

A Good Resource

Find members and services easily with a click of the mouse thanks to NEWH's online directory

In order to meet the needs of its members, NEWH, Inc. has developed an online resource directory. The easy-to-use system is intended to help members identify and contact businesses and individuals (all NEWH members) that will provide products, information, design/architectural services, or assistance on a broad range of hospitality-related areas. From beds and fabrics to design and architecture firms, the directory offers full contact information in more than 60 categories.

"With the discontinuation of our printed membership directory, we put our membership information online," says Shelia Lohmiller, executive director for NEWH, Inc. "Part of the mission of NEWH is to provide business networking opportunities and this will create that opportunity with members and non-members alike."

NEWH members are listed at no charge as a member benefit. For information on marketing opportunities and/or an expanded listing, go to www.newh.org.



< Look for this icon on the NEWH website.



Making a (smaller) Impact

NEWH Sustainable Hospitality Launches Carbon OffSet Program

Through a strategic partnership with Sustainable Travel International, NEWH, Inc. recently launched the NEWH Carbon Offset program. Designed to not only offer the opportunity to reduce a carbon footprint at home, it also features a carbon offset calculator that specifically address the carbon emissions related to travel in the hospitality industry—lodging, air travel, car travel, home emissions, and gifts.

"Living a sustainable lifestyle is all about the little things," says Jeanne Varney of Host Hotels and a member of NEWH's Sustainable Hospitality Committee. "Turning off the lights, recycling, all of it is very, very important. It is critical to strive to eliminate or reduce carbon emissions in our everyday lives. But realistically, not everyone wants to give up their SUV or turn off every light, and perhaps travel is a critical part of their job or actually *is* their job. NEWH wanted to give our members and the industry at large a way to directly live a more green lifestyle. This program helps people to at least 'offset' their carbon emissions and minimize their negative impact on the environment."

Another reason for the program, says Varney, is education. "Many people have not heard of carbon offset or do not fully understand what they are and their benefits," she says. "They are aware of programs that involve planting trees or reforestation. Those programs are very relatable and popular. But there are many more programs out there that

need funding that actually create clean energy like wind farms, solar and hydro plants, etc. These programs actually avoid carbon emissions by providing clean energy versus coal burning or gas-generated energy."

For a quick lesson in carbon offset, here are a few definitions (courtesy of Sustainable Travel International; more at www.newh.org):

Greenhouse Gas Emissions (AKA carbon emissions) A known byproduct of conventional energy production and transportation based on burning fossil fuels.

Renewable Energy (AKA green power or clean energy) A general term used to describe electricity produced in an environmentally friendly manner such as power produced with no air pollution or greenhouse gas emissions like wind, solar, geothermal, and small certified-hydro.

Carbon Neutral The point at which greenhouse gas emissions have been identified, measured, reduced where possible, and 100 percent of the remaining emissions have been offset through high quality renewable energy or energy efficient products.

Carbon Offset A mechanism by which the impact of emitting a ton of carbon dioxide can be negated or diminished by avoiding the release of it elsewhere, or absorbing a ton of CO₂ from the air that otherwise would have remained in the atmosphere.

To calculate and purchase your carbon offset, go to secure.newh.org/carbon.asp.