Treat the earth well;
It was not given to you by your parents,
It was loaned to you by your children.

Native American Proverb
The Journey To Sustainability in the Hospitality Industry

Ellen Sinclair
Dave Vogt
Janice Maffei
Premier hotel management company
Pioneer of conference center concept
7000 employees/ 30 properties
High levels of employee satisfaction
Unique culture
Over 35% of managers from hourly ranks
Today’s Goals

- Snapshot of our journey
- Understand the Benchmark culture
- Explore challenges
- Enlist your thinking
What’s The Challenge?

Think of your home with…

- 200 Bedrooms (with private baths)
- A 10,000 square foot living room
- 10-12 other rooms for smaller get togethers
- 200 seat dining room
- 75% rooms occupied every night
Annual Consumables...

- Number of meals served?
  - 165,000 or more
- Water usage?
  - Nearly 1 million gallons
- Energy usage?
  - 1.7 million kWh
- Waste?
  - Between 170 and 290 tons
- Bottles of water consumed?
  - 150,000
Rapid Brainstorm #1

- Why do you drink bottled water?
- What would it take to give it up?
Benchmark’s *EverGreen*

“The Road To Sustainable Activities”

- Linen
- Recycling
- Energy
- Water

*In theory there is no difference between theory and practice. In practice, there is.*

-Yogi Berra
Incentives to Do the Right Thing

- Regional requirements
- Employee pressure
- Customer preference
- Property owners

Could this be a tipping point…

the level at which the momentum for change becomes unstoppable
What’s the Process?

Analyze…Research…Source…Test
Applies to food too…

QUICK: How far do your grapes travel?

- A. 800 miles
- B. 1800 miles
- C. Over 2000 miles

Fruits and vegetables travel an average of 2000 miles to your grocery store.
Farm to Table

- Value to clients/business
- Alignment of interests
  - Community-guests-staff-govt-funders
Biz Challenges Are Real

- Cost of green materials
- No “one size fits all”
- Owners ROI
- Managing the change…
- Guest mindset
Rapid Brainstorm #2

- Generate ideas to win the guest’s “heart and mind” about green choices
  - How amenities are dispensed
  - Water in crocks, not bottles
A Sustainable People Culture

Creating resilient employees empowered to make smart decisions

- Share goals...engage...green committee
- Educate & advocate...make it easy to do
- Practice...model...calibrate
- Publicize internally & externally...Use staff
- Innovate...identify challenges & rapidly solve
V-CARE is a VisionFirst model, built on the CARE trademark of Inscape Publishing.
Rapid Brainstorm #3

How can we use the guest experience in our hotels & conference centers to advance sustainability?

All the water that will ever be is, right now.

*National Geographic* 10/93
Resources Help

- Glynnwood.org
- Greenbiz.org
- Greenseal.org
- Economicallysound.com
- Green Hotels Association
Today’s Goals

- Snapshot of our journey
- Understand the Benchmark culture
- Explore challenges
- Enlist your thinking
Don’t be afraid to take a big step where one is indicated. You can’t cross a chasm in two small jumps.

Buckminster Fuller
Be In Touch

- Ellen Sinclair
  - esinclair@benchmarkmanagement.com
- Dave Vogt
  - DVogt@benchmarkmanagement.com
- Janice Maffei
  - jmaffei@visionfirst.com
- 973 228 1991