I'm writing to suggest marketing ideas for your hotel that I think would increase customer volume as well as sales.

**Annual Green and Natural Products Expo**

Your location near the Fort Lauderdale Convention Center is perfect for promoting an annual Green Expo that could attract show visitors as well as exhibitors to your hotel. The Midwest Renewable Energy Fair hosted by the Midwest Renewable Energy Association (MREA) is a wonderful model. Their event is held each year in Custer, Wisconsin at the Summer Solstice with more than 200 workshops and exhibitors sharing information on clean energy and sustainable living. The format for free, simultaneous, small group educational seminars became so popular, MREA organized a second annual event in Minneapolis/St. Paul.

Greenpeace has identified 92 organizations that the Koch Brothers pay to be climate change deniers described on the Greenpeace site called “Koch Industries: Secretly Funding the Climate Denial Machine.” As a result, most people need to be educated about climate change.

**Possible guest speakers for Climate Change presentations or panels include:**

- **Jerry Brown, Former Governor of California**
  Jerry will join UC Berkeley in helping launch the California-China Climate Policy Institute in July 2019 and that he will also serve as a visiting professor.

- **Philip Levine, Former Mayor of Miami Beach**
  Philip Levine served two terms as Mayor of Miami Beach and he appeared in Leonardo DiCaprio’s film about Climate Change called *Before the Flood*. During his term in office, Miami Beach faced major changes in sea level and launched a $400 million dollar project to build mechanical pumps.

- **Nancy Rabalais**
  Nancy is a marine ecologist who was asked to step down as executive director of the Louisiana Universities Marine Consortium (LUMCON) after 10 years. As a researcher for LUMCON, she oversaw annual summer cruises that have measured low-oxygen in the Dead Zone since 1985. Trouble started when the Dead Zone mapping cruise was cancelled for the first time in 27 years. Nancy and her team were told continued funding was dependent on their use of a National Oceanic and Atmospheric Administration (NOAA) ship for the cruise, and then the ship, called the Nancy Foster, had engine trouble. Today, Nancy is still with LUMCON, but in a different location. She’s now a professor and Shell Oil Endowed Chair in Oceanography/Wetland Studies for the LSU College of the Coast & Environment, or CC&E. Nancy can explain how NOAA is part of the Commerce Department under Commerce Secretary Wilbur Ross.
• Tom Philpott
  Tom is a writer for *Mother Jones* Magazine and has written articles about synthetic fertilizer that grew out of the munitions industry after World War II and the size of the Dead Zone in the Gulf of Mexico.

• Karl Havens
  Karl is professor and director of the Florida Sea Grant College Program at the University of Florida’s UF/IFAS Extension in Gainesville, Florida. Karl has published bulletins about Climate Change and the occurrence of harmful microorganisms in Florida’s ocean and coastal waters.

• Spencer Weart
  Spencer is the author of *The Discovery of Global Warming* and originally trained as a physicist. He is a noted historian specializing in the history of modern physics and geophysics. Until his retirement in 2009 he was Director of the Center for History of Physics of the American Institute of Physics (AIP)

• André Léon Georges Chevalier Berger
  Belgian professor, climatologist and author of *Science* Magazine’s “An Exceptionally Long Interglacial Ahead?” (August 23, 2002) with Marie-France Loutre. Executive Director of PAGES (Past Global Changes). Note: This paper is archived in the National Library of Medicine’s PubMed MEDLINE database. André started to contribute, as early as the 1970s, to the awareness of society to global warming and the impact of human activities on climate change. He is presently emeritus professor and senior researcher at UCL (University College London),

• Marie-France Loutre
  Executive Director of PAGES (Past Global Changes) and a specialist in numerical modeling of climate change simulating long-term climate and projections of future climate change for the next millennium. Marie is an author of *Science* Magazine’s “An Exceptionally Long Interglacial Ahead?” (August 23, 2002) with André Berger.

• Elena Day

• Michael E. Mann
  Climatologist, geophysicist, and director of the Earth System Science Center at Pennsylvania State University. Leonardo Di Caprio interviews Michael in the film *Before the Flood*. Mann tells Leonardo that he received death threats in 2001 after presenting data that demonstrates a dramatic global warming trend. Mann was one of eight lead authors of the “Observed Climate Variability and Change” chapter of the Intergovernmental Panel on Climate Change (IPCC). The data, represented in a graph form, resembles a hockey stick and has been nicknamed the “hockey stick graph.” Mann has written a book titled, *The Hockey Stick and the Climate Wars: Dispatches from the Front Lines* (2012). Besides his appearance in Leonardo DiCaprio’s film, Mann also appears in a 2016 documentary called *The Doubt Machine: Inside the Koch Brothers’ War on Climate Science* narrated by Emma Thompson. The film provides details about the climate change deniers who are supported by the Koch brothers.
Possible guest speakers for a Keynote Address, presentations or panels include:

- Robert Kennedy, Jr.
  Robert Kennedy, Jr. is the author of *The New York Times* bestselling Crimes Against Nature and is a former president of the Waterkeeper Alliance and prosecutor with Riverkeeper that dealt with polluters of the Hudson River.

- Martha Stewart
  Martha has raised backyard chickens for over thirty years and can screen two educational videos archived on her Web site.

- Rhonda Sherman
  Rhonda Sherman, author of *The Worm Farmer’s Handbook: Mid to Large-Scale Vermicomposting for Farms, Businesses, Municipalities, Schools* (2018), has been with the Department of Biological and Agricultural Engineering at North Carolina State University for almost 20 years, providing education and technical assistance on vermicomposting, composting, recycling and waste reduction for people in more than 80 countries. Rhonda organizes a vermacomposting conference for North Carolina State University every year and your hotel could invite her to present highlights.

- Selina De Langre,
  Selina is the daughter of Jacques de Langre PhD, a California-based biochemist who studied Celtic Salt for over 30 years. He is the author of *Seasalt's Hidden Powers*. Selina can describe hand-harvested, stone ground sea salt from the protected Isle of Noirmoutier, Brittany, France.

- Ken Cook

- Boyan Slat
  Boyan is a Dutch inventor, entrepreneur and aerospace engineering student drop-out who is the CEO of The Ocean Cleanup. While still in his teens, Boyan raised $2 million dollars on Kickstarter.com to launch The Ocean Cleanup project.

- Charles J. Moore
  Charles J. Moore is the founder of the Algalita Marine Research Foundation located in Long Beach, California. In 1997, Charles discovered the Great Pacific Garbage Patch while participating in a yacht race. The patch contains floating plastic and is estimated to be as large as the United States.

- Dr. Bridget J. Stutchbury
  Bridget is Distinguished Research Professor and Canada Research Chair in Ecology and Conservation Biology at York University in Toronto, Ontario, Canada, as well as an Op Ed Contributor, for *The New York Times*. In an article titled, “Did Your Shopping List Kill a Songbird?” published March 30, 2008, Bridget explains that a single application of a highly toxic pesticide added to coffee crops can kill seven to 25 songbirds per acre.

A panel could include Bridget Stutchbury, the filmmakers who included her work in their 2015 film called *The Messenger*, high-profile leaders of the Audubon Society, the Cornell Lab of Ornithology, and feature films such as *Fly Away* (2011).
Possible exhibitors include:

• Made in the USA Products
The “Made in the USA” movement, also called “Made in America Movement” (MAM) is similar to Buy Local initiatives concerned with greenhouse gas emissions that result from moving freight around the world. A “Made in the USA” section could include companies and organizations such as:

- Carolina Textile District
  The Carolina Textile District is an example of an initiative to “re-shore” manufacturing that has left the United States. *The News Herald*, a daily newspaper based in Morganton, North Carolina, published this description of the Carolina Textile District May 14, 2014:

  *The Carolina Textile District was formed in 2013 as a partnership between three organizations, Burke Development, the economic development arm for Burke County; Opportunity Threads, a cut and sew facility located in Morganton, and the Manufacturing Solutions Center, which is in Conover and led by Morganton resident Dan St. Louis.*

- Armstrong Flooring
  Armstrong Flooring, once part of Armstrong World Industries that incorporated in Pennsylvania in 1891, became an independent, new company in 2016. Flooring products are manufactured in Beech Creek, Pennsylvania; Jackson, Mississippi; Kankakee, Illinois; Lancaster, Pennsylvania; South Gate, California; and Stillwater, Oklahoma. Examples of residential and commercial laminate and vinyl can be seen on the company’s Web site. 2500 Columbia Avenue, P.O. Box 3025, Lancaster, PA 17604, 717.672.9611

- Liberty Tabletop
  Sherrill Manufacturing, Inc. (SMI), which operates under the brand name Liberty Tabletop, is a manufacturer of flatware located in Sherrill, New York. The company makes Heavy weight 18-10 stainless, 94 East Seneca Street, Sherrill, N.Y. 13461, 315.264.5810.

- Lenox
  *(Wikipedia)* Lenox is an American company that sells tabletop, giftware and collectible products under the Lenox, Dansk, Reed & Barton, and Gorham brands. They are the only major manufacturer of bone china in the United States

- All-Clad
  *(Wikipedia)* All-Clad Metalcrafters, LLC is a U.S. manufacturer of 18/10 cookware with headquarters in Canonsburg, Pennsylvania. The company markets its cookware to department stores and specialty stores in the United States, Australia, Canada, Germany, and the UK, along with All-Clad bonded ovenware, kitchen tools, and kitchen accessories.

• Jeffrey Allen
  This Club Car golf cart dealer in Davie, Florida sells models that are street legal. Two, four and eight passenger vehicles are perfect for South Florida and cost 2 to 4 cents per mile to operate.

• University of Florida’s Research and Education Center in Davie
  Dr. Monica L. Elliott and her husband Dr. Timothy K. Broschat have created what they call “Palm School.”
• Wakodahatchee Wetlands
  The Palm Beach County Water Utilities Department naturally purifies highly treated water from the Southern Region Water Reclamation Facility. The park occupies 50 acres of unused utility land that recycles about one million gallons of water daily.

• Gumbo Limbo Nature Center
  Gumbo Limbo, managed by the City of Boca Raton, is known for sea turtle rescue and protection. The beaches of South Florida are a nesting habitat for the hawksbill, leatherback, Kemp’s Ridley, and green sea turtle. The Nature Center works with the Florida Fish and Wildlife Conservation Commission to monitor, record, and study sea turtle activity on the five miles of Boca Raton’s city beach.

• Just Water
  The Just Water bottle is model container made of paper and PLA plastic. The company is owned by actors Jaden Smith, and his father Will Smith. The product is remarkably advanced.

• TMA Organics
  TMA Organics sells large, commercial, or municipal-size, in-vessel composter tumblers.

• Green Mountain Technologies
  Green Mountain Technologies sells large, commercial, or municipal-size, in-vessel composter tumblers.

• City of Fort Lauderdale
  The City of Fort Lauderdale has been composting seaweed in Snyder Park since 2007.

• Broward County
  Broward County has an exceptional number of parks and Nature Centers with Nature Trails, exhibits, WiFi, kitchens and rooms that can accommodate theater-style seating, or tables. Tradewinds Park and Stables is a 626 acre complex that includes a farm house, stable and several other buildings once owned by Marguerite C. McLean and her second husband William Kay. The McLean’s donated Tradewinds to Broward County so that it would become an educational center. School children are invited to participate in farm tours. The county also publishes teaching materials with suggested field trips for students in kindergarten through high school.

• Murray McMurray Hatchery
  Murray McMurray is an Iowa-based hatchery founded in 1917 and featured in one of Martha Stewart’s Backyard Chicken films on her Web site. The company sells 2 day-old chicks and pullets that they air freight to customers.

• Omlet Chicken Coops
  Omlet is a British company that sells beautifully designed chicken coops made of recycled plastic in the United States. The company was founded by James Tuthill, Johannes Paul, Simon Nicholls, William Windham. The foursome designed their Omlet chicken coop for their final art project at London’s Royal College of Art (an idea suggested by James’ mother). Two of Omlet’s chicken coops have wheels that can be moved in a small-scale rotational grazing system.

• 360 Worm Factory
  The 360 Worm Factory is a compact vermiculture system that can be used to raise worms for backyard chickens who need animal protein in their diet.
• Florida Dairy Goat Association (FDGA)
The FDGA is a professional breeders’ organization that holds workshops, conferences, and shows in northern Florida.

• Midwest Renewable Energy Association (MREA)
The MREA was founded in 1990 to promote renewable energy, energy efficiency, and sustainable living through education and demonstration.

• Les Traitements Bio-Bac
This Quebec-based company makes an ultrasound transducer that uses audio output to kill harmful algal blooms.

• Fort Lauderdale Garden Club
The Fort Lauderdale Garden Club was founded in 1927 and is headquartered in the Glenn F. Bates Garden Center in Hugh Taylor Birch State Park. Glenn F. Bates worked as a gardener for Hugh Taylor Birch.

• Marando Farm and Ranch
Chelsea and Fred Marando are the founders of this organic farm and ranch that hosts field trips and tours, summer camp as well as special events. The farm is located in Davie, Florida.

• Storks Bakery and Coffee House
Storks is located in Wilton Manors Florida and serves Peruvian Organic Coffee.

• Your Big Picture Cafe
Your Big Picture Cafe serves organic coffee and was founded by Charlene Vairy. The cafe is located in Davie, Florida.

• Starbucks
Starbucks sells bags of an organic coffee called Yukon.

• Publix
Publix sells a private label line of products called GreenWise that is mostly organic. The company also sells several environmentally friendly soaps and cleaning products including 20 Mule Team Borax, Method, Bon Ami, Indigo Wild Goat Milk Soap, and Seventh Generation.

• Green Bag Co. Inc
This San Francisco-based company makes the Publix reusable shopping bag.

• Advanced Green Technologies
The Sun Sentinel calls Advanced Green Technologies “Florida’s largest solar installer” (“Fort Lauderdale company busy as Florida’s largest solar installer,” Sun Sentinel, October 20, 2015).

• Heritage Hen Farm
Heritage Hen Farm in Boynton Beach, Florida sells eggs from pastured hens and raw honey.

• Baker Lime
Baker Lime in York, Pennsylvania sells 40 pound bags of Dolomite. Baker also sells 1,500 pound “Super Sacks.”

• Soil Works, LLC
Soil Works, LLC in Yankton, South Dakota sells a water soluble form of calcium called GSR Calcium that can be mixed with water.
• Honey-Can-Do
Honey-Can-Do is a Chicago-based company that makes an energy-saving Tripod Clothes Drying Rack that holds up to 36 items, folds for easy storage when not in use and is designed to hold up to 50 pounds.

• Nutrition Cottage
Nutrition Cottage in Boynton Beach, Florida, has been in business for over thirty years, and may be the oldest health food store in South Florida.

• Tom’s of Maine
Tom’s of Maine new formula, called “Botanically Bright” is Fluoride and Sodium Lauryl Sulfate-free.

• Earth Science
Earth Science in Santa Barbara, California, makes a Lichen Plant Herbal Deodorant that is Aluminim-Free. Aluminum is a toxic heavy metal that has been linked to Alzheimer’s.

• Nubian Heritage
Nubian Heritage’s co-founders Richelieu Dennis, Nyema Tubman and Mary Dennis created a brand that had a humble beginning over 20 years ago on the streets of Harlem. The make an aluminum-free deodorant that contains Neem Oil. Neem is a powerful, yet gentle antibacterial and antiparasite agent.

• Bob’s Red Mill
Bob’s Red Mill, based in Milwaukie, Oregon, makes aluminum-free baking powder.

• Anne Kolb Nature Center
The Anne Kolb Nature Center is named after a journalist, who, in 1974, had become the first woman elected to the Broward County Commission. Anne is known for leading the fight for the 1977 Land Use Plan that tightened government control over future developments by placing a building moratorium on 61,000 acres in Broward County. She also proposed an Urban Wilderness Park System to preserve endangered species for future generations. The Anne Kolb Nature Center finally opened on February 10, 1996 to provide a home to a wide variety of plants and animals, including threatened and endangered species. In 1990, the plans for a 1,500 acre coastal West Lake Park received a prestigious Take Pride in America Award that was presented in a ceremony at the George H.W. Bush White House Rose Garden.

The Anne Kolb Nature Center has a pontoon boat for guided tours of the mangrove forests that can be chartered. The fee is $5 per person and the boat seats 40 people. The Nature Center is located at 751 Sheridan St, Hollywood, Florida.

• Hugh Taylor Birch State Park
Hugh Taylor Birch (1848-1943) was a Chicago attorney, naturalist and real estate investor who was also general counsel for John D. Rockefeller’s Standard Oil Company. In 1941, Hugh deeded 180 acres of land to the State for the creation of a park.

Henry Morrison Flagler (1830 – 1913) was a founder of Standard Oil and a key figure in the development of the Atlantic coast of Florida and founder of what became the Florida East Coast Railway. Hugh Taylor Birch and Henry Flagler became acquainted when Hugh Taylor Birch met Henry Flagler on a train from north Florida to Hobe Sound (near Port St. Lucie). Henry invited Hugh to Palm Beach, but Hugh was interested in land further south and borrowed a sail boat from Henry. During his solo sail, Birch encountered a violent thunderstorm and
found a narrow inlet leading to a small, calm lake protected from the ocean. Today, it is the Bahia Mar Marina. Birch soon bought up all the dry land he could from the Indians and U.S. government. Prices were 75 cents to $4 an acre.

At age 90, Birch built a five-bedroom, five-bathroom Art Deco Mediterranean revival modern-style home that exists in the State Park. The park rangers use the home that Birch called “Terramar” as their headquarters. Part of the home contains an interesting exhibit.

- **Fern Forrest Nature Center**
  Ferns are 300 million years old and fossils no different from present-day specimens. Besides 30 species of ferns and 200 total plant species, the Nature Center’s “Cedar Knees” are an interesting (and somewhat spooky) life forms that grow up from wetland floor. Their function is unknown and they are seen growing near Cedar trees in swampy areas. Royal Fern Hall is available for rent and the space is a popular location for weddings. The room, which seats 175 people is $50 per hour (no minimum) and the space has a kitchen. The hall is usually booked on weekends, but the space is often available during the week.

- **National Wildlife Federation**
  The National Wildlife Federation Certified Habitat Program encourages citizens to create a space offering food, water, and shelter for wild animals. Homeowners or tenants can become certified in addition to cities, towns, counties or neighborhoods. The City of Fort Lauderdale became the 86th certified community in 2016. There are also 600 private residences that have been certified in Fort Lauderdale.

- **Beach Ace Hardware**
  Ace Hardware sells the best Shepherd Hook for hanging tube feeders (Panacea brand). Ace also sells the Droll Yankee tube feeders made of sturdy polycarbonate that comes apart for cleaning as well as the Audubon 3 in 1 Wild Bird 3 Cedar/Screen Platform Bird Feeder for larger birds and squirrels. Kaytee Waste Free Assorted Sunflower Seeds is a favorite food sold on the Ace Hardware site.

- **Duffy Electric Boats**
  Duffy Electric Boats is located on Marina Bay Drive in Fort Lauderdale. Similar to electric land vehicles, the boats are powered by clean energy.

- **Fun Center**
  The Fun Center at 1040 Bayview Drive in Fort Lauderdale rents street legal electric vehicles.

- **4Ocean Beach Clean Up**
  4Ocean is a global movement co-founded by Andrew Cooper and Alex Schulze headquartered in Boca Raton, Florida. 4Ocean Beach Clean Up actively removes trash from the ocean while inspiring individuals to work together for cleaner oceans, one pound at a time.

**Gift Shop For Selling Coolers and Food for Field Trips**
Most of the following list of foods need a cooler and reusable ice. The Ozark Trail coolers are made of zippered nylon with a hard plastic liner making them lightweight.

- Libbey 16-ounce Handled Drinking Jar, 8-Piece Set
- Ball BPA-free, Reusable Regular Mouth Food Storage Lids (Gray, 6 lids per box).
- 6-can Ozark Trail Zipper Cooler (with hard liner)
• 24-can Ozark Trail Zipper Cooler
• 36-can Ozark Trail Zipper Cooler
• Ozark Trail Folding Wagon with Telescoping Handle
• Fit & Fresh 8 Pk Multicolor Ice Pack
• Freez Pak Icicle Reusable Ice
• Method Dish Soap
• Organic Valley Buttermilk
• Applegate Naturals Extra Cheddar Slices
• Boar’s Head Swiss Cheese Slices
• Boar’s Head Brie Wedges
• Snyder’s of Hanover Sourdough Nibblers
• Newman’s Own Organic Spelt Pretzels
• Quart Size Ziploc Bags
• Jennie’s Coconut Macaroons
• Miss Meringue Cookies, 8 oz.
• Erivan Plain Yogurt
• Sliced Dried Figs
• Fortessa Doria 4 Piece Steak Knife Set made of heavy gauge 18/10 stainless steel (for cutting dried figs and brie cheese)
• Just Water
• Vanity Fair lunch size napkins

Please call or e-mail me if you think you may be interested in these ideas. To promote news at your hotel, a press release could be sent to the news departments at location television stations.

Sincerely,

Mary Jo Fahey