



Who's Who in Green Hospitality

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EcoRooms & EcoSuites introduces Peter Goren as its newest advisor, and the Hampton Inn Tallahassee - Central as its newest member.

Through the years, EcoRooms & EcoSuites has built a Board of Advisors that reads like a virtual "Who's Who in Green Hotels." Now, EcoRooms & EcoSuites is proud to announce that another key Who has joined the team, with Peter Goren coming aboard as its newest advisor.

Goren is currently the President of the American Green Lodging and Hospitality Association (AGLHA), a newly established not-for-profit organization which conducts research, provides technical assistance and training, and promotes educational activities on issues that affect the environmental, economic, and social sustainability of the lodging and hospitality industries. Prior to this, Peter was the co-founder and former Director of Florida's Green Lodging Program



"I am honored to be joining the Board of Advisors! As a member, I hope to convey the importance of educating the industry about green practices," says Goren. "Each day across this country, the hospitality industry consumes as much water as 1.6 million families consume in a year; they generate garbage each day equal to what 4 million families generate each year; and they account for greenhouse gas equivalent to that produced by almost 4 million vehicles."

"I know the industry can do better and consume less. I know because I've assessed hundreds of properties and seen the huge amount of resources and money wasted each day because no one was able or willing to say STOP, let's do things differently."

EcoRooms and EcoSuites offers a diverse listing of hotels that meet green criteria, earning the approval of hotel guests and hospitality professionals alike. The resources on EcoRooms® & EcoSuites™ will guide your [greener hotel](#) search, supporting the sustainability standards you expect with experience and credibility. To assure that our approval and certification goes well beyond greenwashing, The Board of Advisors at EcoRooms® & EcoSuites™ assembled a rigorous set of standards for ecologically responsible hotel products, practices, and principles.

Over the past 30 years, Goren has worked in both the public and private sectors in many areas of environmental and natural resource protection including Aquatic Toxicology, Recycling, Waste Reduction and Green Lodging. In the last few years, he has been a speaker at various meetings and conferences dealing with "greening" the hospitality industries.

Goren is passionate about promoting cost-effective ways for the industry to lower utility costs, reduce liability, and protect both human health and safety and the environment. He believes there is a tremendous amount of money and resources being needlessly wasted each day in the industry because management and staff simply don't know how to avoid it. Goren hopes that one day hotels wishing to become more sustainable will turn to the AGLHA for non-biased technical assistance and information.

"When I got involve with green lodging in 2000, there were just a few states and private programs that were working with the industry. Now, many organizations are involved. Unfortunately, I haven't seen that same growth with the hotels themselves," Goren says. "I don't believe that most hotels, as of yet, understand the tremendous advantages a sustainable property can have over a 'traditional' property. Maybe the economic downturn has caused management to lose focus on sustainability or maybe we just haven't done a good enough job of educating the industry."

"In the next 5 years, I'm confident that the industry as a whole will turn the corner both financially and environmentally. Those properties that understand the connections between their fiscal health and their green initiatives will survive. Those that are too consumed with day to day operations may unfortunately perish."

EcoRooms Initiatives

Being a part of EcoRooms & EcoSuites will also certainly help Goren push green lodging environmental initiatives forward.

EcoRooms & EcoSuites has developed a set of eight green standards a hotel must meet to become a member. These ever-evolving standards are amongst the most stringent in the industry, and are often looked to as a guidepost for other hotels and green lodging programs.

EcoRooms & EcoSuites members must be certified to meet 100% of these standards, passing a comprehensive audit performed by experts from either the Board of Advisors or EcoGreenHotel (www.EcoGreenHotel.com).

"While there are a number of [green certification programs](#) available, I believe there are only a handful of organizations that do a good job of recognizing properties that have implemented sustainable programs," Goren says. "As I see it, certification programs are only worthwhile if the criteria are sufficiently robust, there are on-site inspections and there is continuous follow-up, which includes monitoring. Without follow ups and guidance, the certification is only a piece of paper."

"We're certainly excited to have Peter join the team," says Ray Burger, Chairman and Founder of EcoRooms & EcoSuites. "While our current roster of advisors is already filled with All Stars, Peter gives us an added dimension with his focus on education, training and technical assistance."

"As a team, we believe that for sustainable initiatives to work all efforts must be supported and understood by owners, management, associates, vendors and even guests. By becoming EcoRooms & EcoSuites certified, our members are taking a huge step forward, getting everyone involved, and promoting their values and efforts to like-minded guests," Burger adds.

Other Board of Advisors members include:

- Scott Parisi – Founder of EcoGreenHotel
- Deirdre Wallace – Founder and president of the Ambrose Group, develop of green boutique hotels
- Wen I Chang – President of Atman Hospitality Group and the owner/developer of GAIA Hotels
- Rauni Kew – Heads up PR & Green Programs for the Inn By The Sea in Cape Elizabeth, Maine
- Natalie Marquis – General Manager of Habitat Suites Hotel
- John R. Hendrie – CEO of Hospitality Performance
- Jenn Holderied-Webb – General Manager at Golden Arrow Lakeside Resort
- Bernadette V. Upton – A Florida licensed interior designer and founding member of the national ASID Sustainable Design Council
- Ray Hobbs – Senior Vice President of Kelco Management & Development
- Doug Gamble – Founder of Gamble Hospitality and owner of The Q Hotel + Spa in Kansas City.

Newest Member

EcoRooms & EcoSuites also has another new addition, as the Hampton Inn Tallahassee – Central is the latest hotel to become a certified member.

The 78-room hotel is located in the eco-friendly capital city of Florida, just southwest of the Capitol and near the city's 10-block downtown historic district. The Hampton Inn Tallahassee – Central shares in the green ideals that the state has adopted and brought to the hospitality industry.

With this in mind, the hotel has developed its "Take Care" program, which is designed to show the world we Take Care by preserving our environment and enhancing the health and well-being of one another, once caring moment at a time.



Some of the environmental initiatives at the Hampton Inn include:

- Bed linens and towels are changed less frequently (for guests staying multiple nights) to reduce water, electricity and detergent use.
- Ecopillows – a soft, fluffy, durable pillow made from 100% recycled material.
- Installing faucet aerators, low flow toilets and showerheads.
- 100% compostable disposable dining utensils
- Take Care cups – cups made of recycled paper materials.

"Kelco Hotels has been active over the past few years in promoting green practices at our hotels. At the Hampton Inn Tallahassee, we've really been able to make it a big part of what we do," says Ray Hobbs, Senior Vice President of

Kelco Management & Development, and a Board member for EcoRooms & EcoSuites. "All three of our Florida hotels have received single palm designations from the Florida Green Lodging Program. And here, we've been able to take it further. We donate discarded linens to local charities, and participate in the Clean the World program where unused amenities are donated to the needy."

The Hampton Inn Tallahassee –Central is also 100% non-smoking, which is one of the criteria for EcoRooms & EcoSuites members.

Ashley Schneider, General Manager of the Hampton Inn Tallahassee, says the hotel tries to recycle everything, from soap to light bulbs to paper. Recycle bins are placed in convenient locations for guests to use. She says the hotel also focuses on preventive maintenance of its equipment like air conditioners to keep them running in optimal conditions, helping to save energy.

"The green initiatives here are really important for us," says Schneider. "Not only is it a great thing to do for the environment, but it is cost-effective for us. By reducing electricity use, water, and recycling, we end up saving money in the long-run."

Eco-Criteria

The eight EcoRooms & EcoSuites criteria for membership and certification include:

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 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](#)

For more information on all EcoRooms & EcoSuites properties, please visit www.EcoRooms.com.

About Pineapple Hospitality

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) Environmentally Sensitive Amenities™, EO®, Tommy Bahama, Eco.Fresh, ecossential elements and greenSPA™ amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, 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.

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