

Best Western International Interior Designer Becomes Hotel Chain's First LEED Accredited Professional
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Best Western International today announced staff interior designer Ciji Hoffman has earned the honor of being the first Leadership in Energy and Environment Design (LEED) accredited professional (AP) for the Hotel Chain.

Hoffman's accreditation allows her to guide the hotel chain's green building, sustainability and environmental impact initiatives for hotel construction and renovation.

'We're proud to have a LEED accredited professional on staff that can help our members build and renovate hotels with the environment in mind,' said Rich Bennett, Best Western's vice president of supply and design. 'We have multiple Best Western properties that are interested in LEED certification and Ciji's commitment to teaching and implementing environmentally friendly solutions will help them attain that goal.'

The Best Western Inn & Suites at Dinosaur Ridge in Golden, Colo. is the first Best Western hotel under construction seeking LEED certification. In addition, properties in Greensburg, Kan. and Alberta, Canada are interested in becoming certified. Hoffman is helping the members with the direction of the design and material selection to ensure that the properties achieve the certification from the U.S. Green Building Council. She resources materials and products that are beneficial to the environment, guests and employees.

'Educating Best Western's members about LEED certification and its benefits is a really rewarding process,' said Hoffman. 'My hope is that as more members realize the benefits, not only for the environment but for themselves, there will be a great increase in properties seeking certification.'

Hoffman earned the accreditation after studying green building basics, benefits and integration for more than six months. She joins more than 57,000 other men and women LEED APs.

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