



Growing Green: Building a Green Brand That's Credible While Improving Your Property's Top and Bottom Lines

Green is going mainstream; are you ready for it? This panel will cover tangible steps to green operations at Washington lodging properties, helping you improve efficiency, your bottom line, and your guest experience. Hear from Starbucks's Director of Environmental Impact on greening a global corporation from the bottom up, from a local green hotelier on the cost and resource savings, and guest benefits of implementing green initiatives at local hotels, and from a local green PR firm cofounder who will describe how to maximize exposure, credibility, competitive advantage, and program success through the green marketing process.

Moderator: Amity Lumper | Senior Associate, Cascadia Consulting Group

Jim Hanna | Director of Environmental Impact, Starbucks

Molly Phillips | Manager of Sustainable Partnerships, Pan Pacific Hotel Seattle

Bryan Cohen | Co-founder of Colehour + Cohen



Jim Hanna
Director of Environmental Impact
Starbucks Coffee Company

Jim Hanna, Director of Environmental Impact, joined Starbucks Coffee Company in November 2005 as its Environmental Affairs Manager, lending his expertise to the company's initiatives to minimize its environmental footprint through green building, energy conservation, international procurement, waste minimization and collaboration with partner corporations and NGOs. Prior to Starbucks, he served as Director of Environmental Affairs for Xanterra Parks & Resorts at Yellowstone National Park. In the position, Jim oversaw Xanterra's many progressive environmental initiatives in its operations as the primary concessionaire in the Park, including an ISO 14001-certified Environmental Management System. Before escaping to Yellowstone, he worked as Director of Operations for Teris Environmental in Los Angeles, managing the company's seven regional offices in North America. A native of Olympia, Washington, Jim earned a BS in Environmental Sciences from Washington State University and is a U.S. Green Building Council LEED-accredited professional.



Molly Phillips

Corporate Social Responsibility Manager

Pan Pacific Hotel Seattle

Molly began her career in hospitality as Concierge for Four Seasons Hotel Philadelphia. After working in various departments within the hotel, including Catering and Conference Services, Molly landed the position of Senior Corporate Sales Manager. She was a founding member of the “Green Team” for the hotel and achieved many successes in this area for the hotel; starting a hotel-wide recycling and composting program and working on energy saving initiatives. In 2006, the hotel was awarded “Recycler of the Year” by the Greater Philadelphia Commercial Recycling Council. She accepted the position of Senior Sales Manager for Kimpton Hotels in Seattle, which included relocating to the Pacific Northwest in June of 2007. After completing a sustainability degree, she was named Manager of Sustainable Partnerships for all three Seattle Kimpton hotels and worked on many sustainable initiatives for the hotels. She created a pilot program to set companywide standards and metrics for monitoring the hotel’s environmental footprint which was then adopted company-wide to provide footprint analysis for guest rooms and meetings. Molly recently joined Pan Pacific Hotel Seattle as Manager of Sustainable Partnerships. She is currently expanding their ‘PanEarth Program’ to explore and improve upon all aspects of their environmental and social sustainability. Molly was born and raised in Pittsburgh, PA and graduated with a B.A. in Communications/Media from Indiana University of Pennsylvania. In 2008, she graduated from Bainbridge Graduate Institute with a degree in Sustainable Business. She has a 13 year old son, Andrew and is married to Jason Phillips. They reside in downtown Seattle.



Bryan Cohen

Co-founder

Colehour + Cohen

Bryan's motto and mantra is "everyone needs a little PR." He loves the underdog. He loves causes. He loves doing media relations. He has spent the last 13 years of his career either on the phone pitching media, in cities all over the US doing media events and media tours, creating campaigns that will draw the media to a particular client or training clients on how to present to the media. Bryan has worked on clients as diverse as the U.S. EPA, PCC, Claremont McKenna College and The Seattle Jewish Film Festival to the Moyer Foundation, Onvia and All Star Auto Glass. His work has included several high-tech companies including Creative Labs, PlanetRx, Global Election Systems and EMusic. Bryan has placed stories on *The Today Show*, NPR’s *Morning Edition*, ABC *World News Tonight*, CNN,MSN and in *USA Today*, *New York Times*, *Chicago Tribune*, *The Wall Street Journal*, *Home Magazine*, *Good Housekeeping* as well as hundreds of stories in local markets throughout the U.S. including Seattle's TV and daily outlets. Bryan has won three Silver Anvils for his work. He graduated from Claremont McKenna College in 1992 with a degree in history and political science.