



BEGINNING IN JUNE 2010, The Willcox started its journey to implement a sustainability program and to seek certification from the South Carolina Green Hospitality Alliance. In just six months, The Willcox Hotel and The Restaurant at The Willcox were each awarded a Three Palmetto S.C. Green Hospitality Alliance certification, the highest rating offered by the group.

This book documents the steps The Willcox has taken to become more sustainable during the certification process and beyond. Our sustainability program is one of continuous improvement. As a team, we continue to seek out ways to reduce our impact on the environment and increase our use of sustainable resources. We do this because it's the right thing to do. It's healthier for our employees, and our guests, and better for the environment.

People have come to The Willcox for over a century to enjoy the highest level of service and the beauty of our surroundings. We are committed to preserving this rich legacy for generations to come.



ENVIRONMENTAL AWARENESS

GREEN TEAM

The “Green Team” at The Willcox plays an integral part in the development and implementation of our eco-friendly practices. These team members work together and oversee the execution of our environmental policies.

Our “Green Team” members are:

Shannon Ellis, *Owner*

Ed Defelice, *Executive Chef*

Tina McCarthy, *General Manager*

Matt Sayer, *Restaurant Manager*

Katherine Grantham, *Catering Sales Manager*

Joan Simpkins, *Head of Housekeeping*

Mickie DeFelice, *Operation’s Manager*

ENVIRONMENTAL POLICY

Our environmental policies, or sustainability statements, define our company’s mission, vision, and core values while pursuing our goals to minimize our environmental impact. We believe it is important to make the public, our suppliers and our guests aware of our corporate position and initiatives with regard to the environment. It is for this reason we display our Environmental Policies in frames in our Communication Gallery, in our guest directories and on our website.

Our environmental policies are also part of our new employee orientation and training program. Our policies are written in the electronic version of our handbook that is available for our employees to read whenever they wish on our employee assessable time system.

THE WILLCOX HOTEL



The Willcox Hotel is committed to minimizing our overall impact on the environment without sacrificing the comfort and enjoyment of our guests.

We strive to conserve water and energy, reduce greenhouse gas emissions, improve air quality, and minimize waste. We encourage and educate our employees and suppliers about the importance of environmentally respectful conduct and have an environmentally preferred purchasing policy in place. As part of the SC Green Hospitality Alliance, we report regularly on our progress in implementing these policies and achieving our environmental goals.

People have come to The Willcox for over a century to enjoy the highest level of service and the beauty of our surroundings. We are committed to preserving this rich legacy for generations to come.

THE RESTAURANT AT THE WILLCOX

The Restaurant at The Willcox is committed to seasonal cooking and procuring ingredients that are grown and harvested from sustainable and local food sources whenever possible. We are proud to be partners with the following sustainable suppliers; Yon Farms, Niman Ranch, Coleman's, North Coast Seafood and Keegan Fillion Farms



Executive Chef Ed Defelice takes great pride in making almost everything from scratch. The result is a menu that is free of processed and chemically preserved foods, and a kitchen that's virtually free of food being delivered using plastic containers.

The Restaurant disposes of waste conscientiously and creatively by making "reduce/reuse/recycle" our standard operating procedure. Our menu has been printed on 30% post consumer recycled fiber paper, take-away containers are created using 100% recycled product and our used cooking oil is collected and converted into biodiesel fuel.

The Restaurant at The Willcox is committed to reducing our environmental impact and increasing our use of sustainable resources, while providing the finest and freshest foods for our guests.

ENVIRONMENTALLY PREFERRED PURCHASING





Our environmentally preferred purchasing policy describes our goals and expectations when selecting and purchasing products and services. Our environmentally preferred purchasing policy is as follows:

ENVIRONMENTAL PREFERRED PURCHASING POLICY












The Willcox is committed to minimizing our environmental impact and increasing our use of sustainable resources. Purchasing preference is given to eco-friendly products and services when equivalent performance standards are met at reasonable prices. We strive to continuously search out and embrace new products, practices, and services that reduce our impact on the environment.

ECO-FRIENDLY PRODUCT & SERVICE PURCHASE EXAMPLES











Many of the products we purchase at The Willcox reduce our environmental impact because they have been recycled, remanufactured, or have minimal impact on the environment. With these products, we give purchasing preference to local vendors (within 100 miles). These products include:

-  Our in-room Guest Directories are now presented on iPads instead of large paper filled binders.
-  The Willcox marketing collateral is printed on post consumer recycled fiber paper.
 - Brochures, business cards, letterhead, envelopes, restaurant menus, wine lists, mini-bar menus, spa menus, in-room environment cards, in-room books, shoe shine cards, bath robe cards, and housekeeping cards.
-  Gift cards are printed on renewable bamboo cards and envelopes.
-  Compostable products, such as EarthChoice® take-away containers and Batdorf take-away coffee cups.
-  Remanufactured inkjet and toner cartridges
-  Refillable dispensers are used for public restroom soaps, cleaning products, salt,




pepper, vinegar and ketchup.

-  Staples EcoEasy office supplies, which are made with recycled, post-consumer content materials. These products include scissors, Staples brown kraft envelopes, Staples manila folders, Staples Stickies, Staples steno pads, Staples 100% recycled legal writing pads, and Avery duty binders.
-  PAYA Organics guest amenities, which are packaged in bottles made of recycled materials and made with certified organic ingredients.
-  Pro-Link, Inc. Ultra White products, such as bathroom hand towels.
-  Energy Star® energy-efficient washing machines and dryers
-  LED televisions
-  LED exit signs
-  LED Christmas lights
-  Property Management System through Skyware - Skyware supports the green initiative by providing the hotelier with web-based (or "SaaS") services that save a lot of extra energy by eliminating the use of onsite computer servers and network equipment. Studies show a 25 to 1 savings in electrical power consumption running Skyware versus running the same applications on premise.
-  Ultimate Bamboo Plank Flooring by Mats Inc. - No deforestation, bamboo is a grass and can be harvested every six years. It is a rapidly renewable resource and a low emitting material.
-  Phyto Hair Care - PHYTO continues to explore the world in search of the finest ingredients. Overall, our formulas contain over 500 active botanical ingredients and are 95% botanical. Our scientists extract the most active molecules found in the root, flower, bud, fruit, resin, or seeds. The manufacturing secret lies in the various extraction methods used, such as decoction or maceration. Also, PHYTO's highly concentrated formulas are housed in recyclable aluminum and glass for their non-porous properties which help minimize the use of preservatives. **THE RESULT:** Formulas that are highly concentrated in active botanical ingredients, with minimal to no water added, and no parabens*, formaldehyde, petrochemicals, synthetic dyes and alcohol, or silicones
-  Subtil Hair Color - Subtil hair color was introduced into the US professional market in 2010. Subtil's permanent hair color range has 12 shades (there are a lots of semi-permanent colors as well) that contain 15% to 81% natural pigments extracted from a range of tinctorial plants, including Indian and Brazilian wood, madder, broom, and calliopsis. Subtil is free from phenylenediamine (PPD) and resorcin, while offering full coverage for gray and white hair. The key ingredient is Epaline,

which uses pigments, low concentrations of ammonia and vitamin E.

-  Converting to a Salt Water Pool - Saltwater pools are a green option to chemically produced chlorine. A salt water chlorinator almost totally does away with potentially hazardous, toxic chemicals and the problems associated with storing them. A saline (salt) chlorination system has numerous benefits. Safety, bather comfort and enjoyment, no red, irritated eyes or itchy, dry skin. Instead you get a natural, silky soft water that is better for your body, clothes, environment and makes for a much more luxurious and pleasant swimming experience.
-  Starbucks Coffee - The cornerstone of Starbucks approach is Coffee and Farmer Equity (C.A.F.E.) Practices, one of the coffee industry's first set of sustainability standards, verified by third-party experts. Developed in collaboration with Conservation International (CI), C.A.F.E. Practices has helped Starbucks create a long-term supply of high-quality coffee and positively impact the lives and livelihoods of coffee farmers and their communities.
-  Tea Forte - Organic and Fair Trade Certified Product directly supports a better life for farming families through fair prices, direct trade, community development, and environmental stewardship.
-  Bottled water used for in-room refreshments is Open Water. Their water is packaged in sustainable, plastic-free cans and the company donates 1% of each sale to ocean clean-up efforts.
-  Hoover Upright Vacuum - American Hotel Registry 'Living Green' product.
-  GREENSORB - Eco-friendly, Multi-purpose absorbent cleaner. GreenSorb turns liquids to dry solid waste and is reusable. Allows cleaning with less water and liquid cleaners.
-  GOJO - Green certified lotion hand cleaner. This hand cleaner meets the Green Seal and EcoLogo environmental standards for institutional hand cleaners.
-  PRO-LINK Green Ultra White C-Fold Towel - C-Fold paper towels used in our public bathrooms are 100% recycled and exceed EPA guidelines with up to 43% post consumer waste. This is a Green Seal certified product.
-  Dewdrop Designs Canvas Travel Tote - Made from sturdy canvas and recycled leather, our canvas travel totes are not only stylishly utilitarian, but easily collapsible and packable—perfect for your next vacation to your favorite European city (and beyond).
-  Earth Friendly Furniture Polish - These products are made with 100% sustainable, plant based ingredients. Earth Friendly furniture polish is free of petrochemicals, phosphates dyes, synthetic perfumes, and harsh chemicals. 100% biodegradable,

grey water and septic system safe and non-caustic.

-  American Hotel Registry - supports environmental responsibility of the hospitality industry by educating customers about environmental issues, developing and sourcing environmentally preferred products and making their corporate headquarters and regional distribution centers more environmentally efficient.
-  The Haskins Company - is committed to assisting their clients in developing a certifiable sustainability program that is cost competitive, environmentally friendly and socially responsible. Haskins Company achieves this through their in-house processes as well as through the products and services they bring to their customers and community. Haskins Company's sustainability commitment is integrated into their business strategy and decision making processes
-  We use the MondoVap 2400 Vapor Steam cleaner and disinfectant in all areas of the hotel and as our green alternative for guests who prefer chemical free cleaning and disinfecting.

SUPPLIERS CHANGING BEHAVIORS

After sharing our environmental mission and goals with our suppliers, a number chose to take more responsibility for the products and services they sell by delivering products in returnable containers and/or allowing us to return to them the packaging their goods had been delivered in:

- ⇒ Augusta Linen delivers clean linens in large rolling containers. We unload the containers and the same containers are used to put dirty linens in that Augusta Linen takes back to their shop, loads with clean linens and back and forth we go – without wasteful delivery containers.
- ⇒ Inland Seafood: After delivering fish, Inland Seafood takes back the cardboard boxes their product was delivered in.
- ⇒ Harvards takes its cardboard boxes back after delivery and unloading. Additionally, Harvards picks up the empty glass bottles their spirits were delivered in.
- ⇒ Southern Wine & Spirits takes back the cardboard boxes their product was delivered in.

WASTE REDUCTION & RECYCLING

We conducted a waste assessment to determine our main sources of waste to discover more costeffective, eco-friendly ways to reduce and manage it. With “reduce/reuse/recycle” as our standard operating procedure, we are able to maintain a solid waste percentage of less than 20 percent (excluding food scraps). We are working together as a team to lower solid waste levels even further.

RECYCLING PROGRAM

Our current recycling program includes the City of Aiken, who recycles our paper, glass, and plastic, and The Willcox's internal recycling service, which handles cardboard and metal. We also recycle computers, televisions, batteries, and other electronics when they can no longer be used in our facility.

The Restaurant at The Willcox is involved in a very interesting recycling initiative; the used cooking oil from the kitchen is sent to Valley Proteins, a South Carolina based fuel conversion company, where it is recycled and converted into biodiesel fuel.

From our avid recycling practices, The Willcox has also been recently admitted as a member of the Smart Business Recycling Program, sponsored by the South Carolina Department of Health and Environmental Control (SCDHEC).

WASTE MANAGEMENT PRACTICES

The Willcox takes many simple, yet important steps to decrease our environmental impact through waste management and recycling. A list of waste management methods we use can be seen below:

- 🌱 We use the blank side of used paper to print on or take messages.
- 🌱 We reduce unwanted mail.
- 🌱 Our amenities are provided in refillable dispensers.
- 🌱 We use e-mail and voice mail to lessen printing.
- 🌱 Our memos are centrally posted.
- 🌱 Our copiers and printers are programmed to print double-sided copies whenever possible.
- 🌱 We offer reduced prices for smaller meal portions.
- 🌱 Our restaurant has virtually eliminated the need for products delivered in plastic containers because almost everything is made from scratch.
- 🌱 We have eliminated the use of Styrofoam packaging, including to-go orders.
- 🌱 We use reusable cups, glasses, plates, utensils and napkins, except with to-go orders.
- 🌱 We use compostable to-go packaging.
- 🌱 We reuse trays for dining services.
- 🌱 The newspapers we receive are centralized in our Lobby and are shared by our guests. Newspapers are delivered to rooms by request only.

- Our recycling bins are located throughout the facility in the front offices, back offices, break rooms, server stations, kitchen, and banquet areas. We keep these clearly marked and visible, which encourages our staff to recycle.
- We provide recycling bins at off-site catering events.
- Our table linens are laundered and reused. Our linen service, Augusta Linen, recycles our table linens when they become worn out.
- Our unwanted furniture and appliances are repaired or donated.
- Our used amenities, such as in-room bath and body products are recycled when empty. When product is left in container, these used amenities are donated to local charities.
- Our bed linens, towels, washcloths, and bathrobes are donated to local charities when they begin to look tired and are no longer of use to us.
- Our unused paint is recycled or donated.
- We use rechargeable batteries and power tools.
- We recycle all used coffee grounds to be used as compost.
- Our kitchen utilizes a paperless ordering system.

EDUCATIONAL MATERIAL

We display educational material throughout the hotel to promote waste management and recycling to our staff members. Examples can be seen below:



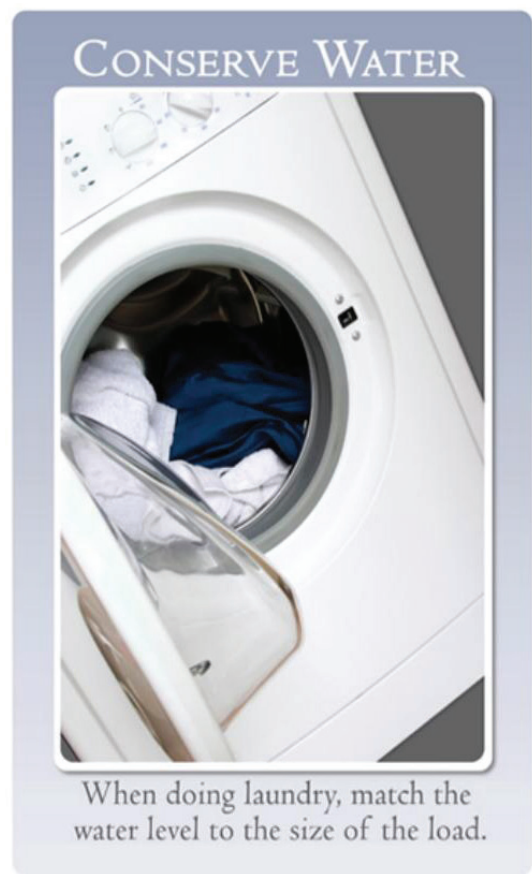
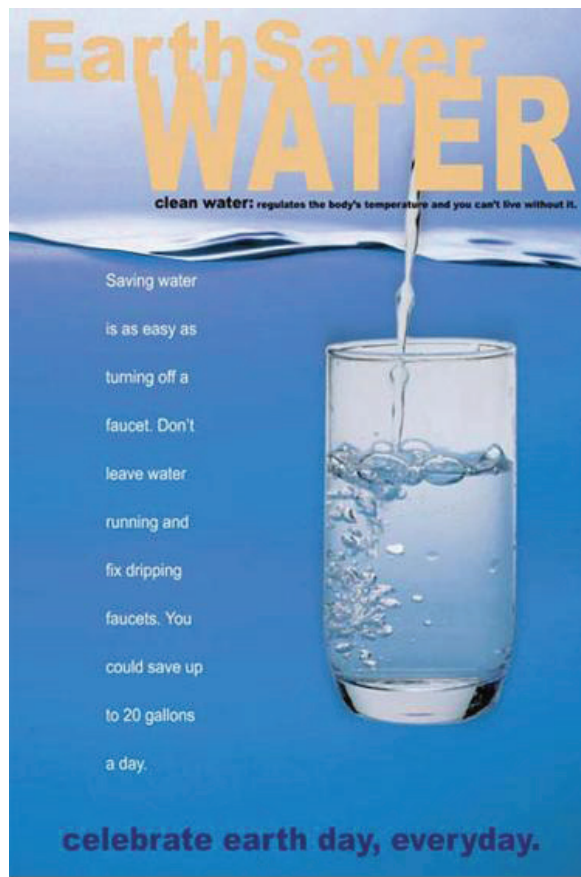
WATER EFFICIENCY

WATER SAVING PRACTICES

In an effort to save water and energy, our practice is to refresh bed linens every other day of your stay, and to change only towels that are left on the floor or in the tub. To make other arrangements, please call Guest Services at ext. 4522.

EDUCATIONAL MATERIALS

We also provide educational material to promote water conservation and efficiency to our guests and staff. Here are some examples:



IN-ROOM ENVIRONMENT CARDS

REFRESHING SOLUTIONS FOR A SUSTAINABLE PLANET

Join us and your fellow guests in conservation efforts at The Willcox and beyond, as together we make smart environmental choices.

BED LINENS & TOWELS

In an effort to save water and energy, our practice is to refresh bed linens every other day of your stay, and to change only towels that are left on the floor or in the tub. To make other arrangements, please call Guest Services at ext. 4522.

GUEST AMENITIES

We provide PAYA amenities to our guests. PAYA is made with certified organic ingredients and packaged in bottles made of recycled materials.

CONSERVING ENERGY

The Willcox has significantly reduced our use of electricity by installing LED and other high efficiency light bulbs. Please help us in our conservation efforts by turning off lights and televisions, and adjusting cooling and heating before leaving your room.

CALL GUEST SERVICES

By Dialing Ext. 4522
if you'd like to recycle and
we will bring a separate bag to you!

ENERGY EFFICIENCY

ENERGY SAVING PRACTICES

The Willcox also takes the following in-house energy saving measures:

- ⚙ We activated the power-saving features on our office equipment
- ⚙ We turn off computers (not used for bookings) and other electronics when not in use
- ⚙ We refrain from using hot water in washing machines when it is not required for sanitation purposes
- ⚙ Our lighting fixtures are cleaned regularly
- ⚙ Our EXIT sign lighting was converted to LED lighting
- ⚙ We turn off the exhaust hood when the stove(s) is not in operation
- ⚙ We use natural light in place of artificial lighting when possible
- ⚙ We use temperate management systems throughout the facility
- ⚙ Our heat zones are segregated
- ⚙ We keep draperies and shades closed in unoccupied rooms during warm months
- ⚙ We have had the entire hotel re-caulked and painted to ensure maximum energy efficiency
- ⚙ We replaced the front doors
- ⚙ We installed LED and other higher efficiency light bulbs

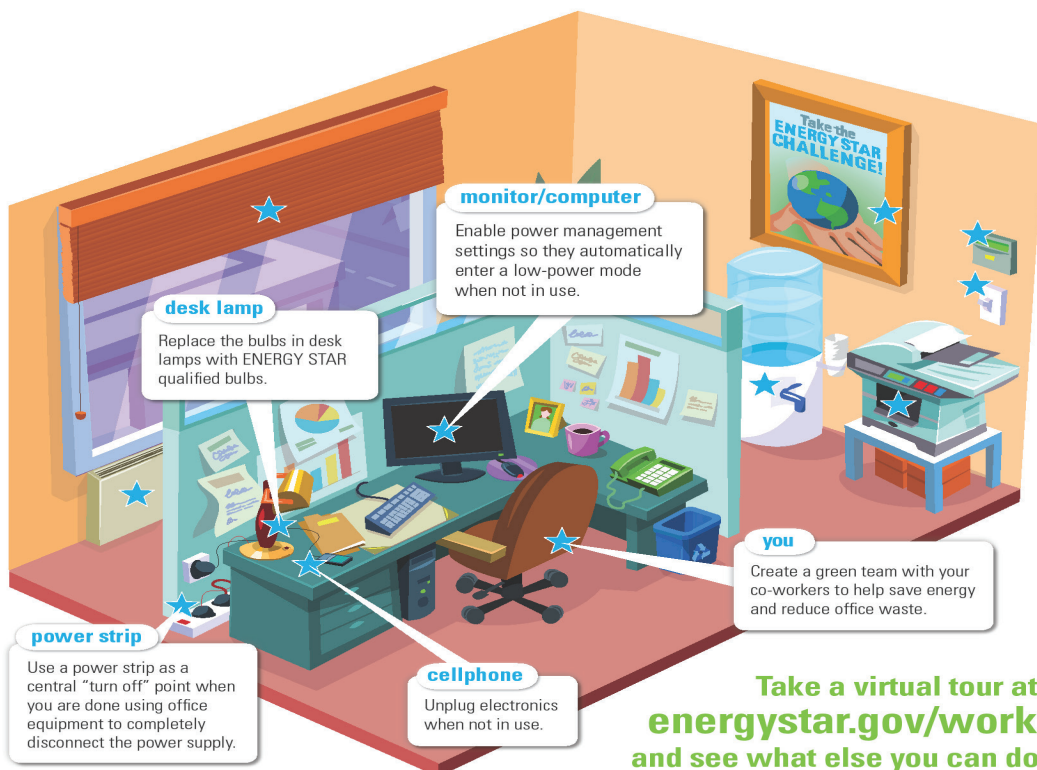
ENERGY AUDIT

In November 2010, we had an energy audit done by Energy Ace, one of the East Coasts top sustainability and energy consulting firms. In the 23 page report, Energy Ace reviewed our current energy usage and made energy conserving suggestions accompanied by a rate of return calculation. We are currently reviewing the suggestions and analyzing the investments necessary to become even more energy efficient.

In August of 2017, we had another Energy Audit done by the South Carolina Office of Regulatory Staff – Energy Office. The 22-page report was intended to evaluate our progress and reevaluate suggestions based on more recent technology and markets. Many investments were made and are included in this binder.



The small steps you take at work to save energy can make a big difference in the fight against global warming.



Take a virtual tour at
energystar.gov/work
and see what else you can do.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.

 Office of Air and Radiation • For more information www.energystar.gov or call 1.888.STAR.YES (1.888.782.7937) • (R2022) EPA 430-H-08-002 • December 2008 • Recycled/Recyclable – Printed with Vegetable Oil Based Inks on Recycled Paper (Minimum 50% Post-consumer Content)

EDUCATIONAL MATERIAL

We also provide educational material to promote energy efficiency with our employees. To follow are some examples:

AIR QUALITY IMPROVED AIR QUALITY PRACTICES

At the Willcox, we employ several practices to improve air quality not only within the facility, but also in the outside environment. Air quality can have a significant impact on the health of our guests and the energy efficiency of our equipment.

Within the facility, we improve air quality using the following methods:

- ✈ Medical grade HEPA H13 air purifiers are used throughout the hotel
- ✈ REME HALO has been installed in the HVAC systems of all public areas. The HALO-LED is the industry's first LED in-duct, whole building air purification system that is both mercury free and zero ozone compliant. The HALO-LED proactively treats every cubic inch of air conditioned space, reducing airborne and surface contaminants.
- ✈ Our facility is 100 percent smoke free
- ✈ Our air-handler units and coils are serviced semi-annually
- ✈ We install ODS-free fire extinguishers in place of halon-containing fire extinguishers
- ✈ Outside of the facility, we try to minimize our environmental impact by improving air quality in the following ways:
 - ✈ We have implemented an anti-idling policy for the facility
 - ✈ We promote a carpooling program to our employees
 - ✈ We have telecommuting or alternate-work schedules available to our employees
 - ✈ We provide bikes free of charge to hotel guests

GREENHOUSE GAS EMISSIONS

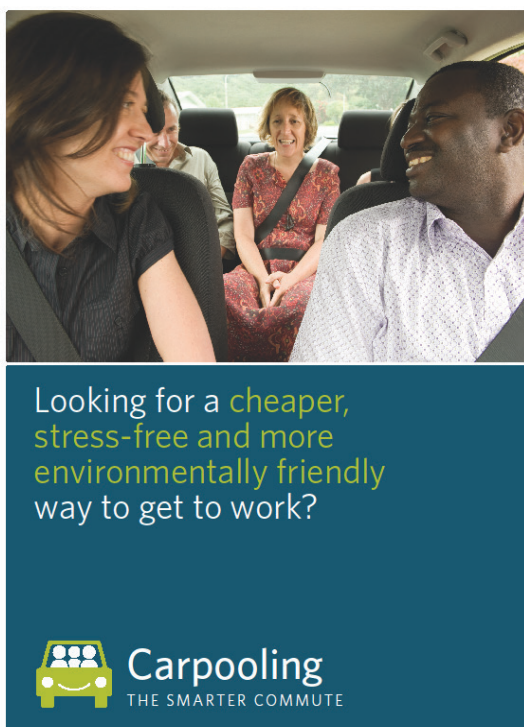
There is a growing concern about Greenhouse Gas (GHG) emissions across the globe. While many GHG emissions are naturally occurring in the environment, some human and industrial activities create additional GHG emissions, which essentially trap heat within the Earth's atmosphere and lead to global climate change.

In an effort to better understand and ultimately reduce our GHG emissions as a company, we measured our GHG emissions using a GHG emissions calculator provided by the Environmental Protection Agency website, www.epa.gov. From the GHG emissions measurement, we estimate that we release 603 metric tons of carbon dioxide (CO₂) or CO₂ equivalent on an annual basis.

According to the Environmental Protection Agency, upscale hotels typically release roughly 33.38 kg of CO₂ per room, per day. Depending on the size of the hotel and the number of rooms available, these emissions can vary annually. In comparison to other hotels, both The Willcox and The Restaurant at The Willcox are doing an excellent job in reducing our carbon footprints.

EDUCATIONAL MATERIAL

We also provide educational material to promote better air quality. Some illustrated examples are included on the following pages:



For further information, visit www.nzta.govt.nz or contact your company's carpool coordinator.



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GREEN CLEANING

ENVIRONMENTALLY PREFERRED CLEANING PARTNERSHIPS

We conduct green cleaning assessments annually and as new products come on the market. The majority of the cleaning products used within The Willcox meet or exceed the Green Seal standard. The most innovative of the cleaning products used is the MondoVap 2400 Vapor Steam cleaner and disinfectant that can be used to clean and disinfect almost all surfaces. UV light, HEPA H13 air purifiers and HALO-LED HVAC filters are also used daily to enhance cleaning and sanitation needs.

The safety and well-being of our team and guests is our number one priority when choosing cleaning and sanitation products and procedures.

GREEN CLEANING PRACTICES

To ensure the well-being of our guests, our housekeeping staff, and the surrounding environment, we have implemented the following in our “green” cleaning program:

- ♥ Our housekeeping staff participates in green cleaning training twice per calendar year by our cleaning products manufacturers or distributors.
- ♥ Excluding disinfectants, all of our cleaning and laundry products are Health Hazard 1 or less.
- ♥ We predominately display Materials Safety Data Sheets (MSDS) in multiple appropriate languages.
- ♥ We use dilution systems instead of ready-to-use products.
- ♥ We only flush our toilets once during the cleaning process.
- ♥ The laundry detergent we use does not contain phosphates, is non-toxic, are biodegradable and at least 2X concentrated.
- ♥ The general-purpose cleaners we use, including those for glass, carpet, floors and hard surfaces, are less than 10 percent VOCs by weight, do not contain phosphates, are non-toxic and biodegradable.
- ♥ Automatic dish-washing detergents do not contain Nitrilotri Acetic Acid (NTA), Ethylene Diamine Tetra Acetic Acid (EDTA) or chlorine bleach and are biodegradable.
- ♥ Mops made by Pro-Link, Inc. are designed to be more ergonomically comfortable for our staff and decrease the risk of cross contamination.

GREEN MEETINGS AND CATERING

GREEN MEETINGS & CATERING PRACTICES

At The Willcox, we carry our “green” philosophy into our meetings and catered events. When hosting meetings and catering events, we utilize the following practices to benefit the environment:

- ✦ We only serve food and beverages with reusable dishes, cutlery and glasses/mugs.
- ✦ We use water stations instead of plastic water bottles.
- ✦ We are a member of the South Carolina Fresh on the Menu program and thus a minimum of 25% of the food we provide our guests is locally grown.
- ✦ We provide boxed lunches in compostable containers.
- ✦ We provide notepads for meeting guests by request only.
- ✦ We use cloth napkins in place of paper napkins.
- ✦ Our recycling containers are readily available to meeting participants.
- ✦ We will provide recycling containers at events we cater off-site.

SUSTAINABLE FOOD

SUSTAINABLE FOOD PRACTICES

The Restaurant at The Willcox is committed to seasonal cooking and procuring ingredients that are grown and harvested from sustainable and local food sources whenever possible. Executive Chef Ed Defelice takes great pride in making almost everything from scratch. The result is a menu that is free of processed and chemically preserved foods and a kitchen that's virtually free of food being delivered using plastic containers.

To follow are examples of The Restaurant at The Willcox's sustainable food practices:

- 🍷 We are members of the SC Fresh on the Menu program, which means that a minimum of 25% of the food prepared by our chef is locally grown.
- 🍷 We change our menu quarterly based on the seasonal availability of ingredients.
- 🍷 We only purchase seafood from the Best Choices list from the "Monterey Bay Aquarium Seafood Watch: Southeast Sustainable Seafood Guide".
- 🍷 There are no added hormones or antibiotics in at least 75% of the food and beverage we serve.
- 🍷 We serve pasture raised Certified Angus Beef, Niman Ranches naturally farmed pork, Coleman's organic chicken, and sustainably farmed fish from the Hawaiian Fish Company.