



Guest Services, Inc. and Subsidiaries

Sustainability **2011**  
Report



# 2011 Sustainability Report

Guest Services' sustainability program, "ourPlanet," is designed to encourage employees to think about their actions as affecting their whole environment, both at work, and outside of work.

While most at-work initiatives focus on how employees' actions affect their customers, or their company, the "ourPlanet" program goes further to increase employee awareness that actions at work, whether in conserving energy, reducing food waste and other resource use, or recycling, can impact every aspect of employees' lives, and their families' lives.

The "ourPlanet" program focuses on the three Rs of environmental sustainability:

- Reducing consumption when possible
- Reusing items if possible
- Recycling or composting items that cannot be reused or saved through reducing use.



As you will read, in 2011, Guest Services initiated, continued, and expanded major initiatives, won awards for its environmental efforts, and laid foundations for further improvements in the future. We are particularly proud that our lodging and restaurant operations at Mount Rainier achieved ISO 14001 and ISO 18001 certification in 2011.

We invite you to read about the 2011 "ourPlanet" program successes at our over 110 locations.

# 2011 Initiatives

## Reuse – to avoid generating waste

### Paper-Saving Systems

#### **Electronic Payroll**

Toward the end of 2011, Guest Services began switching from issuing payroll checks to using electronic payroll cards for employees who do not receive direct deposit. This change will reduce the Company's paper consumption by approximately 105,000 sheets a year.

#### **Reservations**

At Mt. Rainier, the new lodging reservation system sends electronic confirmations to our guests. Aside from saving thousands of dollars on postage, the system saves over 12,000 sheets of paper a year.

#### **Invoicing**

Lancaster Foods started sending electronic invoices in 2011. This reduced the amount of paper consumed by approximately 360,000 sheets annually.

In total, these new systems will save approximately **477,000 sheets of paper** a year, equal to 57 trees.

## Award for Conserving Energy – The A.C.E. Program

Guest Services has a goal of reducing energy consumption by two percent every year. The Award for Conserving Energy (A.C.E.) is given quarterly to those Guest Services units which have reduced energy consumption at least two percent below the same quarter of the prior year.

The unit that has the greatest reduction of consumption for an entire year receives the annual A.C.E. Award, which includes a cash bonus for every employee in the unit. This Award program began tracking energy consumption statistics in 2008.



The annual A.C.E. award winner for 2010, was the DoubleTree Suites by Hilton in Naples, Florida, with a **31% decrease in electrical consumption** below the prior year.

The DoubleTree's success was due, in part, to participation in Hilton's LightStay program. That program calculates and analyzes the environmental impact of various hotel activities, such as meetings. Combined with the DoubleTree's replacement of incandescent light bulbs with either LED bulbs or florescent bulbs, and the installation of a high-efficiency cooler in the hotel's restaurant, the result was a tremendous reduction in electricity consumption.

The 2011 A.C.E. award winner will be announced in early 2012.

## Purchasing

Purchasing environmentally-friendly products reduces demands on the environment. For each category of purchasing (for example: uniforms; cleaning supplies; equipment; or food products), Guest Services has a Managed Order Guide (MOG) which functions as a catalog for the operating units.

The MOGs are continually updated to maximize the number of environmentally-friendly items available. The MOGs highlight those items in the catalog which are environmentally-friendly. By Company policy, units are encouraged to purchase those items that are identified in the MOGs as environmentally-friendly. 86% of Guest Services' units currently participate in this environmentally-friendly purchasing program.

An example is the MOG for cleaning supplies, which promotes the use of Ecolab's "Apex" cleaning system and products in all units. The Apex products use non-caustic chemicals, and 90% less packaging material than conventional dishwashing products. Guest Services' use of the Apex system and products produced the following reductions in 2011 (versus use of conventional dishwashing products):

- **1,711 pounds** less plastic waste in cleaning product packaging (94% reduction);
- **1,176 pounds** less phosphorus waste in cleaning chemicals (94% reduction);
- **188,200 fewer gallons** of water consumed;
- **95,041 kWh** of electricity conserved;
- **5,983 fewer therms** of natural gas consumed.

In 2011, staff uniforms made of eco-friendly materials such as bamboo and 100% organic cotton were added to the Uniform MOG. Ethanol gel, which is certified by the California Air Resource Board and the U.S. Environmental Protection Agency, replaced sterno on the Disposables MOG.

### Hotel Amenities

Guest Services' lodging operations at Mount Rainier National Park have switched from guest amenities manufactured overseas to ones made in Washington state, reducing fuel consumption in transportation. These products, manufactured by a Native American company, are made with all-natural ingredients.

## Culinary Innovation Center



Under the direction of our Corporate Executive Chef, Guest Services is reducing the environmental impact of the Company's food service operations. In 2011, we:

- Continued implementation of our Sustainable Seafood program. We use the Marine Stewardship Council's guidelines to offer our guests quality sustainable seafood. Through agreements with ProFish, we not only have access to sustainable seafood, but are able to support their Local Abundance education efforts, as well as their GreenFish Projects that help with the Carbon FishPrint System
- Implemented our Dolphin Safe canned-tuna program where we utilize only Albacore and Tongol tuna that are harvested in a dolphin-safe manner.
- Introduced our Sustainable Shrimp program by partnering with one of the nation's largest sustainable chemical-free shrimp harvesters, Contessa.
- Offered, with Phillips and ProFish, chemical and additive-free Virginia pasteurized lump crab from the Chesapeake Bay.
- Expanded our Go Local program with emphasis on seasonal local produce. Through Pro Act, we now have seasonal access to 24 farms throughout Virginia, as well as 15 farms in New Jersey, Pennsylvania and Maryland.
- Continued expansion of our local pork program.
- Arranged to purchase coffee from the Rainforest Alliance, which assures that coffee is grown and harvested in an ecosystem-friendly manner.
- Trained cooks to turn on ranges, ovens, and other equipment only on an "as needed" basis to reduce energy usage.

## Herb Gardens

Guest Services is encouraging its chefs to grow seasoning herbs at their food service operations. In 2011, chefs at Mount Rainier grew enough sage, mint, parsley, chives, oregano and thyme to fill twelve five-gallon bags. Approximately 10% of Guest Services units grew some of the herbs used in cooking in 2011.

## Bottled Water

The DoubleTree Suites by Hilton in Naples, Florida, which is owned and operated by Guest Services, began a program of using refillable glass bottles for both still and sparkling water for meetings held at the Hotel, instead of providing disposable plastic bottles. In 2011, this program **eliminated** over **2,500 plastic bottles** from the waste stream.

## Reuse – to avoid generating waste

### Lodging – the “Clean the World” Program

Much of the illness in poorer areas of the world results from lack of basic sanitation articles, like soap for hand-washing. Clean the World is a national organization which accepts donations of used guest-room amenities (primarily soap and shampoo), and after sanitizing the products, sends them to people around the world who are unable to afford these basic personal-hygienic articles.

Guest Services' lodging facilities joined this program in June 2010. In 2011 our operations donated over **879 pounds** of soap and shampoo to Clean the World.

## Mount Rainier

Guest Services' lodging operations at Mount Rainier donate used amenity products to the Tacoma Rescue Mission, a local homeless shelter. In 2011, over **47 pounds** of amenities were donated in this program.

## DoubleTree Suites

### Used Furniture

The DoubleTree Suites by Hilton Naples, which is owned and operated by Guest Services, donated dozens of sofas, and televisions to St. Matthews House, Naples, Florida as part of the DoubleTree's remodeling program.

### Leftover Food

Leftover food from banquets and meetings at the DoubleTree is donated to Café of Life, a Naples, Florida soup kitchen.

### Keys for Trees

The DoubleTree Hotel encourages its guests to return their electronic key cards by making a small donation to the Arbor Day Foundation for every key card returned. The DoubleTree saves money by not having to buy blank key cards, and since its start in 2010, the program has planted over **1,100 trees** in the Okaloacoochee Slough State Forest in Florida.

### Linens and Blankets

All Guest Services' lodging units are donating worn-out or stained linens and blankets to local homeless shelters, or to local humane societies for animal bedding. Approximately **356 pieces** were donated to these charitable organizations in 2011.

## Recycling – to preserve resources

### Composting

#### **Mount Rainier**

Guest Services' food service operations at Mount Rainier began separating food waste in 2010. The food waste is taken offsite and turned into soil enhancing material sold to area farms. An additional restaurant at Mount Rainier is being added to the composting program in 2012.

Over **30.4 tons** of food waste was sent for composting by Guest Services from Mount Rainier in 2011, creating approximately **15 tons** of nutrient-rich soil.

#### **Grounds for Grounds**

At the General Services Administration Regional Office Building in Washington, DC, Guest Services collects used coffee grounds and donates them to the Government's Regional Horticulturalist for use in soil enrichment in the landscaping around Government buildings in the Washington, DC area. In 2011, almost **4.5 tons** of coffee grounds were collected for this purpose, for the second year in a row.

#### **National Mall**

In late 2011, the Company's kiosks which provide food and refreshments to visitors to the National Mall, began sending leftover food for composting. In three months, this program, which is contracted to an innovative D.C. company called Compost Cab, sent almost **2,000 pounds** of food for composting.

## Single-Stream Recycling

This program, begun in 2009, with the assistance of our waste removal vendor, allows the Company to recycle almost all non-food waste without first segregating paper, cans, bottles, etc. The separation of waste is done at the trash collection facility.



Company-wide, across the various divisions and units, over **23 tons** of waste was sent for recycling in 2011.

## Conventional Recycling

Guest Services' operations at Mount Rainier National Park have a long-standing program of recycling glass, plastic, and aluminum. In 2011, over **25 tons** of aluminum, glass and plastic were collected and sent for recycling, as were over **11 tons** of cardboard. Guest Services vehicles at Mount Rainier began recycling engine oil to heat the garage in 2011.

## Cooking Oil

Guest Services recycled over **38 tons** of cooking oil in 2011. The recycled cooking oil is processed and converted to either biodiesel or animal feed, depending on market demand at the time of processing.

## Building Materials

The removal of the Washington Monument Kiosk in 2011 to make way for the National Museum of African Americans led to the recycling of **156.65 tons** of building materials.

## Horse Manure Recycling

Guest Services operates the Rock Creek Park Horse Center, which houses about 60 horses throughout the year. The manure generated by these horses is used to enrich the soil at athletic fields. In 2011, Guest Services sent over **3,498 cubic yards** of manure and wood shavings for soil enhancement.



## Electronic Equipment

Guest Services operates over 110 units, all with computers, cash registers, and many with other electronic equipment, all of which is gradually replaced. Our environmental policy 302 requires that all such waste be recycled at the end of its useful life. We utilize an organization called Turtle Wings for this project. Over **100 pieces** of various electronic equipment were recycled in 2011.

## Lamptracker System

In late 2011, Guest Services began utilizing Waste Management's Lamptracker system for tracking the recycling of fluorescent lights, batteries, and disposable items containing potentially hazardous wastes.

# Other Efforts

## Clean-a-Park

Beginning in 2009, Guest Services' employees volunteer on Earth Day to clean trash from various National Parks in Washington, DC. The program quickly spread to other Guest Services' divisions.

In 2011, Guest Services' employees worked to clean parks at West Potomac Park, District of Columbia; Mount Rainier, Washington; and in Collier County, Florida. In Collier County, the volunteers were served a "trash free" breakfast including tamales in a corn husk, and beverages in reusable mason jars. All waste was organic, and was composted. The combined efforts of these three collections removed a total of **forty-eight 30-gallon bags** of trash from public parks.



*Guest Services employees, family and friends pitch in to clean up our National Parks.*

## Organic Produce

Guest Services' Lancaster Foods subsidiary is one of the largest distributors of organic produce to supermarkets in the mid-Atlantic region. Almost **\$13 million** of organic produce was sold and distributed in 2011.



## Clean Marinas

The four marinas Guest Services operates are certified as Clean Marinas for following the best environmental practices in vessel maintenance and storage of chemicals.



## Training

The employee orientation to Guest Services' environmental management system was expanded in 2011. The video and related materials are being shown to all current and newly-hired employees: 344 employees received this training in 2011.

In addition to this training, beginning in 2011 employee performance reviews now have a separate category in which every employee is rated as to the degree to which they support environmental sustainability in Guest Services' operations.

## Workplace Giving



Guest Services' voluntary program for employees to donate to charity offers Earth Share, an umbrella organization which supports varied environmental initiatives, as one of the designated recipients of this charitable effort.

# 2011 Awards and Certifications

## Mount Rainier ISO Certification

Guest Services operations at Mount Rainier achieved the International Standard's Organization (ISO) 14001 certification in 2011. This certification recognizes recipients as adhering to practices and record-keeping to continually improve the sustainability of operations. Mount Rainier is the first Guest Services facility to be ISO 14001 certified, and will serve as a model for other Guest Services' operations.

## Green Restaurant Association



This past year saw the expansion of the number of Green Certified restaurants managed by Guest Services. The following restaurants are now certified by the Green Restaurant Association for sound environmental practices:

- Treviso Restaurant at the Ringling Museum of Art
- National Park Inn Restaurant at Mt. Rainier National Park
- Cafe Portofino at the DoubleTree Guest Suites Naples
- National Park's Services National Capital Regional Office employee café

These restaurants have, among other things, entirely eliminated the use of styrofoam, and reduced waste through the use of reusable plates and cutlery.



National Park Inn at Mt. Rainier



Treviso Restaurant at the Ringling Museum of Art



Cafe Portofino at DoubleTree Guest Suites Hilton Naples

## Summary

Guest Services broadened the scope of its sustainability efforts in 2011 with improved record-keeping, new initiatives, and ISO 14001 certification at Mount Rainier. Guest Services reduced consumption of materials and energy in numerous ways throughout the Company. In addition, the Company instituted programs to reuse and recycle materials where possible, which helps the environment, as well as local charitable organizations and their beneficiaries. We were recognized for our sustainability efforts at several locations. We expect 2012 to witness continued progress toward our goals.

*Front Cover (Left to Right): Treviso Restaurant (Ringling Museum, Sarasota, FL) , Big Sur Lodge (CA),  
DoubleTree Guest Suites Hilton Naples (FL)*



*The 2011 Sustainability Report was printed on recycled paper.*



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