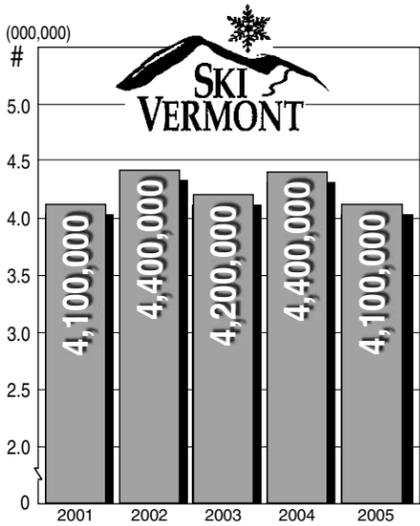


VERMONT SKIER / RIDER VISITS



RUTLAND BUSINESS JOURNAL CHART
Source: Ski Vermont

Business Profile

Good Point Recycling Sees Gold In Trashed Electronics

BY CAROLYN HALEY

Each generation of technology comes with its own disposal challenges, creating a problem for users until someone sees a business opportunity in finding a solution. In the case of electronic appliances such as computers and televisions, Robin Ingenthron created that solution for Vermont through Good Point Recycling, based in Middlebury.

Ingenthron, a former director of the Recycling Program at the Massachusetts Department of Environmental Protection (DEP), bought a truck upon moving to Vermont and started pitching his collection services around the central region. He then conveyed his loads to the electronics recycler he partnered with back in Massachusetts. "The truck route just got bigger and bigger," he says, to the degree where the company's "e-scrap milk run" now collects about 1,000 units daily from all over Vermont.

Good Point Recycling is the hands-on division of American Retroworks Inc., a not-for-profit consulting and recycling services company of which Ingenthron is president. Its goal is "to find the least expensive and most environmentally responsible solutions to recycling concerns."

Ingenthron elaborates that "American Retroworks was incorporated in 2001 as a consulting company, but did collections for a few solid waste districts and transported the material to ElectroniCycle, the DEP contractor for the electronics waste ban in Massachusetts, during a contract I had with them from 2001 to 2003. In '03, we opened our own processing operation, dba Good Point Recycling, on Exchange Street in Middlebury. We now have 13 employees and four trucks, and collect from as far south as Boston and Connecticut. We are on course to recycle over three million pounds of electronics this year."

Good Point serves businesses, consumers, municipalities and schools, nonprofit organizations, and solid waste districts throughout New England and New York. The company performs or coordinates the refurbishment, reuse, and recycling of "anything with a cord," Ingenthron says, though it specializes in computers and televisions.

Good Point keeps recycling affordable by "squeezing everything reusable out for resale, repair, and donation." Corporations wanting to clear their storage rooms of obsolete or defunct electronic equipment call Good Point to be added to the collection route. "Bulk is best," Ingenthron says, because Good Point's cost-effectiveness depends on the economy of

Continued On Page 13

New Hampton Inn Opened On Rutland's Route 7 South

88-Room Hotel Includes Facilities For Business, Social Functions

BY LANI DUKE

After a 20-year time gap, Rutland again boasts a new hotel, the Hampton Inn, a part of the Creative Hotel Associates family. The Rockville, MD, firm owns a total of 15 hotel franchises, including three others in Vermont: the Courtyard by Marriott in Middlebury, and the Comfort Suites and Hampton Inn, both in White River Junction.

Rutland's newest hotel contains 88 guest rooms, each with a king-size bed plus a pull-out sofa bed or two queen-size beds. All beds are covered with Cloud 9 bedding. Guests receive a full hot breakfast, complete with waffles, eggs, or sausage. "We rotate the menu," manager Linnie LaCroix says. "It always includes cereal, fruit, and pastries, served from 6:00 to 10:00 in the morning."

Other amenities include HBO television and wifi Internet access in each room. Two-room suites contain a whirlpool and a dual fireplace, open to both the living room and the "sleeping area." They can be made into three-room suites with the opening of a convenient connecting door.

In addition to these amenities, guests are advised that Hampton Inn is part of the Hilton franchise. "Everything" meets Hilton standards, and no corners were cut in its planning or construction. Occupants earn points and mileage, LaCroix says, and satisfaction is guaranteed. During the height of the tourist season, room rates at the Hampton Inn range from \$99 to \$139 a night.

Two meeting rooms can accommodate about 50 attendees in a banquet setting, with 75 in theatre mode. An executive board room seats approximately 12 individuals. The new Hampton Inn has "a small staff, about 12," who take care of sales, front desk, and service duties at the Route 7 establishment.

LaCroix had worked at the 188-room Colchester Hampton Inn, owned and managed by another hotel chain, for 17 years; she had been its manager for some time. Assuming the duties of manager at the new Rutland Hampton Inn provided her with "another new adventure."

Already a member of the Rutland City Rotary club and serving on the Chamber's tourism committee, LaCroix is working to firmly entrench herself and the hotel in the Rutland business community.

"We will offer visitors and corporate people another option. We are proud to be in this community," LaCroix emphasizes.

She views the Hampton Inn as "another amenity to the Rutland community." When travelers pass through Rutland on their way north from New York State, the Hampton offers "another option for guests." The hotel's location, close to the hockey arena, is also close to a variety of Rutland shopping venues, including Bed Bath & Beyond and Dick's Sporting Goods, as well as the soon-to-open Stop and Shop and Michaels, LaCroix notes. "People will come to shop, they'll come for shows at the Paramount, and they'll come for hockey tournaments," LaCroix states.

At the hotel's ground-breaking, about a year before its opening, Gerald Pettit, president and CEO of Creative Hotel Associates, commented, "This is our fourth hotel in Vermont and we are happy to have such a major presence in the Green Mountain State."

"Rutland is a particularly attractive location for CHA because there has not been hotel development in the market for years and there is a great deal of pent-up demand for a first-class new hotel. We have a strong management group in New England including regional operations and marketing staff and as well as looking after our own properties will entertain third party management agreements here also," comments Pettit of the new endeavor. □

Ski Resorts Join Push To Environmentally Sound Sources Of Energy For Operation 'Sustainable Slopes' Program Comes To Vermont

Owners Of Stratton, Killington, Okemo Among Participants

BY SHARON FAELTEN

Snow grooming machines fueled by discarded French fry grease. Warming huts powered by wind towers. Tanks using tropical plants to treat waste water. Those are just some of the innovative technologies Vermont ski resorts use to minimize their impact on the local and global environments.

Ten ski areas in Vermont participate in Sustainable Slopes, a nationwide environmental charter for ski areas sponsored by the National Ski Areas Association. Primary initiatives adopted at ski areas include recycling, conserving water and energy, replacing fossil fuels with renewable energy sources, reducing fuel emissions, and protecting fish and wildlife habitat. In south/central Vermont, participating resorts include Ascutney Mountain Resort, Bromley Mountain Resort, Killington Resort, Mount Snow Resort, Okemo Mountain Resort, and Stratton. In north-central Vermont, participating resorts include Bolton Valley Resort, Smugglers Notch Resort, Stowe Mountain Resort, and Sugarbush Resort.

Specific strategies range from minor, low-cost changes to major capital investments. Resort managers say that "going green" is not only good for the environment, it's also good for business.

"All of these programs are driven from our core business practices of not only reducing our impact on the environment, but reducing our bottom line of energy consumption and costs," says Tom Horrocks, spokesperson for Killington Resort.

"It's a big misconception that environmentally friendly initiatives cost more," says Tom McGrail, environmental compliance manager at Smugglers' Notch Resort. "That used to be the case, back in the 1970s and 1980s. But with

new technology, the costs are on a par with the 'bad' way of doing things. Most have an economic benefit right off the bat."

"The more you reduce costs, the more money you have available to protect the environment, to invest in your business, or to add to your bottom line," says Rolf van Schaik, director of construction and development at Bromley.

Southern Vermont Resorts

Tim and Diane Mueller, owners of Okemo Mountain Resort, Mount Sunapee Resort in New Hampshire, and Crested Butte in Colorado, recently purchased 27 million kilowatt hours of Renewable Energy Certificates—enough to power electrical needs at all three resorts for this year. Renewable energy is derived from a variety of sources, including wind, solar, geothermal, biomass, or small-scale hydro-power. Okemo's purchase will save 18,800 tons of carbon dioxide, a primary greenhouse gas, from being released into the environment.

In developing Jackson Gore, Okemo's newest base area facility, the resort focused on energy efficiency, use of recycled materials, and pollution reduction, says Ted Reeves, director of planning and real estate development at Okemo. To reduce energy consumption, electrical and power systems use variable frequency drives. Other features include low-flow fixtures, high-efficiency lights, and state-of-the-art storm water collection methods.

Middlebury College Snow Bowl has also purchased Renewable Energy Certificates to offset its energy use.

Snowmaking consumes more power than all other ski area activities combined, so most resorts in Vermont are investing in more efficient systems. Killington Resort spent more than \$5 million to increase the efficiency of their snowmaking system, including \$500,000 for low-energy snowmaking guns, according to Horrocks. Significantly, upgrading to low-emission snowmaking compressors from

Continued On Page 12

Dogs Sit, Stay At Pet-Friendly Lodgings

Department Of Tourism, Marketing Compiles List Of Motels, Bed & Breakfasts Welcoming Pets

BY ED BARNA

People who wanted to visit Vermont but wondered what to do with their pets no longer have to leave them behind.

Vermont's official governmental Website (www.vt.gov) includes a link that brings a potential visitor to a list of lodgings that are part of the Vermont Pet Friendly Network, a project of the Department of Tourism & Marketing. Searchable and printable (including maps), that list has been growing steadily: in late October of 2006 the list had 299 members, but by early November it had grown to 302.

"It's been a great presentation," said Steve Cook, Deputy Commissioner of Tourism & Marketing. The Pet Friendly Network has been a model on a national level, he said, making Vermont "a pioneer in presenting tourists with information on how they could make arrangements to bring pets to the state."

The program has generated great publicity, Cook said. From pet owners, his department is receiving feedback saying how much they appreciated knowing where to find out more information about suitable lodgings (for exact details, would-be visitors contact the bed-and-breakfasts, inns, motels, and hotels directly).

In the near future, Cook plans to include other types of businesses that offer goods and services related to pets, including day-care centers and veterinarians. Creating the program has been

very cost-effective, he said, with a major expense being about \$1,000 for bumper stickers and decals.

If the dog on those publicity materials looks familiar, maybe that's because the original image came from Stephen Huneck, artist and author and the originator of Dog Mountain outside St. Johnsbury. Dog prints, rugs, furniture and other sculptures have been a major part of dog-loving Huneck's output (he owns several), and the idea of the rural visiting site with its Remembrance Wall in Dog Chapel came to him in 1998 immediately after a near-death experience due to a respiratory distress syndrome.

Cook said the Pet Friendly Network came about as a result of talks with Huneck on how to make Vermont a more pet-accommodating destination. It was an example of the kind of "outside-of-the-box thinking" that Huneck does, he said.

Only about two percent of hotels look favorably on bringing pets, Cook said, mainly out of concern about allergies. This statistic indicates how frustrating traveling can be for people who bring their pets if they don't plan in advance. But adding together all the places that do allow pets, often limiting their presence to a few designated rooms, there's quite a variety from which visitors to Vermont can choose, he said.

Just in Rutland County, there's a remarkable

Continued On Page 12