July 24, 2019

Manager
Fort Lauderdale Marriott Harbor Beach Resort & Spa
3030 Holiday Drive
Fort Lauderdale, FL 33316

Dear Manager,

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

**Weekend Intensives, Alternatives to Synthetic Fertilizer**

Farmers all over the world have been using synthetic fertilizer since the 1950s. Your hotel could host weekend intensives for farmers who need to develop alternatives.

Six greenhouse gases are listed in the Kyoto Protocol as contributors to global warming and climate change. The gases include:

- Carbon dioxide (CO2)
- Nitrous oxide (N2O)
- Methane (CH4)
- Hydrofluorocarbons (HFCs)
- Perfluorocarbons (PFCs)
- Sulphur hexafluoride (SF6)

Nitrous oxide is 300 times more potent than carbon as a greenhouse gas and the following detail is very startling:

> Nitrous oxide can be produced by heating ammonium nitrate which is synthetic fertilizer. British chemist Humphry Davy created nitrous oxide by heating ammonium nitrate in 1799

There are five natural alternatives to synthetic fertilizer:

- **Crop rotation**
  
  Crop rotation is the practice of rotating soil-depleting crops with soil-enriching crops such as legumes that fix nitrogen. According to a bulletin published at Oregon State University, crop rotation was practiced in ancient Rome.

- **Green Manure**
  
  Legumes such as clover and vetch (heat-resistant cowpeas in South Florida) contain nitrogen-fixing bacteria in root nodules. Farmers grow these crops and then turn them over in the soil.

- **Slash and Burn**
  
  Almost 5,000 years ago, a Chinese emperor named Shen-Nong taught a faster method for remineralizing soil using a slash-and-burn technique for clearing the land—leaving the ground rich in nitrogen, phosphorus, potassium and calcium. Shen-Nong referred to himself as “Lord of the Burning Wind.”

Cornell University’s Department of Crop and Soil Sciences has been studying rich black earth called “Terra Preta” found in the Amazon forests of South America. Terra cotta
pottery shards found in stratified layers indicate that the soil was engineered by humans. Although the process is a mystery, Cornell scientists believe that the soil is derived from a slow burn.

• Calcium as a Soil Amendment
Modern scientists have achieved transmutation in nuclear reactions, but in Nature, calcium is naturally transmutable. A French scientist named Corentin Louis Kervran theorized that the amount of calcium in a hen’s eggshell can only be due to transmutation because a chicken does not eat that much calcium. Kervran wrote a book called Biological Transmutation. Peter K. Hepler, a PhD who is known for his work on the role of calcium in plant cell biology, says calcium’s role is elusive. Alternative farmers of the Midwest use calcium to grow healthy plants and they appreciate the mineral as a “soil amendment” as did a William A. Albrecht (1888–1974) PhD. who was chairman of the Department of Soils at the University of Missouri. Albrecht experienced trouble at the University because he criticised “Big Ag.” Sources of Calcium that are suitable as soil nutrients include:

a. Dolomite
   A common mineral found in Nature consisting of calcium and magnesium carbonate. This amendment has a granular texture and is distributed on soil with a spreader.

b. Ground Eggshells
   Eggshells are made almost entirely of calcium carbonate crystals.

c. GSR Calcium
   GSR Calcium, available from Soil Works, LLC in Yankton, South Dakota, is a powder that is mixed with water.

• Composted Seaweed
Composted seaweed supplies plants with a maximum range of elements found on the Periodic Table of Elements.

**Weekend Intensives, Vermicomposting**
Toxic chemicals used on soil have killed Earthworms. Vermicomposting is worm farming. 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.

**Weekend Intensives, Backyard Chickens**
Eggs from pastured hens have very rich, dark yolks and they are not available in Florida. Backyard chickens are a solution. Actresses Jennifer Garner and Reese Witherspoon raise chickens. Leghorns and Andalusians are suited for hot weather. They are called the Mediterranean breeds.

In her television show, Martha Stewart explains that she has raised hens for over thirty years. Her Web site contains two excellent how-to videos that provide valuable details.

   https://www.marthastewart.com/246734/backyard-chickens
   https://www.marthastewart.com/249186/chicks-and-chicken-coops

Your hotel could invite Martha Stewart to screen the videos she produced for her show.
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 this idea. To promote news at your hotel, a press release could be sent to the news departments at location television stations.

Sincerely,

Mary Jo Fahey