

Green Hotels Association GREENING NEWSLETTER

As our green programs continue to be refined, we're reminded more and more that none of us can be really green without the green products and services offered by green vendors. GHA continues to encourage and support our Ally Members, and to bring you news of their successes—new products, new ideas, new techniques, recent awards, new contracts, etc. So, each July/August issue of this newsletter focuses on new and refreshing stories about our Ally Members' successes. Here we go once again . . .

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Fairmont Chicago Chooses XLERATOR® Hand Dryers

Fairmont Hotels & Resorts has 124 properties on six continents. Fairmont's environmental commitment is shown by its Green Partnership program which is especially evident at Fairmont Chicago, Millennium Park. Located near Millennium and Grant Parks, Navy Pier, the Magnificent Mile and Lake Michigan, the hotel recently underwent a five-year \$60-million transformation—using the latest innovative sustainable solutions.

12-year ALLY MEMBER Excel Dryer, manufacturer of the original, patented, high-speed, energy-efficient XLERATOR® and new XLERATOReco® hand dryers helped the Fairmont Chicago get closer to their green goals. "We installed 20 XLERATOR hand dryers in our restrooms," said Colleen Sweitzer, marketing manager and sustainability team member,



"and we have found them to be one of the simplest changes with a big impact." "Our sustainability team leaders read an article about the environmental and cost savings

XLERATOR hand dryers provide, and reached out to Excel Dryer. The XLERATOR hand dryers aligned with our goals," said Sweitzer. The biggest impact the XLERATOR has had is its return on investment, said Sweitzer, who added that the cost savings dictated their decision to outfit their restrooms with the hand dryers.

XLERATOR dries hands three times faster (completely in 10-15 seconds) and uses 80% less energy than conventional hand dryers. XLERATOR represents a 95% cost savings when compared to paper towels, reduces the need for labor and maintenance and eliminates their waste while improving restroom hygiene.

The XLERATOR hand dryer is more than just a sustainable solution, it offers visitors a more hygienic way to dry hands. "The sensor-activated technology provides our guests with a touch-free experience which reduces the spread of germs and prevents overflowing trash bins," said Sweitzer. XLERATOR hand dryers significantly reduce waste—but also the labor and maintenance associated with paper towels. The Fairmont

Chicago has been able to reduce the number of restroom attendants needed to maintain restrooms without sacrificing a luxury experience.

XLERATOR and XLERATOReco use new "no heat" technology to dry hands in 15 seconds using only 500 watts, making it the most energy-efficient and environmentally-friendly hand dryer on the planet. Drawing 4.5 amps or less, multiple XLERATOReco units can be installed on one circuit, significantly reducing installation time and cost.

XLERATOR and XLERATOReco are also available with several options and accessories featuring sound control options, HEPA filtration and custom digital image covers similar to one designed for the Fairmont units. Check them out at exceldryer.com!

ENERGY TECHNOLOGIES GROUP'S SYSTEM SAVES 35-45%

7-year ALLY MEMBER Energy Technologies Group was privileged to complete an installation of their S3E Energy Management System at a new green-built Best Western Inn & Suites Hotel in State College, PA in October, 2009. The installation of 79 hotel rooms was in compliance with the new International Energy Code (IEC). This code utilized their proprietary in-room computer, card-actuated, security thermostat unit (the only one of its kind in the EMS industry). ETG's proprietary software allows the guest to remove their key card when exiting the room, then 60 seconds later, when the guest is not in the room, all the IEC Energy Technologies Group designated lights, fans and particular outlets are shut down. The S3E thermostat takes over and their proprietary FCPD computer controls the HVAC at energy-saving levels of nearly 40%. When the guest returns and places the key card in the slot, all lights, fans and outlets are instantly activated. The HVAC is reactivated and within a very short time the chosen ambient air temperature recovers.



ETG is proud of its product and of this project which has now been in operation over 4½ years. During the more than 2 million operational hours, only one minor replacement has been necessary. During this time, the S3E system has saved the hotel an average of 35% to 45% monthly on their electricity bill.

For more information, contact VP Rohn Sambol, Energy Technologies Group, LLC, at [877/400-0003](tel:8774000003) or etgllc@verizon.net or visit energytechgroup.com TODAY!

RD FRESH'S 100% NATURAL REFRIGERATION DEHUMIDIFIERS

7-year ALLY MEMBER RD FRESH, with two recent green awards has just added a third, and this one is from the

United States Trade & Commerce Institute. Each year the US Trade & Commerce Institute (USTCI) identifies firms that have demonstrated excellence in their respective fields and achieved commercial recognition. Particular emphasis is given to meeting and exceeding benchmarks for customer service, product quality and ethical practices. RD FRESH has been one of those selected this year and this award exemplifies that distinguished accomplishment.



In 2011 The Green Business League awarded their 2011 ECOVISIONARY AWARDS to some industry giants including Home Depot, Hanes and Metlife for their forward-thinking green solutions

in reducing their impact on the planet. Along with those giants of industry was RD FRESH and their truly unique green zeolite-based food preservation and energy-saving technology. RD Fresh was chosen the 2013 Supplier of the Year by the Virginia Green program which is a partnership of the Department of Environmental Quality, the Virginia Tourism Corporation and the Virginia Hospitality and Travel Association.

Here's what clients of more than six years say:

We have noticed a significant drop in temperatures throughout the coolers; moisture problems have gone away, quality and shelf life of products have noticeably improved. We have even seen improvements within our wine storage, where we have had mildew problems. The coolers smell and feel better! I strongly recommend RD Fresh's program, says Ron Pollack, Corporate Chef, JS's On the Beach, Deerfield Beach, FL.

Our dairy cooler was experiencing heavy moisture issues, creating wet floors and rapid mold growth. We saw immediate results with significant moisture reduction, creating a safer, cleaner environment. As a result, we have been able to schedule cleaning rotations further apart reducing our overall labor costs, reported Kevin Maradie, Director of Purchasing, Four Seasons Resort, Palm Beach, FL.

RD Fresh offers all GHA members a 25% discount along with free shipping. Contact Steve Gerson at 954/977-8776, C 954/732-8025 or steve.gerson.rdfresh@gmail.com or visit rdfresh.info TODAY!

CASCADES' MOKA LINE WINS AWARDS

5-year ALLY MEMBER Cascades Tissue Group, North America's fourth largest producer of towel and tissue paper, has been awarded "Environmental Strategy of the Year" by Pulp & Paper International at the 2013 PPI Awards in Dubai. In addition, the Cascades® Moka® product line won the company a second award for "Innovative Product of the Year." The internationally-renowned PPI Awards are the only global awards dedicated to recognizing the achievements of companies, mills and individuals in the pulp and paper sector.



The "Innovative Product of the Year" award was presented to Cascades' Moka product line—the first ever bathroom and facial tissue made from unbleached recycled fiber to hit the

North American market. The Cascades Moka tissue products were praised by offering uncompromised softness and hygiene qualities while significantly reducing environmental impact.

The "Environmental Strategy of the Year" award was based

on Cascades' commitment to reducing its ecological impact through the continuous improvement of its processes, unique recycling infrastructure and use of recycled fibers in packaging and tissue products. Cascades led the way in environmental reporting with its 2010-2012 and 2013-2015 sustainable development plans, which include objectives to improve environmental impact in every step of production, distribution and waste processing. These advances have enabled Cascades to use five times less water and two times less energy than the North American paper industry average.

More information may be found at afh.cascades.com/en/products/.

Suzanne Blanchet, Cascades' CEO Wins Gold 2013 Stevie Award

Suzanne Blanchet, president and CEO of **5-year ALLY MEMBER Cascades Tissue Group**, won a Gold Stevie® Award for the "Female Executive of the Year in Canada" category in the 10th annual Stevie Awards for Women in Business. This internationally-renowned award was given to her as recognition of her outstanding contribution to her company and industry. Under her leadership, Cascades Tissue Group has become a billion-dollar leader in the tissue industry, pioneering environmentally sound and innovative paper products.

"It is with profound gratitude and great humility that I receive this award," stated Suzanne Blanchet. "I would like to share it with my colleagues, who all contributed to Cascades Tissue Group's success and international recognition."

As the first woman to chair a paper company in North America, Suzanne Blanchet was a perfect candidate for a Stevie Award for Women in Business. Her impressive career, which started as a finance intern and evolved to her becoming president and CEO of Cascades Tissue Group in 1997, has been hallmarked by tenacity, dedication to her employees and a willingness to constantly push boundaries and innovate.

In-House Laundry at the Waterfront Hotel Key to Cost Control and Quality

An investor group and the University of Wisconsin Oshkosh (UWO) Foundation recently combined interests to rejuvenate a non-functioning hotel property on the Fox River in Oshkosh, WI. Located near the historic district, the new Best Western PREMIER Waterfront Hotel & Convention Center offers 176 rooms, function space, convention space and a restaurant. It also harnesses an on-premise laundry capable of processing 2,400 lbs. of laundry in a single 8-hour shift. Within the next three years, UWO plans to use the property as a hands-on classroom for students in its hospitality program.



The laundry tackles food and beverage skirting, tablecloths and napkins; sheets, pillowcases and duvets; towels, bathmats and robes; pillows, comforters and blankets along with rags, mops and rugs. It features three 90 lb. capacity **5-year ALLY MEMBER Continental Girbau** soft-mount E-Series Washer-Extractors and a 120 lb. capacity dryer, as well as a Girbau Industrial (GI) 140 lb. capacity ST-1300 dryer with vacuum load. Highly automated, all towels, bathmats and blankets are

automatically folded using a GI FT-LITE drywork folder; while sheets, pillowcases and tablecloths are processed using a GI 5-in-One Compact Ironing System. The Compact—a feeder, ironer, folder, stacker and accumulator—processes up to 82' of linen per minute!

Housekeeping Manager Misty Braun, who began her career in a hotel laundry at age 15, says the laundry facility delivers unsurpassed productivity amped by automation and efficiency. "I came from another property with 95 rooms," says Braun. When the rooms were full, it took three, 8-hour shifts and three operators per shift just to get the towels and linens done. "Laundry would spill over from Sunday to Monday. Here, when we are sold out, we have five operators for eight hours. Yet, we have triple the rooms and process food and beverage items in addition to regular laundry," she says. "We are saving a lot on labor as a result of the automation."

Key to cleanliness and production are the E-Series Washer-Extractors. The washers are highly programmable to properly clean a variety of items, feature a soft-mount design for simple installation, and reach extract speeds of up to 381 G-force. Laundry operators simply select a program number to match the item type—food and beverage linens, towels, sheets, etc.—and press start. The washer automatically combines the correct cleaning solutions, water temperatures and levels, mechanical action and baths to ensure high-quality results.



Unlike hard-mount washers, which must be bolted to a reinforced concrete foundation,

soft-mount washers slide into place without bolts. This simplifies installation and resulting costs. Additionally, E-Series soft-mount washers reach considerably higher extract speeds when compared with hard-mount washers, and as a result, remove significantly more water from every load. This cuts dry time by up to 50%, according to GI National Sales Manager Seth Willer, which catapults productivity.

The high-extract means terry items dry more quickly. Sheets and tablecloths bypass drying altogether. A 90 lb. load of towels takes just 50 minutes to wash and 19 minutes to dry using the ST-1300 Dryer. Meanwhile, the Compact feeds, irons, folds and stacks more than 120 sheets per hour—straight from the washer.

The ST-1300 Dryer, used primarily for terry items, is simple to load and ergonomically friendly. With vacuum loading, the dryer inhales items fed by operators. "Thanks to the vacuum assistance, it's easier to load the dryer because there is no twisting by operators," says Braun. Once dried and automatically unloaded, terry items and blankets are fed into the FT-LITE folder. The FT-LITE folds small- and large-sized items and requires one operator. It is configured with an automatic stacker, as well, so like items are quickly folded and stacked with minimal effort.

"If we are sold out on Saturday night, we can fold 3,000 towels per day in one shift," says Braun. "We perform the final fold on our pool towels by rolling them. Bath towels come out with a long fold and we perform the third fold."

Superior productivity flows out of the laundry's Compact Ironer as well. All flatwork items—sheets, tablecloths, table skirting and pillowcases—are fed directly from the washer into the Compact. The nice thing about the Compact is it takes on items of different dimensions. It is configurable for one, two

or four working lanes, with one lane for sheets, two for table linens and four for small items. It delivers up to three cross folds in one lane. Additionally, small items run through multiple lanes can by-pass folding. The Compact control features 20 pre-set and 20 customizable programs.

Once complete, laundry is stocked on each floor of the hotel for housekeepers. It's a smooth process—one that will no doubt improve further as management gains experience with the new laundry operation, according to General Manager Dan Schetter.

The Waterfront's laundry is equipped to handle the hotel's growing sales volume, while ensuring a high-quality product for hotel guests. "It allows us more control over linen inventory and quality, and over time will save us significantly in outside vendor costs," maintains Schetter.

And, like all the other areas of the hotel, the laundry will serve as a hands-on learning area—showing UWO hospitality students how laundry productivity and quality impact overall hotel operations and profits.

To find out more about Continental and GI laundry equipment, visit continentalgirbau.com and girbauindustrial.com, respectively, or call [800/256-1073](tel:8002561073) TODAY!

5-YEAR ALLY MEMBER OLD FASHIONED MILK CO. STILL CHURNING AFTER 40 YEARS

Massachusetts entrepreneur Charles Thibeau recreated a long-forgotten, natural-paint formula in his basement in 1974. 40 years later his milk paint has gained international acclaim.

2014 marks the 40-year anniversary of the discovery of the modern recipe for a classic, old fashioned paint—known as milk paint. In 1974, Charles Thibeau, a furniture maker in Groton, MA, had his Eureka moment while trying to replicate an authentic finish for his colonial furniture reproductions. He was not trying to revolutionize the paint world, but his discovery changed the concept of what modern paint is and can be. He introduced a whole new generation to a time-tested, back-to-basics formulation in the process. Thibeau had been involved in Boston's first Earth Day in 1970. His dedication to the environment insured that his milk paint formula kept true to the natural recipes of colonial America.



Milk paint, an ancient form of paint, is famous for being one of the world's most durable paints. Milk protein (casein) and crushed limestone form a tough-as-nails coating that hardens over time like concrete, making it nearly impossible to remove. In early America, people made their own homemade versions of this paint with locally found materials including clay, chalk and pigments dug from the earth. Milk paint eventually fell out of favor with the invention of the paint can and modern, latex paint.

Like the milk paint used in days of old, Thibeau's Old Fashioned Milk Paint will not rub or wash off, and it adheres like no other paint ever devised to bare wood, plaster and other porous surfaces. The deep, rich colors match the classic chalky, velvety, mottled look characteristic of the original milk paint used on walls and furniture in colonial

America. In addition, the paint contains none of the harmful ingredients normally associated with modern paint. It can be used safely on children's toys, hospital walls, by pregnant women and many people suffering from multiple chemical sensitivity. It is 100% biodegradable, contains zero VOCs, and was actually the first paint to be awarded the USDA's Bio-based label. Thibeu developed his formula in a powder form, allowing the user to simply mix water to the powder just before use—as easy as making chocolate milk. The powder formula eliminated the need to add chemical preservatives, and created a more efficient way to ship paint, as opposed to costly, heavy, liquid paint cans.

In the mid 1970's, Yankee Magazine produced a series of books called *The Forgotten Arts*. They included Charles Thibeu in a chapter on making paint from scratch. When the book came out, Thibeu's phone rang off the hook with people wanting some of this long-forgotten paint. Over the past 40 years, Old Fashioned Milk Paint has gained such popularity it is used by thousands of people throughout the US and all over the world, from England to Australia. Over the years, others have come out with their own versions of powdered milk paint, but none have ever come quite close to matching the original.

In 2008 The Old Fashioned Milk Paint Company introduced a second milk paint formula, called SafePaint. While originally developed as wall paint, it will adhere to almost anything, including metal. Both formulas are best used as interior paints.

In the past few years there has been a resurgence in painted furniture. The soft, chalky look is all the craze, as is the shabby-chic look of restored wooden furniture. The upcycled furniture trend is seen in many homes of modern do-it-yourselfers. And the most stylish, safest way of achieving these looks is with milk paint.

Call [866/350-6455](tel:8663506455) or view milkpaint.com to learn more.

Preserving Rain Forest, Changing Lives

Shell Vacations switches to sustainable, shade-grown coffee

Shell Vacations has teamed up with **4-year ALLY MEMBER, the Arbor Day Foundation**, to preserve our world's rain forest by serving shade-grown Arbor Day Specialty Coffee. Shell Vacations, a subsidiary of Wyndham Worldwide, spans more than four decades of providing exceptional hospitality service and is respected among vacation ownership clubs. With 24 locations across the United States, Canada and Mexico, Shell Vacations will be making a significant impact on the environment as well as improving the livelihoods of coffee farmers who grow coffee responsibly. Each cup Shell Vacations serves will preserve 2 sq. ft. of rain forest.



The Arbor Day Foundation is a non-profit organization dedicated to planting trees. As part of their Rain Forest Rescue program, Arbor Day Specialty Coffee is responsibly grown in the shade of the rain forest and is considered one of the most ethically sourced and environmentally friendly coffees on the planet. Trees shade the coffee shrubs to provide protection from the sun's harsh rays and also deposit minerals into the soil, allowing farmers to grow the coffee organically without the use of pesticides and fertilizers. This approach allows the coffee cherries to mature slowly, which develops a higher-quality bean leading to

a richer and more flavorful cup of coffee. For their additional efforts in sustainable farming, the farmers receive a fair wage from the Arbor Day Foundation and are required to provide access to healthcare and education for their workers and families. A portion of the proceeds also go toward improving the infrastructure of their communities by building roads, providing electricity and giving the farmers access to clean drinking water. Since the coffee program started in 2005, the Arbor Day Foundation has helped to preserve over 2 billion sq. ft. of rain forest.

For more information about Arbor Day Specialty Coffee and how your hotel can participate, visit arborday.org/coffee.

ERC Wiping Products, Inc. Environmental Stewardship and proper cleaning is a win-win for hotels and resorts

3-year ALLY MEMBER ERC Wiping Products, Inc. has a successful partnership with a large 4-star resort and club in South Florida. ERC is a leading supplier of color-coded wiping materials including microfiber cleaning cloths, kitchen rags and stewarding towels. This color-coded cleaning system eliminates the use of discarded guest towels and linens as rags that once caused much confusion between the resort's kitchen and housekeeping rags. The color-coding system improved the property's cleaning quality and continues to make training easier for managers.



This new way of cleaning left the resort with excess discarded towels and other cotton guest linens. ERC purchases these worn, torn, stained and obsolete terry towels along with other cotton textiles. ERC brings these textiles back to their processing plant and recycles them for other industrial wiping applications.

ERC sends large reusable (4'x4'x4') heavy duty plastic bags to the resort's laundry facility. These bags take up very little space when empty and can fit on any standard pallet (another way to recycle those pallets from other incoming shipments). Similar to a large laundry tote, each bag can hold about 300 pounds. When the hotel fills 4 to 6 bags, they simply ship the pallets back to ERC at no cost. Within a week of receiving the shipment, a check for the discards is mailed.



This is a win-win for the hotel as well as their guests. The hotel is providing a cleaner environment for their guests and doing their part by recycling their retired textiles. The arrangement is economical for the hotel as the exchange program covers the majority of the microfiber cleaning cloth purchases.

ERC Wiping Products, Inc. stocks for immediate shipment a complete line of microfiber cloths, microfiber mops, huck kitchen towels, terry bar towels, herringbone kitchen/ server towels, disposable food service wipes, specialty lint-free wipes for flat screen TVs, yellow treated dust cloths, disinfecting wipes for fitness center equipment and towels for golf courses. ERC ships product and buys discarded terry and cotton textiles nationwide. Learn more by calling Larry Groipen at [800/225-9473](tel:8002259473) or visiting ercwipe.com TODAY!

GREEN HOTELS GIVE A WOO

There are many things that can be done in your hotel to make it more eco-friendly. You can switch up your cleaning products, purchase high-efficiency air conditioning units and invest in water-conserving washing machines. These are all great things, but they're costly and unless you brag about it when guests check in, they have no idea you're doing them. So if you're asking "What can I do to show guests we're Earth-conscious", **ALLY MEMBER WooBamboo** has your answer.



WooBamboo provides resorts and hotels a cost-effective way to brilliantly market and brand themselves with eco-friendly bamboo-handled toothbrushes. They're beautifully designed, dentist-approved, and can be customized with a laser-etched logo or web address. Whether they're provided to each guest upon check-in, or sold in the gift shop, these toothbrushes make a statement that lasts.

"Our guests absolutely love them. It's a piece of their vacation they actually get to take home with them—and use for months. They think of us every time they brush," says Cassie, a manager of a beach hotel in Florida.

The eco company has been providing their toothbrushes to hotels, gift shops, dental practices and natural food markets for just over a year, and the response has been fantastic.

"Our bamboo brushes are now replacing their plastic counterparts in 15 different countries so far, and it feels great that we're making a difference," says Christopher Fous, one of the co-founders of WooBamboo, "and for a hotel or resort claiming to be eco-friendly, it's perfect. Guests get a unique and useful gift, and the hotel gets to brand themselves as green and be remembered for months."

The toothbrushes are available for adults and children, in 3 different handle styles and bristle strengths. The bamboo is sustainably harvested, organically grown and is completely biodegradable. Billions of plastic toothbrushes end up cluttering the landfills and oceans every year, so it's good that someone is finally offering an alternative—and that alternative could have your hotel's name on it.

Learn more about WooBamboo by contacting Steve Hyde at [855/966-2262](tel:8559662262), sales@woobamboo.com or by viewing woobamboo.com.

ENVISION LLC CAN HELP YOU SAVE 20-30% ON YOUR ENERGY BILL

Theda Clark Medical Center in Neenah, WI, has 250 licensed inpatient beds and is one of the largest acute care facilities in their area. With an annual utility bill of approximately \$2.3 million and energy usage of 339 kbtu per square foot (the Wisconsin hospital average is 252 kbtu), administrators at Theda Clark knew something needed to be done. They called on the **ALLY MEMBER Gundersen Health System Envision** team for help.



They called on the **ALLY MEMBER Gundersen Health System Envision** team for help.

During a two-day energy check-up in June 2010, a three-person team from Gundersen Envision facilitated Theda Clark team members and suppliers to identify more than

110 energy conservation measures (ECMs) throughout the campus. By implementing about 25% of those ECMs, Theda Clark could see energy savings of roughly \$800,000. It would also offset nearly 7,000 metric tons of CO2 being released into the atmosphere which is the equivalent of planting 1,500 acres of forest or removing 1,334 automobiles from the road.

Energy-saving opportunities identified:

- Scheduling air-handling units to shut down during unoccupied hours
- Retrofitting lighting with more efficient bulbs/ballasts/reflectors; allowing for 1-2 bulbs rather than 3-4
- Adding automated lighting sensors/controls
- Retrofitting boilers
- Incorporating scheduling changes for heating and cooling mechanical systems
- Insulating pipes, valves and pumps
- Removing lights from vending machines

"The Envision team gave us a kick start and, just as important, a system for identifying energy waste and also identifying the most cost effective means to eliminate that waste. I highly recommend Gundersen's Envision team to any organization looking to better utilize resources and reduce energy costs," reported Albert Park, Director of Facilities Planning, ThedaCare. To learn more, contact Envision at [608/775-0880](tel:6087750880), (toll free) [855/669-1653](tel:8556691653), or envision@gundersenhealth.org.

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Farmers, Elephants, and Bees: A Winning Combination

As if African elephants didn't have enough to worry about, habitat loss is yet another key issue affecting their survival. Although elephant populations have increased since the 1970s, the human population has grown even more quickly, cutting the elephants' habitat up into farms and roads. The elephants' key migratory routes have been cut off in many places. As result, they regularly break through fences, where they eat and destroy crops. When the farmers confront elephants on their property, things don't generally end well for either party.



Lucy King, a researcher working with Save the Elephants, has spent many years investigating the problems involved in crop protection. Her goal is to find long-term solutions that reduce the frequency of human-elephant conflicts—and that can be financed and managed by local farmers.

As Ms. King looked into the elephants' habits for any clues to keeping them out of fields planted with crops, she noticed that they tended to avoid acacia trees with active nests of African bees. Elephants, it so happens, are afraid of the bees, and will move away from an area and warn other elephants if they hear bees buzzing nearby.

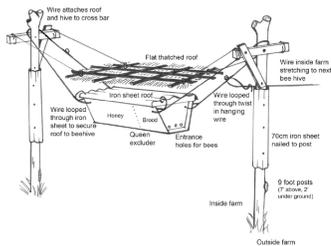


And so the beehive fence was invented. The fences are simple, inexpensive, and easy for the farmers to build and maintain. The thatched roof over the hives keeps the bees dry in the rain and keeps them from getting overheated in the sun (they get aggressive and eventually leave the hives if they get too hot). The hives are hung at chest height which makes it easy for the farmer to harvest the honey, while also making them highly

visible to the elephants.

The hives, connected by wires, are hung every 10 meters around the perimeter of a field. The farmers leave wide pathways between their crops so elephants can move past the fences along their migratory routes. If an elephant makes contact with one of the hives or the connecting wires, the beehives all along the fence will swing and release the bees.

This approach has proven to be extremely effective, reducing crop destruction and human-elephant conflicts by up to 85%. And, according to Lucy King, there's an added bonus:



Elephant-friendly honey from beehive fences provides additional income for the farmers.

“Not only do low-income farmers benefit from higher yields through reduced damaging crop-raids, but they also benefit from honey production and sales.

This diversifies both their income and their food-production options as honey is financially valuable, nutritious and does not require refrigeration.”

This is the kind of solution we need more of—easy to implement and manage by local communities, with immediate and long-term benefits. And we're not the only ones who think so. Lucy King won a 2013 Future for Nature award, and the Elephants and Bees project has been awarded the St. Andrews Prize for the Environment.

Edie Freedman, "Farmers, Elephants, and Bees: A Winning Combination," <http://animals.oreilly.com/elephants-and-bees/>, May 6, 2013

SMART TOILETS ARRIVE IN US

Yoshiaki Fujimori wants to be the Steve Jobs of toilets. Like iPhones, app-packed commodes are objects of desire in Japan. The lids lift automatically. The seats heat up. Built-in bidets make cleanup a breeze. Some of them even sync with users' smartphones via Bluetooth so that they can program their preferences and play their favorite music through speakers built into the bowl.

Three-quarters of Japanese homes contain such toilets, most of them made by Toto Ltd. or Lixil Corp. Lixil plans to add toilets with "integrated bidets" to the lineup of American Standard Brands, which Lixil acquired last year for \$542 million.



Lixil believes Americans will welcome bidet-equipped toilets into their homes once they see them sold under a familiar name. Toto and Kohler have been selling toilets with bidet functions in the US for several years. The price, which can range up to more than \$5,000 for high-end models—is more than ten times the price of some conventional toilets.

In a 2011 appearance on The Oprah Winfrey Show, actress Whoopi Goldberg called her Toto Washlet "the greatest invention on the face of the earth."

Jay Gould, CEO of American Standard, said the company aims to sell \$50 million of bidet-equipped toilets annually within three years. American Standard plans a \$3-5 million US advertising campaign to promote its bidet-equipped toilets. Ferguson, a US plumbing distributor, has agreed to display the

toilets at hundreds of showrooms across the country.

Toto has made deals with luxury hotels like the Kitano in New York to install Washlets in all their guest bathrooms. The company says consumers who discover the toilets in this way are buying them for their homes, where their friends will learn about them too.

Toto's US arm has been playing down the cleansing wizardry of its Washlets and emphasizing the environmental benefits. Some Toto toilets use less than four liters of water per flush, one-third or one-quarter the amount of some conventional toilets.

In Japan, both Lixil and Toto face a challenge from Panasonic, which is emphasizing features that it says will keep toilet bowls cleaner. A new model automatically lowers the water level by three centimeters when the seat is lifted. These kinds of features are seen as selling points in cleanliness-obsessed Japan. To Americans, however, Japanese toilets, with their menu of smartphone-like buttons arrayed alongside the bowl, can seem daunting. Mr. Fujimori maintains that once American consumers try such toilets, they won't go back. This improves your standard of living," he said. "It doesn't hurt you. People like comfort, they like ease, they like automatic. And people like clean."



Pfanner, Eric and Atsuko Fukase, "SmartToilets Arrive in U.S.," *The Wall Street Journal*, May 27, 2014, p. B8

WHY HOTELIERS SHOULD NOT BE AFRAID OF 1.28-GPF TOILETS

January 1, 2014, marked an inflection point in plumbing legislation. Texas and California joined Georgia and New York City in mandating a limit of 1.28 gallons per flush (GPF) for toilet fixtures. In essence, this legislation prohibited the installation of 1.6-GPF toilets. More importantly, it underscored the importance of water conservation for the economy and environment: A single 1.28-GPF toilet fixture can save around \$120 in utility costs and 14,000 gallons of water over its lifetime, compared to a 1.6-GPF toilet.

Despite these advantages, the adoption of 1.28-GPF toilet fixtures has been relatively slow prior to this wave of legislation. Perhaps hotel managers remembered the headaches that ensued after legislation in 1994, when the federal government banned 3.5-GPF toilets in favor of 1.6-GPF fixtures. Early 1.6-GPF toilets had terrible flushing performance.

So, why are we confident that 1.28-GPF toilets won't cause similar problems, despite even lower water limits? What changed? After the 1994 legislation, toilet manufacturers initially put very little design investment into 1.6-GPF toilets. While some manufacturers invested in design and created products that flushed well, most simply cut the water line, causing performance to suffer. This gave companies like Toto, which was already producing high-efficiency toilets for the Asian market, a significant advantage. The use of pressure-assist toilets also rose sharply despite higher cost and more expensive repair.

Manufacturers learned from their mistakes and invested heavily in 1.28-GPF technology. With changes to bowl and tank design, most notably installation of 3" flappers to bolster

performance despite lower water usage, they sought to produce more efficient, effective models. And it worked.

MaP testing (third-party flush performance evaluation) shows that many 1.28-GPF fixtures perform better than their 1.6-GPF counterparts. For example, the American Standard Champion Pro toilet garners the highest MaP score with a 1,000-gram flushing performance. It's able to flush a bucket of golf balls (although we don't recommend trying that!). This improvement in performance has infiltrated the entire industry.

What should hospitality property managers look for in a toilet? We recommend 1.28-GPF models with better performance and water savings that improve ROI, an antimicrobial glaze and modern design. You won't be disappointed.

Baker, Aaron, "Why hoteliers should not be afraid of 1.28-gpf toilets," hotelmanagement.net, April 21, 2014, p.11

IN LIVING COLOR

Crisp light and energy efficiency have made LED light bulbs the darling of designers and environmentalists. Use this guide to find the perfect one to suit your space.

Finding a light bulb that casts a crisp, flattering glow can be complicated these days. The most advanced bulbs on the market—known as LED models—are kind of like the Tesla Roadster of the lighting world: eco-friendly, high-performance and loaded with dizzying options.

While the light from early-gen LED bulbs could be pallid, the latest models from major manufacturers—like Cree, GE, Lighting Science (often sold under Home Depot's EcoSmart brand), Philips and Sylvania—are indistinguishable from a standard incandescent. They've also gotten brighter: You can now find models comparable to 100-watt incandescent bulbs

Prices have plummeted, too. Although at roughly \$10 to \$20 each, the average LED bulb is more expensive than an incandescent, you can get superlative light for that premium.

The only problem is, you can rarely tell what kind of light a bulb will emit just by looking at the box. "We're still in the wild West," said Mark Rea, director of the Lighting Research Center at Rensselaer Polytechnic Institute. "You almost need to be a lighting nerd to know what to buy." The only sure way to assess a bulb's performance is to test it at home. Dr. Rea recommends buying from a retailer with a good return policy.

Here are five things picky lighting consumers should know before hitting the hardware store.

1. Check the specs - The industry uses two standard metrics to describe a bulb's light quality. "Color temperature" indicates whether the white light will skew warm (orangy) or cool (blue). For an incandescent-like glow, choose a color temp of 2,700K or 2,900K. The higher the temperature, the cooler the glow.

The second number is "color rendering index," or CRI, which indicates how accurately the light renders colors. According to conventional LED wisdom, a CRI of 80 (out of 100) is fine, but lighting aficionados will want to opt for 90.

2. Trust your eyes - These specs can be misleading, however. We found that bulbs with the same CRI could make the objects in a room look markedly different. According to Dr. Rea, that's because CRI doesn't indicate how vividly a bulb will render colors, whether hues will pop or appear more muted. Again, the best way to tell is an at-home test. "Look at

the colors you care about—the faces of people in the room," said Dr. Rea. "Do they look as you expect?" Color temp can be an imperfect guide, too. Bulbs that we tested with the exact same color temperature (2,700K) varied in appearance from yellow-tinged to cooler, pure white.

3. Pick the right shape - LED bulbs are available in a standard bulb shape, which casts light all around, as well as a floodlight-style shape that shines in a specific direction. In general, we found the light quality from the floodlight-style bulb to be superior. Use these in lamps that direct light in one direction—like a task lamp or a recessed ceiling fixture. For the latter, Dr. Rea recommends running new bulbs continuously for 24 to 48 hours to make sure they don't fail prematurely. "Heat will kill these things," he said.

4. Make sure it dims properly - If an LED is dimmable, it'll say so clearly on the label. Just know that a compatible dimmer may be required, and that, unlike with incandescents, LEDs don't warm in color as you dim them. Sylvania's Ultra "Sunset Effects" bulb offers a clever hack: It shines warm white at full brightness but shifts to an amber-colored LED as you dim the bulb. (We found the effect to be convincing at the dimmest setting only.) Philips's DimTone bulbs have a similar feature.

5. Put away your hazmat suit - Unlike compact-fluorescent bulbs, LEDs do not contain mercury. "LEDs are much safer than fluorescent because they're not likely to release vapors," said Oladele Ogunseitan, a professor of social ecology at the University of California, Irvine. A study he co-authored found that a sample LED light bulb contained toxic materials, but he clarified that "if the case [of an LED bulb] cracks, it poses no risk to individuals." Still, LEDs are small electronics and should be recycled like a cellphone or computer, he said.

Shining Examples of LED Bulbs

When it comes to light quality, one size does not fit all. Picking a great light bulb is as personal as choosing the perfect paint color for a room. That said, there are a few models worth putting on your shortlist.

At first, the light from the **GE Reveal** 60-watt equivalent bulb (around \$18), may seem cooler than you're used to, almost clinical. But give it a few days. Designed to strip away dingy yellows and highlight reds, it casts a pure white light that makes colors pop. A floodlight-style version of the bulb is also available.



If the light of the GE Reveal appears to cool, the **Cree TW Series** 60-watt equivalent is a good alternative. It has a slightly yellow tint, similar to an incandescent bulb, and renders colors exceptionally well. The bulb is available at Home Depot stores in CA and a few other states, as well as online. The price varies from \$9 to \$16 depending on local utility rebates.



For maximum sparkle, nothing we've seen compares with **Sylvania's Ultra HD** floodlight-style bulbs (\$22-\$35), which has been tweaked to accentuate reds associated with skin tone. Lowe's is the exclusive retailer; online, search for Part Number 352306; in store, look for "HD lighting" on the package. A standard-shape bulb in this series will be released this summer.



Hsu, Michael, "In Living Color," *The Wall Street Journal*, April 19-20, 2014, p. D11

LAWN MOWERS CUT DECIBELS FOR A PRICE

How much will Americans pay to avoid annoying their neighbors? Briggs & Stratton Corp. hopes they will cough up roughly \$40 to \$50 extra for a quieter lawn mower. The Milwaukee-based company has introduced a mower engine that it said is 64% less noisy than standard versions. So far, this quieter engine is available only on two Craftsman mowers sold at Sears' stores.

Rival engine maker Kohler Co. said it also has made its motors quieter, but declined to provide details. A Honda Motor Co. spokeswoman said she lacked the data needed to say whether that company's mowers had become less noisy in recent years. Briggs said it has been able to reduce the racket mainly because it has found a way to slow the spinning of the blade without sacrificing cutting ability.

Mowers are noisy partly because much of the time they are running faster than necessary to cut the grass. Standard engines typically run at about 3,100 revolutions a minute when they are started, then slow as the blade hits resistance in slicing through grass, Briggs said. The rotation of the crankshaft varies from around 2,800 rpm when the blade is cutting thick or wet patches of grass to more than 3,000 rpm where the grass is less dense.

A fuel governor on the new Briggs engine increases the flow of gas to the engine when it runs into denser patches of grass, so the speed remains steadier at around 2,800 rpm, and the use of a flatter blade reduces noise further. The two Craftsman mowers offered by Sears with the quieter engine are priced at about \$340 and \$450.



It isn't clear that many people will pay a premium for less noise. Stihl Group, a Germany-based maker

of power lawn equipment, introduced in 2008 a quieter leaf blower known as the BG 66 L. Baffles inside the blower smooth air flow to eliminate whistling noises. This model, also available in other parts of the world, typically retails in the US for around \$230, or roughly \$60 more than a similar model that makes more noise. Sales of the lower-priced model remain much higher than those of the quieter one, Stihl said.

Malcolm Crocker, an acoustical engineer who directs the International Institute of Acoustics and Vibration at Auburn University, said he wears ear-protecting muffs when he mows. He likes the idea of a quieter mower, but thinks some people

may be wary. "Humans tend to equate loudness with power," Dr. Crocker said, "so if you make it quieter people think it's not so powerful."

Hagerty, James R., "Lawn Mowers Cut Decibels for a Price," *The Wall Street Journal*, March 26, 2014

Nope, There's No such Thing as a Styrofoam Cup

That plastic foam cup you're using? Better not call it Styrofoam. "There's no such thing as a Styrofoam cup," according to Dow Chemical Co., which owns the Styrofoam trademark.

Most foam cups are made out of expanded polystyrene, a type of plastic. But Styrofoam is made with extruded polystyrene, which is both better at insulation and moisture resistance, Dow says. Styrofoam is used for Dow's branded building products, including rigid foam building insulation—but never for cups.

"There isn't a coffee cup, cooler or packaging material in the world made from actual Styrofoam," Dow says on its website.

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