

2013 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by January 1, 2012 through September 30, 2013.

Name Lisa Bass Title Director of Membership Development

Association Tennessee Hospitality Assoc. Email Lisa@TNHospitality.net

City Nashville State TN Zip 37204

Phone 615-385-9970 Fax 615-385-9957

Association Staff Size 5

Associations's Annual Budget (not including AH&LA dues): ☒ Over \$500,000 ☐ Under \$500,000

Entry Category: ☐ Education and Workforce Development ☐ Events and Fundraising

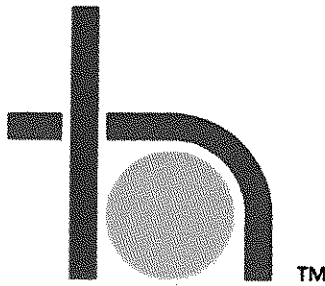
☐ Government Affairs ☐ Membership ☒ Member Programs

☐ Public Relations ☐ Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program ☒
2. Target Audience ☒
3. Results of Program ☒
4. Evaluation Measures ☒
5. How was the program presented to the Target audience? ☒
6. Addition information ☒

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 18, 2013



The Tennessee Hospitality Association

Nomination for ISHAE 2013 Awards of Excellence

For Member Programs



The Tennessee Hospitality Association would like to nominate our “Tennessee Green Hospitality Certification” Program in the category of Member Programs. The Tennessee Green Hospitality Certification is a unique program designed and implemented to make Tennessee an even more desirable tourist destination for guests who consider sustainability an important part of their lives and travel.

The program encourages lodging establishments, restaurants and attractions to be aware of their impact on the environment and to take steps to reduce their carbon footprint while increasing the overall sustainability of operations.

This program began in Chattanooga as an initiative of the Greater Chattanooga Hospitality Association. When the program rolled out, most of the downtown properties participated early, with the nearby hotels joining soon afterward. The Tennessee Hospitality Association embraced the program and expanded it statewide. The program has won the “Tennessee Green” Governor’s Award for Sustainability.

The program is unique among state-wide programs in three areas. First, it was completely developed and is administered by the tourism industry (TnHA) instead of by state government, although it is strongly supported by the Tennessee Department of Tourism. Second, it is 100% audited by an independent professional organization. Third, there are no “tiers” to the certification. A property is either certified or not.

For certification, lodging properties must have active programs in place for recycling and reductions in energy, water, materials usage, an optional linen program, plans for continued improvements, and the ability to provide “green events.” The requirements for restaurants are similar, except for the linen services.

From the beginning, we knew that credibility was an important factor to success of our program. EPA Guidelines for Environmental Marketing Claims (16 CFR 260) state that, if a claim of environmental benefits is made, this claim must be substantiated by reasonable scientific data. TnHA felt that having a hotel simply fill out an application without an on-site audit failed to establish the substantiation of the claim of environmental benefits. Therefore, an early decision was made that every lodging property applying for certification would have an on-site audit reviewing every claim made on the certification. Dobbin Callahan, President of Skye Con, stated that, Hotels and Restaurants that become certified have made and will continue to make proven operational changes that are real, significant, and are having a positive impact on our communities. “

Some of the benefits of the program are intangible. We know anecdotally that people are making destination decisions based on our

program. We also know that we are doing the right thing for the environment, perhaps the most important of the considerations. But we also know that we are saving money for our participants. One of the most monumental and exciting aspects of the program is real measurable results that have been analyzed by the Manomet Center for Conservation Sciences, under a grant from EPA. They analyzed the data from all of the hotels participating in Tennessee Green Hospitality and found an average savings for a typical 125 room hotel to be \$14,000 annually. This study was based specifically on the activities of hotels participating in Tennessee Green Certification Program.

Tennessee Green has also proven to be a great source of non-dues revenue for the Tennessee Hospitality Association. Lisa Bass, TnHA's Director of Membership Development, said, "Tennessee Green is a very important sales tool in new memberships as well as retention. It is a program that we promote which lets people we care about know the ROI that it can give to their property. Prospective members and current members acknowledge the advances we have made in making our industry environmentally friendly, and they want to be a part of it." The association acknowledges all "certified" properties in all marketing and membership information. The Tennessee Green logo is also included next to their listing in The Tennessee Accommodations, Attractions, and Dining Guide, which is a marketing piece distributed state-wide in welcome centers, brochure racks, and AAA offices. Tennessee Green also has a link on the association's web site where members can get more information and find out how to become certified.

Dobbin Callahan works closely with the association on gaining new members and the retention of current members. He promotes the association and offers discounts for potential clients within the

membership. The association also gains non-dues revenue for the marketing efforts and promotion of the program. Approximately 10% of the revenues from the program are shared with TnHA to coordinate and market the program. *Overall, this program is a winner for everyone – it helps our members, the association, and the environment!!*

Thank you for your consideration.

Tennessee Green Hospitality Certification Application for Lodging Members

Please download and electronically complete this application to begin the process to achieve Tennessee Green Hospitality Certification. Once you have completed the application, please email it to skyecon@gmail.com and lisa@tnhospitality.net. You will be contacted soon regarding your application. Thanks!

Company Name: Tennessee Hospitality Assoc

Contact Person & Title: Lisa Bass

Address: 475 Craighead Street

Phone Number: 615-385-9970

Date Submitted: Today

Email Address: lisa@tnhospitality.net

CORE ACTIVITIES: These are the minimum requirements for all Tennessee Green Hospitality Program Participants.

We pledge that we:

- ☒ **Offer optional linen service.** Sheets and towels are not automatically changed every day during your guests' stay; thus, decreasing usage of water, energy, and harmful detergents.
- ☐ **Recycle and reduce waste.** Recycling is probably the most visible sign to your guests that you are a green facility. You must have an active recycling/waste reduction program for your facility, including the convenient opportunity for guest to recycle their materials.
- ☐ **Use water efficiently.** The facility must have a plan for conserving water that should consider water-saving faucets, showerheads, and toilets; leak detection; and an effective landscape watering plan.
- ☒ **Conserve energy.** The facility must have a program in place to reduce energy consumption. The program should include the replacement of lighting and equipment to energy efficient alternatives such as compact-fluorescent lighting, LED exit signs, photo sensors and motion detectors, efficient heating and cooling, and EnergyStar/energy efficient computers and other equipment.
- ☒ **Offer a "Green Events" Package.** The facility must offer a written "green" package for conferences, meetings, and other events. Examples include recycling at the event; paper reduction; temperature and lighting control; avoidance of single-use, individual bottles of water; and other techniques to reduce waste and energy.
- ☐ **Have a written plan for continued environmental improvement.** The facility must have an official plan outlining steps for continued improvements in sustainability.

Skye Con Environmental Consulting in cooperation with the Tennessee Hospitality Association

TnHA: 475 Craighead * Nashville, TN 37204 * Phone: (615) 385-9970

Skye Con: 299 Post Oak Road * Ringgold, GA 30736 * Phone: (423) 847-7499

Tennessee Green Certification Programs & Materials Inspired by Chattanooga, Virginia, & Florida Green Lodging Programs,
as well as Benchmark Hospitality International Evergreen Programs.

ACTIVITIES BEYOND THE CORE REQUIREMENTS: While not required for certification, we invite you to provide more details about your green activities. Please tell us more about the great things you are doing at your property. Please check the boxes next to the activities below that your company participates in. You can also use this list for new ideas of green techniques to implement at your own property.

Optional Linen Service

We pledge that we:

- ☐ Change linens only on request.
- ☐ Train housekeepers on process of optional linen service.
- ☐ Purchase water and energy efficient washers and dryers. Visit www.energystar.gov for more details.
- ☐ Use non-phosphate, non-toxic, and biodegradable laundry detergents.
- ☐ Minimize the use of bleach and chlorinated chemicals.
- ☐ Use an "ozone laundry system" that greatly minimizes the need for detergents and saves water.
- ☐ Use linen service providers that employ "wet" versus "dry" cleaning.
- ☐ Please write in your own green activities related to laundry/linen services:

Recycling

We pledge that we recycle:

- ☐ Glass
- ☐ Aluminum Cans
- ☐ Plastic
- xx ☐ Office Paper
- ☐ Toner Cartridges
- ☐ Newspapers
- ☐ Cardboard
- ☐ Packing Supplies
- ☐ Fluorescent Lamps (Required by the Resource Conservation & Recovery Act Law (RCRA))
- ☐ Batteries (Required by RCRA Law for NiCad & Lead-Acid)
- ☐ Electronics Equipment Including Computers, Printers, Etc. (Required by RCRA Law)
- ☐ Please write in your own green activities related to recycling:

Green Conferences & Events

We pledge that we offer the availability of "green meetings/conferences" in our Marketing & Catering Packages.

- ☐ Please attach your "Green Events" package information. This is the document that you provide to potential guests or groups when asked how you will help make their meetings "green."

Smoking

- x☒ The facility is completely non-smoking.
- ☐ If the facility allows smoking, are there any smoking restrictions?

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Waste Reduction

We pledge that we:

- ☐ Track overall waste bills.
- ☐ Have numeric goals to reduce overall materials that go to the landfill.
- ☐ Use bulk soap dispensers in public restrooms.
- ☐ Use high-efficiency hand dryers.
- ☐ Use bulk soap dispensers instead of individual soaps in guestrooms.
- ☐ Partner with vendors to utilize their "green" products.
- ☐ Do not use Styrofoam.
- ☐ Use reusable dishware and glassware to minimize the use of disposables.
- ☐ Purchase cups to promote/allow effective recycling.
- ☐ Purchase disposable containers made from bio-based materials, recycled content, and/or compostable materials.
- ☐ Use non-bleached napkins and coffee filters.
- ☐ Provide condiments, cream, sugar, etc. in bulk.
- ☐ Use water pitchers and filtered water to minimize the use of single-use bottles.
- ☐ Use washable hand towels in restrooms.
- ☐ Compost food waste and other compostables.
- ☐ Have an effective food inventory control to minimize waste.
- ☐ Recycle grease and/or filter grease prior to recycling.
- ☐ Offer locally grown produce and other foods.
- ☐ Offer organic and "sustainable-grown" foods. Visit www.sustainabletable.org/issues for more details.
- ☐ Purchase recycled-content paper towels, toilet paper, and tissue paper.
- ☐ Encourage suppliers to minimize packaging and other waste materials.
- ☐ Purchase from vendors and service providers with a commitment to the environment.
- ☐ Make two-sided copies and printed materials. Printers are set to "default" to double-sided copies.
- ☐ Use electronic correspondence and forms.
- ☐ Use "green" cleaners that are dispensed in bulk. Visit www.greenseal.org for more details.
- ☐ Purchase durable equipment and furniture.
- ☐ Purchase carpet with low VOC emissions that has received "Green Label Plus" certification from the Carpet & Rug Institute (CRI).
- ☐ Maintain carpet using CRI "Seal of Approval" certified cleaning products and equipment, which can be found at www.carpet-rug.org/commercial-customers/cleaning-and-maintenance/seal-of-approval-products/.
- ☐ Recycle old carpet. See model specs from CRI at www.carpetrecovery.org/specifications-bids.php.
- ☐ Use reused building materials or those from sustainable sources.
- ☐ Use latex paints that are low VOC.
- ☐ Reuse paint thinners.
- ☐ Properly recycle and/or dispose of thinners and solvents. (Required by EPA & RCRA Law)
- ☐ Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles.
- ☐ Use less toxic materials.
- ☐ Use "integrated pest management" (IPM). Visit www.epa.gov/pesticides/factsheets/ipm.htm for more details.
- ☐ Use a nutrient management plan that minimizes the use of fertilizers.
- ☐ Please write in your own green activities related to waste reduction:

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Water Conservation – We pledge that we:

- ☐ Track overall water usage and wastewater.
- ☐ Have a numeric goal to reduce water consumption over time.
- ☐ Perform preventative maintenance to stop drips and leaks.
- ☐ Regularly monitor water meter(s).
- ☐ Have high-efficiency dishwashers.
- ☐ Have low flow restrictors on guest room faucets. (EPA Watersense or equivalent using 1.5 gpm or less)
- ☐ Have low flow showerheads in guest rooms. (EPA Watersense or equivalent using 2.0 gpm or less)
- ☐ Have low flow toilets using 1.6 gallons or less per flush **OR** have low flow EPA Watersense toilets using 1.28 gallons or less per flush.
- ☐ Have automatic, hands-free faucets in public restrooms.
- ☒ Have automatic flush/hands-free toilets in public restrooms.
- ☐ Have an effective landscape management plan, which utilizes drought tolerant species, metering, and rain gauges, and/or minimizes lawn areas.
- ☐ Have an effective storm water management plan including rain gardens, pervious pavement, and/or minimization of impervious areas (paving, concrete, etc.).
- ☐ Have a green roof. Visit www.greenroofs.com for more details.
- ☐ Use cisterns, rain barrels, and/or drip line irrigation. Visit www.epa.gov/reg3esd1/garden/stormwater.htm.
- ☐ Maintain vegetative buffers around streams and ponds.
- ☐ Please write in your own green activities related to water conservation:

Energy Efficiency – We pledge that we:

- ☐ Track overall energy bills.
- ☐ Have had an energy audit to identify efficiency opportunities.
- ☐ Have a numeric goal to reduce energy usage over time.
- ☐ Have an "energy management system" in place to track and meter energy usage.
- ☐ Calculate our energy usage's pollution factor at www.cleanerandgreener.org/resources/pollutioncalculator.htm.
- ☐ Use high efficiency compact fluorescent bulbs in rooms and in canned lighting, as well as LED Exit signs and high efficiency fluorescent lamps. See www.energystar.gov/ia/business/small_business/led_exitsigns_techsheets.pdf.
- ☐ Have high efficiency heating and air conditioning (HVAC) systems and ceiling fans.
- ☐ Install Energy Management Systems.
- ☐ Perform preventative maintenance on HVAC systems.
- ☐ Have individual thermostats for each room.
- ☐ Have installed additional insulation and have thermal-break windows and insulation.
- ☐ Use natural lighting and use lighting sensors to turn lights on and off.
- ☐ Generate electricity from photovoltaic solar panels.
- ☐ Have a solar water heating system.
- ☐ Generate electricity from a wind turbine.
- ☐ Purchase EnergyStar computers, appliances, etc. Visit www.energystar.gov for more information.
- ☐ Use directional (downward-facing) lighting in parking areas and other outdoor areas.
- ☐ Use LEED criteria when developing new buildings. Visit www.usgbc.org for more details.
- ☐ Have achieved LEED certification as a building.
- ☐ Provide charging stations for guest's electric or electric hybrid vehicles.
- ☐ Use fuel efficient vehicles or hybrid vehicles and encourage guests to use an electric shuttle.
- ☐ Use EnergyStar hospitality industry benchmarking tools. Visit the following website:
www.energystar.gov/index.cfm?c=hospitality.bus_hospitality.
- ☐ Have geothermal heating and cooling.
- ☐ Please write in your own green activities related to energy efficiency:

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Lodging Member Audit Fees:
(Based on Number of Rooms)

<u># of Rooms</u>	<u>TnHA Member Rate</u>	<u>Non-TnHA Member Rate</u>
Less than 100	x <input type="checkbox"/> \$275/Property	<input type="checkbox"/> \$375/Property
100 – 150	<input type="checkbox"/> \$325/Property	<input type="checkbox"/> \$425/Property
151 – 175	<input type="checkbox"/> \$375/Property	<input type="checkbox"/> \$475/Property
176 – 250	<input type="checkbox"/> \$425/Property	<input type="checkbox"/> \$525/Property
251 – 325	<input type="checkbox"/> \$500/Property	<input type="checkbox"/> \$600/Property
325 – 400	<input type="checkbox"/> \$575/Property	<input type="checkbox"/> \$675/Property
401 or More	<input type="checkbox"/> \$600/Property	<input type="checkbox"/> \$700/Property

In addition to the pricing above, travel expenses will be reimbursed at the rate of \$0.40/mile, round trip from Chattanooga, TN. Lodging will be provided, as needed. If multiple properties are being audited in the same area, expenses will be equally divided among all properties.