

The Greenletter

ASC's Monthly Environmental Newsletter since 1998

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Get Your GREENTRACK On!



It's time to show some ASC hospitality to our GREENTRACK auditor, Chris Ridley-Thomas. From October 17 to 19th Chris will be interviewing staff throughout the company to ascertain the effectiveness of our environmental management system. He will pay special attention to hotel operations (he is staying at the Nell), efforts to conserve energy, and construction management practices. So if you see or talk to a British chap late next week, take some time to practice your greet and engage techniques.

Environment Foundation: Give and Get Some



Environment Foundation
founded by employees of Aspen Skiing Company

New SWAG awaits you when you pick up your season

pass. Ultra-cool brown Save Snow organic cotton Ts and canvas grocery totes are yours when you join the foundation for the first time (\$2 per paycheck) or increase your contribution. Over the past 10 years the foundation has donated over \$1 million to 220 projects that protect the environment of the Roaring Fork Valley. Projects funded include rehabbing the Ute trail in Aspen, advocating for the expansion of wilderness areas in the White River National Forest, and teaching children about renewable energy.

NOTE: You can also email ef@aspensnowmass.com, including your name, department, employee # and the amount you would like to contribute from each paycheck. State your shirt size or preference for a tote and we will get you one.

Saving Snow: Aspen Style



Saving snow is not a passing fad. With the release of a series of 3 ads our marketing department, **Steve Metcalf** and **Rachel Bower** specifically, took this campaign to 11. The ads feature Chris Davenport, Gretchen Bleiler and Peter Olenick discussing the importance of taking action to

decrease climate change impacts. The ads encourage readers to get educated by visiting our Save Snow website, www.savesnow.org (a shout out to **Leisa Cashman** for her help with this). Ads will run in Powder, Ski, Outside, Freeskier, Snowboarder and TransWorld Snowboarding.

But wait there is more...rather than distribute 40,000 loyalty journals to our best guests, the marketing department is sending a compact fluorescent light bulb to each of these households. The packaging features Save Snow messaging and information about the impact of changing light bulbs from energy hogging incandescents to high efficiency compact flourescents. Thanks to **Rachel Bower** for making this happen.

If every household in Colorado installed just one CFL it would be like removing 22,462 cars from the road for a year.

Corn: Its Not Just for Cereal



What's the deal with those corn cups anyway? If they are placed in the recycling do they contaminate the waste stream meaning all of that recycling goes in the garbage? If they go into the food waste bin won't they be around for eons? These are the questions we are asked frequently.

ASC restaurants will once again feature corn-based cold cups advertising the Aspen Recreation Center. The cups are compostable but since we don't compost food waste the cups go in the garbage. Without composting these cups will take many years to degrade...but at least they are not made from oil. When these cups do end up in the recycling with other plastics they do not contaminate the waste stream.

Drying Your Hands Has Never Been So Much Fun

Each year the Sundeck uses 120 rolls of paper; unrolled this paper stretches almost 8 miles – that's equivalent to riding the gondola and skiing down twice while unrolling paper power the whole time. Next time you're at the Sundeck, check out the hand dryers in the bathrooms. These babies are sweet! The Mitsubishi Jet Towel will dry your hands in six seconds. It is one of the most advanced dryers on the planet, reducing paper use while saving energy. We are testing these this season, let us know what you think.