

Society has transformed over the past decades, with advances in technology, a booming population, and a greater awareness of the environment and the impact humans have made on it. No longer is being 'environmentally friendly' a term used to describe 'hippies'. Being environmentally friendly is changing into a label for those of us who are concerned with our future, and the future of our children. With greater awareness and knowledge, there is a shift in many businesses towards sustainability and adhering to the covenant of mutual regard. This shift is rewarding for businesses because they can reach a new target market, lower operating costs, and most importantly do their share in saving the environment. Although it sounds cliché, every person makes an impact and therefore even the little things count. People can turn off lights when leaving the room, make sure faucets aren't leaky, recycle their garbage, and stay away from products like Styrofoam. These small steps are on an individual basis, but no matter how large a business or corporation is, it is made up of individuals. If a company implements or requires certain green programs, more people will be participating and change will be even more apparent.

The hospitality industry is beginning to change their operating procedures as their consumers become more conscious about the environment. Issues like global warming are difficult to deny, especially with the shift in weather patterns occurring across the globe. Customers are demanding more, and pleasing the customer is our number one concern. By completing this Green Project I looked into the specific procedures a hotel or restaurant must apply for sustainability and to become 'environmentally friendly'. Then I accompanied the manager of a local Dairy Queen on a tour of the facility with the checklist of ideas for greening. I chose the Dairy Queen for a variety of reasons, mainly

because of the power and distribution of fast food corporations. The fast food segment of the industry is growing larger by the day. Their popularity is undeniable, and they could be either a great ally or a foe to environmental protection.

The check list I developed was divided into six categories, energy management, waste reduction, water conservation, green purchasing, recycling, and employee empowerment. Many of my listed checkpoints were small tasks that could be completed with little effort, while other suggestions were larger endeavors. It was rather distressing to see that many of the easiest checkpoints were not being completed on a regular basis or even at all. Also, for a majority of the items on the checklist, the manager was very consistent complying with them, but most of the employees blew them off. Since the manager is unable to supervise employees all of the time, these areas of conservation are not properly controlled. For instance, when the manager opens the store in the morning she leaves off all lights that are unnecessary to complete her opening duties, because most of the time the windows in the building produce enough light. Closers, at the end of the night aren't always that conscious of lights. The manager has opened the store on several occasions where a light was left on in the bathroom or the walk in freezer. The light in the freezer uses energy itself, but also makes the freezer work harder to maintain its proper temperature. The manager continually reprimands employees that are seemingly forgetful because, as she puts it, "Leaving the freezer light on is like leaving the light in your closet on, it's unnecessary."

Most of the recommendations that had been implemented by the managers and owners of the site were fairly simple. For energy management, lights were generally turned off when not in use, refrigerators were to be kept closed, and they had been

