



The George Washington University's Tourism for Tomorrow Student Organization and  
The Department of Tourism and Hospitality Management  
are pleased to invite you to:



## The 2006 Fall Colloquium

# *How Green Is "Green"?* Sustainability & Profitability in the Tourism and Hospitality Industry

Tuesday, November 28, 2006

6:00 – 9:00 p.m.

The George Washington University Main Campus

Marvin Center Grand Ballroom

801 21st St. NW, Washington, DC 20052

Please join us as we explore the rewards and challenges of “going green” in the tourism and hospitality industry. A panel of industry leaders from the tourism, hospitality and sports sectors will discuss and debate the issues as they share their opinions and experiences. Our distinguished panelists include:

**Bob Billington**, President, Blackstone Valley Tourism Council, Inc.

**Steve Samson**, Vice President of Rooms Operations, Marriott International

**Michelle White**, Corporate Manager of Environmental Affairs, Fairmont Hotel

Representative from D.C. Sports and Entertainment, TBA

### Topics include:

- What motivated your company to integrate “green” practices into its operations?
- What challenges has your business faced balancing sustainability and profitability?
- Was sustainability a factor in your initial decision to integrate “green” practices?
- What future trends do you see for “green business”?
- *And more!*

The panel discussion will be followed by a Q&A session and a cocktail reception.

**R.S.V.P. by November 21st at**

**[http://www.tstd296.net/helenfa06/2006\\_fall\\_colloquium.htm](http://www.tstd296.net/helenfa06/2006_fall_colloquium.htm)**

Contact [ljordan@gwu.edu](mailto:ljordan@gwu.edu) with questions. Professional attire requested.