



WLA Green Pilot Update: Columbia Hospitality

Board Luncheon Presentation
March 7, 2011

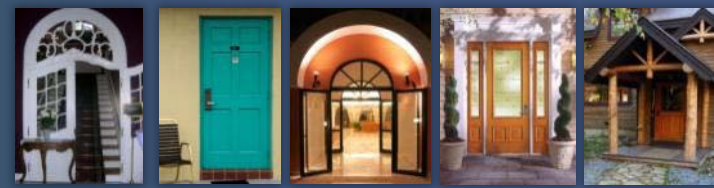


GREEN PROGRAM
GREENING WASHINGTON'S
LODGING INDUSTRY



COLUMBIA
HOSPITALITY™

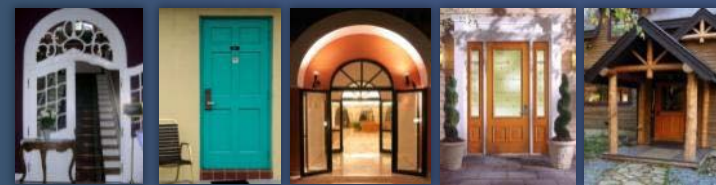
Today's Agenda



- The importance of green lodging
- Overview of WLA green lodging program
- Columbia Hospitality background
- Pilot project successes and lessons learned

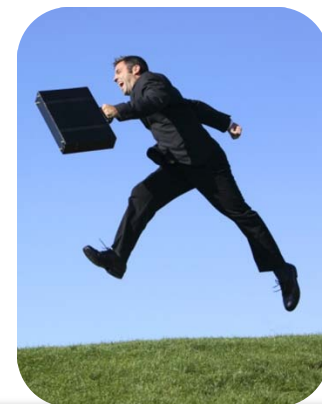


Why Green Lodging?

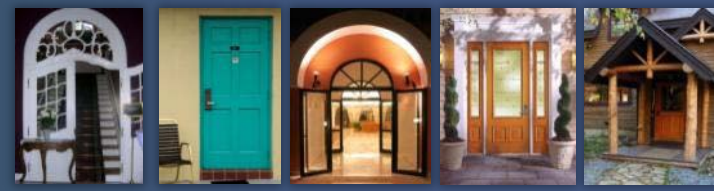


Wide range of benefits

- ✓ Save money
- ✓ Maximize marketing opportunities
- ✓ Capture new business
- ✓ Engage employees
- ✓ Serve as better environmental stewards



Green Lodging Pilot Overview



Public-Private Partnership: WA Dept of Ecology & WA Lodging Association

Goals: Demonstrate benefits and affect larger change in the lodging industry

Achieve goals through...

1



Pilot projects

with (2) hotel companies

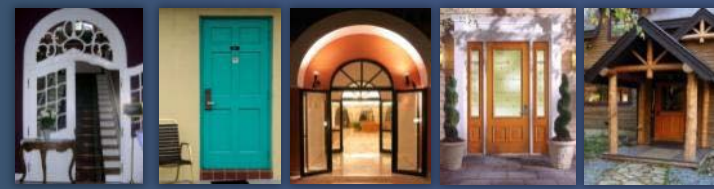
2



Educational events & resources

(2) to showcase pilot companies

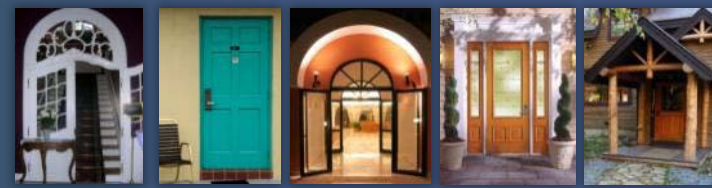
Columbia Hospitality



A premier hospitality management and consulting company. Entrepreneurial. Collaborative. Performance Driven. Nimble.



COLUMBIA
HOSPITALITY™



Hotels & Resorts



Pacific Northwest & California

Friday Harbor House
The Inn at Langley
Kenwood Inn and Spa
Lakedale Resort
Ferry Landing Suites
Resort at Deer Harbor

Salish Lodge & Spa

Portugal

Marina Club
Royal Óbidos
The Oitavos
The Yeatman



Other Ventures

Conference Centers

Bell Harbor Conference Center

Kitsap Conference Center

Talaris Conference Center

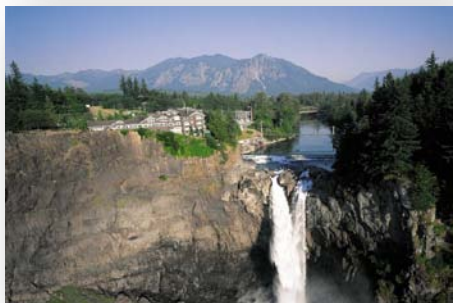
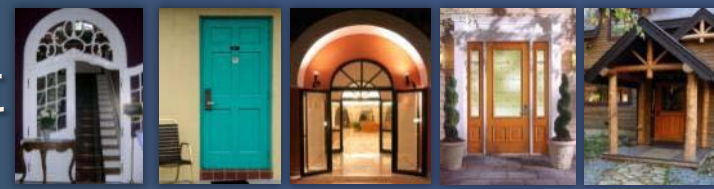
Residential Management

Escala Condominiums

Unique Venues

Smith Cove Cruise Terminal
Maritime Event Center
Harborside Fountain Park
World Trade Center Seattle
University of Puget Sound

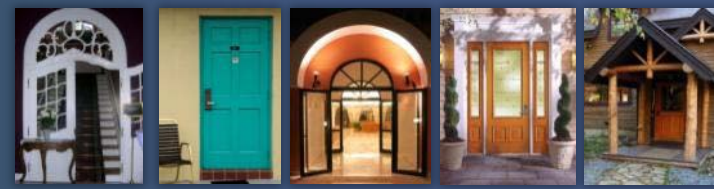
Columbia Hospitality's Commitment



As a WLA Green Pilot Company:



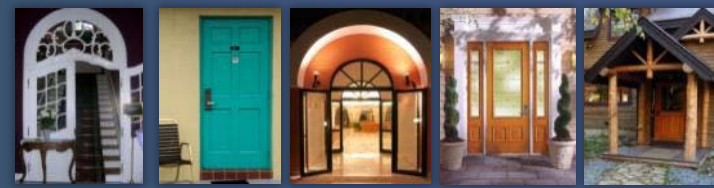
- Provide leadership-level commitment
- Participate in on-site assessment
- Implement new green initiatives
- Meet regularly to assess progress
- Track cost savings and green benefits
- Host workshops to share successes and lessons learned



The CHI Green Team



Lenny Zilz	<i>Vice President of Operations</i>	Columbia Hospitality
Bruce Jarrard	<i>Chief Building Engineer</i>	Escala Condominiums
Ben Olin	<i>Front Office Manager</i>	Salish Lodge & Spa
Cameron Boman	<i>Chief of Engineering</i>	Salish Lodge & Spa
John Murphy	<i>General Manager</i>	Salish Lodge & Spa
Alan Stephens	<i>General Manager</i>	Talaris Conference Center
Barbara Rush	<i>Director of Operations</i>	BHICC/WTC Seattle



Engaging Employees

- Green Team meets once a month to discuss progress
- Daily email with Green Standard of the Day

“All food and compostable material should be placed in the ‘green’ recycling bins.”

“Save paper! View documents on computers instead of printing.”

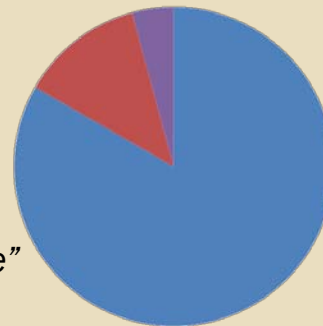


- More employees engaged in and aware of green activities

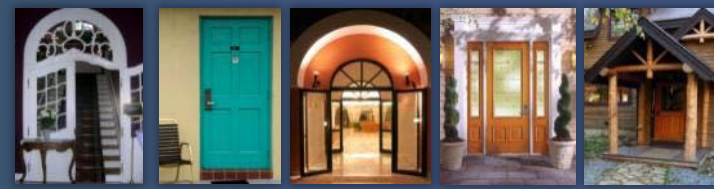
How has your awareness of green practices changed over the past 6 months? “NA, I am a new employee” 4%

“Somewhat increased” 13%

“Stayed the same” 0%



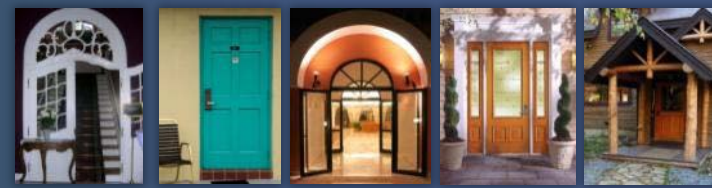
“Strongly increased” 83%



Saving Energy with Utility Incentives

- Projected annual savings:
 - 75,000 kWh
 - \$6,000
 - 1 year payback
- 50% grant funding from PSE
- Other benefits:
 - Reduced maintenance costs
 - Reduced heat load
 - Ambience





Reducing Waste Costs



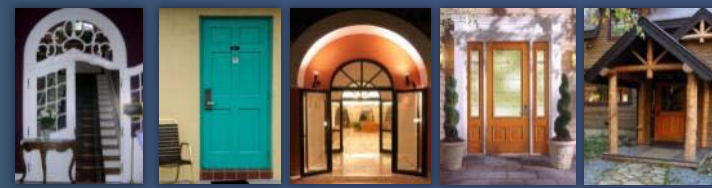
- Increased recycling at Salish has saved:
 - \$1,800 over 4 months
- Working to implement compost program

"Our recycle program in the front office is working very well and is moving us toward our goal of being green."

- Maggie-Susan, Phone Operator




- Bell Harbor recycles 70% of its total waste
- 65 tons of organics diverted from landfill since last March



Leading Customers to Greener Meetings



BELL HARBOR
INTERNATIONAL
CONFERENCE CENTER

 **GREEN PARTNERSHIP**

Thank you for choosing Bell Harbor International Conference Center! Bell Harbor is a certified green property, and we work diligently to improve our efforts to be green in any way we can. However, to become even more successful in our green efforts, we need your help! Your choices below make it possible to better preserve our planet's resources. Working together, we can make significant strides forward in the green effort.

We would love for you to join us in our green efforts.

1. Ice water stations provided in all rooms and at kiosks or Water glasses on coasters set at each setting
2. Meeting sets ready in the back of the room or center of each table or Meeting sets placed at each place setting
3. Whiteboards or Flip Charts

Here a few services & suggestions that will increase your attendees' contributions & awareness of their efforts:

We provide recycling containers for paper, cardboard, and cans/bottles outside rooms.
Would you like these receptacles inside your rooms as well? Yes / No

We can have a property "green initiatives" liaison give a five minute presentation to your group at the opening or closing of your meeting to describe what conservation efforts Bell Harbor is doing and what your group is contributing to these green efforts. Would you like this service provided? Yes / No

Other green initiatives that you can contribute to include the method in which you register your guests and meeting handouts that you provide:

- Will you be providing nametags? Yes / No
- Will you/are you able to recycle/reuse tags? Yes / No
- Are you able to eliminate printed syllabus and/or meeting handouts & distribute online or via email? Yes / No

Our business center offers copying services. If you need to utilize these services please consider double sided copies.

Your partnership with these green initiatives is greatly appreciated. Thank you!

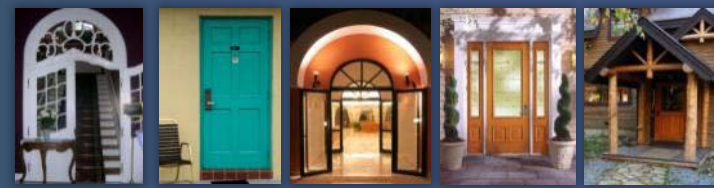
- Developed Green Partnership meeting options to make green achievable and easy for clients



▪ Shifted from bottled water to water stations, saving:

- \$15,000
- 40,000 plastic bottles





Aligning with Corporate Values: Commitment to Our Community



- Since November 2010, Bell Harbor International Conference Center has **donated 900 pounds of food**, or roughly **200 meals**, through Seattle's Table.
- Columbia Hospitality employees have **volunteered 10 times** at FareStart or Food Lifeline since 2008.

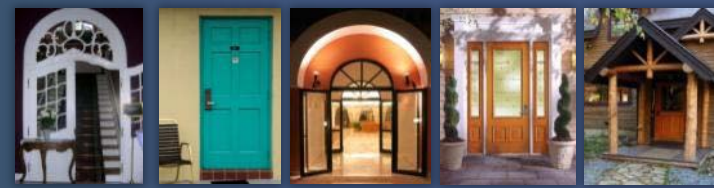


FARESTART
Great Food. Better Lives.

FOOD
LIFELINE



Lessons Learned



Successful new environmental initiatives require:

- ✓ Team member engagement
- ✓ Collaboration & information sharing
- ✓ Leadership & corporate culture
- ✓ Partnerships
- ✓ Time and persistence



Panel Discussion

Panelists:

Lenny Zilz

Vice President of Operations

Columbia Hospitality

Bruce Jarrard

Chief Engineer

Escala Condominiums

Ben Olin

Front Office Manager

Salish Lodge & Spa

Cameron Boman

Chief Engineer

Salish Lodge & Spa

Alan Stephens

General Manager

Talaris Conference Center

Barbara Rush

Director of Operations

BHICC/WTC Seattle

John Murphy

General Manager

Salish Lodge & Spa



Take the pledge to go green(er)!

Undertake at least one new
green initiative

Online: www.surveymonkey.com/s/WLAGreenPledge

Benefits:

- ✓ Win a prize
- ✓ Join your peers
- ✓ Get listed on WLA's green lodging webpage
- ✓ Reduce operating costs
- ✓ Maximize marketing opportunities & capture new business
- ✓ Be a better environmental steward

WASHINGTON LODGING ASSOCIATION
Strengthening State Hospitality

GREEN PROGRAM
GREENING WASHINGTON'S
LODGING INDUSTRY

Here's Our Pledge to Go Green(er):

The Washington Lodging Association (WLA), in partnership with its professional partner Cascade Consulting Group of Seattle, proudly launched the Greening Washington's Lodging Industry Program, funded by a grant from the Washington State Department of Ecology.

The Program is intended to help hotels throughout the state save money, maximize marketing opportunities, and capture new business, while being better environmental stewards for the benefit of their staff and their local communities, while being better environmental stewards for the benefit of working with the two companies selected as pilots for the program, Columbia Hospitality and Best Western Peppertree Inns of Washington to identify and spearhead a number of new green practices at each property.

Now it is your turn to take steps to go greener. With your pledge to undertake at least one new green initiative... you'll be recognized on WLA's website and be entered to win a free night's stay at the Pan Pacific hotel in Seattle, a coffee basket from Starbucks Coffee Company, or a sustainability audit and consultation at your property conducted by Cascade Consulting Group.

We pledge to implement the following action(s) at our property within the next 90 days. (For ideas on actions you can take, see the excerpt from WLA's Greening Program practices list or add your own.)

Green Activity (required): _____

Green Activity (optional): _____

Green Activity (optional): _____

Name: _____

Property name and address: _____

City: _____

Phone: _____

Number of Guest Rooms: _____ Email: _____

Signed: _____ FLS? _____ Swimming pool? _____

Date: _____

We will follow up with you in three months to confirm your green practice has been implemented, and learn about cost or utilities savings. Once we have confirmed your participation, WLA will give you written permission to use a special Greening Washington's Lodging Industry logo at your property and on your website, social media, or other communications, and WLA will recognize your property on its website.

Please complete this pledge form online by visiting the WLA website: www.wla.org/green

Alternatively, you can submit a hard copy of your pledge form to Stephanie Tomlin at Stephanie@CascadeConsulting.com, or 1109 1st Avenue, Suite 400, Seattle, WA 98101. If you have any questions, please call (206) 449-1149.