



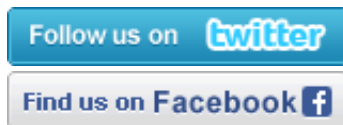
Welcome to the May, 2011 Colorado Carbon Fund e-News

Tourism and Hospitality Issue



It's summer, and Colorado's cities, parks, rivers and high places like the Collegiate Peaks (above) - with all of their attendant recreational opportunities - are beckoning folks to visit from all over the world. Since tourism can be a very carbon-intensive industry, this month we highlight several examples of events, hotels and adventure guide services that offer high-end experiences under a low-carbon banner. The ideas used by some of these folks to ramp up a great experience for visitors while minimizing their environmental impact are truly inspiring. Read on and learn!

Tell Your Friends



CS Irwin Offsets Fuel Emissions

Luxury, Nature-Based Business Emphasizes Environmental Stewardship in Crested Butte

[CS Irwin](#) is a luxury backcountry cat-ski adventure company based in Crested Butte, Colorado, the brainchild of environmentally minded owners and managers who think globally while acting locally.

Upcoming Events

Thursday through Sunday,
June 2-5

[Colorado Renewable Energy Conference](#), Summit County

Their operation feeds an increasing demand for distinctive luxury adventure experiences that are good for both the planet *and* the soul.

You'll notice CS Irwin's commitment to the environment during the reservation process. As the website mentions, the price for your ski adventure package includes transportation, skis/snowboards, safety equipment and the cost of offsetting your carbon emissions for the day. Once you show up, though, you may not notice the attention to sustainability because it has been built into every aspect of the business.

Thursday, June 16

[CORE Sustainability Breakfast and Tour of NREL](#)

Program: RECs & Offsets: To Buy or Not to Buy? Speakers include Hillary Dobos of Colorado Carbon Fund

Thursday, June 16

[DO at the ZOO](#)

Annual event raises funds for 10-acre conservation center for highly-endangered species

Wednesday, June 22
[2011 LOHAS Forum](#), Boulder

Monday, June 27 [EPA Region 8 Climate Change Speaker Series](#) Luncheon

Thursday through Monday,
 June 30 - July 4
[Eco-Music Festival](#) (EMU)
 Snowmass Village

Interested in offsetting your travel & lodging when you attend an environmental event?

Use the calculator at the [Colorado Carbon Fund](#) website and offset now.

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Solar Powered Quality Inn & Suites Boulder Creek

Boulder's [Quality Inn Boulder Creek](#) held a Green Open House on May 11 to celebrate their new solar PV system, installed by Namaste Solar. With this



First Tracks with CS Irwin

What you will notice is the fantastic ski experience. Imagine for a few moments that you have just signed up for a week of skiing untracked Colorado powder. On your first day, you arrive at 7 a.m. at the CS Irwin headquarters in Crested Butte, ready for adventure. There, you enjoy a light breakfast and coffee while you are custom fitted with Wagner skis and Winterstick snowboards made especially for the terrain and powder you'll experience. Wagner is a Telluride-based manufacturer of high-end skis whose facility is powered by solar and wind energy.

From headquarters, you and other clients will climb aboard a brand new Tucker snowcat that seats 10 guests and 1 guest services employee plus the driver. Kyra Martin, CS Irwin's Administrative Director, points out that because the snowcat is new, it burns fuel more efficiently and produces far fewer CO2 emissions than older machines.

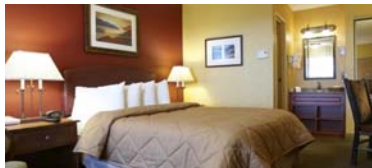
The Tucker transports you to the tiny village of Irwin, the snowiest place in Colorado, and beyond it to a propane-heated cabin tucked into the mountains. This cabin, aptly named the Movie Cabin, was originally built and used for the movie series *Mountain Family Robinson*. Here, you review avalanche safety procedures, don safety gear, then hop aboard a Bison snowcat, also new and fuel efficient, that takes you to your first run of the day. You'll start your first powder turns around 9 a.m. and rack up 8,000 to 12,000 vertical feet of untracked powder this day and every day of your ski vacation, with a midday break at the cabin for a catered hot lunch.

"It's very important as a business dependent upon nature to do what we can to protect the environment," says Martin, "especially in Crested Butte where nature-based tourism is so important."

All of the fuel emissions--from the diesel burned in the snowcats, to the unleaded gas used in the company's snowmobiles, to the propane used to heat the Movie Cabin--are offset by CS Irwin through the purchase of carbon credits through the Colorado Carbon Fund.

The company chose the Colorado Carbon Fund because "it is important for us to support local whenever we can. CCF was an easy choice for us because the Fund

installation and other environmental initiatives at the beautifully updated hotel, Quality Inn Boulder Creek is marketing its new standard of excellence as one of Colorado's premier solar-powered hotels.



Dana Mielke, general manager, worked with Boulder County to audit and update the hotel's energy efficiency measures. The rooms feature thermostats that sense body heat and, if no one is in the room, turn down the temperature. They also feature energy efficient light bulbs that provide reading-quality white light, dual-flush toilets that save 44% of water used by conventional toilets, and dispensed soaps, shampoos and lotions to reduce plastic waste. Quality Inn has switched to Energy Star appliances and offers compostable plates, cups and cutlery at its breakfast bar. Compostables and recyclables are collected separately by Western Disposal Services.

Owners Burt and Andrea Lewis have dedicated significant financial resources to the conservation measures and solar PV system at the hotel. It makes good business sense, since they are located next to the Buddhist Naropa University, which draws ecology-minded visitors from all over the world to Boulder and the Quality Inn.

They decided to offset their remaining energy use by purchasing carbon offsets from the Colorado Carbon Fund during the Earth Week Offsets campaign. They also purchased offsets also for [The Golden Hotel](#) in Golden, another property that they have been retrofitting for conservation.

**Correction from last Month:
Right Name, Wrong Link**

invests in renewable energy projects in Colorado that benefit Colorado," says Martin. The goal is to offset 100% of the company's operating fuel, she says.

The company plans to build an energy efficient hotel to lodge its clients, and with the addition of activities like summer mountain biking and fly-fishing in the world-renowned streams of the Taylor Canyon Wilderness, it will provide year-round options for memorable wilderness adventure vacations.

CS Irwin recognizes that fossil fuels used for transport are one of the company's major expenditures and its main source of greenhouse gas emissions. By first reducing its fuel use through the purchase of new, efficient machines, and then purchasing carbon offsets through the Colorado Carbon Fund for the remaining emissions, CS Irwin aims to get as close as possible to a zero carbon footprint for the business.

"We believe in doing it right," says Martin. "It's very important to do what we can to protect the environment." For more information, visit www.csirwin.com and www.coloradocarbonfund.org.

Boulder Outlook Hotel

Boulder's First Zero Waste Hotel

As Dan King, owner of [Boulder Outlook Hotel & Suites](#), leads a tour of the hotel's environmental initiatives, it dawns on you: Here is an engaging guy who has taken a personal interest in ecology and used it to brand his 162-room hotel.

It's inspiring to see what he's done and there's not nearly enough room here to catalog it all.

"You know, I've always been interested in this: I painted an ecology sign on my bedroom wall when I was in middle school," says King, the Ambassador of Cool at Boulder Outlook. "I was fortunate when I started doing this because in Boulder I had great local partners like Eco-Products (ecological food service and cleaning products) and Eco-Cycle (recycler)."

King installed compact fluorescent light bulbs and water saving devices in his hotel "a long time ago." He points out a biodegradable compost bag in a guest room. Customers can put food waste such as banana peels and coffee grounds in the bag and cleaning staff will route it to the hotel's compost dumpster.

The guest room opens onto a vast, central-enclosed atrium with abundant natural light and foliage. It is outfitted with a swimming pool, waterfall and poolside café. We visit the café's waste bins for separating waste into trash, recyclables and compostables, all of which have helped earn the hotel the status of being Boulder's first zero-waste hotel. Following this, we move to stand beneath a conical Airius fan. King is excited about this fan - it recirculates air in the vast space, bringing hot air back down to people level and reducing atrium-heating costs by 18%. The pool itself is cleansed, not by chlorine, but by milder ozone and bromine. A waxy, invisible substance called Panatol floats on top of the pool and helps reduce evaporation by up to 80%.

King studied the hotel's energy management system extensively to see if a solar installation made financial sense. His conclusion: Not yet. But a salesman introduced him to a KVAR capacitor that modulates the electrical surge requirement when the huge HVAC system cycles on and off. It cost \$18,000 and "the energy savings were dramatic and immediate," says King. "It paid for itself in less than a year."

King is what's known in sales circles as an early adopter. "Someone has to come up with the innovative new products," he says, "But I'll try them."

We heart her art! [LandArt Studios](#) contributed to the Earth Week Offsets campaign; check out the correct link to their Facebook page.

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Stacey Baumgarn
Nelson Bock
Mr. and Mrs. April Bowen

Boulder Outlook reflects Boulder, an eco-conscious community with a penchant for fun. It doesn't have the brand recognition and marketing budget of big chain hotels, so it works hard to provide exceptional value. A customer left a note behind in a room, saying, "It's great to be in an eco-conscious environment-no chlorine in the pool, natural soap, organic coffee..." The hotel--and King--have been recognized for these efforts.

The Hotel gives back 2% of its profits to the community. "It's good to support and give back," King says. So you may see two guys from Windsor Dairy sitting in front of one of the ground-floor rooms, selling raw milk, fresh eggs and cheese. Or notice a group of people in the parking lot picking up their week's supply of fresh produce grown by a local farmer.

King purchased carbon offsets for every hotel room for one week during the Colorado Carbon Fund's Earth Week Offsets campaign. "I like the transparency of it, the idea that the renewable and clean energy projects funded by a state program like the Colorado Carbon Fund have public oversight," he says. King offers guests the opportunity to purchase offsets for their stay.

Not only have King's efforts attracted environmentally-aware customers and "been great for business," he's shrunk his energy costs 10%-15% since he acquired the hotel in 2002. Check out the hotel on a weekend night when one of his favorite bluegrass bands play live. And learn more at www.boulderoutlook.com.

Briar Rose Bed and Breakfast Eco-Leader Continuously Evolving

[Briar Rose Bed and Breakfast](#) intends to be Boulder Colorado's leading, eco-conscious B&B and is continuously evolving its offerings as opportunities arise. Mr. and Mrs. Gary Hardin, owners of the luxurious B'n'B, continuously evolve how they make travel sustainable. For example:



- Briar Rose serves organic breakfasts (catering to guests' dietary needs whether vegetarian, vegan, or gluten-free). You will not find this at any other Boulder lodging at this time.
- Guests sleep on fine organic cotton sheets by Coyuchi.
- "Year-by-year we are increasing the energy efficiency of our Boulder accommodations," says Gary. This year the Hardins offset remaining energy use through the Colorado Carbon Fund's Earth Week Offsets

Cathy Brett
Christine Brinker
Victoria Canto
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Michael Ellis
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Cheryl Frost
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campaign.

- Briar Rose offers bath products from Shikai and soap from Kiss My Face in 12 oz. bottles that are refilled.
- The hotel offers a wonderful selection of fine loose-leaf, organic teas-the only Boulder Bed and Breakfast to do so.
- Briar Rose uses environmentally friendly cleaning products, recycles, composts food and yard waste and uses no-VOC paints.

In Their Words: Paul and Molly Melamed

They Minimized Home Energy Use, Offset Travel

"The Earth Week Offsets campaign just gave us (my wife Molly and I) the 'excuse' to do what we had been procrastinating on for too long--offsetting our travel. We plan on making this an annual event. We have lived off grid for 40 years and utilized wind and solar since the early 1980's. Our systems have been upgraded and refined so 99% of our electrical power is from the sun and wind and 75% of our DHW is from the sun. So even though our home's carbon footprint is small, we drive a lot (we live in rural Boulder County) and we travel frequently. I like the Colorado Carbon Fund because I know where my offsets are going and they stay in the state."

Personal Anecdote

License Plate Leads to New Friend

Last month, I was on my way to a conference in Denver and noticed that a car just in front of me had the Advancing Clean Energy license plate. I wondered if I might know the driver, but a few moments later when I passed the other car, realized I did not.

At the conference later that morning, I looked up and saw the driver at an exhibit, so I introduced myself. Turns out we had a lot in common--an interest in renewable energy--besides the same license plate. Thanks to the Colorado Carbon Fund and my great license plate, I have a new friend and business connection.



PV Bug, Namaste Solar

Go [here](#) for more info and [get your license plate](#) today!



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