

PINEHURST INN
Bayfield, Wisconsin

Nancy & Steve Sandstrom, Innkeepers/Owners

PLAN FOR SUSTAINABLE OPERATIONS-2010

Pinehurst Inn is an 8-room bed & breakfast located in Bayfield, Wisconsin. The property consists of a main, historic house providing 5 guest rooms and the Garden House offering 3 additional guest rooms. The Garden House was built in 2003 using “green” building techniques, materials and systems. We are located in far northern Wisconsin on Lake Superior, offering a magnificent natural environment that is enjoyed by visitors year round.

MISSION STATEMENT OF PINEHURST INN AT PIKES CREEK BED & BREAKFAST

IT IS OUR MISSION TO BE THE PREMIERE BED & BREAKFAST IN THE MIDWEST, PROVIDING THE HIGHEST LEVEL OF HOSPITALITY AND GUEST EXPERIENCE WHILE PRESERVING AND PROMOTING THE UNIQUE HISTORICAL AND ENVIRONMENTALLY SENSITIVE NATURE OF OUR PROPERTY AND OF THE AREA.

WE ARE COMMITTED TO SUSTAINABILITY IN ALL BUSINESS PRACTICES.



OUR GOAL:

It is our goal to ***do well by doing good.**** We certainly seek financial success in our business efforts. We also believe in the responsibility we have to attend to our place on earth. It is our goal that our efforts are real, understandable and offer a model for all who visit. It is only through visibility, communication and exploration of alternatives that we can learn from each other, hopefully bringing about a “ripple effect” that encourages a new way of thinking. Perhaps our guests, our visitors, our employees, our suppliers and our community will be inspired to challenge their own practices in some very real ways.

* This phrase was used by Ray Anderson in his book, “Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model”

SUSTAINABILITY – our definition:

The word “sustainability” has been bantered about for awhile now – a word describing the efforts being made to create healthier communities. The word “sustain” congers the idea of being able to just get by. I have enough to survive, but no more. Yet when thinking of the efforts being made under the banner of sustainability in this community, one doesn’t think about creating the conditions necessary to just get by, but rather to create the conditions that allow us to thrive. Creating a community that is healthy in every aspect; socially, environmentally and economically.

In 1987, the Brundtland Report, *Our Common Future*, coined the definition of sustainable development that is still most frequently quoted as the definition of sustainability; “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. This is certainly a very broad statement and although it may be true it is a statement that when most people hear it they scratch their heads and ask, “What the heck does that mean?”

Instead of getting stuck on creating the perfect definition of the word, perhaps we should focus on sustainability as a set of principles by which we can live that will protect our planet, our own health and well-being as well as protect the rights of all creatures both human and non-human.

In our evolution as a lodging & small meeting facility, we have attempted to create a welcoming and open setting based on our understanding of the inter-relationship between environmental consciousness, economic sustainability & social equity. This model of sustainability shown below is our *guide* as we analyze and develop the key components to our bed & breakfast operations. It is a model that encompasses a “systems-thinking process” – that is, asking the right questions about relationships between the parts of the system and not just an analysis of the parts themselves. We have spent far too much time in our “separate silos” working on economic development, environmental preservation or social justice issues as if they have no relationship to one another. Our goal is to consider all our business issues in this more holistic manner.



We evaluate every business and personal lifestyle decision through this lens of sustainability. How do we create a place, including building, property, community, & region, that operates in a sustainable manner? What is our product and how do sustainable practices affect that product? Who are the various peoples that we touch in the course of our business and what impact does it have on their lives?

EVIDENCE OF OUR COMMITMENT



Wisconsin Travel Green Program

Pinehurst Inn participates in the Travel Green Wisconsin program, a voluntary program that reviews, certifies and recognizes tourism businesses and organizations that have made a commitment to reducing their environmental impact. Specifically, the program encourages participants to evaluate their operations, set goals and take specific actions towards environmental, social, and economic sustainability.

Above all, the Travel Green Wisconsin program is designed to protect the beauty and vitality of Wisconsin's landscape and natural resources. Wisconsin's natural resources, wildlife and cultural diversity are among its most important tourism assets. Efforts to preserve them for future generations serve the best interest of Wisconsin travelers, as well as its tourism industry and the state's overall economy.

The program is also designed to educate travelers to Wisconsin about sustainable tourism practices. It promotes smart business practices, giving the state's tourism-related businesses and organizations a significant point of differentiation from their competitors, and supports the state's overall tourism brand.

Listed below are 9 categories used by many organizations to evaluate their commitment to making our world a healthier place to live. (In this particular instance we are using the certification process developed by the Travel Green Wisconsin program.) It is important to remember that even though we list these as separate categories they are all interconnected; one affects the other and visa versa.

SECTION A: COMMUNICATION AND EDUCATION (CUSTOMERS, EMPLOYEES, PUBLIC)

Why is this important? It is important to educate and increase the awareness of our customers, employees, and public about actions they can take to help our business improve its environmental impact. At the same time, letting our customers know about the ways you are greening our operations will create market distinction. Customers can support businesses that have reduced their impact on the environment and will spread the word about their experiences. In addition, it is especially important to provide training and educational opportunities for our employees about the environmental improvement actions the business is taking.

Pinehurst Inn Actions:

1. We provide training and educational opportunities to engage employees in the actions and plans of the Travel Green Wisconsin program and sustainable business practices in general.
2. Regular staff meetings are held to keep employees involved in our sustainable operations plan.
3. Signs are posted listing steps we are taking to improve our environmental impact.
4. Literature is distributed about how our business is improving its environmental impact throughout the facility and community including Room Notebooks in each room that highlights our sustainability efforts.
5. The Pinehurst Inn Sustainable Operations Plan is included on our Website including a video production that highlights the sustainable philosophy of the Inn, along with a page dedicated to sustainable operations.
6. Information about our plan is included in our advertising materials.
7. Verbal communication is used to promote our sustainability efforts ranging from casual guest conversations to presentations at conferences and workshops.
8. Tours of our Inn are provided to the general public and to students, which highlight improvement projects/actions we have taken to be more sustainable.
9. Interpretation and/or educational opportunities are provided for visitors/customers. We eagerly answer questions posed by our guest regarding our efforts and are happy to provide them with more information about our operations plan. A quarterly electronic newsletter is sent to all past guests which includes a section dedicated to sustainable practices.
10. Our staff is encouraged to uphold sustainable practices by including an evaluation of these practices in their performance appraisals.

11. In the coming year we plan to ask our guests for feedback about our sustainability and environmental improvement efforts in an email sent out to each guest one week after they have stayed with us.

SECTION B: WASTE REDUCTION, REUSE, AND RECYCLING

Why is this important? “By minimizing the amount of waste that goes to landfills and incinerators, you can help reduce negative environmental impacts. Most importantly, minimizing waste will limit the amount of greenhouse gases that are released throughout a product’s life cycle (i.e. extraction, manufacturing, distribution, use, and disposal).”*

Pinehurst Inn Actions:

A recycling program is in place at Pinehurst Inn which involves the participation of family, employees and guests. Recycling bins and signs are located in all rooms that make it easy for employees and guests to recycle. We also educate staff and customers about the recycling program and involve them in the program.

Pinehurst Inn recycles:

Aluminum cans	Boxboard	Batteries
Steel (tin) cans	Phone books	Yard wastes
metal scrap	Newspaper	Used motor oil
Plastic containers	Magazines	Ink and toner cartridges
Glass bottles and jars	Corrugated Cardboard	Carpet
Office Paper	Major appliances	Electronic devices,
Mixed paper	Waste tires	
Junk mail		

1. Fluorescent bulbs are properly recycled at the end of their useful life.
2. Hazardous waste materials are properly identified and disposed. Bayfield County sponsors a “Waste Collection day” each year and we make sure that any toxins we may have (which are rare) are taken to the collection site.
3. A composting program is in place for food waste. In our busy season we will fill a three gallon pail almost daily. We use three different types of composting systems; a barrel system that can be on the ground to mix the compost, a top-loading bin and a traditional three-bin system. The compost is used as an additive

to our potting soil for the hanging flower pots and other flower boxes we have around the exterior of the Inn. It is also used in our vegetable and flower gardens.

4. A composting program is in place for landscape (yard) waste. We mix some of the yard waste with our food compost and the rest is composted in a separate pile and used as a additive in our flower gardens. This pile breaks down slower than the other composting systems but still works over time.
5. Where ever possible we use reusable goods instead of disposable ones.

For example we use:

- Refillable soap and shampoo dispensers in all guest rooms,
 - Glass instead of plastic water glasses including some made from recycled wine bottles,
 - Shopping bags made from recycled materials instead of plastic and paper grocery bags
 - Locally made pottery plates, cups, pitchers and other items for food service instead of disposable items,
 - Cloth napkins and tablecloths,
 - Stainless steel water bottles provided for guests for use during their stay avoiding the need to buy disposable plastic bottled water,
 - Packing peanuts that come in shipping boxes are given to a local business to reuse,
 - Office paper that is printed one-side is saved and reused to print internal or draft documents
6. Products are purchased in bulk/concentrate. .

The vast majority of the food we prepare for our guests and ourselves is prepared from scratch. We do not purchase individually packaged servings or processed foods.

Food items

- Local fresh fruit and fruit juices, purchased locally in season and frozen for off-season use
- Whole-wheat Flour, Unbleached pastry flour, sugar - 20 pound bags
- Granola
- Pasta & Brown Rice
- Fair trade locally roasted coffee
- Nuts (walnuts, pecans, almonds)

Cleaning supplies

- Laundry detergent
 - Cleaning Supplies (concentrates, dishwasher soap, etc.)
 - Room Amenities (shampoo, body wash, hand soap and lotions)
 - Paper printed and copied at the Inn is printed on 2 sides.
7. Paper products that are purchased are a minimum 30 percent post-consumer recycled content. Currently the percentages are:
- Office paper, 30 percent post-consumer recycled
 - Toilet tissues (Green Seal certified, 100% recycled),
 - Paper towels (Green Seal certified, 100% recycled),
 - Facial tissue (Green Seal certified, 100% recycled)
8. Advertising, educational, and promotional pieces such as brochures are printed on SFI certified, 30% post-consumer recycled paper stock.
9. Excess linens, furniture, and/or other items are donated to local charities and shelters, where available.
10. We use “Freecycling” when appropriate. Using email and word of mouth we let people know what items we have available to give away for free.
11. We do not use plastic bags in our retail sales. A promotion we are presently doing provides a cloth shopping bag to each repeating guest that stays at the Inn which helps to eliminate the need for them to use plastic bags when shopping.
12. Our goal in the future is to have all remodeling projects certified as green remodeling projects. Examples of certification programs are Green Built Remodeled Home: www.greenbulthome.org and U.S. Green Building Council’s LEED program: www.usgbc.org/. (Note: this goal really is a stand alone, however, fits the best within this section.)

SECTION C: ENERGY EFFICIENCY, CONSERVATION, AND MANAGEMENT

Why is this important? “Integrating energy efficiency and conservation practices into your operations will help conserve natural resources and reduce operational costs by 10 to 20%, providing a quick return for taking simple actions. By integrating energy efficiency practices into your operations and investing in renewable energy technologies, such as solar, wind, hydro, and thermal power, you can also reduce your greenhouse gas emissions.”*

Pinehurst Inn Actions:

1. A "Focus on Energy" audit/site assessment has been conducted. For information: (www.focusonenergy.com). Energy assessment was conducted on the main historic house to determine the energy efficiency of the house and to identify areas that needed to be improved.
2. Our goal is to have all existing light bulbs replaced with compact fluorescents. We are at approximate 95% of that goal. Some light fixtures are over 100 years old and the size and shape do not allow for standard CFL bulbs. As new sizes are developed we will use them.
3. All new lighting will be either CFL or LED compatible fixtures. (ENERGY STAR qualified light fixtures will be used whenever possible).
4. Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.
5. Exterior lights are set to timers and/or movement sensors.
6. The boiler in the main house was replaced with a Munchkin high-efficiency boiler which reduced Natural gas consumption by 30%. The same type of boiler was installed in the Garden House when it was built.
7. Existing single pane windows in the Main House have been replaced or are on a replacement schedule. (85% complete).
8. Our high-efficiency Natural gas boilers and Energy Star air-conditioning systems are on a regular preventative maintenance schedule to prevent and fix problems which may reduce efficiency.
9. Insulation is used on all exposed hot water and heating pipes to improve energy efficiency.
10. Hot water is heated by the high-efficiency natural gas boiler rather than as separate hot water heaters. (In the Garden House this system is the back-up system to the solar hot-water system which supplies most of the hot water for that building.)
11. When appliances and equipment are replaced, we have made the commitment to purchase ENERGY STAR rated appliances and equipment.

Energy Star appliances include:

- Dishwashers
- Refrigerators & Freezers
- Front Loading High Efficiency Washing Machines & Dryers
- Television

12. A programmable setback thermostat is used in the main house. Thermostats in the Garden House are manually setback whenever the rooms are unoccupied which each room on its own thermostat.
13. In a 124-year old home it is essential that weather stripping is installed and maintained. All doors and windows are checked annually for proper weather stripping and tight seals.
14. Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines are turned off when not in use.
15. Customers are informed of energy conservation practices and provided with energy saving tips.
16. We have incorporated additional natural/low energy cooling techniques in our buildings.

Examples include:

- Placement of trees to provide summer shading
 - Ceiling fans in all guest rooms
 - Heat recovery ventilation system in Garden House
 - Coated windows that reflect light
17. Guest rooms have operable windows to allow for fresh air to enter rooms.
 18. Windows are opened (when possible) to cool rooms instead of running air conditioners.
 19. The Garden House domestic hot water is heated by a thermal solar system that provides enough energy to meet the majority of the hot water used during the busiest time of year: June through September. It provides about half of the energy needed in the off-season: October through May. (We use more hot water in the four months of the summer than we do during the other eight months of the year.)
 20. The garage is heated by an in-floor thermal mass solar system. Although it may seem frivolous to heat a garage, the garage is used to process waste vegetable oil into Bio-diesel fuel for cars. In order to make Bio-diesel, the space must be kept above freezing temperatures.
 21. In the past we have purchased renewable energy credits through Sustainable Tourism International to offset our carbon dioxide emissions, but recently decided to invest in adding more renewable energy systems to our own property instead. However, if our local power company ever offers the option to purchase renewable energy we will participate in the program.

SECTION D: WATER CONSERVATION AND WASTEWATER MANAGEMENT

Why is this important? “Reducing your level of water consumption will help to reduce your operating costs while helping to conserve this precious resource.” “Conserving water not only means reducing consumption, but also maintaining and monitoring the quality of water we put back into the environment.”*

Pinehurst Inn Actions:

1. Steps taken to reduce waste water production:
 - In both buildings low-flow toilet fixtures are in place. (12 fixtures)
 - Towel reuse program that allows customers to choose whether to have their towels washed daily
 - All washing machines are front loading, low water use designs (40% less water than a standard washer)
 - All shower heads are low water flow design.
2. Reclaimed rainwater collects in a rain garden and is designed to irrigate the flower gardens surrounding it. Rain barrels are also used to collect water for exterior gardens.
3. Large areas such as sidewalks and driveways are not washed down (sweep or vacuum instead).
4. Water-using appliances and equipment, such as hot water heaters, dishwashers, and washing machines, are on a preventative schedule to ensure maximum efficiency.
5. Dishwashers and washing machines are filled to recommended capacity for each cycle and the most energy-efficient recommended water temperature is used.
6. Pinehurst Inn has installed an aerobic digester to make the septic system more efficient and to minimize environmental harm that results from wastewater discharges.
7. A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads, and pipes.
8. Non-toxic, phosphate-free, biodegradable laundry detergents and cleaning products are used. Whenever possible we make our own cleaning products using vinegar, baking soda, citrus oils, etc. Purchased products include cleaners manufactured by Ecover, Seventh Generation and Bio-Kleen. Dishwashing detergents that are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach.

SECTION E: AIR QUALITY

Why is this important? Good air quality (including indoor) is important to human health and the environment. Air pollutants can indirectly and directly affect our health.

Pinehurst Inn Actions:

1. Exhaust fans are vented outside and not to the attic.
2. Environmentally preferable High Efficiency Particulate Air (HEPA) filters is used in the main house.
3. HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.
4. We do not use fragrances or deodorizers to mask smells.
5. Pinehurst Inn is a non-smoking property inside and out.
6. High moisture areas such as the kitchen and laundry rooms are well ventilated. All bathroom areas are vented to the outside.
7. The Garden House air handler unit and coils are cleaned following a regular preventive maintenance schedule (at least annually) and we keep a record of these activities.
8. All new paints and finishes used are no VOC or Low-VOC.
9. All buildings and guest rooms are monitored for Carbon Monoxide levels.
10. Ozone depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols are avoided and/or existing CFCs are recovered, recycled, and properly disposed.

SECTION F: WILDLIFE AND LANDSCAPE CONSERVATION AND MANAGEMENT

Why is this important? Tourism businesses can help protect biodiversity, endangered species, habitat, waters, and landscape by raising awareness of these issues among customers and employees. "Biodiversity provides us with life sustaining systems such as clean air, productive ecosystems, fresh water, and fertile soil. We also depend on healthy, diverse gene pools for our understanding of medicine, science and for our own survival. Ecosystem and biodiversity conservation helps to maintain the delicate ecological balance of the planet."*

Pinehurst Inn Actions:

1. Pinehurst Inn landscapes with native plants following the Permaculture philosophy. Permaculture comes from "permanent culture". The practical goal is the creation of sustainable biosystems that provide for their own needs and recycle their waste. The word refers to a set of design principles developed by Bill Mollison and David Holmgren.

Permaculture is a design philosophy encompassing diverse but inter-related fields, including gardening/horticulture, architecture, ecology, community design, and systems theory. Basically, the principles are about "finding the right way" to work with the local environment to create sustainable living. Permaculture makes efficient use of knowledge to create a productive surrounding flora, fauna, and community system, based on the principles of nature.

2. Landscaping with native plants minimizes the need for excess watering and fertilization. Watering, when necessary, takes place in the early morning or at night to minimize evaporation.
3. Soaker hoses or drip irrigation systems are used to water plants. In addition, mulch is used to help retain water.
4. It is our goal to develop a program that **prevents** the introduction and transportation of invasive species by taking all the following actions, and **educates** their customers about invasive species: **Action #1:** If you bring it, burn it! If customers bring firewood when camping, make sure they burn it and do not bring it from out of state. **Action #2:** Protect our waters, avoid transporting aquatic invasive species: Inspect and remove aquatic plants and animals from boat and equipment; Drain water from livewells, bilge, motor, etc.; Dispose of unwanted bait in the trash; Rinse with hot water and/or high-pressure water or Dry the boat and equipment for 5 days. **Action #3:** Stop the spread by sole and thread! Avoid transferring invasive species when outdoors by inspecting and cleaning your boots, clothes, and equipment. **Action #4:** Avoid planting invasive species and/or remove, kill, or prevent invasive species from spreading. Please visit www.invasivespecies.wi.gov/awareness/ for more information. This information is actively shared with our guests and visitors.
5. The business securely stores food and trash in order to avoid accidentally feeding animals. All bulk food; flour rice, sugar, etc., is stored in animal-proof storage bins. All non-recyclable or non-compostable waste is stored in closed containers in the garage.
6. Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season. Bird feeders are used in the winter only. During the rest of the year we do not feed animals on the property due to our location next to hundreds of acres of state-owned lands that provide superb habitat for many large mammals including; black bear, coyotes, timber wolves, bobcats, red fox,

fisher, pine martens, raccoons and white-tailed deer. As much as we may want our guest to see this wildlife, we do not want these animals to become used to human contact which can lead to a variety of problems for animals and humans alike.

7. Only organic fertilizers and products are used in landscaping and garden maintenance.
8. An integrated pest management system is used to reduce or eliminate the need for toxic insecticides and pesticides. We have almost completely eliminated the use of toxic chemicals. The only major exception is that we spray for “cluster flies” in late summer. This is a carefully controlled spraying of the exterior of the house. Cluster flies are a serious nuisance that we have not been able to control using “natural” means.
9. Projects to rehabilitate degraded lands are in place. Since we have owned the property we have been reverting land back to its natural state and eliminating mowed lawns.
10. Reclaimed rainwater collects in a rain garden and is designed to irrigate the flower gardens surrounding it. Rain barrels are also used to collect water for exterior gardens.
11. Leave No Trace principles are promoted to customers and employees. Please see www.Int.org for the seven steps in detail:
 - Plan ahead and prepare
 - Travel and camp on durable surfaces
 - Dispose of waste properly
 - Leave what you find
 - Minimize campfire impacts
 - Respect wildlife
 - Be considerate of other visitors.
12. Publications are provided offering information on native plants and wildlife.
13. New facilities (Guest house, garage and art studio) were built to avoid prime agriculture land, environmental corridors, and existing delineated wetlands.
14. Motion detector lights and timers are used instead of constant outdoor lighting.
15. Field guides and self-tour information are available to customers.
16. Interpretative signs are used to educate customers. (In the process of being developed).

17. The business helps to conserve and preserve natural resources and habitat, such as wetlands, forests, farmlands, and other environmentally sensitive areas through our support (service and financial) of the Bayfield Regional Conservancy, and the Alliance for Sustainability.

SECTION G: TRANSPORTATION

Why is this important? “Air and ground transportation alone are one of the largest contributors of greenhouse gas emissions that affect global climate change. However, by decreasing your greenhouse gas emissions, you can reduce global warming and promote energy independence from foreign non-renewable sources.”*

Pinehurst Inn Actions:

1. Walking, and bicycling are encouraged through posting of routes, and/or maps.
2. We encourage our guests to take advantage of the local Bicycle rentals available in our community. We have made the conscious decision to not rent bikes and to promote our local businesses that do offer this service.
3. We own two diesel vehicles: a 2002 VW Beetle TDI (52 miles/gal.) and a 2005 Jeep Liberty (30 miles/gal.). Both vehicles are fueled with bio-diesel made from *waste vegetable oil* collected from local restaurants. The oil is processed in our garage. We can run 100% bio-diesel for 7-8 months of out of the year. The other months require a blend of regular diesel and bio-diesel depending on how cold it is.
4. Staff and family are encouraged to carpool and “share” trips to retail stores. i.e. instead of making two separate trips to the grocery store ask everyone if they need items from the store so that it can be done in one trip.
5. When providing a tour, routes are planned to minimize travel distances. We have a map on our website that provides potential guests with the best routes to our Inn and to other places of interest in the area.
6. We are fortunate as a rural community to have a transit bus system that passes by our Inn. We keep bus schedules available for our guests and use the transit system ourselves when able.

SECTION H: PURCHASING

Why is this important? “One of the most powerful ways you and your business can help to make the world a better place is to vote with your dollars through responsible purchasing. Responsible purchasing (also known

as green purchasing, environmentally preferable or socially responsible purchasing) includes buying locally produced products and services from locally owned businesses as well as purchasing products that support fair trade and wages and that have a reduced environmental impact.”*

The Pinehurst Inn Purchasing Policy:

The goal of this policy is to ensure that products and services purchased or contracted for will conform with Pinehurst Inn’s goals of modeling sustainable business practices. We will strive, where feasible, to purchase environmentally preferable and socially responsible products and services that meet the Inn’s needs.

Where possible, purchasing decisions shall favor:

1. Products that reduce greenhouse gas emissions or are made with renewable energy
2. Products that reduce or eliminate the use of chemicals that are hazardous to the environment and employee and public health
3. Products that contain the highest possible percentage of post-consumer recycled content
4. Products that reduce air and water pollution
5. Products that reduce waste
6. Suppliers who strive to improve their environmental performance and provide environmentally preferable products, and who can document the supply-chain impacts of their efforts
7. Reusable products
8. Products that serve several functions (e.g., copier/printers, multipurpose cleaners) and reduce the overall number of products purchased
9. Products that are recyclable or compostable

Environmentally preferable products and services comparable to their standard counterparts in quality and price should receive purchasing preference. In situations where environmentally and socially preferable products are unavailable or impractical, secondary considerations should include the environmental management practices and the level of social responsibility of suppliers and producers.

The purchase of environmentally preferable and socially responsible products is part of our long-term commitment to sustainable community development. By sending a clear signal to producers and suppliers about this commitment, we hope to support wider adoption of sustainable products and practices.

Pinehurst Inn Actions:

1. Food Purchasing: Our goal is to purchase the largest percentage of organic and locally produced food products as possible for both are personal use and for our business. In the summer and fall we are able to purchase 90% of our food locally and/or organic. In the winter and spring it is more difficult and we must rely more on food from other areas of the country, while also enjoying the summer produce frozen for winter consumption. During the winter we will still try to buy as much organic food as possible based on availability and the distance it needs to travel.
 - Produce purchased during the summer includes a wide variety of fruits (berries, apples, pears), vegetables (wide range), and herbs.
 - Local and organically produced meat and dairy includes organic free-range eggs, milk, chicken, turkey, and wild game.
 - Wisconsin artisan cheeses are sourced both locally and within Wisconsin.
 - Most dry goods are sourced locally or regionally and purchased in bulk. They are purchased through our local food cooperative or through a wholesale food vendor. This includes such items as flours, sugar, corn meal, nuts, beans and rice
2. All coffee purchased is locally roasted, organic and fair trade. A local coffee roaster buys coffee beans in bulk and roasts it here in Bayfield.
3. Reusable and durable products are purchased. This is especially evident in our kitchen. We use stainless steel and glass containers for all of our dry goods stored in the kitchen. We have eliminated the use of almost all plastic containers. For example, we store leftovers in glass containers rather than “Tupperware” type containers.
4. Recycled products are purchased. Examples include: glasses made from recycled wine bottles, carpeting made from recycled plastic soda bottles. Nancy also weaves rugs made from recycled blankets, clothing and other fabrics.
5. We choose suppliers that provide and take back reusable packaging materials. We purchase eggs from a local organic producer and return all the cartons after each order. We do the same thing with local fruit growers returning the fruit containers so they can be filled again.
6. Pinehurst Inn chooses service providers that are environmentally and socially responsible. Noteworthy examples:
 - Banking: We work with *Bremer Bank* for all of our business loans and financial accounts. Bremer Bank is own by a non-profit corporation that promotes social justice.

The Otto Bremer Foundation owns 92 percent of Bremer's holdings, and Bremer employees own the remaining eight percent. It's a unique ownership structure that empowers employees to think beyond financial services to the needs of their communities where they live and work. It fosters accountability, long-range vision, and innovation. And because company profits are distributed by the foundation in the form of charitable grants within the communities we serve, it builds on what is best for the mutual benefit of our clients, communities and employees. It also means that Bremer will never be acquired.

- Merchant services: We work with *Dharma Merchant Services*. Dharma Merchant Services is a merchant service provider, enabling businesses to accept non-cash payments such as credit and debit cards. They operate with a genuine respect for the people they serve and the planet we live on. Dharma Merchant Services is a certified green business, practicing sustainable business methods and enlisting the services of companies that share our values. As a socially-responsible business, Dharma Merchant Services donates 10% of gross profits from each customer to a charity that they choose.

They offer the most fair, cost-effective pricing available in the industry. Their stance on fees is that they do not charge a fee if there is no associated cost. By taking this stance, they do not charge many of the fees that have become standard on merchant accounts. This allows them to be competitive, to operate with full disclosure, and to offer a win-win partnership

SECTION I: LOCAL COMMUNITY BENEFITS

Why is this important? "Tourism has the potential to support community development, including providing jobs, educational and professional training opportunities, health care, and environmental stewardship. Economic sustainability is achieved, in part, when businesses actively contribute to the economic well being of the local communities where they operate without adversely affecting other aspects of local people's lives."*

Pinehurst Inn Actions:

1. Pinehurst employs 100% local people, who are paid at a wage level high than the local average for similar positions.
2. Local fish, meat, and produce are purchased when available. We work directly with local growers/producers on the farms/stores and/or at the local farmer's market. The products we purchase are list under Section H, 1 above.
3. Local crafts, products, and/or services are purchased for use within the business and/or available for sale to guests. Examples of items purchased locally includes:

- Food (listed in detail in Section h, 1 above)
 - All of the dishes we use in the Inn including plates, bowls, cups, pitchers and serving dishes are purchased from Eckel's Pottery in Bayfield, WI.
 - Artwork displayed in the Inn is purchase from local artists and/or local retailers.
 - All plants used in landscaping are purchased from local growers.
4. Literature promoting local businesses is provided. We provide links to area businesses on our webpage. It is also important to note that we are happy to refer people to other lodging facilities if we are completely booked on a given day. We try not to compete and encourage cooperative marketing and referrals.
 5. We are a member of the Bayfield Chamber & Visitor Bureau, Bayfield Regional Conservancy and Bayfield Heritage Association. We are also members of Wisconsin Bed and Breakfast Association, Travel Green and Sustainable Travel International.
 6. Business contributes to the community's well-being by supporting and participating in community activities. Community activities & organizations we support include:
 - Apostle Island Community Fund
 - Bayfield Regional Conservancy
 - The Alliance for Sustainability
 - Bayfield Recreation Center
 - Lake Superior Big Top Chautauqua
 7. Pinehurst Inn allows the use of the property or facility for community events. Non-profit organization can reserve the "Gathering Room" at no charge for meetings/events. We also sponsor community events at or facility. (See list above)
 8. Customers are provided with information about the products and services offered by the local community. Our room notebooks contain information about local businesses. A larger more comprehensive notebook that describes local services and businesses is available in each building.

PINEHURST TRAVEL GREEN CHECKLIST POINT TOTALS

Currently, Pinehurst Inn has the highest point total of any travel business in Wisconsin.

18 pts. - Section A: Communication & Education

18 pts. - Section B: Waste Reduction, Reuse, & Recycling

24 pts. - Section C: Energy Efficiency, Conservation, and Management

14 pts. - Section D: Water Conservation and Wastewater Management

10 pts. - Section E: Air Quality

19 pts. - Section F: Wildlife and Landscape Conservation and Management

7 pts. - Section G: Transportation

12 pts. - Section H: Purchasing

9 pts. - Section I: Local Community Benefits

131 – Total points

* Note: All quotes noted in each section are from the Travel Green Wisconsin Program.