

Commonwealth of Massachusetts  
Executive Office of Energy and Environmental Affairs  
Office of Technical Assistance and Technology  
100 Cambridge Street, Suite 900  
Boston, MA 02114

## Registration

Name

Organization

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Please sign me up to earn:

7 TURP Credits     3 TCH Credits



To Register: **RSVP by June 5, 2009**

Complete form and send by June 9, 2009 to:  
Susan Lanza, Office of Technical Assistance and  
Technology, 100 Cambridge Street, Suite 900, Boston, MA  
02114

**For Additional Information:**

Contact: Sue Lanza, [susan.lanza@state.ma.us](mailto:susan.lanza@state.ma.us) or 617-626-1068



The Commonwealth of Massachusetts  
Executive Office of Energy and  
Environmental Affairs  
Office of Technical Assistance and  
Technology

*Presents*

**Saving Money Through Greening  
Hospitality: *Reducing Costs and  
Attracting Customers Through Water  
and Energy Conservation, Waste  
Reduction, and Toxics Use Reduction***

Tuesday  
June 9, 2009

Courtyard Marriott  
Marlborough, Massachusetts

**Additional Sponsors:**

Massachusetts Department of Environmental Protection  
United States Environmental Protection Agency



Massachusetts  
Department  
of  
ENVIRONMENTAL  
PROTECTION



## Saving Money Through Greening Hospitality:

### *Reducing Costs and Attracting Customers Through Water and Energy Conservation, Waste Reduction, and Toxics Use Reduction*

June 9, 2009 ♦ Marlborough, Massachusetts ♦ Marriott Courtyard

#### Workshop Agenda:

**8:30 AM Welcome To Marlborough**

*Nancy Stevens, Mayor of Marlborough*

**8:45 AM Introduction**

*Rick Reibstein, Massachusetts Office of Technical Assistance and Technology (OTA)*

What prompted this workshop: The importance of conserving water in a community.

**9:00 AM The Potential Value in Greening**

*Mary Simone, Marriott Courtyard*

The benefits, for hotels, of receiving a water conservation audit..

**9:15 AM Water Savings and A Water Saving Star**

*Dan Cook, Conservation Solutions Corporation*

Real life examples of successful water conservation at hotels.

**10:00 AM Break**

**10:15 AM The Advent of Green**

*Dan Ruben, Green Tourism Group*

Why Hotels are Improving their environmental performance and how they are doing it.

**11:00 AM Green Certifications**

*Glenn Hasek, Green Lodging News*

Certifications for green hotels.

**11:45 AM Importance of Water**

*Kathy Baskin, Energy and Environmental Affairs*

The statewide effort to conserve water and why it's important for Massachusetts.

**12:30 PM Lunch**

**1:30 PM Resources For Recycling, Waste Prevention, And Composting Food**

*Morgan Harriman, MassDEP*

Resources for improving environmental performance and requirements you need to know about..

**2:00 PM Toxics Use Reduction and compliance issues in hotel operations**

*Rick Reibstein, Massachusetts Office of Technical Assistance and Technology*

Reducing toxics to reduce liabilities, risks and costs: cleaners, low-VOC products, integrated pest management, relevant legal requirements.

**2:30 PM The Benefits of Being Green**

*Tedd Saunders, The Lenox Hotel and Comfort Suites; and Ecological Solutions*

How hotels have become green and how it has been good business.

**3:15 PM Clean Energy Options**

*Shubbada Kambli, US Environmental Protection Agency*

Tools for becoming more energy efficient, expected savings.

*Tim Ceurvels, NSTAR Electric*

*National Grid Representative*

Incentives for becoming more energy efficient.

**4:00 PM Open Discussion**

What should be done to increase adoption of green options?

**4:30 PM Adjourn**

7 TURP and 3 TCH Credits Available!

#### Workshop Overview

The hospitality industry stands to benefit from greening its operations, through reduction of costs and concerns about environmental impact. The Massachusetts Office of Technical Assistance and Technology (OTA) is a state agency that provides confidential assistance to companies in reducing the use of toxics, energy, and water, and the generation of wastes. Initiatives to accomplish these goals have benefited many industrial and commercial sectors through cost savings, reduced liabilities, improved worker safety, and improved public relations. This conference is intended to bring to the hospitality industry the latest information on how to save money by conserving water, energy, and materials. Attendees will receive a useful overview on what greening options are available and how to implement them. Resources and tools, and real life examples will be provided. Attendees will also have the chance to participate in open discussion on what needs to be done to enhance adoption of green practices.

#### Who Should Attend?

This conference is for general managers and facility managers of hotels and motels, and related institutions that serve visitors or residents, or have residential or guest facilities and related operations.

#### Directions to the Workshop

Marriot Courtyard Marlborough

75 Felton St.

Marlborough, Massachusetts 01752

#### From Boston:

Take the Massachusetts Turnpike (I- 90) West. Take exit 11A (I-495 North) to exit 24B (Route 20 West/Northborough). Take your first right onto Felton St. before the Shell Gas Station. Hotel is on your right.

#### From Worcester:

Take I-290 east until the end then take I-495 South to exit 24B (Route 20 West/Northborough). Take your first right onto Felton St. before the Shell Gas Station. Hotel is on your right.

#### From Western Massachusetts:

Take the Massachusetts Turnpike East (I- 90). Take exit 11A (I-495 North) to exit 24B (Route 20 West/Northborough). Take your first right onto Felton St. before the Shell Gas Station. Hotel is on your right.

Space is Limited, RSVP by June 5, 2009!