



Sustainability: Hospitality Business and Climate Change

April 20, 2009
The 19th Annual Hospitality Industry Symposium & Richard L. Swig Leadership Luncheon

**Hilton San Francisco
 333 O'Farrell Street**

A University of San Francisco McLaren College of Business Hospitality Industry Management Program Presentation



April 20, 2009 | 8 am to 2 pm | Hilton San Francisco | 333 O'Farrell St.



Sustainability: Hospitality Business and Climate Change

University of San Francisco Hospitality Industry Management Program



Symposium Speakers (continued)

Maisie Greenawald, Vice President, Bon Appétit Management Company, has been in hospitality related jobs since the age of 14; attended the Cornell School of Hotel Administration; and has worked for the Taco Bell Corporation, World Wrapps, as well as operating her own hospitality training company. As Vice President, Maisie oversees communications, culinary development and marketing, as well as shepherding her creation of a strategic initiative for Bon Appétit to be known as the most socially responsible company in the food service industry. She also handles all internal/external communications and public relations. Maisie has helped Bon Appétit tackle local purchasing, overuse of antibiotics, sustainable seafood, cage-free eggs and, most recently, the connection between food and climate change.

Paul Johnson, Author, *Fish Forever*, is the founder and president of the Monterey Fish Market, a wholesale and retail fish market in the San Francisco Bay area. Paul promotes sustainable seafood and ocean conservation by working with environmental and fishery groups to influence public policy. A former chef, he is the coauthor of *The California Seafood Cookbook* and currently serves on the advisory board of the Monterey Bay Aquarium's Seafood Watch Program.

Jo Licata is the Community Projects Manager, Hilton San Francisco. Jo manages the volunteer and community outreach programs and initiated environmental sustainability programs for the hotel as well as other organizations and hotels in the SF Bay area. She founded and is Director of the Hotel/Non-Profit Collaborative, a collective of SF Bay area hotels, businesses, schools, solid waste management companies and non-profit service agencies. This group rescues surplus goods, furnishings, supplies and equipment for diversion to non-profit service agencies, schools and job training programs. Jo is on the Board of the North of Market Neighborhood Improvement Council, the Bay Area Corporate Volunteer Council, a member of the San Francisco Building Owners and Managers Association's (BOMA) Environmental Task Force, a Director of the San Francisco Hotel Hero Awards and a Fine Arts Museums of San Francisco docent. Before joining the Hilton San Francisco, Jo worked for Dillingham Corporation in Honolulu, San Francisco and Israel.

Dr. Stephanie Ohshtia, Assistant Professor of Environmental Science and Management, at University of San Francisco. Her research centers on energy-based solutions to local/global environmental problems and combines engineering with political economy and organizational theory. She specializes in energy and environmental issues, examining cleaner energy technology cooperation between Japan and China, as well as policy design and implementation. Prior to joining USF, Dr. Ohshtia worked as a consultant to government and industry in the U.S. and Japan in air pollution, climate change, environmental risk assessment and environmental policy. She holds an SB in chemical engineering from MIT, a research certificate from Tokyo Institute of Technology, and an MS and Ph.D. in environmental engineering and policy from Stanford University.

Ritu Prilmani, Founder and Executive Director of Thimmakka, a California based environmental non-profit. She is a global social entrepreneur, and has designed/implemented a program of environmental outreach to restaurants university, called Thimmakka Certified Green Restaurants (TCGR). TCGR saved restaurant participants \$1.4M in five years by saving the environment. Ritu is working to solve social problems at its root, specializing in critiquing and assessing nation-wide infrastructures that promote environmentalism and social equity. She has received awards, local to international; served on city/county and non-profit panels; and has been published and interviewed by local, national and international media. Born and brought up in Delhi, India, she conducted her Masters at UCLA in Geography, Urban Planning and Law.

Walter Robb, Co-President and Chief Operating Officer, Whole Foods Market, has a long and varied entrepreneurial history in natural foods from retailer to farmer to consultant. Joining Whole Foods Market in 1991, he opened and operated the Mill Valley, CA, store until 1993 when he became president of the Northern Pacific Region. Under Robb, the region grew from two to 17 stores. In 2000, he became Executive VP of Operations, COO in 2001 and Co-President in 2004. He currently oversees six of Whole Foods Markets' 11 regions and serves on the Whole Planet Foundation Board of Directors. Robb has served on the boards of the Organic Trade Association, the PoBelly Sandwich Works and is a founding and current board member of the Organic Center for Education and Promotion. He was a member of Natural Foods Merchandisers' initial Dream Team in 1990. Robb graduated Phi Beta Kappa from Stanford University in 1976.

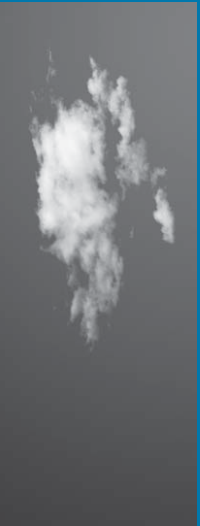
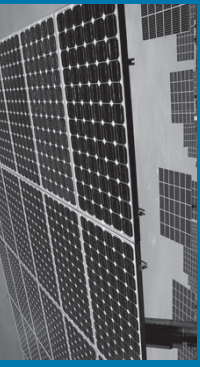
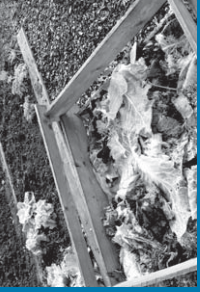
Steve Rose, Owner/Chef, Vineyards Inn, A City College of San Francisco's Hotel & Restaurant program graduate, Steve has worked in the restaurant and food serving business, buying his own restaurant, The Vineyards Inn Spanish Bar & Grill in Kenwood in 1981. His home/ranch raises much of the vegetables used in the restaurant as well as growing premium biodynamic Merlot grapes, bottled as an Estate Wine. Organic and biodynamic farming is central to his philosophy of serving food. The Vineyards Inn has been selected as the greenest restaurant in the entire San Francisco Bay area by Thimmakka in 2008. To Steve, being green is more than just how the garden is tended, it's about how you live and do business in every way. He has written about composting and articles on the family's organic efforts in business. He serves on the Compost Club board and served on the Valley of the Moon Alliance, formed to preserve, protect and maintain the valley.

Leslie Swallow, Founder, Mixt Greens. Partnered with her brother, Andrew Swallow, and husband, David Silverglide to found Mixt Greens, an eco-gourmet restaurant concept that leads the way in environmental business practices. Leslie's responsibilities at Mixt Greens include marketing, business development, and implementation of environmentally responsible business practices. She is an expert in environmental sustainability and a green business leader and innovator. Leslie has a BA from the Johns Hopkins University and an MS in Biodiversity, Conservation and Management from the University of Oxford. She continues her quest to live sustainably and influence others to do the same everyday.

Holly Winslow, Resident District Manager, Bon Appétit Management Company. Currently, she oversees four accounts in the Bay Area and has been with the company for over four years. At Ithaca College, majoring in Broadcast Journalism, she found her passion and spirit in food & beverage working at a local Italian restaurant. Holly spent 13 years at Cornell University at the Stater Hotel as the Director of Food & Beverage and was on the Hotel School faculty for five years. After leaving Cornell she ran the Food & Beverage Department at the Nittany Lion Inn, Penn Stater Conference Center and Joe Paterno's Football Stadium at Penn State for four years.

Helene York, Director, Bon Appétit Management Company Foundation, is a national expert on the food system's contribution to climate change and the architect of Bon Appétit Management Company's Low Carbon Diet program. This program seeks to reduce greenhouse gas emissions associated with food service operations by 25% over five years. The foundation developed an online calculator (www.eatlowcarbon.org) for calculating global warming potential of different food choices. She lectures to groups of chefs and consumers about how their food choices affect the global environment.





Nelson Mandela

"You can never have an impact on society, if you have not changed yourself."

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Sustainability is a movement that is getting into the consciousness of society from energy management to food system analysis to environmental science. This revolutionary concern can impact hotel and restaurant design, menu development and energy management decisions. The Symposium will target implementing low carbon initiatives and establishing procedures – creating *call to action* goals for hospitality industry executives and companies.

8:30	Welcome	Tom Costello, Director, Hospitality Industry Management Program, USF
8:40	Food Systems Contribution to Climate Change	Helene York, Director, Bon Appétit Management Foundation Maisie Greenawalt, Vice-President, Bon Appétit Management Company Holly Winslow, Resident District Manager, Bon Appétit Management Company
9:35	Low Carbon Footprint Analysis: SF Green Business Program	Jared Blumenfeld, Director, Department of the Environment, City of San Francisco
10:15	Sustainability Champions	Ritu Primlani, Executive Director, Thimmakka: Environmental Education Leslie Swallow, Co-Owner, Mixt Greens Steve Rose, Owner and Chef, Vineyards Inn
11:00	Coffee Break	
11:15	Sustainability: From 30,000 feet to 5 feet	Stephanie B. Ohshita, Ph.D., Associate Professor, Department of Environmental Science, USF Jo Licata, Community Projects Manager, Hilton San Francisco Pam Flank, General Manager, Hotel Carlton, Joie de Vivre Green Dreams
12:00	Fish Forever	Paul Johnson, Author, Fish Forever This book is included in the symposium and luncheon registration.
12:30	Richard L. Swig Hospitality Leadership Luncheon • New Options in Food Waste Handling • Keynote Address	Rod Collins, Principal, Rod Collins and Associates Walter Robb, Co-President and Chief Operating Officer, Whole Foods Market



Blumenfeld



Collins



Flank



Greenawalt



Johnson



Licata



Ohshita



Primlani



Robb



Rose



Swallow



Winslow



York

Let it be known that if the White House observes one meatless day a week—a step that, if all Americans followed suit, would be the equivalent, in carbon saved, of taking 20 million midsize sedans off the road for a year.

Michael Pollan, *An Open Letter to the Next Farmer in Chief*



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Symposium Speakers

Jared Blumenfeld, Director, Department of the Environment, City of San Francisco is responsible for developing wide-ranging environmental programs, fostering legislation, and educating the public on a variety of sustainable practices. His department's environmental goals include attaining 75% recycling by 2010 and curbing the City's greenhouse gas emissions to 20% below 1990 levels by 2012. Jared is on the Treasure Island Development Authority Board of Directors and a past chair of U.N. World Environment Day 2005. He received his law degree from Boalt Hall School of Law at UC Berkeley, and the University of London.

Rod Collins, Principal, Rod Collins Associates, a firm serving operators, consultants, designers and foodservice equipment manufacturers in the design, selection and application of equipment for foodservice operations. A University of Washington graduate with nearly 30-years in the hospitality industry, Rod is highly known for his foodservice knowledge. He was the first manufacturer to serve on the Foodservice Consultants Society International board of directors and is currently on their Allied Advisory Board. Collins is the co-founder of Consultants' Summit to exchange information between food equipment manufacturers and food service consultants. He is also active in the Society of Food Service Management, Healthcare Food Service Management, American Society of Healthcare Food Service Administrators, The National Association of College and University Food Services, and Food Institute of America.

Pam Flank, General Manager, Hotel Carlton, Joie de Vivre Green Dreams, graduated with a BA in Communication Studies from UCLA and began working in marketing/product management for internet start ups. In 2004, with an MBA from the University of Texas at Austin, McCombs School of Business she began working for Joie de Vivre Hospitality to manage their smallest boutique hotels. Pam then became General Manager of Special Projects to assist new JdV hotels/restaurants in acclimating to the standards of the company. By 2007 Pam became General Manager at Hotel Carlton, a city of San Francisco certified green business. Here she became involved in JdV's Green Committee, contributing to their new JdV Green Dreams web site. The site outlines the company's environmental initiatives and a scorecard of its businesses rating in recycling/waste reduction, conservation of energy and water, and pollution prevention. Pam also implemented solar panel installation along with the hotel's application for certification by the US Green Building Council at the Gold Level for LEED-EB (existing building).

(continued)

University of San Francisco McLaren College of Business

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*Year after name indicates USF graduate

