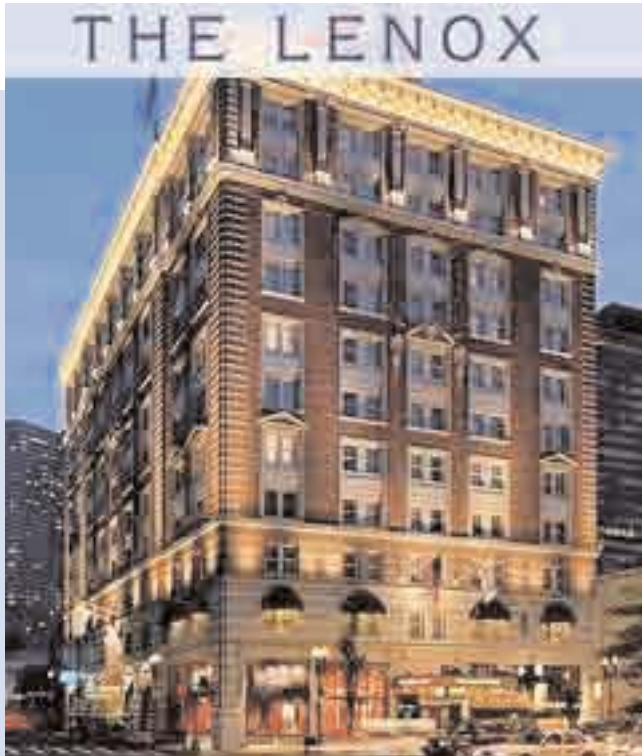


The Bottom Line of Green is Black: Greening The World's Largest Industry

with Tedd Saunders

pre-conference track



**TUESDAY EVENING,
SEPT. 28TH,
7 - 9 PM**

Register online
Responsible business practices can enable companies,
people and the planet to prosper. During this insightful

and practical talk, Tedd Saunders will share the experience of his third generation family hotel business known worldwide for its genuine commitment to gracious hospitality, service innovation and environmental leadership. Often credited with creating luxury urban ecotourism in the 1980's, his company EcoLogical Solutions is recognized for the hospitality industry's most acclaimed environmental management models. In 1989, it pioneered this innovative business approach at the family's historic properties: The Lenox and Copley Square Hotels as well as The Comfort Inn & Suites Boston/Airport and the Park Plaza. Since this successful beginning, EcoLogical Solutions has advised The White House Conference on Tourism, HRH The Prince of Wales' IHEI, Harvard University, Taj Hotels of India, Choice Hotels International, Four Seasons Place, US AID, and CERES' Green Hotel Initiative. These efforts have not only reduced hotels' operating costs but also generated unprecedented customer loyalty, employee morale and community goodwill for their clients. This comprehensive yet practical approach has also earned clients worldwide recognition with glowing press and international awards. Tedd is also the author of *The Bottom Line of Green is Black* and speaks to business leaders around the globe.



Sustainable Resources

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