

Fresh Ideas

Fall 2010



Our History & Mission

The Pineapple has been a symbol of hospitality for centuries. According to legend, captains of vessels throughout New England would mount pineapples on their fence posts when they had safely returned from sea. The pineapples served as invitations for family and friends to visit and share meals together. Today, the pineapple serves as a symbol for the highest quality in hospitality.

Headquartered in Saint Charles, Missouri, Pineapple Hospitality specializes in green hotel programs and products that deliver a triple bottom line – They're good for the planet, wanted by travelers and save hotels money while boosting business.

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Headquartered in Saint Charles, Missouri, Pineapple Hospitality brings fresh ideas to hospitality guests' doors and owner/operators' bottom lines – including FreshStay® (www.freshstay.com), EcoRooms® & EcoSuites™ (www.EcoRooms.com) Save Your World, Pharmacopia, Environmentally Sensitive Amenities™, EO®, Earth Perfect, eco.fresh, ecossential elements, Sonoma Soap Co. and greenSPA™ amenities, AVIVA and WAVE amenity dispensers, Energy Efficient Lighting from GE and TCP, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Energy Management Systems and Controls, High Performance showerheads, Zero Odor, and dozens of other products and programs. For more information, please visit www.pineapplehospitality.net, or call us at 636-922-2285.

Dispensing Savings

Pineapple Hospitality offers a wide range of economical and environmental solutions to reduce waste in your hotel's amenity program.

Floating 1,000 miles northeast of Hawaii in the Pacific Ocean is a patch of plastic pieces swirling in a gigantic whirlpool. Colloquially called the Great Pacific Garbage Patch, the debris field is filled with bits of old light bulbs, bottle caps, tooth brushes, plastic bottles and other tiny pieces of broken down plastic. And though the pieces are individually tiny, their impact is enormous. This ball of garbage is now estimated to be twice the size of Texas ... and growing.

The Great Pacific Garbage Patch is gaining notoriety, as Captain Charles Moore, founder of the Algalita Marine Research Foundation, has been spreading his mission of reducing pollution and plastic waste across college campuses, in national publications such as *National Geographic* and the *Los Angeles Times*, and even recently on Comedy Central's *The Colbert Report*. His research, which is available at www.algalita.org, demonstrates how what we do on land affects even the most remote parts of our planet, including our oceans.

It should be a wakeup call to everyone, but particularly those in the hospitality industry, where thousands of pounds of plastic waste are created



each day from tiny plastic amenity containers that are used once and discarded into the trash.

Amenities are often singled out as being one of the most wasteful components to a hotel's operations. On the other hand, amenities are also a key component to guest satisfaction. So even though it's clear that the packaging, the plastic wrappings and the all-around waste, is not efficient and cost-effective, many hotels are resistant to change.

But that mindset is finally starting to change. Economically, hotels are finding that providing

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amenities in dispensers can save up to 70 percent compared to traditional amenity costs. Maybe more importantly, hotels are also finding that the dispensed amenities now available rival or surpass traditional amenities in quality.

“In the past couple of years, certainly there has been a proliferation of brands of liquids and ‘designer’ liquids. There has also been an awakening of the traveling public and the hotel industry about the huge waste created by individually packaged amenities,” says Ian Wallace, president of Dispenser Amenities. “The recession has also led the hoteliers to think about the reduced cost of buying liquids in bulk. Ten billion tiny bottles going to landfills every year from the hotel industry is the definition of ‘not sustainable!’”

For those hotels looking to bulk package their amenity program, Pineapple Hospitality — the premier distributor of “Green” Hotel Products and Marketing Programs for the Hospitality Industry — now offers a selection of the cleanest, greenest and most stylish amenity dispensers on the market. Pineapple’s green hospitality product line includes:

- GreenSpa Amenities and Dispensers;
- Sonoma Soap Co. Amenities and Dispensers; and
- Earth Perfect Amenities and Dispensers.

“Dispensers had an initial hurdle of overcoming the ‘locker room’ image that many people had,” says Ray Burger, President of Pineapple Hospitality. “Now, hotels and guests have caught on that the environmental benefits of dispensers can co-exist with luxury. Hotels such as The Gaia Hotel in Napa Valley, The Q Hotel in Kansas City, The Lodge at Cliff Castle in Arizona and the New England Center Hotel on the campus of the University of New Hampshire are just a few of the high-end hotels that provide amenities in dispensers.”

“And not only do guests appreciate the dispensers from an environmental perspective, they often find dispensers are actually much simpler and more convenient to use than locating and then fumbling around with tiny bottles in the shower,” Burger adds.

Dispenser acceptance grows

There are a number of reasons that more hotels are turning to dispenser amenity programs for their bathrooms and showers. Some of the benefits of using liquid amenity dispensers over individual amenities include:

- Saving money.
- Saving storage space.
- Saving housekeeping time.
- Wider choice of quality products.
- Saving counter space in guest bathrooms.

An ever-ready supply of soap and shampoo.

A growing awareness regarding the vast amount of oil used to manufacture and transport all of these plastic bottles.

There is increased concern for our planet and its precious resources, as well as the significant environmental impact of annually landfilling 10 million-plus little plastic hotel amenity bottles.

“Acceptance of the dispenser concept has happened because the early pioneer hoteliers have embraced the idea and that passion has spread to every eco-caring hotelier in the world,” says Wallace. “What was once a completely ‘foreign’ idea is now

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Dispenser Amenities estimates that the world’s hotels must dispose of over 10 billion pieces of packaging from shower amenities each year.



becoming part of the thinking of every hotel chain because they are beginning to grasp the waste problem and are paying attention to the cost issues. Guest surveys have, for many years, been hugely supportive of the delivery of high quality liquids in high quality dispensers.”

Dispenser Amenities estimates that the world’s hotels must dispose of over 10 billion pieces of packaging from shower amenities each year, the majority of them only partially used.

Pineapple Hospitality has found much success with its GreenSpa branded amenity dispensers. Pineapple’s line of GreenSpa amenities include liquid hand soaps, lotions, body wash, shampoo and conditioner.

GreenSpa products are available in gallon sizes making it a cost effective solution to bottled amenities. The products are biodegradable and hypoallergenic, using no animal by-products and no animal testing. The GreenSpa dispensers are durable

America’s Dirty Little Oil Secret: Plastic Bottles & Bags

Following are just a few of the many points made by *businessshrink.biz*’s recent article, “America’s Dirty Little Oil Secret: Plastic Bottles & Bags”:

- The annual production of 31.2 billion liters of water for the U.S. bottled water market requires 17.6 million barrels of oil – enough to run 1.5 million cars for an entire year.
- America’s and the world’s addiction to plastic doesn’t end there. Plastic bags have become commonplace all over the world for their ease of production and cheapness (2 cents per plastic bag vs. 4 cents to 6 cents for paper bags). The U.S. consumes 100 billion plastic shopping bags per year and worldwide consumption is estimated at up to 1 trillion plastic bags a year. That is roughly 1 million plastic bags a minute being consumed and less than 1% is recycled. That’s up to 120 million barrels of oil used each year to produce plastic bags for worldwide consumption.
- Nearly 80% of PET bottles and 97% or more of plastic bags used in the U.S. are sent to landfills, where they typically will sit for 1,000 or more years.

America’s dirty little oil secret is that while we are unhappy with the recent volatility in oil prices, we haven’t changed our plastic consumption or recycling behaviors much.

Time to call Pineapple and make the move to bulk amenity dispensers stylishly designed for the hospitality market – planet- and guest-friendly solutions proven to help owner/operators cut related costs up to 70%!!!

Visit www.pineapplehospitality.net or call Ray at 636-922-2285 today.

and re-fillable and sure to enhance bath, shower, vanity and sink applications.

John Hunter of Hunter Amenities says, “By upgrading to an amenity dispenser program, ‘going green’ can be very affordable and doable for any hospitality property. Making the switch to dispensed amenities is an easy move for hotel owner/operators because it saves significant time, space and money, while guests feel zero negative impact from a satisfaction standpoint. In fact, most guests applaud the move.

“Many hospitality clients are looking for more green formulas and recycled packaging,” Hunter says. “We also have developed clean formulas that are paraben-free, mineral oil free and gentle on the environment.”

Best Practices

Switching to dispensed amenities to eliminate packaging waste is a best practice recommended by the California Green Lodging Program and several of the most prominent Green Certification programs encourage the use of Amenities from Dispensers.

Also, according to Mary Ann Pettorini, Executive Vice President for Power Brands Corp. — creators of the Earth Perfect amenities — a hotel’s amenity program is a great opportunity to develop a custom brand that resonates with guests and creates value for your hotel.

“Expectations regarding amenity product quality and brand sophistication have risen and will continue to do so on a global basis,” Pettorini says. “Amenity programs reflect the values and aesthetic viewpoints of a hotel and guests are receptive to positive experiences and relevant branding. Creating a strategic custom brand, or utilizing a retail brand that aligns with the branding of a property is smart marketing on the part of hoteliers.”

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The Earth Perfect Amenity Dispenser program merges luxurious advanced formulations with an environmentally conscious mindset. Earth Perfect incorporates the benefits of an advanced, luxury product collection with organic extracts and is sulfate and paraben free. The product line includes Yarrow Shampoo, Jojoba Conditioner and Bayberry Bodywash, available in one-gallon sizes to use with the stylish Earth Perfect Dispensers.

“While the luxury category will likely become more segmented, ‘green’ is a concept that can be interpreted in every price range,” says Pettorini. “It’s unusual to meet a hotelier who is not implementing an eco-conscious initiative or a guest who does not appreciate the effort.”

“We are in the business of creating experiences that build brand value. Providing guests with a quality amenity product and experience is at the very core of hospitality,” she adds.

Wallace agrees that there is no barrier between luxury and the environment.

“Luxury brands are certainly slower to adopt the dispenser approach but the luxury guest ‘gets it’ too,” he says. “It’s the luxury brand management that is slower to adopt the concept. They want superior hardware to match the superior liquids that they provide. But that doesn’t mean a dispenser cannot be a viable delivery system.”

Wallace’s Dispensers are distributed by Pineapple Hospitality and offer the world’s largest assortment of guestroom shower amenities dispensers, with a variety of looks, designs, finishes, numbers of chambers and price-points. But each dispenser, regardless of cost, uses the same patented pump and valve system that delivers an identical amount of the liquid with every push of the button.

“Our products look like what the guest would choose to use at home. Our designs are not ‘commercial’ or ‘institutional’ looking. They are completely reliable and easy to look after, from a housekeeping perspective,” Wallace says.

The Sonoma Soap Company also recently began offering its high-quality, health-conscious amenity collection in bulk sizes.

“Sonoma Soap products can help hotels maintain a greener business because each product is made domestically using natural, organic and environmentally sensitive ingredients,” says Cynthia Guy, Brand Manager for Marietta Corporation, the developer and manufacturer of the Sonoma Soap Company amenity line. “It’s important to make amenity lines that benefit the customer and environment. We want to reduce our carbon footprint by focusing on how we manufacture, transport and conduct business.”

Sonoma Soap products available through Pineapple Hospitality include the eco-friendly Citrus Medley shampoo, conditioner, body wash, lotion and hand soaps. The products



Dispensed amenities offer a greener method to deliver the same amenity to guests, eliminating the disposal of partially used bottles or soaps and the need to recycle the bottles and caps.

contain natural and organic ingredients and leave guests with a clean body, hair and conscience; and go perfectly with Sonoma’s three-chamber and two-chamber amenity dispensers.

“Dispensed amenities offer a greener method to deliver the same amenity to guests,” says Guy. “It eliminates disposal of partially used bottles or soaps and the need to recycle the bottles and caps. The product is dispensed and used as needed and the dispenser refilled only when needed.”

“We’re proud to offer all of these high-quality amenities and dispensers through Pineapple Hospitality,” says Burger. “Together, we are changing the way hotels and their guests are looking at their amenities. We can no longer sit back while our landfills and our oceans fill up with waste that could have been prevented with a little foresight.

“When people are at home, they don’t use a bar of soap once and then throw it away. And they know it’s a waste in a hotel,” Burger adds. “We just have to offer them an high-quality alternative that makes sense, which is what we have in GreenSpa, Sonoma Soap Co. and Earth Perfect dispensers.”

Green Hotel Certifications Snowball & Spark Confusion

Pineapple Hospitality looks at the trends in green hotel certification to see how changes in the market can and will impact your business.

The growing trend toward eco-conscious travel has brought with it a growing number of green hotel certification programs in the hospitality industry. But the number of different programs and options could confuse travelers and meeting planners. Even some hotel operators might not know the key differences between Green Key, Green Globe and Green Seal, Green leaf, LEED, and EcoRooms and EcoSuites — to name just a few.

So what do these all mean and which program best fits your hotel's sustainability strategy? And why does certification matter?

"In the hospitality industry, we're seeing new government mandates that state employees can only stay in or host meetings in green hotels," says Ray Hobbs, a member of EcoRooms & EcoSuites Board of Advisors. "But there are only 20 states with official green certification programs. And the industry is still attempting to find the certification process that best serves its needs."

Further confusing the issue is the vast differences between hotels. There are new hotels that are either under construction or undergoing renovations. For these facilities, it makes sense for those buildings to adhere to the U.S. Green Business Council's LEED (Leadership in Energy and Environmental Design) rating system.

But for most others, their buildings are what they are, and the cost to follow LEED standards is prohibitive. What they need is a certification program that rates their operations, and lets guests and event planners know the steps they have taken to go green on a day-to-day basis.

"The public's demand for these types of facilities is certainly growing," Hobbs says. "People want to spend their money with businesses that share their same per-

sonal beliefs and values. The hotels that achieve green certification identify themselves as leaders in green practices, energy conservation and a sustainable future."

Notably, AAA has added an "eco" icon to its *2010 TourBooks* for hotels, motels, and other lodging facilities. The AAA Eco Program identifies AAA Approved lodgings that are eco-certified by designated, well-established government and private programs.

Let's take a look at some of the major certification programs making headway in hospitality and see how they are making an impact on the industry.

Green Key

With more than 1,200 hotels certified north of the border since its inception in the 1990s, the Green Key Eco-Rating Program recently made its way from Canada into the United States.

Green Key administers a 140-question online audit, and based on the results, awards hotels an environmental rating of 1-5 Green Keys. Green Key members are then given guidance on how to "unlock" opportunities to reduce operating costs and environmental impacts — and, in turn, earn more keys.

"Green Key is really focused on hotel operations and best practices — helping hotel operators understand how they can reduce their impact on the environment, save money and become destinations for environmentally conscious consumers," says Zachary Conen, Vice President of Sales & Marketing for Green Key.

The big change in Green Key is that, as it immigrates to the United States, the program has added an on-site audit and validation process.

The Green Key audit examines nine major areas of sustainable hotel opera-

tions, including:

- Energy conservation;
- Water conservation;
- Solid waste management;
- Hazardous waste management;
- Indoor air quality;
- Community outreach;
- Building infrastructure; and
- Land use

"The on-site audit is an important component of our expansion into the U.S.," says Conen. "It's checks and balances. It gives us a chance to see if the Green Key ranking is where it should be, to see if the hotel's green program is being practiced correctly on a day-to-day basis."

So far, about 30 U.S. properties have signed on to the Green Key program, including Fairmont Hotels & Resorts.

"As a true leader in environmental stewardship, Fairmont sees value in working with like-minded partners to reduce its environmental impact and promote operational sustainability," said Sarah Dayboll, Fairmont's Manager of Environmental Affairs. "Expanding the Green Key program to our U.S.-based properties supports Fairmont's brandwide commitment to minimizing its impact on the planet, as it provides our hotels with another tool to audit, benchmark and enhance their environmental activity."

The state of Indiana likewise has chosen Green Key as its official statewide environmental initiative for the lodging industry. The program is managed via a partnership between the Indiana Hotel Lodging Association (IHLA) and Green Key Global. This partnership provides the IHLA with a customized, branded version of the Green Key Website, allowing IHLA to promote the program to both members and the public.

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“More and more of today’s travelers are comparing properties when they choose where to stay and one of the strongest decision factors for them is the ‘green factor,’” said John Livengood, IHLA president and CEO. “The Green Key program provides our hotel partners in Indiana the opportunity to be nationally recognized for the eco-friendly work they are already doing, as well as gives them a starting point from which they can improve as their business plans allow.”

Green Globe

As its name suggests, Green Globe is the

conscious travelers,” says Hobbs, a Green Globe certified auditor. “Green Globe really provides an excellent option for hotels looking to raise their environmental standards. We know not every hotel can afford to completely rebuild, so we really look at identifying practices and habits hotels can adopt to lessen their environmental impact.”

Most recently, The Crowne Plaza Atlanta Perimeter at Ravinia completed its certification by Green Globe. The hotel’s sustainable features include Green Meetings, a linen reuse program, low-flow showerheads and sink faucets in all guestrooms, and

they say their products are ‘green,’” says Mark Petruzzi, Vice President of Certification and Strategic Relations for Green Seal. “Consumers have been disappointed before, which is why there’s a demand for credible, third-party independent green certification, which we provide.”

Petruzzi says many of the labeling programs use proprietary rating systems or checklists that are not publicly available and were not developed through any recognized standard-setting process.

“Anybody can come up with a checklist over a weekend of beer and pizza, but it takes real effort to work with stakeholders, present your research and rationale for each requirement, and subject the proposed standards to public and stakeholder comments,” he says.

Certification requires an initial evaluation by Green Seal, including an on-site audit of the property, and annual monitoring to ensure ongoing compliance. To qualify for Green Seal certification a hotel must demonstrate sustainable practices in the following areas:

- Waste minimization, reuse and recycling;
- Energy efficiency, conservation and management;
- Management of fresh water resources;
- Wastewater management;
- Hazardous substances and
- Environmentally sensitive purchasing.

“Verifying that properties are doing what they claim on paper to be doing is vital for credibility,” Petruzzi says. “Even ‘random’ assessments don’t provide enough robustness to the program since noncompliant properties jeopardize all participants in the program.”

Notably, Green Seal was notified recently by the American National Standards Institute (ANSI) that its environmental standard was officially recognized as the first American National Standard for “green” restaurants and foodservice operations — which affects many of the hotels that offer on-site restaurants and eating areas.

Also, Kimpton Hotels CEO Mike Depa-

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The new Green Lodging Certification program will certify and assist hoteliers in the transition to environmental sustainability, helping them remain competitive and protect our environment at the same time.

most commonly used standard for green hotels and golf courses worldwide. Utilized by the travel and tourism industry since 1993, the Green Globe brand is internationally recognized in Europe, Latin America, China, the Middle East, the Caribbean, and is growing in the U.S.

As part of its certification program, Green Globe looks at behavioral, facility and product issues at hotel sites. To guarantee adherence to the highest international standards, a third-party independent auditor is appointed to work with clients on-site. Green Globe Certification takes from 30-60 days depending on the size and commitment of the business.

Green Globe Certified businesses need to be re-certified on an annual basis as additional requirements need to be met. Green Globe Certification also updates certification requirements to make sure businesses meet the highest green standards internationally.

“People are used to seeing Green Globe certification all around the world — the brand really means something to eco-

biodegradable cleaning chemicals. Energy-efficient lighting was installed in 2008 in all public space, with guestrooms on deck for the upgrade. The hotel donates partially used guestroom amenities, discarded linen and furniture to local charity organizations.

“Green Globe recognizes that true sustainability is a journey, and Crowne Plaza Atlanta Perimeter at Ravinia, and its management and staff, have committed to improving their environment and growing their contributions to the local community,” says Green Globe Certification CEO Guido Bauer.

Green Seal

Green Seal has provided a science-based environmental certification for the lodging industry since 1995. But what sets it apart from other programs is that the Green Seal is a recognized brand beyond hospitality, representing a mark of sustainability excellence for more than 40 product categories and services.

“There’s an ever-growing reluctance among the public to trust companies when

tie recently announced that the majority of the brand's almost 50 hotels are expected to be Green Seal certified. In October 2009, three of Kimpton's Chicago boutique hotels – Hotel Allegro, Hotel Burnham and Hotel Monaco Chicago – earned Green Seal certification.

“Having our EarthCare initiatives validated by such an important organization like Green Seal acknowledges that we are doing the right things for the environment and our business,” said Nabil Moubayed, general manager of Hotel Monaco and lead for Kimpton Chicago's EarthCare Committee, a team of five employees who oversee the hotel's eco practices. “We are extremely proud to be associated with Green Seal and look forward to continually helping raise the bar on environmental consciousness.”

Petruzzi says Green Seal has been busier than ever, demonstrating that the desire for green hotels is certainly growing.

“There is a danger that certification can become commoditized. Some hotels just want to offer a linen recycling program and informal recycling program and then say they are green,” Petruzzi says. “But Green Seal is a trust-worthy label guests are much more likely to be familiar with the products they have in their homes. Our standards are robust, thorough, accredited and continuously scrutinized to ensure the credibility of our label.”

Green Leaf

Audubon Green Leaf Eco-Rating Program began in 1998 to meet the lodging industry's desire to provide quality guest services, while minimizing their impact on the environment. Through a comprehensive, credible method for assessing the extent of the environmental measures undertaken, participating facilities can reduce environmentally-related costs and gain marketing advantages.

The Green Leaf certification process begins with a self-evaluation survey, and is followed up by a Green Leaf assessment and verification. Hotels are awarded 1-5 Green Leaves based on the hotel's commitment to saving energy, reducing

waste, conserving water and resources and preventing pollution.

Green Leaf is international in scope, uses a standardized checklist for evaluating environmental performance, includes environmental education and hands-on staff assistance, and requires a site visit by a trained individual to verify eco-rated practices.

The state of New York is launching its state hotel certification program using the Green Leaf standard. The certification program from the New York state Department of Environmental Conservation is part of a larger state initiative to support and market sustainable tourism. More than forty-three hotels and inns across the state have signed on so far.

“Green tourism is good for our economy and good for our environment,” said New York Governor David A. Paterson. “The new Green Lodging Certification program will certify and assist New York's hoteliers in the transition to environmental sustainability, helping them remain competitive and protect our environment at the same time.”

LEED

While the other green certification programs focus on operations, LEED remains the gold standard for green building construction in the U.S. And while the economy has put a damper on new hotel construction, it hasn't stopped hotels from turning to LEED.

“The hospitality industry has emerged as an important new hotspot of green building and LEED activity,” says Ashley Katz, Manager, Communications for the USGBC. “LEED registrations of lodging properties have increased significantly in recent years: 2007 saw almost four times as many hotels register for LEED as 2006, and 2008 brought us nearly as many new lodging property registrations as in the previous eight years combined.”

There are currently dozens of LEED certified projects and hundreds of LEED registered lodging projects.

EcoRooms & EcoSuites

While its main function has been to serve

as an online directory of the most environmentally responsible hotels, motels, inns and B&Bs in the U.S. and abroad, EcoRooms & EcoSuites — www.ecorooms.com — has taken on a leadership role in the hospitality industry — pushing for a greener, more sustainable industry.

Working with a Board of Advisors comprising some of the brightest minds in sustainability, EcoRooms & EcoSuites has developed a set of Eco-Criteria that's raising the bar for environmental excellence in hospitality.

“We have the only program that mandates 100% compliance with all eight of our criteria, including smoke free guestrooms,” notes Ray Burger, President of Pineapple Hospitality, which operates EcoRooms and EcoSuites. “With only about a dozen properties EcoRooms & EcoSuites certified, we're the most-stringent certification program in the industry, so becoming a member really means something to both the hotels and eco-conscious travelers.”

The EcoCriteria includes:

1. Green Seal certified or equivalent cleaning products are used in guestrooms.
2. Green Seal certified or equivalent paper products (facial and bathroom tissue) are used in guestrooms.
3. Bathrooms feature amenity dispensers or small, practical amenity sizes with guests encouraged to take the remainder of their bathroom amenities home or donate them to homeless shelters.
4. The hotel has implemented a Linen and Towel Reuse Program
5. Guests are provided separate and easily identified receptacles and/or bags in which to deposit recyclables.
6. Energy-efficient lighting is in place in every applicable area.
7. High efficiency plumbing —
 1. 6 or fewer gallons-per-flush for toilets and 1.5 gallons per minute or less for sinks with water-efficient aerators.
8. 100% Smoke-Free Hotel.

EcoRooms & EcoSuites CERTIFIED



Embassy Suites Jackson-North/Ridgeland in Ridgeland, Miss., and the Hampton Inn & Suites Chicago Southland-Matteson in Matteson, Ill., are the first two hotels certified.

One of the consistent complaints about green products and services is that “green” is not an easy concept to define, nevermind measure. Anyone can say their product is green, but it isn’t always the case. This kind of greenwashing often discourages consumers who are looking for legitimately green products, and ends up hurting the overall cause to protect the environment.

Since its inception, EcoRooms & EcoSuites (www.EcoRooms.com) has been particularly picky about whom it lets in for precisely that reason. Through the years, EcoRooms & EcoSuites has developed a diverse listing of hotels that meet only the most-stringent criteria for sustainability, earning the praise of hotel guests and hospitality professionals.

But understanding that credibility is key to the tens of millions of green consumers, EcoRooms & EcoSuites has begun taking the additional step of auditing hotels that are members of the website. Performed by auditors from EcoGreenHotel (www.EcoGreenHotel.com), the Sustainability Audit is a comprehensive review of the hotel’s current environmental initiatives, which also includes meeting the 8 EcoRooms & EcoSuites criteria:

1. Green Seal certified or equivalent cleaning products are used in guestrooms.
2. Green Seal certified or equivalent paper products (facial and bathroom tissue) are used in guestrooms.
3. Bathrooms feature amenity dispensers or small, practical amenity sizes with guests encouraged to take the remainder of their bathroom amenities home or donate them to homeless shelters.
4. The hotel has implemented a Linen and Towel Reuse Program.
5. Guests are provided separate, easily identified receptacles and/or bags in which to deposit recyclables.
6. Energy-efficient lighting is in place in every applicable area.
7. High efficiency plumbing — 1.6 or less gallons-per-flush for toilets and 1.5 gallons per minute or less for sinks with water-efficient aerators.
8. 100% Smoke-Free Hotel

Only hotels that meet 100% of the criteria will be officially “EcoRooms Certified.”

“The members of EcoRooms & EcoSuites are some of the greenest and most-progressive hotels in the industry,” says Ray Burger, President of Pineapple Hospitality, which operates EcoRooms & EcoSuites. “Our approved hotels use more sustainable cleaning, paper, and amenity products, empower guests to make a difference with recycling and linen re-use programs, and increase efficiency with better lighting, plumbing, and planning.”

“But to assure that our approval goes well beyond greenwashing, our new certification program will use third-party EcoGreenHotel auditors to verify our member hotels meet all our stringent criteria. We understand even one bad guest experience could reflect badly, not just on us, but on all of our members in the mind of a consumer, and our certification program will ensure guests receive exactly the kind of green hotel experience they signed up for when they booked their stays.”

First Certified

The first two hotels to achieve EcoRooms certification are Embassy Suites Jackson-North/Ridgeland in Ridgeland, Miss.,



and the Hampton Inn & Suites Chicago Southland-Matteson in Matteson, Ill. Both properties are managed by the Kana Hotel Group.

“We began implementing our green initiatives within the past 2 years and we have seen financial results and have received positive comments from our staff members and guests,” says Alpesh Patel, Kana Hotel Group’s president. “We believe it is a winning business strategy that has the added benefit of being the right thing to do for society and our planet.”

The new 145-room Embassy Suites Jackson – North/Ridgeland is on a journey to go beyond “green” while also promoting Cultural Sustainability and Environmental Responsibility. Along with meeting the EcoRooms criteria, the hotel’s green initiatives include:

- Paper recycling programs;
- Biodegradable 100% recycled room keys;
- Energy-efficient CFL lighting in guest rooms and in hotel’s public spaces;
- Carbon Neutral and Hybrid vehicle/transportation service upon request with Concierge Services;
- Used kitchen grease recycled into bio-fuels biweekly by a local company; and
- Food not consumed for meetings is provided to hotel associates free of charge or donated to local charities

“First, it’s simply the right thing to do. We want to be a responsible business,” Patel adds. “Profitability is another reason. Energy costs greatly affect our bottom line; in this tough economic environment, anything we can do to reduce expenses without sacrificing guest satisfaction is very important. The third reason is it’s what our guests and team members want. More companies and guests are choosing greener hotels with all else being equal, so this is another competitive advantage that we’re trying to achieve for our hotels. And the greening process has been fun and meaningful for our team members.”

A complete listing of the hotel’s green programs can be



found at www.greenhotelmississippi.net.

Similar plans are being put in place at the EcoRooms-certified Hampton Inn & Suites Chicago Southland-Matteson, as well as the rest of the 13 Kana-managed properties.

“We are very excited about the honor of being among the first hotels certified by EcoRooms & EcoSuites, but our staff members are even more excited about the honor,” Patel says. “We believe the hospitality industry is embracing the opportunity and the challenge of sustainable operations, and these two hotels are proving it.

“EcoRooms & EcoSuites is the only certification program that requires 100% compliance with all of these criteria,” Patel adds. “It is a very selective process. We believe it will provide us with valuable third-party credibility with our guests and with meeting planners. All the criteria are important, but mandating 100% non smoking rooms is a very important and distinguishing advantage.”

New Advisor

As the EcoRooms certification program rolls out with the aid of auditors from EcoGreenHotel, it was a natural partnership

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EcoGreenHotel President Scott Parisi

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for EcoGreenHotel President Scott Parisi to join the illustrious EcoRooms & EcoSuites Board of Advisors.

Parisi is a veteran hospitality professional specializing in multi-property management. He brings with him more than 15 years of experience with major hotel chains, such as Intercontinental, Starwood, Hilton and Choice Hotels. Parisi served as General Manager of the United States' first L.E.E.D. certified and "Environmentally Friendly" Hotel — the Sheraton Rittenhouse Square, Philadelphia.

Through EcoGreenHotel, a firm that performs sustainability analysis of hotels and creates custom plans for properties to develop and implement environmental management systems, Parisi is particularly proficient in finding local, state and

There's a desperate need for soap, what we're throwing away today could be saving lives in other countries.

government programs that offer loans, credits and rebates available to owners, developers and operators of hotels.

"I am honored to be participating as a board member for EcoRooms," says Parisi. "Every day my team and I are working directly with hoteliers on becoming more sustainable, so we see and hear firsthand what solutions are cost effective to implement in today's environment."

The EcoRooms Board of Advisors is made up of hospitality industry leaders from every facet of hotel operations. Together, they've developed EcoRooms' criteria for membership, and continuously work to update and enhance it. The Board works to spread the green message and share new ideas and new technologies to push for a greener industry.

Along with working together on EcoRooms certification, Burger and Parisi also have teamed up for the *EcoGreenHotel.com* store, a comprehensive online resource for greening your hotel from events and meetings, to guestrooms, to food-and-beverage operations.

"Ray and I are always passing ideas back and forth and networking with strategic partners who share our goals," says Parisi. "The technology is moving so fast, with new vendors entering the market on a daily basis, it can confuse hoteliers. Through EcoGreenHotel, Pineapple Hospitality and other partners we work with, we can help hotels see through the static and protect them from greenwashing."

Green the World

Although greenwashing generally has a bad name, in one case we'll make an exception: Clean the World.

Founded in February 2009 by Shawn Seipler and Paul Till, Clean the World (www.CleantheWorld.org) is a not-for-profit organization that collects, recycles and redistributes soap and shampoo

products that are discarded by hotels every day. The recycled soap products are donated to domestic homeless shelters and people in impoverished countries suffering from high death rates due to acute respiratory infection and diarrheal disease often caused by poor hygiene.

In 2009, Clean the World collected, recycled and distributed over 230 tons of soap and other bathroom amenities to impoverished people worldwide. With the donations of these discarded soap and shampoo products, Clean the World is one step closer to reaching their goal of preventing the millions of lives lost each year — and they're doing it one bar of soap at a time. These efforts not only contribute to helping needy people, but it simultaneously has saved more than 4 tons of waste products from going into landfills.

In the wake of the devastating earthquake in Haiti, Clean the World has stepped up its commitment to provide basic necessities to the impoverished people of the island nation, and has included medical supplies, food, water and other essentials as well. Since January 2010 Clean the World has delivered over 150 tons of supplies directly to Haiti.

In 2009, Clean the World delivered 200,000 bars of soap to schools, orphanages, clinics and churches in Cap Haitien, Haiti. Though its Haitian partnerships and distribution network Clean the World is providing free soap to people desperate in desperate need for proper hygiene. In Haiti alone 8,000 children die annually from diarrheal disease, which is preventable by up to 62 percent with proper hand washing.

To promote its mission, and because of the shared goals of caring for the environment and all of its people, Clean the World has become a partner of EcoRooms & EcoSuites.

"Even before the tragedy in Haiti, we were just getting a tremendous response from our friends in the hospitality industry," says Peter Olsen, Communications Director for Clean the World. "Hotels are the cornerstone of our ability to deliver soap and shampoo products to people in need. Even in this terrible economy, people are willing to participate in this important mission."

Partially used amenities are processed by Clean the World at their recycling facility in Orlando, Fla. At the facility, Clean the World employees and volunteers clean the collected soap and sterilize it using a proprietary steaming process. The soap is then packaged and sent by cargo plane or boat for distribution in Haiti and other countries abroad.

Currently, Clean the World has plans to open nine recycling centers in major cities around the U.S., which will geographically cover about 65 percent of all hotel rooms in the country. In the long-run, Clean the World would like to be able to cover the entire U.S.

"It's just amazing. Around the world, there's a desperate need for soap," says Olsen. "What we're throwing away today could be saving lives in other countries."

Picture This

Tell guests your story of environmental stewardship with Pineapple Hospitality's Green Earth Key Cards.

If you go by the old adage that a picture is worth a thousand words, then you'll see why many hotels are telling the story of their environmental commitment with customized green hotel room key cards.

Offered by Pineapple Hospitality, the premier distributor of "Green" Hotel Products and Marketing Programs for the Hospitality Industry, Green Earth Key Cards deliver an understated, yet powerful environmental message every time your guests open their door.

Green Earth Key Cards are an environmentally friendly alternative to the traditional plastic hotel key card. These



durable and reusable cards, offer excellent print quality, and all are easily customized for your property, making them an excellent messaging tool for your brand.

Green Earth Key cards now come in two responsible card stock options:

- bioPVC Cards, which biodegrade rapidly in a landfill; and
- reNew Cards, which maximize the use and reuse of PVC.

Also available are coordinating key card folders and sleeves to let your guest know you support a green earth.

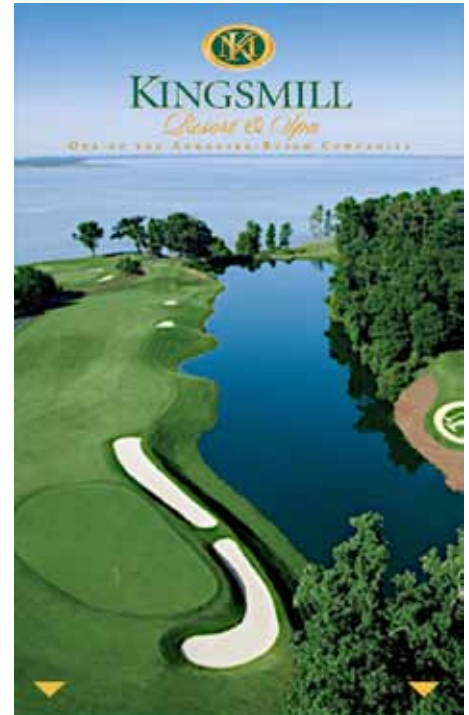
"We have a number of beautifully designed green key cards in stock or you can completely customize the cards for your property — either way is great as long as it's green," says Ray Burger, President of Pineapple Hospitality. "These bioPVC or Recycled key cards are sturdy enough to take the daily wear and tear that you get at a hotel, but won't last forever when they are thrown away."

"Green key cards won't just open doors; they'll open the eyes of your guests, showing them that you are committed to making their stay socially and environmentally responsible."

Green Stories

As the trend toward green key cards catches on, Pineapple Hospitality has found more hotels are creating their own designs to really customize the key card/guest interaction. Here are a few of the recent success stories they have shared with us.

"We have been One Palm certified by the Florida Green Lodging Certification Program for several years now," says Adelheid Salas, Director of Operations for the Southernmost Hotel Collection in Key West, Fla. "We live on a very small eco-sensitive island, so we feel that anything we can do to lessen or at least soften our footprint is important. Using



the Green Earth Key Cards lets our guests know we are serious about our environmental efforts, and it helps us as we move toward Two Palm certification."

"Because we are so closely tied to the environment at Northern Greens, anything we can do to promote ecological awareness for our guests is a huge plus for us and in the eyes of our guests," says Brenda Rogers of the Northern Greens Resort and Conference Center in Nipawin, Saskatchewan (Canada.) "The key cards let us promote all the fantastic year-round activities surrounding us, letting our guests know we are taking care of them and the nature surrounding us."

"The key cards work great," says Brandon Wendell from the Lodge of the Ozarks Hotel in Branson, Mo. "It is important that our guests know we are environmentally conscious and we are taking the necessary steps for a greener tomorrow."

"Inn by the Sea wants our guests to know we care about preserving the beauty of the Inn's coastal setting — what better way to pass on that message than with a biodegradable key, one of the first inn amenities guests see on arrival?" says Rauni Kew, Public Relations Director for Inn By the Sea in Cape Elizabeth, Maine.

Eco-Allies

**Pineapple Hospitality adds four new partners:
CynerGreen, EcoGreenHotel, Advance Laundry Solutions and Cellmor**

A leading newspaper's front-page headline recently proclaimed, "How Bad For The Environment Can Throwing Away One Plastic Bottle Be? 30 Million People Wonder."

OK, truth be told that headline came from The Onion, the satirical, and often hilarious newspaper published in select cities around the U.S. and online at www.theonion.com. But while the news may be fictional, the article does raise a real issue.

Each year, over 73 billion beverage cans and plastic water bottles are tossed into landfills and incinerated. And, according to the National Recycling Coalition, only 12-14 percent of plastic water bottles are ever recycled. So while one little plastic bottle might not seem like a big deal, when they are combined it adds up to a huge environmental impact.

The partnership between CynerGreen and Pineapple brings together two companies completely focused on greening the hospitality industry.

Between the complimentary bottles offered to guests, to a lack of recycling containers, to many travelers letting their usual recycling habits slip while on vacation, the hospitality industry certainly shoulders responsibility for some of those bottles wasting away in landfills.

Pineapple Hospitality, the premier distributor of "Green" Hotel Products and Marketing Programs for the Hospitality Industry, has partnered with CynerGreen to provide a "bottle-free" solution for hotels and meeting planners looking to reduce their environmental impact and carbon footprint.

CynerGreen offers a complete line of hydration products and services including: adult and children's reusable, stainless steel water bottles, HealthyTap™ natural portable water filters, reusable shopping bags, high volume hydration stations and certification programs tailored to the hospitality and meetings industry. The company's Bottle Free™ solutions, pave the way for hotels, cities, communities, organizations, events and schools to eliminate bottled water from their environment.

Plus, CynerGreen is just one of four new partners that have recently joined with Pineapple Hospitality to provide a wider range of environmental solutions to today's ever-greening hotel market. The others include: EcoGreenHotel, Advance Laundry

Solutions and CellMor.

"We're excited and proud to have developed strategic relationships with all of our new partners," says Ray Burger, President of Pineapple Hospitality. "Particularly when the issue is as important as preserving our planet, there is strength in numbers. Growing the ranks of our Pineapple Partners signifies the growing strength of the green hospitality movement."

"All of our partners provide outstanding solutions for reducing your environmental impact while also lowering your operating costs. CynerGreen, Advance Laundry Solutions, CellMor and EcoGreenHotel are perfect examples of how going green is good for both the environment and your bottom line," Burger adds.

As an active member of the Green Meeting Industry Council and MPI, CynerGreen supports the efforts in the meetings and hospitality industry and is working hand in hand with some of the country's most notable hoteliers and associations to make the world a "greener" place.

"The partnership between CynerGreen and Pineapple brings together two companies completely focused on greening the hospitality industry," says CynerGreen Founder Danelle Hoffer. "It opens up new distribution channels, resources and combines the talents of dedicated hospitality professionals, all with like-minded goals of sustainable hospitality and tourism."

Advance Laundry Solutions

Advance Laundry Solutions offers the latest development in laundry drying technology that is not only "green," but actually saves money. This system is available in a 75# class dryer that is now being sold internationally to the hospitality, healthcare and fitness center markets.

Using patented heat pump technology, the AdvanceDry75 reduces energy consumption by up to 90 percent, requires no venting and extends textile life. By taking advantage of rental, leasing or financing options, the product will replace an existing conventional dryer and will create a positive cash flow situation from the time that the machine is installed. In new construction, the AdvanceDry75 can go anywhere there is power and water and is significantly less costly to install.

"The AdvanceDry75 is perfect for hotels between 75 and 200 rooms that recognize the importance of saving money and energy at the same time," says Brian Weinstein, Managing Partner for Advance Laundry Solutions. "Running 3 AdvanceDry75's 8

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hours per day, a hotel will save thousands of dollars per year, reduce energy consumption by almost 2 billion BTu's and reduce carbon emissions by more than 10 metric tons per year."

Weinstein says two AdvanceDry75 units were installed at a new resort in southern Georgia, eliminating the need for ducting, natural gas lines, make-up air or additional hot water capabilities in the laundry.

"The installed cost of our machines were not considerably more than that of conventional dryers and the AdvanceDry75 is saving the facility thousands of dollars per year," Weinstein says. "The machines continue to run flawlessly and are drying the linen with a much softer hand."

"We are also installing one this month at a city fitness center. There were considerable complications on running ductwork for a conventional dryer which made the AdvanceDry75 the obvious choice," he adds.

Weinstein says the idea of going green is growing, but particularly in light of the economy and the uncertainty in the hospitality market, there's often a lack of capital to make investments in new technology. The products have to be proven effective and create considerable positive cash flow before companies are willing to make the purchase.

"Partnering with Pineapple Hospitality gives us credibility as a company, showing that Pineapple believes in and has seen positive results with us" says Weinstein. "It gives Advance Laundry Solutions exposure to the segment of the hospitality that is serious about going green and saving money."

EcoGreenHotel

Pineapple Hospitality and EcoGreenHotel (EcoGreenHotel.com) have been working closely together on a number of initiatives, so formalizing the relationship as official Pineapple Partners was the next logical step.

EcoGreenHotel is dedicated to helping hotels address environmental issues and implement environmentally friendly initiatives. It is a marketplace with abundant information ranging from green products and services, industry "green" news, basic environmental overview to other tools like checklists, green project ideas, book lists, and resourceful links for a more sustainable hotel.

Pineapple Hospitality is a key supplier for the new EcoGreenHotel Store (www.EcoGreenHotelStore.com). Plus, auditors from EcoGreenHotel are providing the on-site audits for the EcoRooms & EcoSuites certification program, ensuring that the hotels that are selected for membership meet the most stringent eco-criteria in the industry.

"Our relationship with Pineapple Hospitality and other proven green hospitality specialists allows EcoGreenHotel to bring a full spectrum of proven products and services to our clients," says EcoGreenHotel President Scott Parisi.

Parisi has also been recently named to the EcoRooms & EcoSuites Board of Advisors, to help guide the certification program and the industry toward a greener future.

"Ray and myself are always sharing ideas and networking

with strategic partners that share our goals in an effort to better serve our clients," says Parisi. "The technology is moving so fast with new vendors entering the market on a daily basis that it can get confusing to a hotelier. Through EcoGreenHotel, Pineapple Hospitality and other partners we work with, we can assist hotels by seeing through the static and protect hoteliers from greenwashing."

Cellmor

Cellmor is a simple, but powerful promotional marketing solution, targeted at mobile devices, that makes it easy for small and medium businesses to publish coupons. Users' simply text message (SMS) into Cellmor looking for deals on hotel rooms, and immediately are sent coupons and information on their mobile devices, giving them exactly what they are looking for.

With coupons targeted to exactly the right consumers, Cellmor helps fill empty rooms, increase RevPAR, and raise occupancy by providing a targeted message to the travelers looking for special offers.

"Cellmor helps hotels to sell same day inventory, by deep discounting, to realize best prices with lowest costs, to maximize RevPAR," says Tiru Bollam, President of MagnaQuest, Inc. "Since discounting is done, to spur demand in the last minute, using mobile coupons, no paper/printing/waste is involved — thus helping environment and staying economical at the same time."

Cellmor features pre-built templates, real-time reports for easy tracking of performance, easy send and schedule functions, and a delivery mechanism to ensure businesses can make professional coupons. With Cellmor, you can:

- Connect your business with people at the precise moment with your offer;
- Create time-sensitive, same-day and early-bird coupons;
- Establish a limited number of high-value coupons, similar to Groupon, to drive sales; and
- Brand your coupons and watermark them for authenticity.

"Cellmor technology plays a significant role delivering savings to the companies, by reducing distribution costs for marketing promotions, which enables them to pass those savings to the consumers," says Bollam.

Established in 2000, Cellmor is a unit of MagnaQuest, serving large enterprises such as American Express, Nationwide Hospitality, BestWestern, and several others across the globe. MagnaQuest's Portal technology powers the non-smoking hotel portal, Freshstay.com, created and operated by Pineapple Hospitality. FreshStay is the largest portal of its kind in the world.

"Our partnership with FreshStay will mean a lot to Cellmor as FreshStay could potentially increase the awareness of 'green' couponing platform-Cellmor, in the minds of their existing clients," says Bollam. "Increased use of Cellmor, from all hotels, for their day-to-day promotions will reduce global carbon footprint and help the environment and indoor air quality — a value FreshStay shares with Cellmor."