



*press release*

## **INTERNATIONAL ASSOCIATION OF CONFERENCE CENTERS REPORTS DRAMATIC INCREASE IN MEMBER SUPPORT OF CODE OF SUSTAINABILITY**

St. Louis, MO ) – May 2010 – Lois Berg, Chair of IACC’s Sustainability Committee (Director of Administrative Services at [The Johnson Foundation, Inc. – at Wingspread Conference Center](#)), recently reported a dramatic increase in members that signed up to support the rigorous Code of Sustainability while demonstrating their commitment to sustainable practices in nine areas: Education and Awareness, Waste Management, Recycling, Reuse, Water Conservation, Purchasing, Energy Management, Air Quality, and Food & Beverage.

According to Berg, 89 members signed up in support of the Code of Sustainability after its introduction in May 2009. Members are required to renew annually and 109 member properties have signed on so far in 2010. When IACC introduced the web page for [Environmental Initiatives](#) in 2009, it received more than 4,400 visitors to the page over the following six months. Year to date (as of May 2010) it has received more than 2,500 visitors, which on an annual basis would equal close to 7,700 visitors at the current pace.

Among new signers to the Code of Sustainability is [The Conference Center at NorthPointe](#) in Lewis Center, Ohio. Stephen J. Ricci, Conference Services Manager at the property commented, “Following IACC’s very specific code, we spent the last year building upon our existing commitment to green business practices and found that people were quoting the IACC Code. We signed up in support of the Code of Sustainability and were thrilled to receive Silver Tier status; we hope to go for the gold next year.” Ricci said the IACC Environmental Initiatives page has served as an “excellent resources for the NorthPointe Green Team.”

Berg notes that the Code was established “to allow member properties to commit to sustain and support [IACC’s Environmental Policy](#), adhere to at least 75% of the 55 tenets of the Code, and join other member organizations that have signed the Code in a global, association-wide effort to

strive for greater sustainability.” Berg says a recent survey of the IACC membership provided feedback that allowed IACC to improve the code and streamline and clarify the tenets of The Code. “We’re thrilled” said Berg “that member feedback has had such an impact on the increased participation of our membership toward environmental stewardship.”

IACC monitors and updates the Code of Sustainability periodically in order to ensure that it reflects state-of-the-art best practices. When IACC members sign the Code of Sustainability, they certify that their organization supports IACC’s Environmental Policy and they join with other members in striving for more sustainable, environmentally responsible industry policies and practices.

IACC recognizes three tiers of participation in the Code of Sustainability. Members that achieve 100% of the Code qualify for the **Platinum Tier**; those that achieve 85% qualify for the **Gold Tier**; and those that achieve 75% qualify for the **Silver Tier**.

Members that have committed to the IACC Code of Sustainability are listed on the [Environmental Initiatives](#) page along with their Tier status.

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## **IACC ENVIRONMENTAL POLICY STATEMENT**

The International Association of Conference Centers shall be a leader in creating environmental awareness among IACC member properties and their clients. We do this by communicating the initiatives that we have researched and identified as having a lesser environmental impact; by encouraging IACC members to adopt these environmentally responsible practices into their business operations; and by continuous improvement to our own management efforts; all with the goal of reducing our carbon footprint and environmental impact.

*Founded in 1981, the International Association of Conference Centres is a not-for-profit organization dedicated to promoting understanding and awareness of the conference center industry and to giving member properties the tools necessary to provide an exceptional meeting experience. Active members meet a set of stringent Universal Criteria and agree to a Code of Ethics. Currently, the association includes approximately 400 members from the United States, Australia, Canada, Denmark, Sweden, Belgium, France, England, The Netherlands, Germany and Japan. For more information, visit the website at [www.iacconline.org](http://www.iacconline.org). IACC = exceptional meeting experiences.*