



orange county chapter

Cádiz design studio



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The USGBC-OC Hospitality Committee Presents:  
1st Annual Green Hospitality Conference: "Creating a Sustainable ROI"

# JOIN US

Find out how greening your hotel grows your bottom line. Discover sustainable and affordable solutions that can be taken to secure your building and design strategy. Look to those who have implemented green strategies successfully and find a cost-effective way to accomplish these tasks today. Together, let's find opportunities to turn today's challenges into tomorrow's solutions.

## what you will learn:

- Specific sustainability strategies your business can use immediately
- Examples of easily implementable energy saving devices
- Tools you can use within your company to promote green practices
- Ways to market your hotel's sustainable program
- Opportunities to heighten "green" integrity within your hospitality group

## keynote speaker:

Alan Fuerstman  
 Founder and CEO,  
 MONTAGE HOTELS & RESORTS  
 Successes of running a sustainable hotel.

## vendor exhibits:

ENVIRONMENTALLY RESPONSIBLE VENDORS

## RSVP

Before Aug. 6th:  
 \$80.00 USGBC Members  
 \$90.00 Non-Members

## panel sessions and speakers:

AIA continuing education credits offered!



### "GREEN HOTEL OPERATIONS & MAINTENANCE"

Moderator: Bill Schulz, IMA Design

10:30 - 12:00

Jason Rose	Waste Management
Dennis Berlien	Vanderweil Engineers
Dave Hanson	Valley Crest Landscape Companies, Inc.
Terri Hudgins	Green Ideas

### "SUSTAINABLE HOTEL CASE STUDIES"

Moderator: Lorraine Francis, Cadiz Design Studio

1:00 - 2:30

Mark Slymen	Montage Hotels & Resorts
Daniel Welborn	Hotel Felix
Shaun Hannah	Bardessono
Stefan Muhle	Orchard Garden Hotel
John Strozdas	The Ambrose Collection

## date:

Thursday, August 27, 2009

## time:

9:00am - 5:00pm

## location:

Montage Hotels and Resorts  
30801 South Coast Highway  
Laguna Beach, CA 92651



## who should attend?

Hotel Owners and Operators  
The Architectural and Engineering Community

After Aug. 6th:  
 \$85.00 USGBC Members  
 \$95.00 Non-Members

To our website:  
[www.usgbc-oc.org](http://www.usgbc-oc.org)

Please note that space is limited. Reserve in advance. For any questions contact: Vicki Phillipy at 714.832.3616

Continental Breakfast & Lunch Buffet will be provided. Free valet parking.

# PROGRAM

- 8:30 - 9:00 Check-In & Registration
- 9:00 - 10:00 Continental Breakfast & Meet/Greet (Vendor Exhibits)
- 10:00 - 10:30 Opening Comments & Keynote Speaker
- 10:30 - 12:00 Panel Discussion "Greening Hotel Operations & Maintenance"
- 12:00 - 1:00 Lunch Buffet and Vendor Exhibits
- 1:00 - 2:30 Panel Discussion "Sustainable Case Studies"
- 2:30 - 3:00 What's New With LEED 3.0?  
*Speaker: BRIAN GAYLORD, CTG ENERGETICS*
- 3:00 - 3:45 Who Wins and Loses in Green?  
*Speaker: AUDEN SCHENDLER, ASPEN SKIING COMPANY*
- 4:00 - 5:00 Networking Session and Cocktails