

“It’s Easy Being Green”

*A September Meeting Recap by Sarah Bailey,
Lake Powell Resort & Marinas*

This program, presented by Darla Cook, V.P. of Public Relations for Forever Resorts, was held at the Pointe Hilton Tapatío Cliffs Resort in Phoenix.

Forever Resorts has been operating in national parks, forests, state parks & recreation areas since 1981 & has made it a point to use sound “Green” business practices. They created their own Environmental Management System calling it Forever Earth and have received numerous awards for being environmental leaders. Forever Earth’s program includes: water & energy conservation, pollution prevention, recycling program, hazardous/universal waste management, green procurement, wildlife & pest management, community education, training and clean marinas.

How can we as hospitality leaders incorporate greening in to our environment? Sometimes the idea of implementing green policies can be daunting, but there are numerous ways we can all do our part & cost effective. Green meetings make good business sense. They save money by conserving resources, create & enhance your competitive advantage & reputation, open up new or niche markets and present opportunities for marketing, improve public relations & demonstrate commitment to corporate responsibility. Most green practices are actually cost-neutral or provide savings such as linen reuse; consumable amenities not replaced; bulk cream & sugar and energy conservation through lighting replacement to name a few.

A green program provides an opportunity to promote your efforts, heighten awareness, enhance the community & leave an environmental legacy. For a complete copy of Darla Cook’s presentation e-mail Joanne at jojowin@aol.com.

Thank you to the folks at the Pointe Hilton Tapatío Cliffs for hosting our meeting and to Eric Bahr from Bahr Photography for our photo memories.



(continued)

September Photo Memories

