

meet green


{ A Guide To Planning Sustainable Meetings



Provided by Cave B Inn & Spa

SUSTAINABILITY:

“...of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.”

 At Cave B Inn & Spa, our mission is to promote the positive interaction of people with the incredible land on which Cave B resides. This means embracing green meetings is not only fitting, but necessary. Cave B is not alone in our desire to move forward with green practices. It's the responsible thing to do for our shared environment. But another wonderful aspect is that it's economically beneficial as well.



WHAT DOES IT MEAN TO “MEET GREEN”?

A green meeting ensures all aspects of an event, including its location, food services, transportation, and the provision of materials are approached with sustainability in mind, in order to reduce its environmental impact.

WHY MAKE YOUR MEETINGS GREEN?

Faced with time and budget constraints, as a meeting organizer you may feel that greening your sessions will be a lot of added work for limited benefit. But the fact is, a green meeting does more than simply help the environment. It makes good economic sense, it's good public relations, and it will help others learn by your example. Environmentally-conscious meeting venues such as Cave B Inn & Spa love working with planners who will work both with and within our environmental meeting policies. When this occurs, the meeting is a success on every level.

Increasingly, organizations are seeking to incorporate environmental sustainability as part of their policy and procedures. Showing that you respect and promote green practices will keep you apace with the needs and wants of your clients.

WHAT SHOULD YOU TELL YOUR CLIENTS ABOUT GREEN MEETINGS?

GREEN MEETINGS HAVE TANGIBLE RESULTS.

- Many organizations have found that greening their operations actually saved them money—at times substantially.
- Green organizations have a positive public image.
- Green and socially responsible organizations can better attract and retain employees.

GREEN PRACTICES:

{ Cave B Inn & Spa and Cave B Estate Winery



Cave B Estate Winery recycles its bottles to The Green Glass Company, which turns them into glasses and goblets.

Each harvest season, over 100 tons of winery by-product (the skins, pulp, seeds and stems of the fruit) are recycled as feed for local dairy cows.

Cave B's on site orchards and organic chef's garden provide fresh fruit and vegetables for our restaurant.

Used cooking oil from Tendrils restaurant is converted into Bio Diesel.

Cave B Inn's swimming pool utilizes a saline water purification system, which eliminates the need to add chlorine.

For all events, Cave B Inn uses reusable cutlery, dishware and linens, as well as bulk containers for condiments, instead of individual condiment packets.

Cave B Inn provides all in-room shampoos and soaps in refillable bulk containers, rather than in disposable plastic bottles.

Our primary vendor for printed materials, PrintingForLess.com, is a 100% wind-powered facility that employs recycling, soy-based inks, and Forest Stewardship Council (FSC) Chain of Custody Certification.



- Hosting a green meeting can stimulate an organization to institute environmental protection measures more broadly, thereby achieving even greater environmental and economic benefits. The bottom line: green meetings is a great place for a company to begin initiating company-wide green practices.

HOW DO YOU ORGANIZE A SUCCESSFUL GREEN MEETING?

KNOW YOUR STUFF:

Take your organizational knowledge a step further and incorporate green practices into the planning categories you already know so well:

Logistics	Food and Beverage Services
Transportation	Accommodations
Office Procedures	Procurement
Communications	

MARKET YOURSELF AS A GREEN MEETING PLANNER:


With every marketing effort, ad, or communication, let it be known through words and your own company practices that if a client wishes for a green meeting, you are prepared to make it happen.

Cave B Inn & Spa



GREEN PRACTICES:

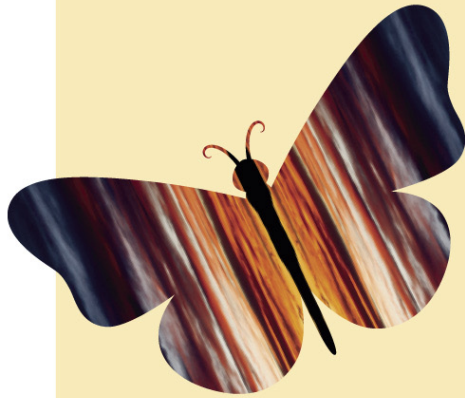
{ Cave B Building & Construction

 In Cave B Inn's Cavern Rooms, geo-thermics are used to heat and cool the building. The water coming from the deep well is 72 degrees year round; that temperature is utilized in the HVAC system for the building, reducing the need for electric power. The decision to use this system was made in the architectural design stage of the building process.

Salvaged flooring is used for the Cave B Inn lobby and Tendrils Restaurant.

A local iron smith created the grand lobby chandeliers in Cave B Inn from recycled farm machinery.

Trellis poles in the pool area of Cave B Inn are reused Grant County telephone poles, made available when the county undertook a pole-replacement process in 2007.



SHARE YOUR KNOWLEDGE:

When you become a green meeting planner expert, help your colleagues in the industry become experts, too. With an increase in planners who know how to execute successful green meetings comes an increase in the number of green meeting events overall, and consequently an increase in environmental, economic, and public relations benefits for all. Cave B Inn & Spa is dedicated to sharing our green meetings knowledge with everyone who shares in the tourist/guest services industry. Through communications such as this Green Meetings Guide, we strive to do our part to promote the growth and quality of green meetings in Washington State.

WHAT SHOULD YOU LOOK FOR WHEN CHOOSING A MEETING VENUE?

On-site operations are important considerations when selecting a venue—conservation practices result in a resource-efficient property that is better for the environment.

Please see the following pages for more specific checklist items for planning a green meeting. They have been formatted as a stand-alone guide, for ease of printing. We encourage you to use them as a guide in the planning of your future green meetings.

The Cave B Estate Winery



QUESTIONS FOR YOUR VENUE

Venues may be in various stages of the “greening process.” The goal is to choose a venue that is actively seeking to add to their green practices.

ENVIRONMENTAL POLICY

Check to see if a venue has an environmental (green) policy. The policy will allow you to determine if this is a venue that values sustainability, and in what ways the venue will support green meeting planning.

EXTERNAL ACCREDITATION

- Does the property have an external certification or environmental rating, or is it in the process of seeking one?

WASTE MANAGEMENT

- Are recycling programs in place?
- Does the property use eco-conscious hotel cleaning products?

WATER CONSERVATION

- Are water-conserving fixtures in place?

AIR QUALITY

- Is information on local and long distance transit provided?
Is carbon-offset information provided?

ENERGY EFFICIENCY

- Is energy-efficient lighting used in meeting rooms?
- Is natural light used for exhibits wherever possible to minimize lighting?

FOOD & BEVERAGE:

“Disposable-free” service is a very important element to a greener meeting.

- Are refillable water jugs used instead of water bottles?
- Are milk and sugar served in bulk?
- Is china used instead of disposable items, and linens used instead of paper?
- If disposables cannot be avoided, are they biodegradable or recyclable?
- Is local and in-season regional cuisine served when possible?
Is it organic?
- Are seafood choices sustainable?
- Are vegetarian options available?
- If there is an on-site garden, will featured dishes use the garden produce?
- Is organic waste from the kitchen composted?
- Are arrangements in place to donate leftover food to food banks/local shelters?

GREEN PRACTICES FOR THE MEETING PLANNER:

SIGNAGE CONSIDERATIONS:

- Use white boards in favor of flip charts.
- If flip charts are used, make sure they are of high post-consumer content paper (80% minimum).
- Plan to donate leftover conference supplies, such as paper, pens, etc. to a school or charity.

MEETING ROOM SETUP:

- Request that recycling stations or bins be placed in the meeting rooms (Ensure these are well-labeled and indicate to attendees what items can be placed in each receptacle).
- Request that water pitchers be used rather than individual water bottles.
- For refreshments, choose natural and bulk foods that minimize packaging waste.

MAKE IT A CARBON-NEUTRAL EVENT:

- Offset emissions from the event through the purchase of Renewable Energy Certificates (RECs or green tags).

GREEN PROGRAMMING:

These options help delegates take the eco-experience outside the meeting.

- Provide attendees with a welcome note (recyclable) or e-mail explaining the green meeting's environmental value.
- Provide environmentally friendly in-room welcome amenities or gifts.

- Provide attendees with information about nature-based activities or trails in the area.
- Ask the concierge for walking maps of the area.
- Incorporate on-property green spaces into the event as much as possible.
- Leave a positive environmental legacy: plant a tree for each attendee or make a donation to a local environmental charity.
- Include off-site recreational opportunities at local nature preserves or interpretive centers.

**FOR FURTHER INFORMATION ON GREEN MEETINGS,
CAVE B INN & SPA RECOMMENDS VIEWING:**

www.greentagsusa.org

www.bluegreenmeetings.org

www.epa.gov/opptintr/greenmeetings/pubs/who.html

Let's all work together to make our meetings **green**

ABOUT CAVE B INN & SPA

Poised 900 feet above the Columbia River near Quincy, Washington, in the heart of Columbia River Wine Country, Cave B Inn & Spa is surrounded by estate vineyards, fragrant orchards, and thought-provoking beauty, making it a truly extraordinary meeting venue.

Cave B Inn & Spa offers over 4,800 square feet of conference space, including three formal meeting rooms, the largest accommodating up to 250 guests. The Estate Room, an elegant indoor space with a sweeping window wall, reveals stunning river gorge views. The resort also offers multiple outdoor venues, including the 2,250 square foot Piazza, a lawn surrounded by a full perimeter of beautiful grapevine trellises, and the outdoor rooftop Cavern Theater. Neighbored by The Gorge Amphitheater, situated on one of the most dramatically beautiful cliffside locations in Washington State, Cave B Inn & Spa is surrounded by an environment nature-made for celebration, and inspiration.

For more information, please visit: www.cavebinn.com



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