

Pineapple Hospitality Proclaims March 9-15 'Green Lodging Education Week'

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Three major hospitality conferences during the week of March 9-15 will make green a priority.

WHEREAS the issue of environmental awareness is reaching new heights amongst the public and hospitality industry...

WHEREAS the desire for environmental education is great and action is needed now...

WHEREAS the hospitality industry has lagged behind other markets in implementing green programs and practices, and needs a swift kick in the behind to get things moving...

WHEREAS the environmental, social and economic health of the hospitality industry can benefit...

WHEREAS there is a great opportunity to remedy this situation as the Hotel Developers Conference, Hotel Investment Conference and The 2nd Annual Green Hospitality Conference all take place the week of March 9-15, 2008, and all will feature speakers and education sessions concerning green hospitality...

NOW, THEREFORE, BE IT RESOLVED THAT PINEAPPLE HOSPITALITY - a leading provider of Green Products, Marketing Programs, and Consulting Services to the hospitality industry - in conjunction with the Hotel Investment Conference, Hotel Developers Conference and The 2nd Annual Green Hospitality Conference, Proclaims MARCH 9-15 AS GREEN LODGING EDUCATION WEEK

(A.K.A. Green Week).

Call to Action

According to Ray Burger, President of Pineapple Hospitality, the time has passed on debating the merits of going green, or thinking green is a passing fad. That's why Green Week is not just a chance to talk about the environment. It is a call to action.

'Green Week is our opportunity to lead and educate the hospitality industry on the most important issue we will face in our lifetime,' Burger says. 'Our goal is for hotels, hotel management companies and hotel brands to use the week as a springboard, as their opportunity to announce and implement their own environmental programs. So really, this is more than a declaration. It is a challenge.'

All facets of the hospitality industry are invited to take part in Green Week.

The confluence of conferences, located across the country, provides hotel owners, managers and franchisors three separate venues to learn more about green programs, products and solutions, green development and the concept of environmental sustainability. With the idea that education leads to action, a series of new green policy announcements would send a clear message to our industry that going green is a smart, natural, required step in the path to success, and to consumers that we're united in our efforts to preserve our planet.

'Anyone in this industry who embraces green will find that it is rewarding on social, environmental and economic levels,' says Burger. 'Not only will you be doing your part to help save the planet, but green programs can lead to enhanced perceptions of your hotels and brands, increased guest satisfaction, improved staff retention and healthier, more sustainable profits for your company.'

'We hope Green Week will continue to grow, and that this is only the first annual commemoration of this important week-long observance,' Burger adds.

Dan Esty, author of Green to Gold and a speaker at the Green Hospitality and Hotel Developers Conferences - two of the three lodging conferences being held during Green Week - says the timing for such environmental education and related hospitality initiatives is perfect.

'The case for going green has never been more compelling,' Esty says. 'I look forward to sharing the lessons from Green to Gold with the Green Hospitality industry.'

Hotel Investment Conference

The Hotel Investment Conference presented by Hunter Realty will run March 9-11 at the Atlanta Marriott Marquis Hotel. Considered one of the Top Four conferences in the industry, the Hotel Investment Conference is designed for hotel owners and investors to:

Take advantage of networking opportunities,

Build long-lasting relationships,

Learn from knowledgeable speakers, and

Meet face-to-face with speakers, sponsors, exhibitors and colleagues.

Among the more than 100 speakers, breakout sessions, roundtables and keynotes will be a key session, 'The Green Conundrum' held on Monday, March 10. The question this session will discuss is 'Sure, green is 'in.' But do your guests really care? And how can going green save some green?'

Moderated by Glen Haussman, Editor-in-Chief of Hotel Interactive, with a panel of Burger, Anthony J. DiGuiseppe, President of DiGuiseppe Architecture, and Peter Goren, Program Director of Florida Green Lodging, this is sure to be one of the most talked about and controversial sessions of the conference.

'We think this is a topic that needs open discussion in a forum like this of owners, developers and management companies,' says Bob Hunter, Conference Chair. 'The slant for this session is 'Show me.' We are going to hear the opinions of these experts in the field of green, and then let our attendees decide for themselves what they believe, and what they should be doing.'

'I've been in the business a long time,' Hunter adds. 'I've seen fads come and go, and I think green might be for real this time.'

In addition, the more than 800 attendees at the show may glean some green from Dennis Quaintance, President and CEO of Quaintance-Weaver Restaurants & Hotels in Greensboro, N.C., who will be part of the President's Panel, held Tuesday, March 11. Quaintance's Proximity Hotel, a 147-room property located in Greensboro, is on its way toward becoming the first hotel in the United State to achieve Leadership in Energy and Environmental Design (LEED) platinum certification.

'We're hopeful that our attendees see we're presenting the information in a thoughtful, practical manner - not coming in from an activist standpoint that might turn people off,' Hunter says. 'I'm not a green expert myself, but I've already had phone calls from people thanking me for putting this session on the schedule. I don't remember anyone ever calling me excited about a finance session.'

'We're excited about being part of Green Lodging Education Week,' Hunter adds. 'We think it's time for hotel owners, developers and managers to get together and really start taking action and changing the way we do business - for the good of the planet and the good of the industry.'

Visit www.hotelinvestmentconference.com for more information.

Hotel Developers Conference

The UNLV-JMBM Hotel Developers Conference 2008 - running March 11-13 at the Green Valley Ranch, Resort & Spa in Las Vegas, Nev. - is a comprehensive, practical two-day program devoted to the most-critical issues in green hotel development, conversion and operation.

With the sponsorship of the University of Nevada Las Vegas and the USGBC Nevada Chapter, this conference will go to a whole new level. What is the real cost, short and long term, of going green? What sustainable approaches, products and services actually work in hotels? Who is going green now, and how are they doing it? What do consumers really want? What are the new emerging keys in valuing and financing green hotels? What are the sticks and carrots - regulations and incentives/premiums - in green development? Who has the experience to lead you into a green future with the smoothest transition?

'We're incredibly excited about the lineup of resources, speakers and celebrities who will join us for this event,' says Jim Butler Chairman, Global Hospitality Group for Jeffer, Mangels, Butler & Marmaro LLP, the conference sponsor. "We have Dan Esty, the author of Green to Gold.'

'MGM will have senior executives and team members talking about why MGM decided to go green with the largest hotel development in the world, and to green all of its other properties. Our speakers from MGM and all of the other experienced veterans will talk about the compelling business case for building and operating green hotels. It's really going to relate to this audience of pragmatic, bottom line people.'

Butler says this conference will not waste time debating the science of global warming or 'touchy feely' issues. Like Green Week, the conference will focus on action: what people are doing, why they're doing it, how they are doing it, the challenges they encounter and how can we can work together as an industry to overcome them and turn today's perceived green obstacles into tomorrow's opportunities.

'The hospitality industry has sadly been the lagging food group of real-estate to latch on to green,' says Butler. 'The fact that there are only eight LEED certified hotels in the United States tells the story. More than 100 more have filed notice of their intention to go for LEED certification. I think that number is going to start multiplying by orders of 10, from 60 to 600 to 6,000.'

'We're still in the early stages,' Butler adds. 'People are used to doing things the way they've always done them. But going green is as inevitable for hospitality as it is for every kind of real-estate. We will get there.'

'I'm enthusiastic about Green Week. It's critical that all the constituencies get solid practical information to make intelligent decision and overcome the old myths about green. This is important for all the constituencies of the hotel industry - hotel developers, investors, lenders, operators,' Butler underlines.

Visit <http://www.jmbm.com/index.cfm?event=news.events> for more information.

Green Hospitality Conference

Following up on its success last year, the 2nd Annual Green Hospitality Conference is being held

March 12-14 at the Hilton Anatole in Dallas.

The conference will focus on green lodging opportunities, from energy management to earth-friendly cleaning products, as well as the challenges facing hotel owners and operators seeking to become more involved in the growing industry movement toward sustainability. The conference features interactive panel sessions on topics such as green hospitality, design and construction, and green power, as well as roundtable discussions on energy efficiency, water conservation, indoor air quality and waste reduction and recycling.

'Between these three conferences, there's no denying that green's time is here,' says Burger. 'We are in the midst of 'The Great Green Rush.' Exponential growth in energy efficiency, water efficiency, and waste reduction products, programs, and technology is occurring in every segment of business. Much like the '49ers of the Gold Rush era, entrepreneurs and corporations alike are staking their claims to portions of the Green Frontier'.

'Not only do we hope to see you at these conferences, but we want to hear about the actions you take afterward, and how going green has benefited you and your guests. That's when we'll truly know that Green Week has been a success,' Burger concludes.

Visit www.greenhospitality.net or www.lhonline.com/conferences.php for more information.

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) (www.freshstay.com), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities(TM), the greenSPA(TM) luxury amenity and dispenser system, Custom Linen Re-Use programs, Guestat(TM) programmable thermostats, High Performance showerheads, the Nature's Mist(TM) deodorization system, and dozens of other products and programs. For more information, please visit www.PineappleHospitality.net, or call Ray Burger at 636-922-2285.

ECOQUOTE

'People are learning that you're not sacrificing comfort in order to go green. I think it will become the norm in hotels. People will expect it.'

- Patty Baird of the Cedar House Sport Hotel in Truckee, Calif., quoted in the article 'Pleasure Without Guilt: Green Hotel with Comfort' in the New York Times.

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