



## Virginia Green Profile

# Virginia Welcome Center at New Church

The Virginia Welcome Center at New Church provides many customer services to their visitors, including rest room facilities, promotions for Virginia businesses (including their brochures, demos and blitzes), picnic facilities and Virginia hospitality to welcome and assist all visitors to the Commonwealth. As the frontline for Virginia Tourism, they encourage visitors to stay in Virginia and spend more money in Virginia. They recognize that in our society there is too much waste and less recognition of the true importance and value of protecting the environment. They hope to do their part to make needed changes and also hope to increase awareness in their region of "Go Green," encouraging others to participate.



## GREEN ACTIVITIES

**Waste Reduction.** This facility pledges that they:

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand dryers
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make double-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Minimize the use of pesticides and herbicides

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- Minimization of Disposables.** This facility pledges that they:
- Use disposable containers made from recycled content paper and that are recyclable

- Water Conservation.** This facility pledges that they:
- Track overall water usage and wastewater
  - Perform preventative maintenance to stop drips and leaks
  - Use water-flow metering to discover leaks and areas of high use

- Energy Conservation.** This facility pledges that they:
- Have high efficiency heating & air conditioning (HVAC) systems
  - Perform preventative maintenance on HVAC system
  - Have individual thermostats for each room/area
  - Use natural lighting
  - Have thermal-rated windows and insulation
  - Use directional (downward-facing) lighting in parking areas and other outdoor areas

- Support Virginia Green.** Pledge to promote the efforts of Virginia Green to clients, members and staff and encourage them to join or do business with Virginia Green participants. This facility pledges that they:
- Display brochures and promote Virginia Green businesses in their region

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For more information on the Virginia Welcome Center at New Church, see [www.vatc.org](http://www.vatc.org) or contact Cherron Davis at [cdavis@virginia.org](mailto:cdavis@virginia.org) or (757) 824-5000.

For more information on the **Virginia Green** program, see [www.deq.state.va.us/p2/virginiagreen/homepage.html](http://www.deq.state.va.us/p2/virginiagreen/homepage.html) or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

