



THE NATIONAL CONFERENCE CENTER™

PRESS RELEASE

For immediate release, please

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The National Conference Center featured in:

Greening Food and Beverage Services

A Green Seal Guide to Transforming the Industry

(Leesburg, Va) July 2011 - *Greening Food and Beverage Services: A Green Seal Guide to Transforming the Industry* was released at the National Restaurant Association Expo in May. The book was created with the intention of informing and facilitating improved environmental performance at all types of food service businesses.

The first chapter in the book includes the case study **Environmental Impacts Can Be Reduced:** *Greening The National Conference Center* written by Sarah Vining, Marketing Manager at The National Conference Center in Leesburg, VA.

The National Conference Center's corporate social responsibility is to minimize their environmental impact. The case study presents an overview of how the facility, which features 265,000 square feet of meeting space, 250 meeting rooms and 917 guest rooms, has continued to develop sustainability programs. This includes a look at ongoing green initiatives as well as new and future programs aimed at minimizing their environmental impact.

NCC utilizes a large amount of water and energy in addition to generating an excess of waste products. In the early 90's, the facility began advocating for sustainable practices on the property by recycling waste products and turning off computers and lights. Employees began looking for new ways to be green. This led to the National Conference Center's environmental conservation plan, which is comprised of four general areas: resource management, housekeeping, food and beverage, and facilities.

Some successful programs include converting all print materials into online brochures to reduce paper consumption and utilizing sustainable office materials, such as paper composed of 30% post consumer content, and printers and copiers equipped with recycled cartridges and ribbons.

The conference center recycled the older appliances in their single stream recycling system which recycles glass, plastic, aluminum, metal, wood, cardboard, and paper. In 2009, the conference center recycled a total of 85 tons, with a diversion rate of 19% for recycled material and a 27% improvement over the prior year.

The National Conference Center has expanded its Farm-to-Table initiative by purchasing from local vendors within 150 miles. They also purchase from local bakeries, breweries, and vineyards. The property now features a 200 square-foot herb garden and participates in the Monterey Bay Seafood Watch Program which and incorporates sustainable seafood into the dining room menus.

For a complete list of the green meetings initiatives at The National Conference Center, visit: <http://conferencecenter.com/green-meetings.cfm>

The Case Study from The National Conference Center is attached.

High-resolution images are available.

Other chapters in the book include:

Food

The Destructive Impact of Food on the Planet and Why It Matters

Food Waste Management

Pre- and Post-Consumer Food Waste

Solid Waste Management

Why Waste Matters

Waste Tracking: The Waste Audit

Energy and Water Conservation

Energy Use and the Environment

Water Use and the Environment

Building Operation and Construction

Building Operation and Maintenance

Making Greening Happen

Establish a Greening Plan

Tracking and Reporting

To learn more about how to order a copy of the book, please email:
marketing@greenseal.org.

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The National Conference Center, located in Northern Virginia 12 miles from Dulles International Airport and 35 miles from Washington, D.C., is one of the largest and most comprehensive conference centers in the nation. With 917 guest rooms and over 250,000 square feet of meeting space, The National Conference Center has become a hub for productive meetings and is on the GSA schedule. NCC is also home to West Belmont Place, Northern Virginia's largest ballroom with 16,500 square feet for holding an elegant wedding or accommodating a large trade show or special event. For information call 800-640-2684 or visit www.conferencecenter.com, or www.westbelmontplace.com.

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