

FOR: HOSPITALITY DESIGN GROUP

1145 Sanctuary Parkway, Suite 355
Alpharetta, GA 30004
(508) 743-8502
www.hdexpo.com

CONTACT: WAGSTAFF WORLDWIDE, INC.

Jim Lee / Chip Bouchard
(312) 943-6900
jim@wagstaffworldwide.com; chip@wagstaffworldwide.com

**THE GREEN IMPERATIVE: HOSPITALITY DESIGN MAGAZINE
HOSTS CONFERENCE TO OFFER INDUSTRY SOLUTIONS**

ATLANTA, GA (March TKTK, 2009) – “What a difference a year makes,” says *Hospitality Design (HD)* magazine managing editor, Tara Mastrelli. “If the Darwinian flush in the financial and auto industries and rising energy costs weren’t enough of a fear factor to the hospitality industry, now there’s a proverbial new sheriff in town who it seems is not wasting any time to push a greener agenda. Developers and owners who were not convinced of the consumer demand and marketing aspects of going green are now trampling each other to get the cost savings they now see possible through energy efficiency and reduced transportation costs of sourcing locally. They can see green building and alternative energy incentives on the horizon, and it looks like there are only two choices: get out there and ride the wave or wait for it to come in and crash down upon you.”

To help prepare the hospitality industry to meet the future head on, *HD* is presenting its **Green Day** conference on **May 13, 2009**. HD Green Day, www.hdmag.com/greenday, has become the industry’s leading event focused on education, idea exchange, and marketplace trends related to sustainable design and operations. New this year, HD Green Day will **exceed the annual AIA sustainable design mandatory** continuing education requirement. Co-located with **Hospitality Design Exposition & Conference (HD Expo)**, HD Green Day is held in Las Vegas, Nevada at the Sands Expo and Convention Center, 10:00 a.m. to 5:00 p.m.

Highlights from HD Green Day 2009 will include:

- **More Continuing Education** – With five accredited hours on sustainable design, designers and architects will be able to fulfill the annual AIA sustainable design mandatory continuing education requirement in one day.
- **Luncheon Keynote** – As MGM MIRAGE Design Group president, William “Bill” Smith has spent the past few years managing the design and construction of one of the largest green developments in the world—CityCenter. Smith, along with Cindy Ortega, senior vice president, Energy and Environmental Services, MGM MIRAGE, will discuss their “Lessons Learned”, sharing both their challenges and successes during the luncheon keynote address.
- **Real Strategies for Sustainability** – The Puntacana Resort & Club has been a leader in sustainability for 40 years. The resort was the first hotel in the region to construct a water treatment facility, first golf course in the Dominican Republic to use seashore paspalum hybrid grass, and is currently operating a pilot worm composting operation. Environmental director Jake Kheel will kick off the day with unique insight into his successes and strategies to creating green cache without the help of elephants, whales, or other, what he calls “charismatic mega-fauna.”

- **Brand's Perspective** – Whether creating a LEED-certified brand prototype or simply maximizing the cost-benefits of energy efficiency across a company's portfolio, environmental issues are playing a major role in corporate hotel strategies. Mastrelli will sit down with Brigitta Witt, vice president, Environmental Affairs, Hyatt Hotels & Resorts, Christopher Jones, senior vice president of development and construction, NYLO, and Brian McGuinness, senior vice president, element hotels to discuss what it takes to "green" a brand.
- **Decoding Third-Party Product Certification** – Heather Gadonniex, LEED AP, co-founder, Green it Group, and Kim Gordon, LEED AP, director, TODL Green, will be joined by representatives from some of the leading, and most controversial, certification bodies. Presenters will take off the green colored glasses and get real about topics such as certification cost, multi-attribute certification vs. single attribute certification, and answer the question once and for all, who can you trust when looking for a green or sustainable product?
- **Association Awards** – Fittingly, two leading industry associations will be presenting awards designed to promote the sustainable design and designers of the future at HD Green Day. The Earth-Minded Awards (EMA) program, sponsored by the American Society of Interior Designers (ASID) and HD, was launched last year to recognize exceptional sustainable design in hospitality projects and products. This year includes a new category for interior design and architectural students: The Earth-Minded Award for Tomorrow. And NEWH, Inc. — The Hospitality Industry Network will present the NEWH Sustainable Hospitality Student Design Competition award winner, which includes a cash scholarship, courtesy of JLF/lone meadow and Designtex, to the student, and a matching grant to the university.
- **The Green Room**– Attendees, sponsors, and presenters will have a chance to mingle, discuss, and see the latest green products for hospitality throughout the day. The Green Room will also host greenSCENE, a free-flowing exchange of ideas and cocktails to end the conference.

HD Expo, www.hdexpo.com is held at the Sands Expo and Convention Center in Las Vegas from May 14-16, 2009. HD Expo is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Business Media. The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc. – The Hospitality Industry Network.

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

The Building Design Group, part of Nielsen Business Media, includes leading publications, events and digital offerings in the residential and commercial property design industry including DDI, GlobalShop, Commercial Property News, Contract, Hospitality Design, Hospitality Design Expo and Hospitality Design Boutique, Kitchen & Bath Business, Kitchen and Bath Industry Show, Multi-Housing News and Multi-Housing World. The group also produces publications and events in the decorated apparel and home healthcare industries including Impressions, The Imprinted Sportswear Shows and Medtrade.

Additionally, three Marine Military Expositions are produced that are focused on the US Marine Corps. Nielsen Business Media is a division of The Nielsen Company.

Media registration for HD Green Day: <https://www.xpressreg.net/register/hdes059/media/regInfo.asp>

XXX

**FOR MORE INFORMATION OR TO ATTEND, PLEASE CONTACT
WAGSTAFF WORLDWIDE, INC., (312) 943-6900**