marriott's Norcross & NW in the Atlanta Region
- In addition HEI also owns and operates two historic hotels, the Algonquin in New York City and the Equinox Hotel & Spa in Vermont
- 9,456 guest rooms
- Over 8,000,000 total square feet of buildings
- Approximately 6,000 employees



Creating a Green Culture



- Our Leadership
 - Believes in social responsibility, and supports green efforts through incentives and continual communication
- Our Hotel Associates
 - Build Commitment to green practices by discussing at stand-up meetings, department meetings, and all associate rallies
 - Continually asked to innovate green practices to implement at hotel
- Our Corporate Team
 - Creates user-friendly tools to help hotels track energy usage
 - Furthers team environment focused on energy by providing "buzz" about effort and results
- Partner: Cornell Sustainability Consulting
 - Tasked with continual projects for Sustainable Global Enterprise and waste reduction through recycling/composting
- Partner: The Loyalton Group
 - Hired energy professionals to work on solving our most pressing energy concerns, facility optimization, and long-term carbon management




Return to ENERGYSTAR.gov

[Find more Facilities](#)

ENERGY STAR Labeled Building Profile

Atlanta Marriott Norcross
475 Technology Parkway
Norcross, GA 30092
[Map It](#)



The Atlanta Marriott Norcross in Norcross, GA is a six-story hotel with 222 guestrooms, gourmet restaurant and bar, indoor pool and hot tub, and health club. The building, constructed in 1987, is owned and managed by HEI Hotels and Resorts. Recognizing the potential to improve the Atlanta Marriott Norcross energy and financial performance, HEI turned to the proven strategy of EPA's ENERGY STAR program in 2008 for the tools and resources necessary to help achieve superior energy performance.

By working with ENERGY STAR to make the Atlanta Marriott Norcross more energy efficient, HEI is saving thousands a year in energy costs.

As a first step, the HEI energy management team sought to assess the Atlanta Marriott Norcross' baseline energy performance and to pursue the efficiency gains that could be accomplished through improved operations and maintenance and other low-cost practices. The team was able to leverage utility incentives to conduct a whole-building retro-commissioning survey—a process that revealed a number of significant, but simple, operational changes that resulted in quick savings. Through this process, it was discovered that the HVAC system was operating in meeting rooms and public areas at night when the areas were unoccupied. A simple re-programming of the thermostats eliminated the unnecessary energy consumption, resulting in an immediate energy reduction. Furthermore, the implementation of a regular preventative maintenance program (including HVAC filter replacement, optimized HVAC scheduling, damper adjustment, and seasonal thermostat recalibration), is expected to save an additional 7-10 percent in annual energy consumption as compared to "business as usual," all while taking place within the context of the building staffs regular repair and maintenance responsibilities.

Based on the cost savings realized through the retro-commissioning process, HEI was able to undertake a whole-building lighting retrofit. This process involved replacing T-12 fluorescent tubes with more efficient T-5s, incandescent bulbs with compact fluorescent lights, and older magnetic ballasts with new electronic ballasts. In addition, occupancy sensors were installed in some common areas and private offices. Bundled together, these lighting measures resulted in whole-building energy savings of 10 percent, and the retrofit will pay for itself within 3 years.

HEI also installed controllers on the building's boilers to save energy when hot water is not being used. In addition, a variable frequency drive (VFD) on the kitchen's main exhaust fan and premium efficiency motors will help the building achieve continuous superior energy performance.

The Atlanta Marriott Norcross earned the ENERGY STAR by achieving an energy performance rating of 78. This increase in energy efficiency translates into real savings for HEI and a reduction of the hotel's carbon footprint. HEI has already reinvested the money saved in improvements to the Atlanta Marriott Norcross' infrastructure to ensure continued high energy performance and maximum guest comfort, while continuing environmental improvements.

Communications:
Unavailable

Testimonial:
Unavailable

Please note: Narrative information in this profile has been provided by HEI Hotels and Resorts or a representative of this facility. Other building information was verified and submitted to EPA at the time of application. Building energy performance, operating characteristics, and owner/management may be subject to change over time.

Facility Profile

Building Owner:
HEI Hotels and Resorts

Property Manager:
Atlanta Marriott Norcross

Year(s) Labeled (Rating):
2008 (76)

Facility Type: Hotel

Total Floorspace: 126300 sf

Year Constructed: 1988

Contract Type: None

Technologies Used:

- Stage 1-Commissioning
 - Adjust Dampers
 - Boiler Tune-up
 - Calibrate Thermostats
 - New or Revised EE Maintenance Practices
- Stage 2-Lighting
 - Compact Fluorescents
 - Electronic Ballasts
 - LED Exit Signs
 - Occupancy Sensors
 - Perimeter Daylight Controls
 - T5 or T5 Lamps
- Stage 3-Load Reductions
 - Vending Machine Controllers
 - Stage 4-Fan Systems
 - Install Programmable Thermostats
 - Premium Efficiency Motors
- Stage 5-Heating and Cooling Plant
 - Variable Frequency Drives for Fans, Pumps, and/or Cooling Towers

For More Info:
Don Cook
General Manager
Norcross, GA 30092
770-245-7550
don.cook@marriott.com

Technically Speaking

HOW TECHNOLOGY ENHANCES THE BOTTOM LINE

HEI HOTELS MASTERS ENERGY MANAGEMENT

HEI Hotels & Resorts is serious about conserving energy, protecting the environment, and, most importantly, saving money. Due to an aggressive, consistent and well-thought-out energy management strategy, the Connecticut-based owner/operator of full-service upper upscale and luxury properties has been able to cut its energy consumption by more than 20 percent over the past four years. In that time, the firm reduced its carbon footprint by seven percent, or 7,000 metric tons of CO₂, and saved \$1.2 million annually throughout its portfolio of properties. The goal for 2010 is an additional 3.5-percent reduction in energy usage.

In addition to the cost savings, the program has yielded awards and kudos for the firm: the 2010 Energy Star Partner of the Year Award and a Corporate Energy Management Award from the Association of Energy Engineers.

"We've looked at our food costs and our procurement procedures, but there are only so many steps a company can take to save money," says Glen Tuchman, senior vice president, operations & asset management. "But it takes a number of things to create a successful energy management program. First is senior management support. It doesn't work if they're not as interested or passionate as you are. It also takes innovation and creativity to get the associates excited about the program. Finally, you need a passionate leader who lives and breathes this stuff."

For HEI, that passionate leader is Bob Holesko, vice president of facilities and a certified energy manager, who launched the initiative in 2005 by conducting energy audits, upgrading lighting and other steps he calls "the low-hanging fruit." Within a couple of years, HEI had developed a robust standard energy management protocol that was rolled-out systemwide. All properties got lighting upgrades and motion detection systems, while most received programmable guestroom thermostats, HVAC controls and software upgrades and variable-frequency drives.

"We chose technologies that are proven to work, are brand approved and have returns on investment of three years or less," says Holesko. "And we were able to garner about \$600,000 in various rebates, which made the paybacks even sweeter."

An important next step was the development of a proprietary measurement tool to accurately quantify energy usage and savings at the property level. Dan Walworth, the Yale-educated math major who's HEI's director of operational planning, created the Energy Looking Glass, a software package that enables properties to monitor in real time how their operational behaviors translate into energy usage.

"With the tool, we can adjust for the variety of factors that may have an impact on energy usage: the number of people in the building, the weather, the capital improvements made in the property and other unique characteristics of each hotel," says Walworth. "Now we're able to strip away these layers of outside factors to determine what is in the control of the property and its management."

Also on the property level, the company organized committees to build awareness of the importance of energy control and to generate ideas for further savings. Prizes and other incentives are offered for the best ideas that lead to savings.

"The mentality we try to instill about energy management is to do what you do at home," says Holesko. "We ask associates if when they leave the house are the lights on, the refrigerator door open or the air conditioner cranking? It's the same at the property, and it usually fits home with them."

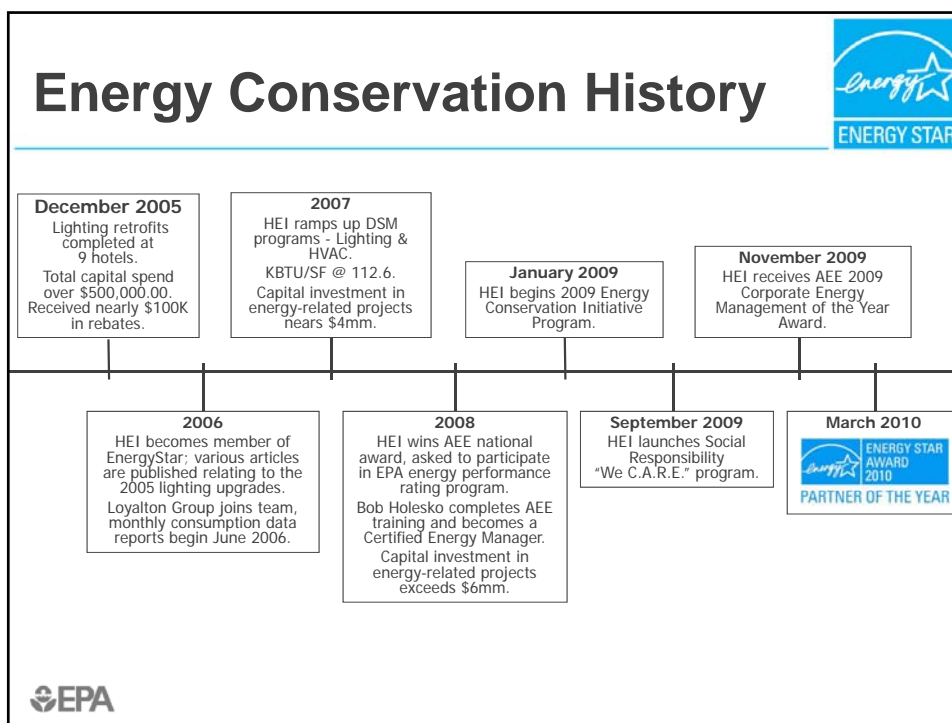
The employees and energy marshals have been able to develop a number of best practices they've put into effect across the company. Thawing food in a cooler rather than in water is one. Housekeepers are encouraged to limit the number of times they flush toilets and be sure doors are closed when they finish a room. In the banquet department, employees use set-up lighting rather than chandeliers when arranging a room. Since the company collectively has one million watts of chandelier lighting, the best practice is to turn them on 10 minutes before the event.

HEI is also looking to the industry's future. It partnered with the Cornell University hotel school to create the Global Sustainable Enterprise Practicum, a class in which Cornell students research, design and develop green practices applicable to the hotel industry. The first class developed a social responsibility program that HEI adopted, and this year's class is tackling the topic of waste management.


"Steve and Gary Mendell [HEI's founders] are both Cornell alumni, and the partnership with the school was their idea," says Tuchman. "While they're both good businessmen, they also want to give back in a socially responsible way." —Ed Watkins


HEI Hotels reduced energy consumption by 20 percent at its portfolio of full-service properties, like the Equinox Resort in Vermont.

42 Lodging Hospitality / April 2010 LHotelOnline.com



2009 & 2010 Communication Initiatives






"Buzz" the Energy Bee

2009 & 2010 Energy Conservation Incentive Program

- General Managers, Chief Engineers, Banquet Managers, Executive Housekeepers & Chef's were encouraged to **engage all hotel associates** in operational cost saving measures
- The program compares energy usage YOY
- Each quarter, the top "energy saving" Managers for each region were awarded \$100 gift cards.
- At the end of 2009, the Chief Engineer and General Manager in each region won 50" Plasma TVs (6 awarded)
- In 2010 Chief's, Chef's, Banquet & Housekeeping Managers will win TV's (12 to be awarded)



Creating the Energy Buzz



Celebrating Success is Fun!



Creating the Energy Buzz



Celebrating Success with Prizes



Creating the Energy Buzz



Celebrating Success with Recognition

Creating the Energy Buzz



LEARN MORE AT
energystar.gov

ENERGY STAR Success Story
HEI Hotels & Resorts

HEI Hotels & Resorts is a growing hospitality company with 22 hotel properties in 15 states. Since becoming a member of ENERGY STAR in 2004, HEI has achieved the maximum commitment, becoming an industry leader in sustainability initiatives, demonstrating that environmental sound projects can be financially sound projects as well. HEI has earned the ENERGY STAR for hotels properties, and has been recognized by the Association of Energy Engineers with the 2009 International Corporate Energy Management Award.

Energy Management with ENERGY STAR

HEI has integrated the ENERGY STAR strategy approach to energy management in all facets of the business. Upon implementation of ENERGY STAR qualified lighting, HVAC, computer, and commercial food service equipment, integrating the ENERGY STAR Portfolio Manager tool for the hotel energy tracking program. In May 2009, HEI launched an energy dashboard to track energy performance of all its hotels based on gas, water, electricity and other factors, enabling immediate adjustments to ongoing performance. The energy dashboard also allows each hotel to see their own monthly energy "footprint" energy performance rating as well as how much improvement is required to attain the ENERGY STAR.

\$10 **DON'T MISS OUT... SAVE ENERGY** **\$10**

HEI **HEI**

SAVING ENERGY PAYS OFF

\$10 **\$10**

"BEE AN ENERGY STAR!"

TURN OFF THE LIGHT

ENERGY STAR PARTNER

The HEI Executive
From: Joe P. Smith
Date: 1/10/2010

Dear Mr. [Name],

Over the past several years, HEI has made considerable progress in our overall sustainability efforts. Thanks to the hard work of you and our corporate and operational leaders, we have been able to lead the creation of the CAFE program, a sustainability research partnership with Cornell University and the main sponsor of our "Bee" program. The program has the following objectives:

- Reduce energy consumption
- Reduce water consumption
- Reduce greenhouse gas emissions
- Increase employee awareness
- Increase customer awareness

HEI is proud to have been named the Corporate Energy Manager of the Year (lowest from Association of Energy Engineers) at the 2009 "Energy Star" Conference. This recognition is a testament to the hard work of you and our corporate and operational leaders, and we are proud of our success. We are also proud of the fact that you and our corporate and operational leaders have been able to lead the creation of the CAFE program, a sustainability research partnership with Cornell University and the main sponsor of our "Bee" program. The program has the following objectives:

2010 Sustainability Goals

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Congratulations for our success in 2009, and let's keep our green efforts in 2010.

Sincerely,

Bring Your GREEN TO WORK



ENERGY STAR **with ENERGY STAR**

The small steps you take at work to save energy can make a big difference in the fight against global warming.

Take a virtual tour at energystar.gov/work and see what other steps you can take.

ENERGY STAR is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.

EPA






Sheraton Austin


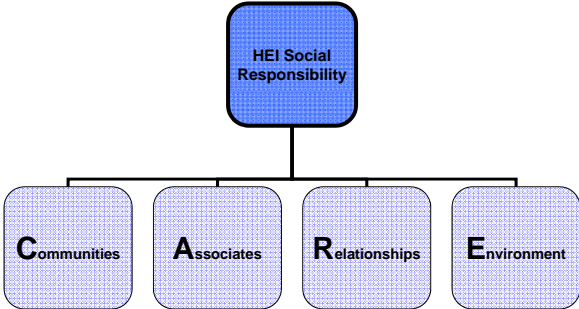

EPA Presents

THE NATIONAL BUILDING COMPETITION


Working off the Waste with ENERGY STAR®

AT HEI WE CARE

2009: Sustainability Added to HEI Values and Mission Statement
HEI recognizes its responsibility to operate in a way that conserves our world's natural resources. We are committed to reducing our environmental impact through innovative ideas and the ongoing use of sustainable business practices.



2010 and Beyond



- Partnership with Cornell on waste removal stream continues
- 2010 incentives include additional managers and departments involved in the energy savings initiatives to broaden the reach
- Goal: 3 to 5 more hotels qualify for an Energy Star plaque
- Sales Team Green Selling is promoted
- Renewable energy projects are explored
 - Solar panels, wind, Cow Power, etc.
- LEED/EB certification for hotels is explored



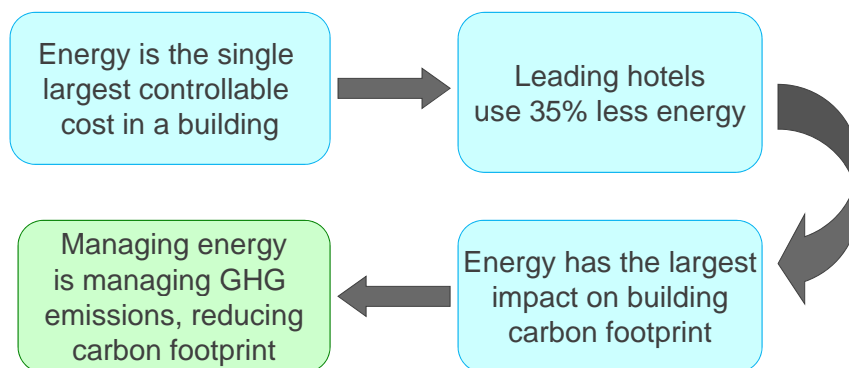
Agenda



- Why communicate your energy efficiency efforts?
- How to develop a communications plan?
 - Establish and define goals
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- Leverage ENERGY STAR as a key component of your green activity



Energy is the First Step to “Green”



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A Framework for Green Activities



- Benchmark your energy performance in EPA's Portfolio Manager
 - Determine baseline from which to measure progress
 - Begin to form the story you can tell...or the story that you want to be able to tell
- Launch your communications plan
 - Use off-the-shelf ENERGY STAR campaigns as a framework for your initiatives



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Campaign: Launch the ENERGY STAR Challenge



- Call-to-action to improve the energy efficiency of buildings by 10%
- Incorporate the 10% reduction goal in your targets and track progress
- Commit to:
 - Measure and track energy use
 - Develop a plan for energy improvements
 - Make energy efficiency upgrades
 - Help spread the energy efficiency “word” to others

The ENERGY STAR® Challenge:
Build a Better World 10% at a Time



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ENERGY STAR Challenge Communications Toolkit



- Gain visibility on the ENERGY STAR Web site
- Access FREE communications templates
 - Co-brandable posters and print advertisements
 - Brochures
 - Fact Sheets
 - Key Messages
 - Web banners
 - Templates for press releases, newsletters

The ENERGY STAR Challenge Use the Challenge Toolkit

Communications Materials

Use the Challenge Toolkit communications materials to learn about energy efficiency, find creative ways to communicate your commitment to energy efficiency, grow your participation with ENERGY STAR, and celebrate your success.

Now is the time to help build a better world and the Challenge Toolkit can show you how!



Learn About the Challenge

Take the ENERGY STAR Challenge

Bring the Challenge to Your Community

Use the Challenge Toolkit

<http://www.energystar.gov/challenge>



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Celebrate Earth Day with ENERGY STAR



- Hold an Earth Day fair to educate employees, guests, and the community
- Launch the [ENERGY STAR Challenge](#) and announce your energy reduction goal
- Announce contest for energy saving ideas for employees and guests – implement winning ones
- Encourage employees to [bring their green to work](#) and form green teams; recognize noteworthy contributions
- Become a [Change the World](#) “pledge driver” to motivate employees to help make a difference at home



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Leverage Other EPA Environmental Partnerships



- Climate Leaders
- Combined Heat and Power Partnership
- Green Power Partnership
- WasteWise
- WaterSense



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Recognition Opportunities

- Earn the ENERGY STAR
- Achieve “Designed to Earn the ENERGY STAR”
- ENERGY STAR Leaders
- Win Partner of the Year



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Wrapping up

For more information:

ENERGY STAR Web site: www.energystar.gov/hospitality

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To register for quarterly ENERGY STAR Communications Webinars, visit
<http://energystar.webex.com>



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**Thank you for
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