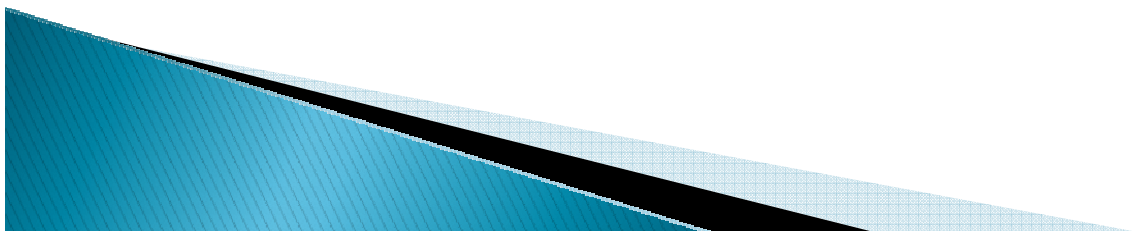


# Marketing & PR for the Triple Bottom Line

## *Benefiting from Sustainable Initiatives in Hospitality*



Connecticut Green Hotel Workshop  
Rauni Kew



# *Tree Huggers to main stream – the bar keeps moving for Sustainable Hospitality*



Reductions in water, chemicals, solid waste and energy– *Reforestation*

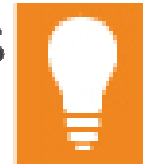
Conservation of local environments, eco systems, help define and preserve sense of place

Reductions in green house gases– benchmarking, tracking future legislation

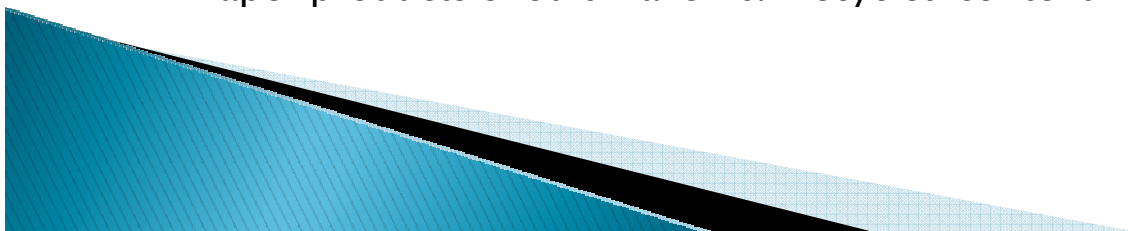
CSR (Corp Social Responsibility) in Tourism, in Business– opportunity– *Business and Leisure – shared values*



# AHL&A Guidelines for Green Hotels



- ▶ Form environmental committee responsible for plan re solid waste, energy, & water use.
- ▶ Monitor electric, gas, water, & waste usage information on a monthly and annual basis.
- ▶ Replace incandescent with compact fluorescent lamps wherever possible.
- ▶ Install digital thermostats in hotel rooms
- ▶ Implement a linen reuse program
- ▶ Install 2.5 gallons per minute shower heads
- ▶ Install 1.6 gallon toilets in guestrooms
- ▶ Impellent recycling programs
- ▶ Implement a recycling program for hazardous wastes
- ▶ Purchase energy star appliances
- ▶ Paper products should have 20% recycled content



# It all adds up to a lot for the Planet

Maine's DEP Green Lodging Program Annual Reductions:

- ▶ Recycling: 1,352,435 lbs. of solid waste
- ▶ Green Cleaning: 9,989 lbs of chemicals
- ▶ Low flow fixtures & Linen reuse: 16,645,443 gallons of water
- ▶ Energy efficiency: 9,548,089 kilowatt hours

Peter Cooke, Maine DEP Environmental  
Leader Programs





# What do *travelers & writers* expect from green lodgings? It's Changing.....

J.D. Power & Associates 2010 NA Hotel Guest Satisfaction Index Study:

- ▶ 68 % of guests were aware of hotel conservation efforts in 2010 compared with 56% in 2008.

*New York Times: IS IT GREEN? Jennifer Conlin*

If you want to know how seriously a hotel is taking environmental issues, here are 6 questions: Does it have:

- ▶ any renewable energy sources, like small hydro, solar, wind or geothermal systems?
- ▶ avoid using harsh chemicals, scented laundry supplies, carpet cleaners & air fresheners?
- ▶ practice energy conservation: light bulbs, good insulation, energy- efficient appliances
- ▶ donate things to charities, like food scraps and old sheets and towels?
- ▶ support local causes and community conservation efforts?
- ▶ Educate about being green, either on its Web site or material provided in the room?

*Travel & Leisure's Favorite Green Hotels:* Ask:

- ▶ What has it done to reduce carbon emissions and waste?
- ▶ How does it conserve energy and water consumption?
- ▶ And does it have programs that support its local habitats & community?



## *Business Impact Of Growing Environmental Awareness on Travel*

- ▶ 44% of U.S. travelers consider environmental impact to be important when planning travel.
- ▶ 33% of U.S. travelers say they would pay a premium to green travel operators, but are looking for practices that go beyond money saving (linen reuse & light bulbs isn't enough- they are looking for more-)



### **The Importance of PR & Marketing: hospitality not communicating well**

- ▶ 56% are skeptical of what companies are saying about their green practices
- ▶ Only 8% think it is easy to find green travel options- perception: industry has not introduced enough green travel product to satisfy the consumer
- ▶ **Communicating green: must be easily understood & state how the travel company impacts the consumers lifestyle, rather than just how the company or product itself is green- (what's the added value to the guest)**

*Source: "Going Green: The Business Impact of Environmental Awareness on Travel,"  
PhoCusWright & The Hospitality Sales and Marketing Association International (HSMAI)  
Foundation and Sustainable Travel International*

*Photo: First NA Ski Area to install a wind turbine-  
Jiminy Peak- MA*

## *2010 Global Eco Summit:*

- ▶ Slow travel– memorable.
- ▶ Local– connect travelers to local people, enriching experiences. Respect for local traditions, culture and natural environment– *looking for authentic travel experiences*
- ▶ 2011 will be about the experience, Travelers are looking for more meaningful ways to travel and contribute to local communities. (Giving Getaways)



# Giving Getaways–Engaging Guests

Add Meaning/Value to Travel– Get Media Attention

- ▶ *Giving back to the region where people vacation– to support region, its people or to preserve an icon*

- ▶ Hospitality for Habitat– MEIA– state wide/ association and hotels



- ▶ Simple as donating 5% of a stay or meal to a local charity– eg. Thanksgiving: Share Our Strength



- ▶ *Best to work with regional chapter of a National organization*
- ▶ *Try to find a good fit– does it suit the Sense of Place, support a regional icon, or fit the occasion*

# Boston Sunday Globe

FEBRUARY 17, 2008

By Richard P. Carpenter

GLOBE CORRESPONDENT

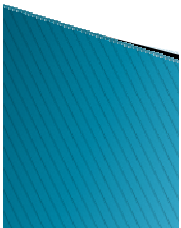
If you have the winter blues, a getaway can be the cure. You needn't go far or stay long. Even

**Real Deals** planning a trip can do you good.

As Scott Booker of hotels.com puts it, "Having something to look forward to . . . can lift your spirits considerably." So let us examine some mood-elevating possibilities:

■ You can help Habitat for Humanity and at the same time stay in a Maine inn, hotel, or B&B at significant savings. Participating members of the Maine Innkeepers Association will cut rates in half May 1-23 if guests make a \$35 donation to Habitat for Humanity.

Visit [maineinns.com](http://maineinns.com) and click on the Hospitality for Habitat logo for a list of properties and links that will provide information on room rates, availability, and restrictions.





## INN BY THE SEA

# Hotel Deal For A Good Cause At Inn By The Sea

by Deidre Woollard (RSS feed) —

Filed under: [Luxury Travel & Hotels](#), [Charity](#), [Green](#)

Here's a hotel deal you can feel good about. The eco-luxury Inn by the Sea in Cape Elizabeth, Maine will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat for Humanity. Inn by the Sea will be supporting "Hospitality for Humanity 2010", a program sponsored by the Maine Innkeepers Association which will raise money in May for Habitat projects in both Maine and Haiti. Guests can rent two bedroom seaside cottages at Inn by the Sea at half the regular



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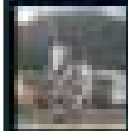
2 Weeks FREE  
\*click for de

### Featured Galleries



# GADLING go there.

### MUST READ



Competitors Race - Day 2 "The Blues" (with video)

### FEATURED STORIES



Product review - Libby L'Blue Bluetooth stereo adapter for the iPad



Gallery Designer: The Gift of Fear (on and off the airplane)



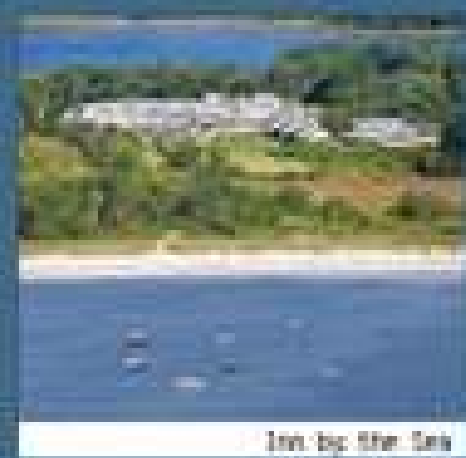
Through the Gadling Lens: the photographs of our Gadling photo post contributors

The best bird

## Inn by the Sea to cut rates, benefit Habitat for Humanity

By [Tim J. Sawyer](#) Mar 20th 2016 @ 11:00am

[Inn by the Sea](#), an eco-luxury property in Cape Elizabeth, ME, is dropping prices 50 percent Sunday through Thursday this spring. The goodwill go guests is wrapped in a larger act of conscience – guests taking advantage of this rate will write a \$35 check to Habitat for Humanity.



Inn by the Sea

The "Hospitality for Humanity" program is sponsored by the [Maine Innkeepers Association \(MISA\)](#), which raises cash to help put deserving Maine families in homes. It runs from May 1 – 23, 2016.

For 50 percent off plus a \$35 donation, this is a hell of a deal. Inn by the Sea boasts four diamonds, and a recently completed renovation added several amenities, including a full-service spa, fireplace bar and

## Free Credit Scores & 3 Credit Reports

Excellent
Good
Fair
Poor
I Don't Know

Find out yours. INSTANT

## LIFE NOMADIC

with tyran and too  
with tyran and too

COMPETITIVE  
GADLING





« Roadtrips in Austria and Germany by Design Hotels - 379 | Main | Opening Date Announced for Harry Potter Attraction - 377 »

## Maine Hotel to Support Habitat for Humanity this Spring – 378

Friday, March 26, 2010 at 6:02PM

3 tweets  
retweet  
If you are traveling to Maine this May you might consider staying at the eco-luxury Inn by the Sea on Crescent Beach. You'll get a great deal on a room and help Habitat for Humanity in the process.



Photo by susieq3c

The inn will be supporting "Hospitality for Humanity 2010" sponsored by the **Maine Innkeepers Association**. Two bedroom seaside cottages will go for 50% off the standard rate on Sundays through

Thursdays, May 2 – 27, 2010. The rate is yours by donating \$35 to Habitat for Humanity during your stay. All money raised through this tax deductible donation will go directly to help Habitat for Humanity in Maine and projects in Haiti.

The Inn by the Sea is located in Cape Elizabeth, Maine not far from Portland. The

### ONLINE TRAVEL MAGAZINE

When it comes to travel, we believe people are interested in more than just the latest gear and reviews of ludicrously expensive resorts. We know that not every female is in search of the world's perfect facial. And that people without trust funds travel too.

[See our contributing writers >>](#)

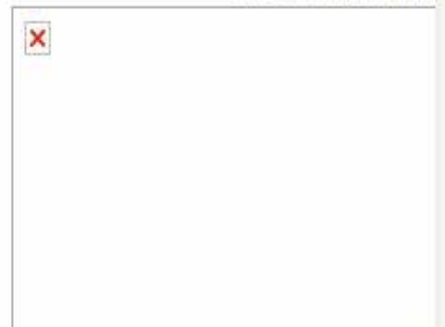


Google Translate  
Select Language  
Gadgets powered by Google

### TRAVEL TIPS

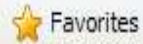


LATEST ON GALAVANTING



SEARCH

watch later



# Travels with Hilary

Maine Travel Maven and More

« [Tiptoe through 45,000 tulips and other blooms](#)

[Wings, Waves, & Woods returns to Deer Isle](#) »

## Splurge and save at the Inn by the Sea

By Hilary Nangle



Through May 26, write a \$35 check to Habitat for Humanity, and save 50 percent, Sundays through Thursdays, on a two-bedroom beach, cottage, or loft cottage at the chic, ultra-green, four-diamond, oceanfront **Inn by the Sea**, in Cape Elizabeth, Maine.



uptake Find  In

## Popular Articles

# Eco-Luxury Inn by the Sea in Maine Reducing Rates for Charity

Apr 03, 2010 9:40 - By: **Jodi Grundig**



An Aerial View of the Inn by the Sea

The eco-luxury Inn by the Sea, a kid-friendly, and pet-friendly Four Diamond Inn in Maine, will reduce their rates on their seaside two bedroom suites by 50%, Sunday through Thursday, May 2nd through May 27th, in support of Habitat for Humanity. The program, called "Hospitality for Humanity 2010" is sponsored by the Maine Innkeepers Association (MEIA), and will raise funds for Habitat for Humanity projects in Maine and in Haiti. Two-bedroom seaside cottages will be offered at half the regular rate during this time frame, if the guest presents a \$35 check as a donation to Habitat for Humanity.

To book a reservation under this promotion, call the reservations center at the Inn by the Sea at 207-799-3134

and ask for the Hospitality for Habitat program. A tax-deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea upon check in (One donation check for the length of stay).

The Inn by the Sea is located on Crescent Beach in Cape Elizabeth, near [Portland](#). It offers 57 rooms and suites and a full-service spa. The hotel has been recognized as a green hotel by both TripAdvisor and Forbes Traveler.

[Inn by the Sea](#)  
40 Bowery Beach Road  
Cape Elizabeth, Maine 04107

[5 Places to Sleep in a Teepee](#)

[Shore Acres State Park, Coos Bay, Oregon](#)

[Hard Rock Hotel Las Vegas Opens SKYBAR Rooftop Pool](#)

[Business class on Cathay Pacific from New York to Hong Kong: The winged child of a hostel and a Ritz-Carlton](#)

[Alyeska Resort, Girdwood, Alaska](#)

[Tyn Rhos Country House, Snowdonia, Wales](#)

[Lodging Where the Rivers Meet in Grafton, Illinois](#)

[New Staybridge Suites Opening in New York City's Time Square](#)

## Recent Comments

[monique simpeh on Win a Hawaiian Vacation Getaway](#)

[Lauren Gavrellis on CLOSED - Hyatt Two-Night Hotel Giveaway](#)





## Luxury Vacation Luxury Vacation in Maine - Inn by the Sea

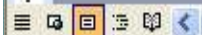
Julia Rosien | 04/06/2010 - 20:08 | [Add new comment](#)

### ***Hospitality with a cause***

The Inn by the Sea, in Crescent Beach, Maine is the perfect escape for the weekend, the night or just a really long lunch. Loads of pampering, ocean views and a multi-million dollar makeover to this 57-room inn will renew your interest in life. What's more, the inn is one of Trip Advisor's top ten green hotels worldwide, Travel & Leisure's top 100 hotels in North America and a Wine Spectator award winner in 2009. And they're a green hotel. The Inn by the Sea is the first hotel in Maine to be solely heated by [biofuel](#) and be carbon neutral. The hotel sits on 5 acres of indigenous gardens certified as Wildlife Habitat (remember the mushrooms?). They also offer a green wedding planner and green meetings.

### ***Habitat for Humanity***


But there's another, sweeter reason to fall in love with the Inn by the Sea. From April 26 to May 28, 2010, they're reducing their rates by 50% Sunday through Thursday. All you have to do is write a \$35 check for Habitat for Humanity.



USA today on lline HFH [Compatibility Mode] - Microsoft Word

Home Insert Page Layout References Mailings Review View PDF

1 2 3 4 5 6 7




- [Home](#) [News](#) [Travel](#) [Money](#) [Sports](#) [Life](#) [Haiti](#) [Earthquake](#)

**Hotel Deal For A Good Cause At Inn By The Sea**

Here's a hotel deal you can feel good about. The eco-luxury Inn by the Sea in Cape Elizabeth, Maine will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat

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Here's a [hotel deal](#) you can feel good about. The eco-luxury [Inn by the Sea in Cape Elizabeth, Maine](#) will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat for Humanity. Inn by the Sea will be supporting "Hospitality for Humanity 2010", a program sponsored by the Maine Innkeepers Association which will raise money in May for Habitat projects in both Maine and Haiti. Guests can rent two bedroom seaside cottages at Inn by the Sea at half the regular rate, Sunday through Thursday, May 2nd through May 27th in exchange for a \$35 donation check written out to Habitat for Humanity.



'Hospitality for Habitat' began in 2004 and has raised over \$30,000 to build homes for low income families in Maine since its inception. In 2009 Inn by the Sea raised \$2,200 for Habitat for Humanity with the help of their guests through the program. This year, after the devastating earthquake in Haiti, a portion of the funds will also be directed to Habitat projects in Haiti. A tax deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea on check in. Every dollar raised will be donated to help build

Page: 1 of 1 Words: 350

100%

start 6 Microsoft Office ... Marketing & PR Susta... Google - Microsoft Int... 4:37 PM

## The Stay List– *Check in Now!*

With location-inspired architecture,  
ambience, and amenities • eco-stewardship  
• an ethic of giving back to the community



- ▶ The hotels on our Stay List don't just reflect their surroundings—they help define them.... This mindset is what gives these hotels their special sense of place. Maybe it's the regional architecture that speaks to you. Or a guest room resonating with history. Or local food that not only tastes great but tells a story to boot. After your stay, you'll leave with the kind of insight only soulful places provide.
- ▶ Is the hotel engaged with the local community? Does it subscribe to sustainable practices that respect the region? Does it truly capture the spirit of its setting?
- ▶ To travel well, we believe, is to soak up authenticity. And where we spend the night is part of the picture. Does the hotel incorporate—and share—the soul of its location? Are resources respected and conserved? When possible, is the food put on the table local? Does the property play a vital role in the community, sharing some of its profits with local causes....”

*National Geographic Traveler Stay List*



# Case Study: Inn by the Sea

## *Creating Demand for a Green Property*



INN *by the* SEA

CRESCENT BEACH, MAINE

# Preserve, Protect, Inspire....

*A nine year Green path*



- ▶ Started with indigenous planting
- ▶ Wildlife Habitat Certification
- ▶ Garden Tours & Seminars
- ▶ Butterfly Waystation Designation



# People, Planet, Profit



- ▶ Do something good for the planet that fits your property– & speaks to your sense of place
- ▶ Find a way to engage the guest, add value to the stay (memorable) & pass on the environmental message– with fun?
- ▶ Find a partner–( bigger than you?) who will help spread you're the message–
- ▶ Profit will follow!
- ▶ *Every property can do this!*



### Thousands Show Support for Gore

In addition to serving as Vice President, being nominated for the Nobel Peace Prize, and selling over a million books, Al Gore's *An Inconvenient Truth* was awarded an Oscar this past Sunday night. Through a partnership with Working Assets, thousands of members showed their support for Al by offsetting with Carbonfund.org. [\[more\]](#)

### Carbonfund.org & Inn By The Sea Team up for "Green" Travel



Carbonfund.org and The Inn By The Sea have joined forces to launch a new carbon offset program designed specifically for the hospitality industry which allows hotel guests a simple solution to 'green' meetings and vacations. The all new Carbonfree Meetings™ and Carbonfree Vacations™ programs make it easy for guests to neutralize their travel generated carbon emissions. [\[more\]](#)

### Australia Plans to Ban the Incandescent Light Bulb



Australia has announced a plan to ban the incandescent light bulb, which it hopes will cut its emissions by 4 million metric tons by 2012. The ban, which would be completed by 2010, will make Australia the first nation in the world to do away with the technology that has remained largely unchanged since its inception over 125 years ago. [\[more\]](#)

### In This Issue

[Thousands Show Support for Gore](#)

[Carbonfund.org & Inn By The Sea Team up for "Green" Travel](#)

[Carbonfund.org Featured on CBS's "The Early Show"](#)

[Australia Plans to Ban the Incandescent Light Bulb](#)

[Energy Saving Tip](#)

### Today's Key Fact

Arctic sea ice loss from 1979 to 2003 equaled an area greater than the combined size of TX, CA, & MD

### Welcome New Partners

[A Wild Soap Bar](#)

[Flowerpetal.com](#)

[Stoney Creek Wine Press](#)





**Eco Home Makeover Once-in-a-Lifetime Package (April 9, 2008 after 10pm EDT)**  
[http://www.samsclub.com/specialoffer\\_cspg-11606](http://www.samsclub.com/specialoffer_cspg-11606)

**Sam's Club Eco Home Makeover**  
 Make a change. Make a difference.

The Once-in-a-Lifetime Eco Home Makeover Package from Sam's Club is a rare opportunity to take sustainability to a new, personal level. Your home will be transformed into an eco-friendly, high-efficiency household, complete with Sharp solar panels, Kestrel wind turbine and your choice of stylish Energy Star qualified GE appliances for your kitchen & laundry. This unprecedented package represents a bold step to a better future. With a complete setup generating enough renewable energy to power a 3,000 - 4,000 sq. ft. home, you will no longer be just an advocate of sustainability -- you will be living it.

During your home's conversion, you and your family will spend time at the eco luxury Inn by the Sea on Crescent Beach in Cape Elizabeth, Maine, selected one of Trip Advisors'® Top Ten Green Hotels worldwide in 2007 (airfare included). Completely renovated in the winter of 2008 the 57 comfortably appointed rooms and suites, new spa and Fireside lounge, and five acres of indigenous seaside gardens create an atmosphere of true eco luxury that is distinctly Maine. Certified a Maine DEP Green Lodging. [www.innbythesea.com](http://www.innbythesea.com)

Your home will also be upgraded with your choice of new GE appliances and lighting. GE is committed to creating stylish and innovative household appliances and lighting products that help reduce energy spending and help protect the environment. Choose from a wide selection of dishwashers, washers, refrigerators, ranges and lighting products to meet all your needs for efficiency and savings.

### Specifications

**One package available for one location.**

- This Once-in-a-Lifetime Package Includes:** Installation of a hybrid power production system by the eco contractor GC Solar, consisting of a Sharp solar panel array and a Kestrel wind turbine (included Internet monitoring)
- Installation of energy saving Energy Star qualified GE appliances for your kitchen and laundry
  - 1 year supply of sustainable laundry products
  - Installation of GE Smart Energy Star qualified lighting throughout your house to replace older, inefficient lighting
  - 6 days/5 nights on a eco-friendly vacation at Inn by the Sea in Cape Elizabeth, Maine while your home undergoes makeover\*

## Eco Home Makeover

Take sustainability to a new, personal level with the Eco Home Makeover. Spend a relaxing week at a LEED certified resort, while your home is converted to an eco-friendly, high-efficiency household. Your family will be taken on an eco-learning adventure highlighting key opportunities to create a better world. Meanwhile, your home transformation will be filmed for an upcoming cable special.

This Once-in-a-Lifetime package includes:

- Installation of a hybrid power production system by the eco contractor GC Solar consisting of a Sharp® solar panel array and a Kestrel wind turbine. Includes internet monitoring.
- Energy saving ENERGY STAR® qualified GE® appliances for your kitchen and laundry.
- GE Energy Smart ENERGY STAR® qualified lighting throughout your house to replace older, inefficient lighting.
- 6 days/5 nights on an eco-friendly vacation at Inn by the Sea in Cape Elizabeth, Maine while your home is undergoing the Eco Makeover. In 2007, Inn by the Sea, a LEED certified resort, was voted Trip Advisor's® Top Eco Hotel in the world and has also been voted as one of the Top 10 green hotels in America by Forbes. Includes airfare.
- Environmental adventure hosted by Blue State Sustainability to experience firsthand our interaction with the environment.
- A housewarming party upon completion of the makeover to be attended by your friends and family.
- The PBS series Building Green ([buildinggreen.com](http://buildinggreen.com)) will cover the project to document the conversion and benefits to our planet.

**\$44,000**  
 One package available for one location.

Solar panels and wind turbine to provide renewable energy for a 3,000 to 4,000 sq. ft. home. Includes installation.

New, stylish and innovative GE® "Insider" ENERGY STAR® qualified kitchen appliances, along with GE® Energy Smart®, ENERGY STAR® qualified compact fluorescent lightbulbs (CFLs). Includes installation.

New, GE® ENERGY STAR® qualified front-load laundry products and a one-year supply of sustainable laundry products.

Logos: GE, Imagination at work, BuildingGreen, GC SOLAR, SHARP, Kestrel.

Reference: 1. There is only one (1) Eco Home Makeover package. 2. The package must be a 2008 Club Member. 3. Package must be accepted online at [samsclub.com](http://samsclub.com) and is non-refundable. 4. Customer is responsible for all applicable state, territory and local taxes on the package. 5. Package is non-transferable and cannot be resold. 6. Package is available while supplies last. 7. Member home being featured in the completed U.S. and foreign satellite coverage is subject to equipment and other rules and regulations necessary to complete the makeover package. 8. Other restrictions may apply. See Terms and Conditions at [samsclub.com](http://samsclub.com).



# The Washington Post

SUNDAY, JUNE 10, 2007

MAINE

## An Inn Where Guests Can Indulge, Responsibly

**T**he Inn by the Sea offers room service, honeymoon packages, DVDs and, in its restaurant, classic dry martinis. This inviting property, a collection of weathered, low-rise gray buildings set on a pristine stretch of the Maine coast just south of Portland, is keen to keep up the deluxe standards that have earned it a AAA four-diamond rating.

At the same time, managers say they are eager that the hotel — and its patrons — do what they can to keep carbon dioxide emissions under control. Lamps in the guest rooms and public spaces have been fitted with energy-efficient light bulbs. In October, the hotel began using a mix of regular oil and fats and vegetable oils instead of pure oil for heating. Air conditioning is not offered in the inn's 43 suites, even in the height of summer. Guests are encouraged to open their windows and let in breezes from the ocean.

In February, the inn began a carbon-reduction arrangement with Carbonfund.org, a Silver Spring organization whose mission is to counter the negative effects of carbon emissions. (See story, Page P1.) Under the plan, guests voluntarily pay a fee to counter the carbon impact of their travels on the environment. The inn sends the funds to Carbonfund.org, which then restores forests in Montana, California and India, among other environmental practices.

"We want our guests to indulge in the things they travel for," said Rauni Kew, an inn executive. "But we also want them to



Chefs pick herbs and vegetables at the Inn by the Sea, which strives to use local produce.

know that the more responsibly we use energy, the longer we'll all enjoy the rare nature that Maine offers."

When I checked out of the inn after a two-day visit last month, the front-desk clerk asked whether I wanted to contribute \$2.50 to \$7 to the Carbonfund.org initiative, offering a card that explained the dangers caused by climate change and the steps that can be used to combat it.

Derrick Daly, the head gardener, inspired the inn's environmental awareness initiatives six years ago, when he started replacing the annuals and other exotic flowers in the inn's bounteous garden with indigenous perennials. Out went arrays of tulips and other nonnative flora. In came bayberries,

with recycling bins. Bathrooms were stocked with organic soaps, and paper bags were provided for guests to carry home used bars. Plastic bags were offered to send expired cellphones and other toxic waste to an appropriate facility.

The changes, manager Sara Masterson said, were designed to align the inn more closely with the ecosystem that surrounds it. Behind the property, just beyond the garden and swimming pool, is a stretch of Crescent Beach State Park. Wildlife — white-tailed deer, moose and wild turkey — roam freely in these parts. A prime birding area, it attracts Baltimore orioles, red-winged blackbirds and black-capped chickadees, among

other species.

The inn takes to heart its mission to encourage better environmental management in the community. In one program, staffers teach kids about the positive roles insects can play. Daly also offers tours of his garden. "It's one way of showing people that a few pests won't hurt and that letting dandelions pop up in your yard isn't a bad thing," he said.

Last winter, the inn received a "green lodging certification" from Maine's Department of Environmental Protection. The endorsement, state environmental official Peter Cooke explained, is based on the inn's adherence to a number of environmental principles, including the introduction of programs that enhance energy efficiency, educate guests and encourage stronger environmental standards. Earlier this spring, TripAdvisor.com, a travel review site, listed the inn as one of the 10 top eco-friendly hotels worldwide, based on reviews submitted by travelers.

Masterson acknowledges that the inn could do more to reduce its burning of carbon. A plan is underway to make the menu at the Audubon Room, the in-house restaurant, more ecologically friendly by using more local produce, she said. In a planned renovation of the guest rooms, she added, the inn hopes to install carpeting low in volatile organic compounds — chemicals emitted in the atmosphere — and possibly more furnishings using natural materials in the guest rooms.

For now, guests are encouraged to recycle their garbage, take home used soap and lounge on the balcony, watching monarch butterflies alight on the ecologically correct greenery.

— G.L.



# People, Planet, Profit

*Engage the guest in the environmental message, have fun, add value....get media attention, generate social media buzz*

- ▶ Planting for Wildlife
- ▶ Bug's Life (photo)
- ▶ Carbon Neutral
- ▶ Carbonfreemeetings™
- ▶ Biofuel- Pumpkin Carvings
- ▶ SPA LEED Cert
- ▶ Scarecrow making
- ▶ Monarch Butterfly
- ▶ *Sheet & Towel programs*
- ▶ *Adopt a regional icon!*
- ▶ Giving Getaways
- ▶ Package around local icons

*Any property, urban or rural  
can do this!*





backitup

A just path that leads to the ocean at The Inn by the Sea in Maine.

# eco-travel

## We've got the green solutions if you want an eco-friendly destination for your next vacation

by Kate Ancell

Can you believe that warm weather is practically right around the corner? It's true—and if you're like most of us, you're trying to figure out where to go for spring break or for when Kansas City has its own sauna and you just have to get out of town. But who wants to add their footprint to global warming by jetting off to a wasteful destination? After all, there's really no way to feel good when you're too busy feeling guilty. Not to worry. We've rounded up three of the best, coolest, greenest, hippest, and greenest places to hit this summer.

### Where to Go: The Inn by the Sea, Cape Elizabeth, Maine

# 1

The Inn by the Sea is no secret to Maine-loving travelers. It was voted Best Maine Inn, and in 2007 *Candle Nest Traveler* ranked it as one of America's Top 100 hotels—and that was all before the enormous greened renovation. Now reopened and receiving guests, the Inn is, quite frankly, spectacular. Situated on a mile of gorgeous beach, the Inn offers accommodations in a variety of styles—although the individual Beach Cottages are a perfect fit for a family with kids, featuring full kitchens and breathtaking ocean views. The Inn is also pet-friendly and even offers dog "turn-down" service, doggie day-out and a special pet menu.

8 | M magazine

### Why it's Green:

The new space is LEED certified and features recycled rubber and cork floors, as well as recycled aluminum walls; the roof is solar-heated; the gardens are indigenous and the restaurant uses local, organic and seasonal produce. It also offers half-price rooms in May to guests willing to write a \$50 check to Habitat for Humanity (Minn).

### What to Do:

This place is family heaven. Send your kids off to take the Inn's "Bug's Life" course, where they can make bug costumes and learn about the environment from a bug's perspective. All while you take away the hours conferencing with the bosses in a "Low-to-Plan Do Wildlife" course—or take a kayaking class with an L.L. Bean instructor, go lobster fishing, whale watching or enjoy the hot tub/room ride. One thing for sure: at this little slice of paradise you won't be bored!

### Where to Go: The Grand Hotel, Mackinac Island, Mich.

Opened in 1857 on the still-quiet Mackinac Island, The Grand is just what you need: the world's largest donut porch and 367 rooms (many of which have played host to visiting world leaders, presidents and celeb-



Mackinac Island's Grand Hotel made "Bug's Life" costumes for the Inn by the Sea.

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### The Maine Getaway: Inn by the Sea, Cape Elizabeth

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### The Maine Getaway: Inn by the Sea, Cape Elizabeth

Author: Fran Falkin

Tags: active, beach, kids, luxury, maine, multi-gen, outdoors, spa, teens, usa

21 Jul 2011 - 01:45

A vacation getaway to Maine brings to mind beautiful coastal views, relaxation, sandy beaches, outdoors exploration, and great seafood. The recently-renovated [Inn by the Sea](#) in Cape Elizabeth is the perfect home base where you can experience all of this and more during your family holiday.

Located directly on Crescent Beach, 10 minutes from the Portland "Old Port" area, the Inn blends homey, seaside charm with contemporary amenities and excellent service. Small and cozy, there are a



perfect for both small families and for larger reunion groups seeking

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- ▶ *Sea Glass Restaurant*
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- ▶ Use of local produce fresh from local farms and the sea
- ▶ Small garden on site
- ▶ List farms, artisan producers





# *Celebrating All Things Maine*



# *Catch the Maine Experience....*



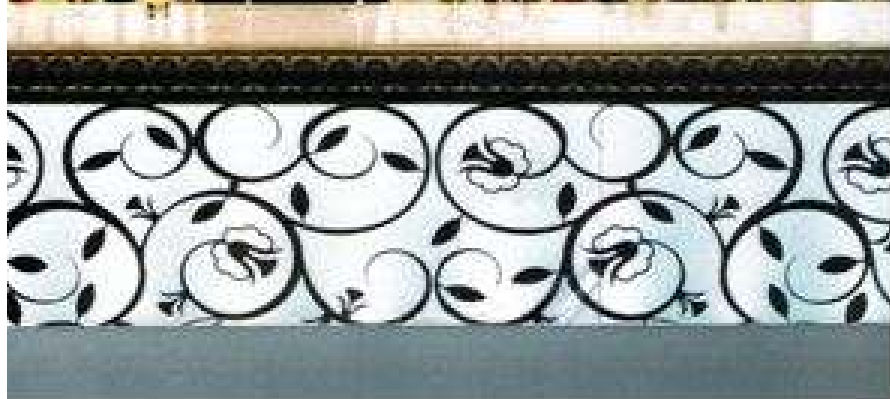


# ARTUOSO LIFE

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## GO GREEN

### MEALS THAT MATTER

These hotel restaurants step up to the sustainable plate.

#### SEA GLASS Inn by the Sea

Cape Elizabeth, Maine

**It's a fact:** Maine's tourism slogan—"The way life should be"—translates into ultrafresh, unprocessed ingredients at Sea Glass. Family farms and lobstermen (Maine has a model sustainable lobster fishery) deliver their day's top selections to executive chef Mitchell Rudrwich's kitchen door. **TASTE TEST:** The five-course lobster tasting menu, including poached lobster with tarragon butter gnocchi and grilled lobster risotto.

Local lobster at Inn by the Sea.



#### AVENUES The Peninsula Chicago

**It's a fact:** "Local small farmers put as much detail into growing [our ingredients] as we do into preparing our dishes," says chef Curtis Duffy, whose seasonally changing menu consists of 80 percent sustainably sourced ingredients. **TASTE TEST:** Sweet corn bread pudding with hickory ash, preserved plums, corn blossoms, and Japanese knobweed.

Vegetal delight at fish-out-of-water.



#### FISH OUT OF WATER WaterColor Inn and Resort

Santa Rosa Beach, Florida  
**It's a fact:** The menu declares, "Supporting local farmers and fishermen," and chef de cuisine Philip Krueck delivers on that promise while serving up some of the finest dishes in the Southeast. **TASTE TEST:** Panhandle blue crabcake with Florida citrus, radish, and herbs, followed by local hopper shrimp with herb-mustard risotto.

Exquisite dining at WaterColor Inn and Resort.





**FOOD  
FOR  
Thought**  
*A culinary dialogue  
of current perspectives  
and techniques*



**“Chef Mitch” lets the food speak for itself**

**C**APE ELIZABETH, ME - It's a long journey from Argentina to the coast of Maine but for Mitchell Kaldorich, the trip is like a homecoming, both literally and symbolically, to a post where he's on the cutting edge of today's culinary trends - using fresh, organic, locally sourced ingredients in an "eco-luxury" inn's new restaurant.

Born in the US but raised in his parents' homeland, Argentina, he welcomes the opportunity to work with "the fresh ingredients, the beautiful fish" that he's finding here and learn a new perspective.

A native of East Orange, NJ where his parents worked at the time of his birth, he discovered an early love of food and cooking, and by the age of 10, was helping his grandmother cook sophisticated family meals.

"I grew up with European-style cooking," says Chef Mitch, "but I love this country and feel like I had to live here."

Argentina's strong vegetable-flavored barbecue tradition was also an early influence, says Kaldorich who also had three years of culinary education in the "basic French classics."

Now he's taking the knowledge gathered in a number of four-star restaurants in Bar-

nes Aires and Patagonia, plus high-end restaurants in resorts from Florida to California (most recently Plumjack Square Valley Inn in Lake Tahoe) and applying it to the challenge of creating a new 40-seat ocean view restaurant, Sea Glass, at Inn by the Sea here.

**Forging friendships with farmers is the key to sustainable menus**

"We're trying to use simple, fresh ingredients," says, adding Maine's sea "foods from the ocean. To want their flavor, so we let the food speak for itself. I don't want to overcook it with sauce."

"The food in his own refrigerator may speak for its sensibilities and paleo-vegetables, potatoes, like the brogan, organic olive and chocolate for barbecue, practicing refuting them with spices."

Describing himself as "a CRISP" (Continued on p. 10)



**An American chef raised in Argentina finds his culinary roots on Maine's coast**

features



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Environmentalism Meets Luxury for the Holidays: An Interview with Rauni Kew of Inn by the Sea - Cape Elizabeth, ME

by Antoinette Bruno with June Miller

Antoinette Bruno

November 2010



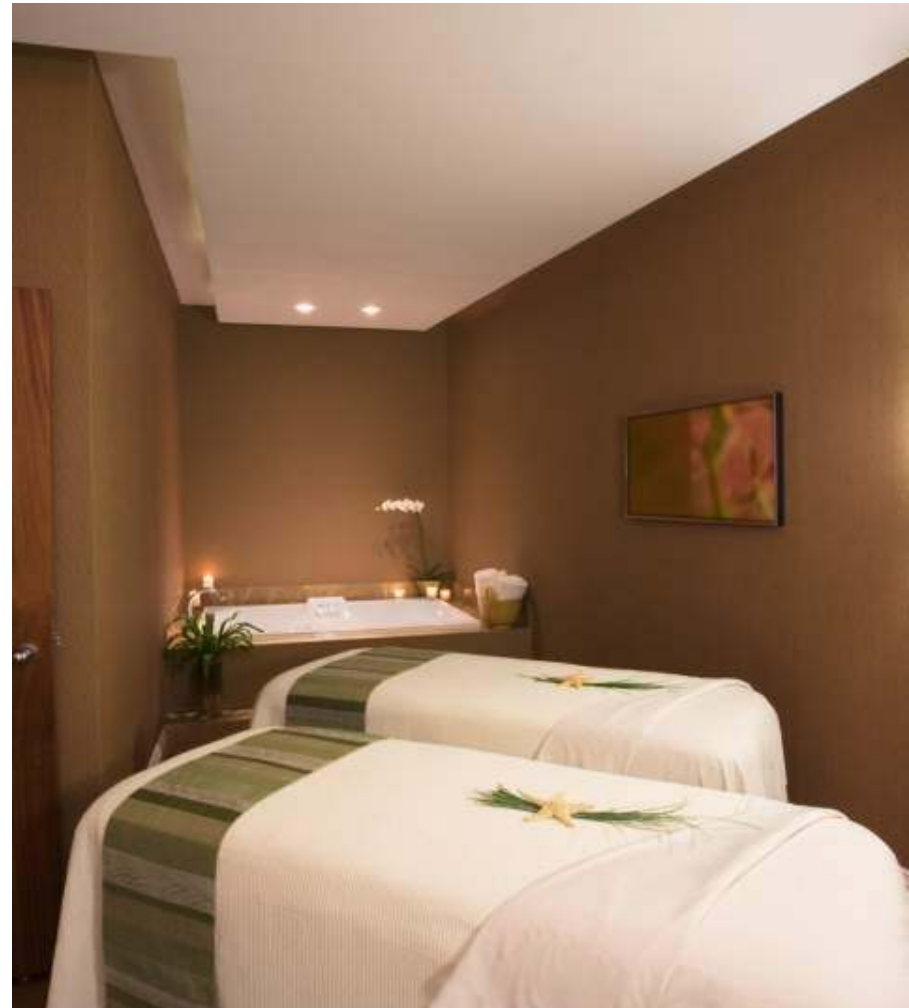
Overlooking the Atlantic Ocean on the coast of Maine, Inn by the Sea embraces its mandate to "preserve, protect, and inspire." Carbon Neutral since 2007 (through carbon offsets), the Inn by the Sea is the first hotel in New England to install dual flush toilets and the first in Maine to heat using biofuel. Responsible luxury spreads throughout the Inn. Five acres of gardens are pesticide free, due to the hardy indigenous perennials, and filled with wildlife. Solar power is used to warm the saltwater pool. The spa is built with recycled materials and each Room 1 has been during the holiday





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  - ▶ Low VOC carpeting, paint sealants, wall coverings
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  - ▶ 75% construction waste recycled
  - ▶ Solar panels, dual flush toilets
  - ▶ Air to Air heat exchangers
  - ▶ Green cleaning products
  - ▶ Salinated pool
- 
- ▶ Spa reflects sense of place—natural, marine based product with undulating bed, surf surround sound— Sea Waves Massage







# The Boston Globe

By Hilary Nangle

Globe Correspondent / February 28, 2010

## Using every sense to embellish the basics

Spa veterans are familiar with the basics and their varieties: Swedish classic long-stroke relaxation treatment; sports massage geared to a specific activity like skiing or tennis; deep tissue, for those who prefer firm pressure. In my travels, I've come across variations on the standard and some unique treatments.

Then there are waves without water. That's what the Sea Waves Massage at the oceanfront **Inn by the Sea** in Cape Elizabeth, Maine, delivers. The massage takes place in a room with surround sound on a massage table that vibrates gently, mimicking the rhythm of waves. The therapist uses a personalized aromatherapy oil and coordinates long, relaxing strokes to the sound of waves rolling in. 207-799-3134.

**Beaches:** Crescent Beach is just outside the door. "Not-How-Growups" packages include sailing and canoeing with dubbed guides, catch-your-own lobster (which you can cook have cooked for you), and jet-powered human propulsion. Downstairs, locally-sourced Sea Glass Restaurant sees you to dine well while gazing out at the ocean.

**Amberley:** Romantic and 3-bedroom cottage suites range from \$189 to \$750.

**THE DEEP GREEN SEA INN BY THE SEA**  
 Cape Elizabeth, ME  
 innbythesea.com  
 9 hours from White Plains

Grand but not grandiose, Inn by the Sea keeps both north luxury and eco-friendly practice sacrosanct. To top it off, it's "dog-pet-friendly." Fetch the fireplace in the bar, you'll be the dip-into sound of greyhound, lab, or retriever bawling polished marble guests and it charges checking in. Bathrooms in the one-story 2-bedrooms, done up in vertical marble, are large enough to accommodate a party of four and two dogs at same time, with glass showers nearly as big. Two-story decks overlook the shimmering water. Curious in all its rooms: Each room is embedded with red, cognac, and teal décor, palm-leaf, kitchen downsides and dry bed and bath upstairs.

**More It Green:** One of the Top Ten Green Hotels overhauled in 2008 to embody eco-friendliness, the Inn by the Sea heats the hotel, panels to heat the pool, and

Bathrooms have dual-flush toilets and compostable bags, imploring guests to take home used soap. Cleaning products sport the "green seal," 75 percent of construction waste was recycled, elliptical machines in the spa are "man-powered," and key cards are made of biodegradable cardboard.

**WESTCHESTER** & Fitness Guide

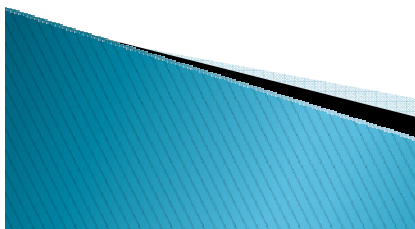
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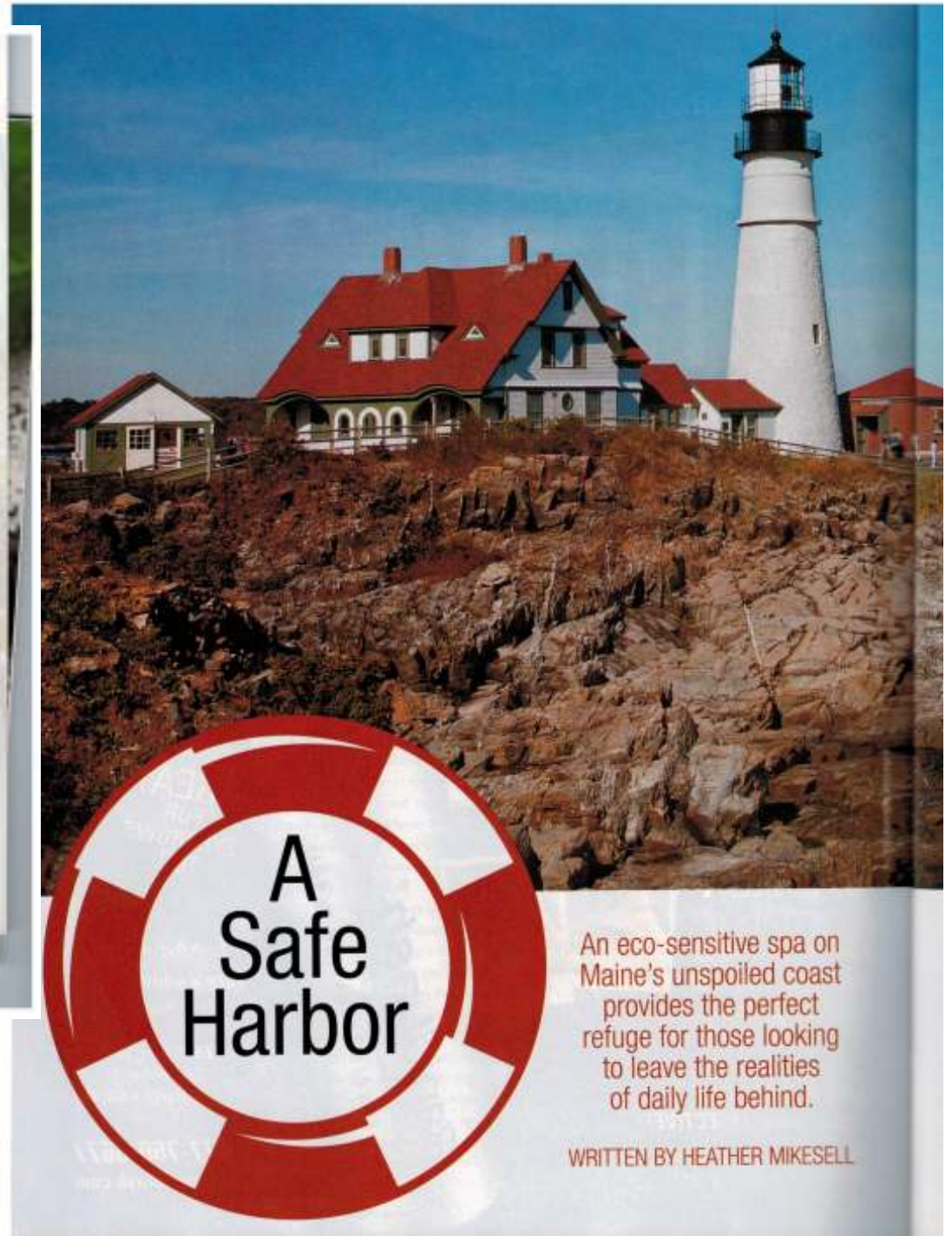
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WRITTEN BY HEATHER MIKESSELL



# *Sheet and Towel Programs*



- ▶ *Oldest sustainable hospitality program*
- ▶ *Still unpopular with guests*
- ▶ *Tie to a regional icon and engage the guest*



# The Big Story

- ▶ Identify a community need–
- ▶ Collaborate w. not for profits, agencies and competitors
- ▶ Bring experts on board
- ▶ Media kick off

Plenty of Fish in the Sea

Underutilized Seafood–  
Seafood Splash



# SCENE

## Inn by the Sea

Indulge in unexpected flavors from four of Maine's best seafood chefs!



Known for their culinary creativity, Chef Chad Kaldrovich, Michael Boland, Charlie Egan and Tom Hayward have teamed up with seasonal fishermen to create mouth-watering recipes using lesser known but delectable seafood from Maine's coastal waters.

Don't expect cod on the menu this summer at the Sea C at the Sea, a luxury beach resort just 7 miles south of Portland. Chef Kaldrovich is using local catches such as Northern Shrimp, Silver Hake, Atlantic Pollock and Red Fish on his menu. Broaden your horizons and palate by trying out any of the chef's creations at some of Portland's foodie hot spots – Fore Salt Exchange or Sea Glass at Inn by the Sea.





# The Portland Press Herald

## MAINE'S MOST UNDERUTILIZED FISH SPECIES



### Atlantic mackerel

The oily-fleshed fish is mostly sold as bait for lobster and recreational fisheries or exported as food to foreign markets. In 2009 fishermen were averaging about 20 cents a pound for the fish, one of the lowest valued species in New England. So far this year only 1 percent of the annual quota of 103 million pounds had been landed.



### Atlantic pollock

The gray tint of its flesh turns some off but seafood aficionados say it is delicious. The most recent stock assessment found it 115 percent above the National Marine Fisheries Service's targeted level. The allowable catch was 19,800 metric tons in 2010. Only 5,150 metric tons were landed. Fishermen were paid about 80 cents a pound last year.



### Northern shrimp

The Gulf of Maine's small, sweet native species, the only commercial shrimp fishery in the Northeast, is catching on but prices remain relatively low compared to other New England fisheries. In 2009, fishermen received an average 42 cents a pound. The fishery is closed early most years because fishermen quickly catch the allowable limit: 4,600 metric tons in 2009.



### Redfish (ocean perch)

Midwestern markets, where it is known as ocean perch, have developed an appetite for the small, white flaky filets but in New England the species is largely sold as lobster bait. The allowable catch in 2009 was set at 15 million pounds but only 3.7 million pounds were landed. Fishermen were paid about 50 cents a pound for redfish in 2009.



### Whiting (silver hake)

The fish is popular in other countries, such as the United Kingdom where fishermen are paid about four times more per pound as fishermen in the Gulf of Maine who in 2009 were paid 25 cents per pound. In 2009 fishermen were allowed to harvest 7,500 pounds a day but only 1,100 pounds were sold in the entire year at the Portland Fish Exchange.

## Plenty of fish in the sea

Local fishermen, restaurants and chefs work together to get consumers to broaden their tastes





## Seafood That's Trendy -- And Sustainable

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When diners go mad for fish like Chilean Sea Bass and Yellowfin (Ahi) Tuna, the result is almost never good for the fish. Demand goes up, prices go up, the catch goes up, and the species' chances for survival go down.

That's why the non-profit [Gulf of Maine Research Institute](#), in a unique collaboration with top local chefs around Portland, has launched its "Sustainable Seafood Initiative." The goal was to identify fish that were plentiful, underutilized and tasty, an even bigger challenge than you might think. It turned out that the reasons chefs don't like some fish isn't just the taste, but because they don't hold up well or have other issues after being caught. On the other hand, fishermen don't like some fish because they present problems like intermingling with schools of fish that are protected. So the idea was for everyone to come to agreement on fish that are sustainable, practical, and will please customers. Consumers stand to benefit because the sustainable fish are much less expensive.

One of the chefs intimately involved in the project is Mitchell Kaldrovich of [Sea Glass](#), in the luxury [Inn by The Sea](#) resort in Cape Elizabeth, just minutes for downtown Portland. The restaurant describes the program as follows:

"The goal is to preserve overfished seafood, and to highlight and create



Will Mackerel catch on? Image via Wikipedia

demand for less expensive and underutilized seafood that is both delicious and abundant. Fishermen currently get as little as five cents a pound for perfectly delicious seafood that often goes to foreign markets or to bait simply because there is no regional market demand."

The Gulf of Maine happens to be one of the biggest commercial fisheries in the world, and has way more than lobster, the first thing most consumers associate with seafood in the "Vacationland" state. Almost any ocean fish or shellfish you might commonly eat can be found here. But which ones are most sustainable, the fish the Institute and chefs want you to try while the other species recover? These five:

1. Northern Shrimp: The small "Maine Shrimp" that are delicious fried in shrimp rolls at seaside shacks, as well as in stews, chowder, and pastas.
2. Atlantic Mackerel: Very popular in Britain and Scandinavia, but not here except as sushi, but they should be: very high in Omega 3 and very low in mercury.
3. Silver Hake: A great and possibly better white fish alternative to cod and haddock that lacks name recognition but is increasingly being used anonymously in restaurant fish and chips.
4. Atlantic Pollock: Another white fish cod/haddock alternative.
5. Red Fish: A victim of its own success, redfish was heavily overfished 30 years ago and when the supply dried up, so did regional demand, though it is delicious and still in favor in other regions. Likely the most commercial of this group.



Portland's Harbor Fish Market sells just about everything caught locally, and has seen an uptick in hake.

For average consumers, the most intriguing are the Maine shrimp, which are undeniably delicious and easy to cook with, and the hake, which could be the next "it" fish. Michael Alfiero, owner of [Harbor Fish Market](#) in Portland, one of the country's great retail seafood stores (they also supply many restaurants), said, "Hake is one of the best eating fish, period. Like smelt, it has a

delicate white texture and sweet flavor. It's great for fish and chips, but it's my favorite white fish. Restaurants are just starting to put hake on the menu as hake," something that I saw in the fish of the day special that night at the Inn by the Sea's Sea Glass restaurant.

One more thing on hake's side: at the Harbor Fish Market, fillets of cod sold for \$11.99 a pound, haddock \$8.99, and hake \$4.99.



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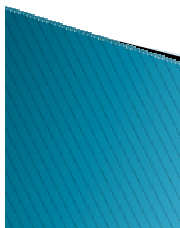
Having documented 30+ sustainability-related projects across 10 countries in Africa and South America, Green Living Project™ is proud to premier its first multi-media event on unique sustainability projects in Maine!

## **Inn by the Sea**



## **Project Overview**

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By this measure, "will avoid over 211 million pounds of carbon dioxide pollution every year, which is equivalent to taking 18,000 cars off the road or planting over 27,000 acres of trees."

Vail Resorts is also finishing up a winter fundraising effort that asked guests at its resorts to donate to the National Forest Foundation. This fundraiser is expected to raise up to \$600,000 to fund conservation projects on 2.3 million forest acres. The lodge itself also offers choices like organic beer and wine.

Take your kids on a trip to the Snake River Lodge & Spa during the summer and let them enjoy the Kids Ranch Summer Day Camp, horse rides, a trip down the Alpine Slide, miniature golf, or watching classic movies played outside the base of the resort at night. Or take them away during the winter months and enjoy the beauty of Wyoming's wild winters with skiing, night rides, tubing, dog sledding, snowshoeing, snowmobiling and wildlife tours. And when you're ready for some "me" time, hire a babysitter through the lodge and visit its 17,000-square-foot Aomori Spa, where you can spoil yourself with a massage and a relaxation session in the hot tub or sauna.

### INN BY THE SEA Rosport Beach, Maine InnByTheSea.com 207.799.3134

One of the first hotels in Maine to receive a Green Lodging Certification from Maine's Department of Environmental Protection, the Inn by the Sea is serious about going green. Kew, the Inn's marketing director, says the resort has adopted the motto "preserve, protect & inspire" as part of its overall business plan. To help achieve this, they heat the Inn using steam. The inn also offsets the carbon dioxide it's associated with operating the resort, by partnering with Carbonfund.org, which helps offset carbon emissions by planting trees. "Trees absorb carbon dioxide, so planting them will eventually neutralize emissions Inn guests produce driving or flying to, meeting, or going on vacation."

The Inn by the Sea has also been undergoing



a massive renovation (it reopens for business in June 2008). The company used recycled sheet rock and metal studs for the new spa, recycled rubber flooring in the fitness center, and solar panels to heat the pool. In addition to all this, Kew says the Inn by the Sea also attempts to "engage guests in fun and whimsical seminars or classes to pass on our green message." One of these programs is called Bug's World for Children. It gives kids a chance to "learn about the ecosystem from a bug's viewpoint," says Kew, with hands-on projects, like making bug costumes. Adults can attend classes to learn how to plant a garden that requires few resources to sustain and that will feed local wildlife.

When you're ready to venture outside the Inn, you'll find plenty of entertainment for your family. The scenery in Maine is amazing, and you can enjoy the view while you go hiking or take a trip to the beautiful Portland Headlight, one of the most famous lighthouses in the world. You can also travel to nearby Portland, Maine's largest city, and visit a children's museum, take in an opera or jazz concert, or hop a ferry for a day trip to Nova Scotia. ☺

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Need some green gear to take on your travels? Consider these products.

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• **THE ETHICAL TRAVEL GUIDE: YOUR PASSPORT TO EXCITING ALTERNATIVE HOLIDAYS** BY POLLY PATRULLO: This book has travel tips for destinations in more than 60 different countries, including how to make your travel easier on the environment and what you can do to make sure your trip benefits the locals. Find it at major bookstores for about \$20.

• **KISS MY FACE TRAVEL ACTION PACK:** Started by two vegetarians, the Kiss My Face company has been making natural, organic products for more than 20 years. This kit contains both accessories (shampoo and conditioner, deodorant, etc.) that are ready to travel in a clear bag (so you can carry it on if traveling by plane). Find it for \$10 at [GoingInStyle.com](http://GoingInStyle.com).

[kidsLAmagazine.com](http://kidsLAmagazine.com)







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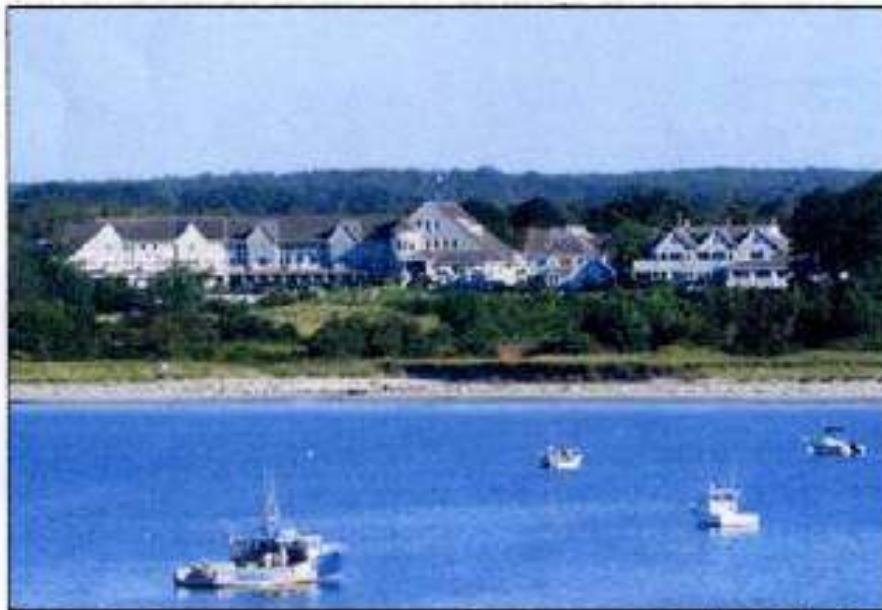
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# 10 of America's greenest hotels

## These eco-friendly inns will take good care of you, and Mother Earth



Inn By The Sea

At the Inn by the Sea in Cape Elizabeth, Maine, exotic plants were replaced with indigenous varieties that require less water and chemical treating, as well as providing shelter to local wildlife. They've replaced all incandescent light bulbs with better fluorescent lights. And a part of the proceeds for their bathroom supplies goes to the Rainforest Network.



## The Inn by the Sea, Green in Maine

by *Deidre Woollard (RSS feed)*  
 Apr 7th 2008 at 3:05PM



The Inn by the Sea on the Maine coast is Maine's first hotel heated by biofuel and the first in the state to be carbon neutral. The hotel also has five acres of indigenous gardens certified as a Wildlife Habitat. They also offer green weddings and green meetings. Now the eco-friendly inn is bringing green to the tale with the new restaurant Sea Glass which opens in June 2008. They have hired executive chef, Mitchell Kaldrovich to create a restaurant that will focus on the freshest fare from local and seasonal ingredients. The changing menu will incorporate dishes with regionally raised beef, pork, lamb and

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Rauni Kew, spokeswoman for Inn by the Sea in Cape Elizabeth, said bags placed in the inn's rooms allow guests to take home used soap as an alternative to throwing the soap away. The bags are just one of the ways that Inn by the Sea has embraced the environmentally friendly practices that have earned the resort national attention.

Staff photos by Brandon McKenney

# 'People, planet, profit'

## Going green smart move for innkeepers

By Tess Nacelewicz  
tess@keepmecurrent.com



Green opportunities

# Making the sale

## Group counting on PR help to sway voters on high school renovation.

By Tess Nacelewicz  
tess@keepmecurrent.com

best to do that. The compromise plan is expected to be less expensive than the \$10,000 to \$15,000 cost of hiring a marketing firm, said School Superintendent Suzanne Godin, a committee member.

The committee developing a proposal for the renovation and expansion of South Portland High School faced a dilemma last week: Should the committee spend \$10,000 or more to hire a public relations firm that could successfully market the plan to city voters, or should the group save money by doing the work itself, but perhaps fail in the effort?

In the end, the Secondary School Facilities Committee came up with a compromise. The group now plans to take on much of the work of selling the proposal to the public, but will hire professionals to give committee members public relations advice on how

"I can guarantee you it would be under \$10,000," Godin told the committee. In addition - at no cost - some University of Southern Maine marketing students will work with South Portland High School students to develop a video in which the high school students will explain why their school needs help.

The video, which the USM students will develop as a senior project, could then be used as a public service announcement to promote the plan to renovate the high school and build an addition to it.

The committee, meeting Jan. 7, also discussed ways to trim the estimated \$43.9

"Proposal" see page 16

## Pot-law breather backed by city



# OTTAWA CITIZEN

Ottawa Citizen, a division of CanWest MediaWorks Publications Inc.

## Environmental initiatives at Maine's Inn by the Sea began with the garden

BY GARY LEE

**T**he Inn by the Sea offers room service, laundry room privileges, TV/DVD and, in the restaurant, classes and parties. This lovely property, a collection of weathered, low-rise buildings set on a pristine stretch of the Maine coast just south of Portland, is keen to keep up the delicate traditions that have earned it a AAA five-diamond rating.

At the same time, it's aware that the guests that do what they can to help combat climate change are also on the mind. The hotel's grounds have been filled with energy-efficient light bulbs. To combat the hotel's huge energy use of regular air conditioning, the hotel has installed a geothermal system for heating. Air conditioning is now offset by the heat of water, once at the height of summer. Guests are encouraged to reuse towels, linens and bed linens from the night.

In February, the inn began a zero-waste initiative in partnership with Carlini Consulting, a local organic food distributor. The inn is the recipient of lots of carbon emissions. Under the plan, guests voluntarily pay a fee to compost the carbon footprint of the inn's food waste. The inn is also the recipient of many donations, which the inn stores in its Maine, California and India, among other, with several partners.

"We want our guests to realize that the things they buy for their home are

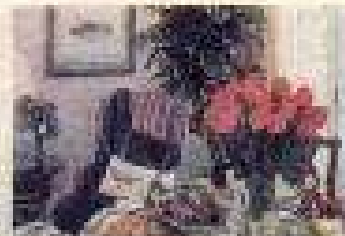


The hotel garden started with long plants to help guests see what a few years ago, but is filling the inn with the flowers that surround it.

to be used, they also liked the idea of donating to the inn's garden for years.

Indoor air quality improvements quickly followed. The restaurant began composting and using the results to fertilize the garden. The inn is also equipped with recycling bins. Bathrooms were stocked with organic soap and paper bags were provided for guests to carry home and use. Plastic bags were offered to guests and used to collect and recycle.

Each winter, the inn received a "green building certification" from the U.S. Department of Energy and Protection. The inn's concept, once the inn opened, earned the inn a "green building" award. The inn is also a member of a number of environmental programs, including the implementation of programs that reduce energy. The inn, which guests and encourage stronger environmental standards. In the inn's garden, the inn is also a member of the inn's green building certification.



# BUSINESS SUNDAY

Maine Sunday Telegram



For Maine's  
hospitality  
business,  
'green'



Head gardener Derrik  
of Inn by the Sea won't  
of the Cape Elizabeth  
gardens, which contain  
plants indigenous to

At left, Tom and Nan  
Maddaloni, visiting from  
New Jersey, make use of  
hotel's spa, which features  
recycled rubber floor  
Sheetrock and walls  
the walls, and even  
fiber towels.

Photos by John King / Staff



By Hilary Nangle  
Globe Correspondent | September 27, 2009

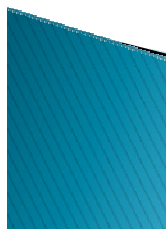
## Going green is their Maine thing, though the guests might not notice

Green is the latest buzzword and accommodations nationwide are rushing to cash in. That has resulted in "green washing," or creating the illusion of environmental virtue without the substance. Check into one of these Maine properties to sample the real thing.

**Inn by the Sea, Cape Elizabeth** "We started down a green path eight years ago by ripping out all the exotic plants and replacing them with indigenous ones that require less water and chemicals," says spokesperson Rauni Kew. "The next thing we did was change out 850 incandescent light bulbs for compact fluorescents, LED, and solar lights, and then we were on our way."

The beachfront inn, which says it is the first in Maine to heat with biofuel and the first in New England to have dual-flush toilets, also has solar panels, and when it added a spa last year during a multimillion-dollar renovation, the green initiatives continued. During treatments, "guests are wrapped in bamboo towels, and we use natural products," Kew says.

Five acres are dedicated to a wildlife habitat, including a certified butterfly way station. "We created fun and whimsical programs for kids and adults, such as how to plant for wildlife for adults, and bug's-life summer programs for kids, in which they dress like bugs and learn about ecosystems from a bug's viewpoint." 800-888-4287; [www.innbythesea.com](http://www.innbythesea.com); 5189-5819



## Top Ten Eco-Resorts in North America, Caribbean, and Central America

*Inn by the Sea, Crescent Beach, Maine*

By [Stephen Jermoluk](#)

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[Panama](#)



*The Inn by the Sea perched over Crescent Beach (courtesy, Inn by the Sea)*

### **Inn by the Sea, Crescent Beach, Maine**

With its prime location overlooking Crescent Beach in Cape Elizabeth, Maine, near the photogenic Portland Head Light, the Inn by the Sea could have easily stayed as status quo and guests would still return year after year. Instead, they poured millions of dollars into renovations in 2008, updating the rooms and building a cozy bar, a glass-enclosed rooftop deck with executive-level service, and a full-service spa... all with the means to minimize environmental impact.



# Men's Journal

THE SPORTS ISSUE

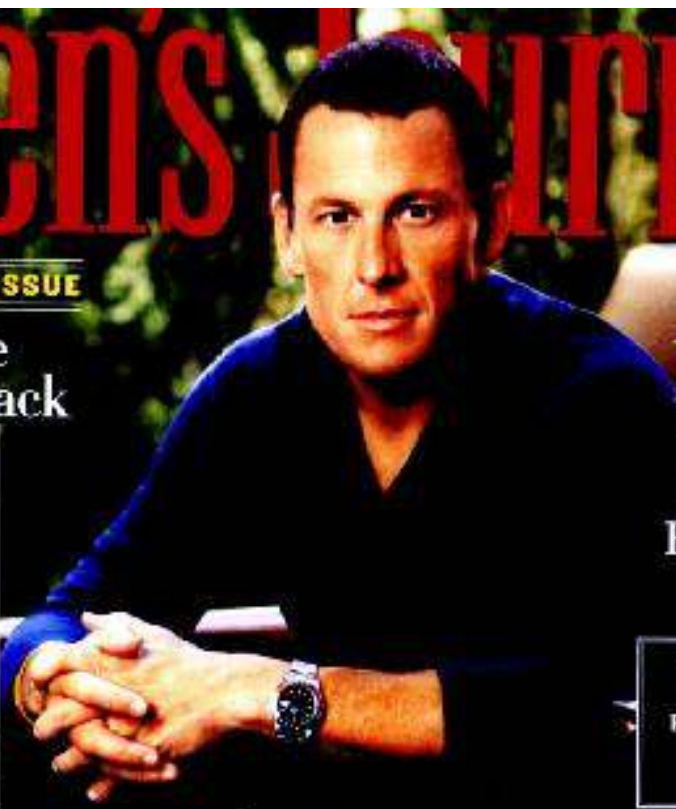
## Inside the Quarterback



From Boston to Cape Elizabeth, ME. A restored-renovation rendered the 27-year-old by the Sea's venerable port. Perched on a promontory, a mile-long scallop of seashell at the southern shore is Casco Bay, the five-acre pond, a crystalline still life. (Kumling out its cove, the boat is heated with lid, the swimming pool is a coral-beated, and its recycling program is aggressive.) drive up from Boston is a bit just 100 miles on I-95, ditch the SUV for a canoe, canoe, or hiking boots. Even today you can see clear-cut scars, and every room is just as bright as it is green, one from fireplace rooms.



An evening sail on Casco Bay



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spa suites with investor (bathrooms), and garden stapes over looking the ocean. A little farther Scarborough Marsh Audubon Center you can take a self-guided canoe trip through marsh, comprised of wispy salt hay and tall conifers — a classic Maine scenery. (no system \$180 per hour for rentals, [www.audubon.org](http://www.audubon.org)). the more adventurous can charter an afternoon, evening, or overnight sail on a wooden schooner with Portland Schooner Co. (pays \$175-\$240; [portlandschooners.com](http://portlandschooners.com)). There are seven golf courses within 15 minutes of the inn. The pond's, with challenging dune grassland (tight fairways), is the crown jewel. It's a private club, but lucky for you, Inn by the Sea has a membership card on a range a fee time that puts you at the 18th hole as the sun is setting (\$200 greens fee). Back at the inn, the Sea Glass restaurant serves a deliciously innovative take on local ingredients: Maine scallops and



# Green by the Sea

On the shores of Maine, an eco-friendly inn offers tranquility for you and your pup. By Leo Gans



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Home > Travel > Hotels > Green Hotels: Maine's Inn by the Sea

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## Green Hotels: Maine's Inn by the Sea

Posted: Jun. 17th, 2010 | By [Kellie K. Speed](#)



**Luxury Hotels:** If you haven't been to the amazing Inn by the Sea in Cape Elizabeth, Maine yet, you are in for a real treat. Surrounded by the beauty of Maine's pristine coast, located on an unspoiled sandy beach, and adjacent to a wildlife sanctuary, Inn by the Sea has long been dedicated to protecting and preserving its natural environment.

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## Inn by the Sea

Luxury and gracious hospitality blend seamlessly with a commitment to nature and the environment at this spectacular beach resort, named one of the Top Ten Green Hotels worldwide by *Condé Nast* and one of *Travel & Leisure's* Top 100 in U.S. and Canada. A recent, multi-million dollar renovation incorporated eco-friendly elements like low-VOC paint, eco-friendly wall coverings and carpeting, solar heat for the swimming pool and recycled cork floors for the Spa – the first in Maine to be built to LEED specifications. The only hotel in the state to heat with biofuel, the 57-room Inn also recycles its cooking oil for use in its restaurants and composts its own materials for its vegetable garden. Between the Inn and pristine Crescent Beach a private boardwalk leads through a lush bird sanctuary. The grounds also include indigenous plants and native fauna without the use of chemicals – just one reason why the hotel is a favorite of families with children, and dogs. Dogs are not only welcome at the Inn, but even get special treatment with gourmet menus and in-room massages. Of course, guest comfort is also paramount. Organic wool comforters, oversized bathrooms with amenities from L'Oréal Paris (displayed on recycled glass trays) and homemade cookies offered with turndown service are just a few of the first-class features at this intimate property. The Spa offers separate sanctuaries for men and women, a eucalyptus steam room, and signature treatments like the Sea Lotion Massage – long, relaxing strokes are intertwined in the sounds and feel of the sea on a vibrating, surround-sound massage table. Couples can share a variety of restorative treatments in the beautifully appointed Suite for Two. The Inn's restaurant, Sea Glass, treats guests to a stunning ocean view and locally sourced cuisine, including chef Mitchell Kaldrovich's signature sea scallops, mushroom tart, butter-poached lobster and goat cheese cheesecake. For before or after dinner relaxation, the adjacent lounge offers Malibu-made beers and spirits, which can also be enjoyed around the outdoor fire pit. 40 Downey Beach Road, Cape Elizabeth, Maine (207) 799-3184. [www.innbymaine.com](http://www.innbymaine.com)





# AMERICANWAY

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**Maine Event: Snowshoeing!**  
by Neal Webster | [Tarrance](#)



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By Neal Webster | [Tarrance](#)

The multimillion-dollar renovated Inn by the Sea on Crescent Beach in Cape Elizabeth, [Maine](#), is a picturesque hideaway that seems straight from the pages of a John Irving novel.

A mere two hours from [Boston](#), there's no better place for a weekend escape than this cozy resort; it's exactly where we yearn to curl up by the fire with a mug of spiked hot chocolate. But we suggest you take a more salubrious approach: Their winter package (from \$412 a night, for two nights, through March 31) scores you and yours said hot chocolate, daily breakfasts — and two pairs of LL Bean snowshoes that are yours to keep! Put them on, zip up the parks and hit it. The spa and a farm-to-fork dinner at the Sea Glass restaurant will be waiting upon your return. 40 Bowery Beach Rd., (800) 888-4287, [www.innbythesea.com](#)

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Taking a vacation shouldn't be tough on the planet. These spots offer a top-notch experience for guests—and the environment.

**1. Inn by the Sea, Cape Elizabeth, Maine**

guests—and the environment.



Courtesy of oceanhaven.com

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**1. Inn by the Sea, Cape Elizabeth, Maine**  
The Inn by the Sea hasn't just hopped on the eco bandwagon. It's been living green for six years, offsetting its emissions through domestic reforestation. It recently joined with carbonfund.org to launch a model for responsible hotels, offering Carbonfree Vacations and Carbonfree Meetings. In addition, its grounds, landscaped with indigenous plantings (pesticide-free, of course) provide a habitat for wild life. (There are more than 40 nesting boxes on the property). And it's the only hotel in Maine to heat with biofuel. It even hosts a pumpkin-carving contest each fall as a fun way to educate guests about the benefits of this vegetable oil-derived energy source. For more information, call 800/888-4287 or visit innbythesea.com.

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## Maine: Coastal inn winter romance package

Cape Elizabeth, Maine

### Why Go:

The [Inn by the Sea](#) in Cape Elizabeth is handy to many of the iconic Maine features we tourists crave: those lighthouses immortalized by Hopper on the windswept, craggy coastline. Winter makes the scenery even more dramatic and makes the considerable comforts of the Inn by the Sea all the cozier. Book this winter package for travel between January 4 and the end of March. (The Inn was one of the hotels chosen by our readers for the T+L 500 2011, too!)

**PRICE** From \$413 per night

**BOOK BY** March 31, 2011

For more information or to book, please visit the [Inn by the Sea](#), or call (800) 888-4287.

### Winter Escape package includes:

- > 2 nights' accommodations
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- ▶ 2 blueberry martinis at the inn's Fireside Lounge

**PRICE** \$1,919 (or \$480 per night)

**BOOK BY** October 26, 2011

You can book the package at either hotel. For more information, go to [Inn by the Sea](#), or call 207-799-3134; or the [XV Beacon](#), or call 617-670-1500.





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## Unpretentious luxury on the Maine coast

ROCHELLE LASH, Freelance  
Published: Saturday, May 07, 2011

The soignée Inn by the Sea on the Atlantic Ocean outside of Portland, Maine, has two personalities. It has the soul of a simple seaside hotel and the elements of a sophisticated boutique resort.

This 57-room establishment always has been blessed with the coast's most valuable commodities: an oceanfront location and direct access to a sweeping sand beach. After a total overhaul, the Inn by the Sea has emerged luxurious and refined, with striking contemporary decor, award-winning gourmet cuisine, a fine spa and a bird sanctuary flourishing in gardens of flora, all native to Maine.

Although very upscale, the Inn by the Sea is unpretentious and understated, qualities that are typically Maine.



The fancy features go beyond the usual trappings. The hotel's admirable ecoconscious policy includes recycled water systems, solar panels, bio-fuel, ecoeducation for kids and a spa that has a gold-standard "green" certification. The hotel practices waste management, large and small. Here's a good one. The housekeeper provides little bags so that you can take home your bar of soap. It's worth it. The Inn's toiletries are from l'Occitane of France.

The guest rooms and suites come in a variety of shapes and sizes, from a deluxe hotel room ranging up to a two-storey suite with a butler's kitchen and patio overlooking the ocean. They all have sleek, contemporary lines, handsome furniture, warm textures and colours.

If you visit the Inn by the Sea in springtime, you will experience serenity, attractive prices and a clubby ambience. The lounge and dining room, intimate spaces with ocean views, are popular with the residents of nearby Prouts Neck, an exclusive gated community. Signature drinks

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*Give back, preserve for future generations.*



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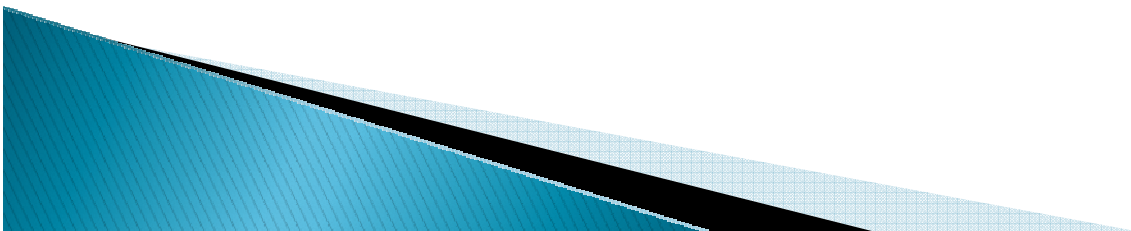
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