Successful Environmentally Friendly Business Models

Tedd Saunders

"The Bottom Line of Green Is Black: Greening The World's Largest Industry"

7 p.m.
Tuesday, September 28th
University of Colorado at Boulder: UMC 235

Tedd Saunders is the author of "**The Bottom Line of Green is Black**" and credited as the creator of luxury urban ecotourism in the 1980's, implementing the hospitality industry's most acclaimed environmental management models. He has shown repeatedly how a sustainable model increases operational efficiencies, improves employee moral, and adds to the economic bottom line. His company, EcoLogical Solutions, advises business clients worldwide and includes: The White House Conference on Tourism, Harvard University, Taj Hotels of India, Four Seasons Place, and US AID among others business leaders around the world. Join us as Mr. Saunders shares his experience and insight into why his approach has been so successful in the hotel industry and how it's principals and lessons are important to any business venture looking for a competitive advantage as well as a sustainable future.

Students @$5.00 Non-Students @ $10.00
Tickets available at the door

This program is a pre-conference presentation of the Sustainable Tourism Track at the *Sustainable Resources 2004 Conference*: a meeting of experts from around the world sharing ideas and experience on facilitating partnerships and finding practical hands-on solutions to world poverty.

www.SustainableResources.org

To find out more about the tourism track select 'Program,' and then 'Tracks'.
Or directly to :
http://www.sustainableresources.org/sr2004/program_tracks_ecotourism.html