



Cornell University  
The Statler Hotel

130 Statler Drive  
Ithaca, New York 14853  
t. 607.254.2500  
f. 607.254.2504

[www.statlerhotel.cornell.edu](http://www.statlerhotel.cornell.edu)

February 17, 2014

Re: Hotel EarthView Sustainability Hospitality Program Verification Letter

Dear AASHE Staff:

It is my honor to verify the Hotel EarthView Sustainability for an AASHE STARS innovation credit. In February of 2013, the Statler Hotel assembled a task force that included alumni of Cornell University, students of the School of Hotel Administration, and staff of the Statler Hotel and the School of Hotel Administration. Our goal was to catalogue our existing sustainability initiatives and measure them from a triple bottom line perspective - environmental savings, financial impact and social impact. We partnered with Hersha Hospitality Group, based in Philadelphia, who introduced this program to their 130 hotels. Hersha CEO Jay Shah is a 1990 graduate of Cornell and had his team available to assist our efforts. We have six students that worked on the return on investment calculations and have also launched new initiatives.

This collaboration based solely on sustainable initiatives is very unique for a college campus. Our students and staff have benefited from the experience gained from Hersha, as they have implemented extensive green programs in their portfolio of hotels. Hersha staff has traveled to Cornell on four occasions and we also had a student visit Hersha in Philadelphia. We have periodic conference calls as we advance and analyze initiatives. To date, twelve (12) initiatives have been analyzed for the ROI from their environmental, financial and social impact.

We are excited about our accomplishments in this last year for three reasons. First, we have added to our existing sustainability initiatives. Second, we are engaging our alumni with a project on campus. Finally, with the extensive student involvement, we know that they will take these best practices in environmental stewardship to the hospitality industry on graduation.

As a testimony to our success, the Statler Hotel has just been recognized by the New York State Hospitality and Tourism Association with the 2014 Good Earthkeeping award. This recognition was awarded to one hotel in New York State for developing a culture of integrating superior environmental practices.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard Adie".

Richard Adie  
General Manager