



VMI Center for Leadership & Ethics

At Marshall Hall Lexington, Virginia



Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green** has established “core activities” specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their “green” activities. These are the activities that guests / customers can expect to find when they visit this facility.

VMI Center for Leadership

“A premier conferencing facility, the VMI Center for Leadership and Ethics at Marshall Hall has the mission of advancing the understanding, practice, and integration of leadership and character development at the Institute, and sharing the insights gleaned from VMI’s programs with a broader national audience.”



Green Statement: “We strongly endorse the ethics and principles contained in Executive Order 82, and by implementing these practices seek to be in full compliance.”

CORE ACTIVITIES for Conference Centers

“☑” This symbol indicates a required activity for Virginia Green Conference Centers. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **VMI Center for Leadership** can expect the following practices:

- ☑ **Recycling and Waste Reduction.** All conference centers must provide for recycling at their events. Aluminum can and plastic bottle recycling are a must. Recycling of steel cans, cardboard, office paper, and composting of waste foods are encouraged as well. This facility pledges that they:
 - Recycle: aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, batteries, electronic equipment, scrap metal
 - Provide clearly marked recycling cans in rooms and recycling station in lobby
 - Track overall waste bills
 - Have numeric goal to reduce overall materials that go to the landfill
kitchen (or meetings/events)
 - Have an effective food inventory control to minimize waste
dining room (or meetings/events)
 - Use reusable dishware and glassware & minimize use of disposables

- Use screen-based ordering systems
- restrooms
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper-towels and toilet paper
- office/purchasing
- Use a last-in/first-out inventory & effective labeling systems
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies / printed materials
- Use electronic correspondence and forms
- building and grounds
- Purchase durable equipment and furniture
- Purchase low-VOC carpets and fabrics
- Use latex paints that are low-VOC
- Re-use paint thinners
- Properly recycle and/or disposal of thinners and solvents (required by EPA-RCRA)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials

Styrofoam elimination and reduction of disposables. Virginia Green Conference centers are encouraged to eliminate or minimize the use of Styrofoam-based products and to use alternative disposables that are made of natural products and/or are bio-degradable. This facility pledges that they:

- Use disposable containers that are:
 - Made from recycled content paper
 - Compostable
 - Recyclable

Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - high efficiency dishwashers
 - low flow restrictors on faucets and showerheads
 - low flow toilets
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan which utilize drought tolerant species
- Have an effective stormwater management plan including: minimization of impervious areas (paving, concrete, etc)
- Maintain vegetative buffers around streams and ponds

Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an "energy management system" in place to track and meter energy usage
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting

- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Used LEED criteria when developing new buildings
- Use fuel efficient vehicles or hybrid vehicles

Green Events Package. Virginia Green conference centers must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of “green meetings/conferences” in marketing packages.
- Applies its “Green Events Package” to all programs and activities associated with the Center for Leadership and Ethics, and strongly urges all outside groups to use this option.
- Employ the following Green Activities: (1) Electronic confirmation, proposal, contracting, and invoicing; (2) the use of energy efficient lighting and CFL bulbs wherever possible; (3) interior and exterior lights controlled by photocell and programmable timers; (4) energy efficient and electronically-controlled heating and air conditioning; (5) housekeeping staff trained to recycle all recyclable materials from conferences and Center activities; (6) Information provided to all Center users and guests explaining what materials are collected and recycled; (7) clearly marked and easily accessible recycling areas; (8) meals served with reusable dishes, flatware and cloth napkins whenever possible; (9) when disposable items are necessary, all items are recyclable, bio-degradable, and/or contain recycled content; (10) when cloth napkins are not an option, only non-bleached paper napkins are used; (11) boxed lunches are strongly discouraged.

For more information on **VMI Center for Leadership & Ethics**, see www.vmi.edu/cle or contact **Brigadier General Charles Brower** at browerfcf@vmi.edu or **540-464-7361**.

For more information on the *Virginia Green* program, see www.deq.virginia.gov/p2/virginiagreen/homepage.html or go to www.virginiagreentravel.org.



Virginia Green is the Commonwealth’s campaign to encourage 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.

