




ASPEN SUSTAINABILITY ASSOCIATES

ASPEN  **SNOWMASS**[™]
ASPEN SKIING COMPANY

**ASPEN SKIING COMPANY IS WIDELY CONSIDERED
TO BE THE GREENEST RESORT IN THE SKI INDUSTRY,
AND IS A LEADING GREEN BUSINESS IN THE
BROADER CORPORATE WORLD. WE NOW OFFER
OUR EXPERTISE TO OTHER FIRMS THROUGH
ASPEN SUSTAINABILITY ASSOCIATES.
OUR GOAL IS TO ASSIST BUSINESSES IN ACHIEVING
SUCCESS AND AVOIDING PITFALLS ON THE ROAD
TO SUSTAINABILITY, AND HAVE FUN DOING IT!**



**ASPEN SKIING COMPANY IS ONE OF
THE TOP PURCHASERS
OF WIND POWER IN COLORADO.
HOW DID THAT HAPPEN?
HOW DO YOU SELL THE HARD TO
MEASURE BUT SUBSTANTIAL
BENEFITS OF RENEWABLE ENERGY?
WE CAN HELP.**

GREEN DESIGN ASSISTANCE

Aspen Skiing Company helped pioneer the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program, building one of the first ten certified green buildings in the U.S. We're currently working on a second LEED project at the Snowmass Club, which will be 63% more energy efficient than code requires. Aspen Skiing Company developed green building guidelines for its own projects, and can do the same for yours.

Eliminating regulation
Community relations
Lighting retrofits
Partnerships
Dispute resolution

Cultural change
Hazardous waste management
Training
ISO 14001
Building deconstruction

HONESTY, SINCERITY, AND RESULTS WITHOUT GREENWASHING

Many businesses want to improve their environmental performance, but fear being accused of greenwashing. Aspen Sustainability Associates doesn't believe firms should hesitate to take actions that are genuinely good. We help companies find the right actions, and spread the word appropriately and honestly.

OUTSOURCE!

It's hard to commit a full time position to environmental issues. But businesses can reap the benefits at a fraction of the cost by outsourcing their environmental programs. Aspen Sustainability Associates can help design, implement and manage green programs, and improve operations by working with management in a consulting role. Outsourcing can also enable partnerships with perceived adversaries, solving multiple problems at once.

CREATIVE PROBLEM SOLVING

Renewable energy is an important part of any green business. But it costs money, and there is no return on investment in the conventional sense. At ski resorts, however, small hydro-electric plants have a 5-year return on investment, and generate enormous amounts of energy relative to expensive solar panels. Aspen Skiing Company recently installed a 115KW system at Snowmass Mountain.



Aspen Skiing Company deconstructed and recycled the Sundeck Restaurant and the Snowmass Club, keeping 85% of the buildings out of the landfill and cutting disposal costs.

SERVICES OFFERED:

LEED certification
Sustainability reporting
Solid waste management
Greening business operations
Environmental management systems
Ski resort and hotel specific issues
Public relations
Energy efficiency
Green design
Renewable energy
Green business presentations
Management education



ENVIRONMENTAL AWARDS

Aspen Skiing Company has received more than 15 national and international awards, including the British Airways Tourism for Tomorrow Award, the Conference Board's BEST Practices Award, and recognition in Congress and *National Geographic Traveler*. Aspen Skiing Company's sustainability work has been covered by the *Jim Lehrer News Hour*, *Newsweek*, *Ski*, *E Magazine*, the *Washington Post*, *Environmental Building News*, *Tomorrow*, and many other journals.



Aspen Sustainability Associates director Auden Schendler has implemented numerous green business programs including one of the first ten LEED certified buildings; a microhydroelectric power plant; a company-wide switch to biodiesel; and comprehensive lighting retrofits. A LEED certified professional, Auden has presented internationally on sustainable business. His writing on the subject has

been published in *Harvard Business Review*, *The Journal of Industrial Ecology*, the *L.A. Times*, *Green@work*, and *Corporate Environmental Strategy*. Before joining Aspen Skiing Company, Auden was a research associate at Rocky Mountain Institute, where he managed an environmental audit of World Bank headquarters in Washington, D.C. and helped research the book *Natural Capitalism*.




(Top) The Snowmass Golf Clubhouse is heated and cooled by water-source heat pumps in a nearby pond, making the building 63% more energy efficient than conventional structures.



(Bottom) Running equipment on clean, renewable biodiesel cuts dangerous particulate emissions.

Contact: Auden Schendler
Aspen Sustainability Associates
PO Box 1248, Aspen, CO, 81612
970.923.8628
Aschendler@aspensnowmass.com
www.aspensnowmass.com/environment

 Printed on 100% recycled paper, made with 50% post-consumer waste, with soy based inks and processed chlorine-free.

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