The Bottom Line Of Green Is Black

By Tedd Saunders

Greater Boston Energy Efficient Hotel Conference
Dec 6, 2012
Proven Benefits of Comprehensive Sustainable Business Actions

**New business, enhanced loyalty & goodwill from guests & community**
People feel better about supporting companies that share their values

**Improved productivity and retention of employees**
When team members are happy it’s easy making guests happy

**Increased visibility, reputation capital as a leading company vs your competition**
Strengthens market differentiation & a creates a unique selling proposition

**Reduced operating costs through waste reduction and efficiency measures**
Reinvesting these dollars - strengthens the company & creates jobs
Learning About Our Building Performance

Energy Intensity (MBtu/sq Ft)

MBtu/Occupied Room

Weather Normalized (MBtu/TDD)
### Case Study - CNG vs. Gasoline Van

**$50,000 Purchase Price – Gasoline Van**
- + $22,000 for Compressed Natural Gas conversion
- = **$72,000 for CNG Van**

**Is it worth it?**
- GM Felt that CNG vans need more maintenance
- Maintenance more time-intensive
- Higher maintenance costs

<table>
<thead>
<tr>
<th>Van type</th>
<th>CNG</th>
<th>Diesel</th>
<th>CNG</th>
<th>CNG</th>
<th>Gasoline</th>
</tr>
</thead>
<tbody>
<tr>
<td>In service from</td>
<td>Jul-09</td>
<td>Feb-08</td>
<td>Aug-11</td>
<td>Dec-08</td>
<td>Sep-08</td>
</tr>
<tr>
<td>Maintenance</td>
<td>$0.093</td>
<td>$0.109</td>
<td>$0.020</td>
<td>$0.150</td>
<td>$0.110</td>
</tr>
<tr>
<td>Fuel</td>
<td>$0.257</td>
<td>$0.370</td>
<td>$0.250</td>
<td>$0.298</td>
<td>$0.48</td>
</tr>
<tr>
<td>Actual Miles Driven over last year</td>
<td>79,598</td>
<td>32,085</td>
<td>47,997* (*6 months)</td>
<td>69,380</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total Cost $/mi</strong></td>
<td>$0.350</td>
<td>$0.479</td>
<td>$0.270</td>
<td>$0.448</td>
<td>$0.594</td>
</tr>
</tbody>
</table>

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<tr>
<td><strong>4 Year Operating Cost</strong></td>
<td><strong>$70,700</strong></td>
<td><strong>$90,800</strong></td>
<td><strong>$114,200</strong></td>
</tr>
</tbody>
</table>
A Sample Of Other Energy Measures Implemented at SHG Properties

State of The Art Building Insulation
Aggressive PM Preventative Maintenance
Upgraded boilers and cooling towers
Infrared EMS controls
Cleaner CNG fueled Vans
Solar window film
EV Charging Station
Motion Sensors for lights
Thousands of CFLs and LEDs
Ozone Laundry Systems
Radiant heater under marquee
Offset 100% of Co2 w RECs

Ionizing Pool Cleaning
Waterless urinals
1st U.S. Towel /Sheet Reuse
Filtered Water Stations
Local produce and other products
FSC Certified Wood
Low and No VOC Paints, Cleaning products,
Air fresheners, Adhesives
Guestroom and public area recycling bins
UNLESS someone like you cares a whole lot, nothing is going to get better. It's not.

- Dr. Seuss, The Lorax

Noah & Nina Saunders
Born May 3, 2012

Time for Questions and (hopefully) Answers
“On environmental issues, this corporation has given all businesses a path to follow.”

“A luxury hotel that accommodates the environment.”

“Pleasing Guests and The Planet.”

“The World’s 1st Urban Hotel on Condé Nast Traveler’s Green List”

Green Globe’s First Award of Distinction in USA
Our Environmental Management Process

Design and orchestrate initiatives using all possible in-house talent, common sense and proven strategies.

Create a Green Team of Decision Makers Incentivize The End Results You Want

Essential goals of each measure:
~ Improved Guest Service & Quality
~ Various Business Benefits
~ Significant Environmental Impact
Many strategies need to be employed to reduce the amount of carbon pollution in our atmosphere.