

FOR IMMEDIATE RELEASE

CONTACT: Carolina Dursina at 608-588-2323

**THE USONIAN INN LLC
COMPLETES AH&LA GREEN GUIDELINES CHALLENGE FOR HOTELS**

*Hoteliers Challenged to Use Association Guidelines to Benchmark
Eco-friendly Operations and ROI*

Spring Green WI, 53588, February 12, 2010 — **THE USONIAN INN LLC** successfully completed the American Hotel & Lodging Association (AH&LA) [Green Guidelines Challenge](#), in which more than 200 hotels across the country tracked and, in many cases, improved their green business operations via [AH&LA's 11 Minimum Green Guidelines](#), released in November 2008 by the association's Green Task Force.

With the aid of a tracking tool provided by AH&LA, **THE USONIAN INN LLC** communicated its results via an online Green Guidelines Challenge survey, as well as shared the hotel's success stories and best practices. The challenge asked hotels to measure occupancy statistics, monetary and energy expenditures, and return on investment (ROI) from specific green practices, and **THE USONIAN INN LLC** excelled in the areas of environmental performances, towel and linen reuse program and replacing all toilets that flush 1.6 gal/use.

Based on existing environmental certification programs, including Green Seal, Green Globe, Green Key, and LEED, along with various state certification programs, the 11 Minimum Green Guidelines define ways to give hotel owners and operators opportunities to reduce operating costs and environmental impacts through reduced utility consumption, recycling programs, employee training, and supply chain management. The guidelines also allow hotels to improve their fiscal performance by tracking ROI against their general statistics.

THE USONIAN INN LLC received a certificate of completion in recognition of the hotel's efforts. The hotel is continuing to maximize its green efforts by examining the additional 58 guidelines AH&LA has put forth and integrating new policies and practices into our operations.

"By completing the challenge, **THE USONIAN INN LLC**, can be identified as an eco-friendly establishment, based on these important industry guidelines," said GENERAL MANAGER. "We're proud of our accomplishments and look forward to finding better ways to serve our guests – and the planet."

THE USONIAN INN LLC - Spring Green WI, 53588, February, 2010

Contact Carolina Dursina at 608-588-2323 or reservations@usonianinn.com

Serving the hospitality industry for nearly a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom-line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.