



KEEPING GREEN : DOING OUR PART AT THE WASHINGTON STATE CONVENTION & TRADE CENTER

## AN ENVIRONMENTALLY SOUND LOCATION FOR YOUR EVENT

Located in the center of one of the most environmentally progressive cities in the nation, the Washington State Convention & Trade Center (Center) has long been an industry leader in energy conservation and recycling. We continue to invest our resources into renovation projects to make the facility even more efficient. These projects include an overhaul of the Center's lighting systems to replace older equipment with more efficient fixtures, resulting in savings of over 3,000,000 kWh per year. New touchless faucets and self-flushing toilets are being installed throughout the facility to reduce water consumption. Tons of food scraps, food soiled paper and disposable service items are separated from trash and recyclable materials and sent for composting instead of to local landfills. On page three of this document, you'll

find a listing of some of the conservation guidelines we have in place that provide significant cost and energy savings. Although our original (1988) building pre-dates Leadership in Energy and Environmental Design (LEED) Certification, we are currently working on upgrades to bring it into existing building compliance. Our new meeting facility at 800 Pike will achieve LEED Silver Certification following completion of renovations in 2010. Our long-standing conservation policies, our efforts to provide truly meaningful civic benefits, plus the facility's beauty and exceptional architectural details provide associations, corporations and organizations with confidence they are making the right decision to bring their convention delegates to Seattle and the Washington State Convention & Trade Center.

## CREATING AN OASIS FOR ALL IN THE HEART OF DOWNTOWN GIVING BACK TO THE COMMUNITY HAS ALWAYS BEEN AN IMPORTANT PART OF OUR MISSION

A building the size of our Convention Center can't help but have an impact on its surroundings. But from the building's stunning design to the many ways we give back to the community each day, the Center has chosen to make that impact a positive one. The unique location of the Center, situated directly above 12 lanes of Interstate 5, rejoined the First Hill and downtown neighborhoods. Despite its size, the Center was designed to blend comfortably into the community. Besides providing significant economic benefits, the Center was designed to be accessible to all, with many gathering

areas that are welcoming and comfortable. Over 100 works of art are on free, public display throughout the facility and a regular schedule of rotating art exhibitions and musical performances is presented for the enjoyment of all. The Center has been instrumental in the creation of over 1,300 units of affordable housing as well as the restoration and preservation of several historic buildings. Our kitchen regularly donates surplus food to area food banks to help those less fortunate. More than just a place for events, the Center makes important contributions each and every day.



*The Convention Center site prior to construction...*



*...and the same location as it appears today.*

# A CLOSER LOOK AT OUR COMPREHENSIVE RECYCLING PROGRAM

Hundreds of conventions, meetings and trade shows staged at the Washington State Convention & Trade Center each year generate a staggering volume of recyclable materials. Fortunately, the Center has understood the importance of recycling and conservation since it opened 20 years ago, and has been an industry leader in waste prevention. Using evolving collection and marketing opportunities to address the demands of planners for hosting “green” meetings, the Center has greatly expanded its recycling, reduction and reuse initiatives.

In 2007, the Center recycled 174 tons of cardboard, 2,460 pounds of aluminum cans, 186 tons of mixed paper, plastic and glass, 12 tons of scrap metal, and an estimated 8,000 wood shipping pallets were returned for reuse. Some 3,300 gallons of kitchen oil and grease were sent to a rendering plant for recycling. All of the Center’s hot and cold drink cups are compostable, and customers now have the option to order 100% compostable food service items. In addition, recycling obsolete computer equipment, spent batteries and thousands of fluorescent bulbs and ballasts greatly reduces environmental toxins.

For many years vinyl banners had been a one-use item, going directly into the garbage following the show. However, the Center now partners with In Cases, a Woodinville, Washington company, to recycle the banners. According to a company spokesperson, many of their clients, including several *Fortune 500* companies, are “clamoring for bags, wallets and accessories made of recycled materials.” Vinyl banners top the list of their preferred materials.



*Large compactors are located at each of the Center’s two loading docks.*

The value of all of these initiatives is derived not just from the sheer volume of materials recycled, but also by constantly working to find new ways to increase the scope of what can be recycled, as well as a firm commitment by the Center’s employees to ensure the success of the programs.

In December 2007, the Center began separating all of its kitchen scraps and food soiled paper. At one recent five-day

convention, the Center composted 15 tons of this material with only 2% contamination. The high percentage of clean materials is attributable to both effective training and staff ownership of the program. Cedar Grove’s Quality Control Specialist uses the Center staff as a positive example of “getting it and doing it right.” At a savings of nearly \$73 per ton, composting this waste is substantially less costly than sending it to landfills. In addition to preserving the environment, the Center “closes the composting loop” by using Cedar Grove compost for its three acres of indoor and outdoor gardens.



*Daily catering production at the Center now incorporates composting.*

Interest in hosting “green” meetings has grown enormously over the past several years. Organizations are now choosing venues based specifically on how environmentally friendly a facility is and the types of “green” services offered.

The Center’s waste prevention programs have been key in many decisions to come to Seattle. Our recycling programs were critical for the National Recycling Coalition’s 2002 convention, and the American Society of Landscape Architects has chosen Seattle for their 2011 convention with a keen eye toward “green” policies and activities.

In January 2008, the Professional Convention Management Association (PCMA) made its first visit to Seattle. This week long convention brought thousands of meeting planners from around North America. Recycling was a major aspect, with the Center and PCMA “working together to reduce the annual meeting footprint on our environment” Initiatives included:

- Registration bags made of organic jute and recycled nylon
- Trash cans augmented with recycling and composting bins in meeting spaces
- All conference materials printed on post-consumer recycled paper
- Paper name badges and plastic badge holders collected and recycled

The “green” aspect drew considerable interest from attendees and the industry press.

## MORE EFFICIENT MEETINGS SAVING ENERGY AND REDUCING COSTS

In the not too distant past, power in the Pacific Northwest was cheap. Maintaining ideal temperatures or providing full lighting in the exhibit halls and ballrooms during move-in/move-out became standard practice at the Center.

As the need to conserve energy and reduce emissions becomes even more important, having conditioned air escape through several large exterior service doors during event move-in/move-out just doesn't make sense – either economically or ecologically. Neither does providing event-level lighting during setup and breakdown.

An established level of lighting in the exhibit halls and ballrooms provides adequate illumination to complete the move-in and move-out process efficiently and safely. Of course, event-level lighting and a comfortable level of heating or cooling is maintained during event hours.

Even with conservation procedures in place, Seattle's moderate climate provides a pleasant environment in which to work during move-in and move-out.

## OUR ENERGY CONSERVATION PROCEDURES

Following is a summary of the Washington State Convention & Trade Center energy conservation procedures.\*

### MEETING ROOMS AND LOBBIES: HEATING, COOLING AND LIGHTING

All meeting rooms located on Levels 2, 3, 4, 5 and 6, and lobbies on Levels 4 and 6 are provided with an appropriate level of lighting and heating or cooling during times of use. Clients are requested to switch off lights when the meeting rooms are not occupied.

### EXHIBIT HALLS AND BALLROOMS: HEATING AND COOLING

No conditioned air is provided in Exhibit Halls 4ABCDEF and Ballrooms 6ABCDEF during event move-in/move-out. As necessary, adjustments are made in times of extreme temperatures. Temperatures are considered extreme when they fall below 30 degrees Fahrenheit (-1.1 Celsius) and above 90 degrees Fahrenheit (32.2 Celsius).

## EXHIBIT HALLS AND BALLROOMS: LIGHTING

During move-in/move-out, lighting in Exhibit Halls 4ABCDEF and Ballrooms 6ABCDEF is set to a safe and adequate level that is lower than typical event-level lighting.

Clients may request additional heating/cooling and lighting services during move-in/move-out periods and non-event hours. These services are available, upon request, for an additional fee.\*

\* For additional information on conservation procedures and a fee schedule for optional services, please consult your Event Manager.



*The atrium in the Center's South Galleria.*

## WE REDUCE, REUSE AND RECYCLE

As part of our efforts to reduce the amount of post-meeting waste sent to local landfills, many types of cardboard, paper, plastic, metal and glass are routinely recycled and wooden shipping pallets are distributed for reuse. Please contact your Event Manager if you have any questions regarding the types of leftover materials that can be recycled following your event.

*Located directly above Interstate 5, the Center's beautiful Ellis Plaza features trees, lush plantings, open spaces and public art.*

