



*For Immediate Release*

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**Hilton University of Florida Conference Center Site of  
Inaugural Florida Green Lodging Conference**

GAINESVILLE, Fla., September 3, 2008—Officials of the 248-room Hilton University of Florida Conference Center today announced it will be the host hotel for the inaugural Florida Green Lodging Conference from November 10-12, 2008. Entitled “Being Green, Saving Green & Making Green,” the conference is sponsored by VisitGainesville and the University of Florida TREEO (Training, Research & Education for Environmental Occupations) Center.

“Designated as one of the first green hotels in Florida, the Hilton University of Florida Conference Center is an ideal location to host this first-of-its-kind event,” said Roland Loog, CDME, executive director of VisitGainesville. “With the passage of Governor Crist’s Executive Order 07-126, state agencies now are required to contract meeting and conference space with facilities that have the Department of Environmental Protection DEP Green Lodging Designation. As a result, it has become increasingly important for both government meeting planners and hoteliers alike to gain a better understanding of the benefits of ‘green’ hotels and how to better meet these requirements.”

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The Hilton University of Florida Conference Center is the only Green Certified hotel in Gainesville. To receive this certification, the hotel implemented a number of state-mandated procedures related to water conservation, including utilizing low-flow features on shower heads, faucets and toilets. Additionally, the hotel uses energy-efficient dimmer switches in conference rooms, compact fluorescent bulbs and window tinting to reduce air conditioning requirements. All possible materials are recycled, from office papers to shipping pallets. The hotel also incorporates “green messaging” into its employee training and communicates its environmental initiatives to its guests through placards in guest rooms.

“Since implementing these eco-friendly programs, we have been able to recycle an average of 2.7 tons per month—or a total of more than 100 tons—since 2004,” said Nanci Haley, general manager. “As we continue to review and assess additional programs, we hope to double these results in the coming years.”

Located at 1714 SW 34<sup>th</sup> Street, the seven-story Hilton University of Florida Conference Center is situated in the southwest corner of the University of Florida campus. The hotel boasts an IACC Conference Center, as well as 25,000 square feet of meeting space, indoor pool, fitness center, laundry/valet service, area shuttle transportation and business center. The guest rooms underwent a complete multi-million dollar renovation in 2008, adding all new soft goods, bathrooms and 32” flat screen, HD ready TVs. Other amenities include the Crabtree & Evelyn® La Source bathroom products, high speed Internet access, work desks with ergonomic chairs and telephones with dual lines and data ports, and the Hilton Serenity Bed Collection®.

The hotel is operated by Davidson Hotel Company, one of the nation's largest hotel management companies.

The conference -- coordinated and managed cooperatively with VisitGainesville, UF/TREEO, the UF Department of Conferences and FDEP -- is sub-divided into two main tracts: front-of-house (sales/marketing and management) and back-of-house (the technical and engineering) issues.

The conference fee is \$265 if booked by Wednesday, Oct. 8 and includes entry into the general and all break-out sessions, and includes all scheduled meal functions. On-line registration and additional information is available at: [www.Floridagreenlodgingconference.com](http://www.Floridagreenlodgingconference.com) or by phoning Carol Hinton at 352/392-9570 (extension 209) or e-mail at: [chinton@treeo.ufl.edu](mailto:chinton@treeo.ufl.edu).

Conference hotel accommodations at the Hilton are \$119 per night conference room rate if booked no later than October 8 at:

<http://www.hilton.com/en/hi/groups/personalized/GVNCCHF-GRN-20081110/index.jhtml>

For additional questions or information, media may contact Marcheta Cole Keefer at VisitGainesville via e-mail: [mkeefe@visitgainesville.com](mailto:mkeefe@visitgainesville.com) or by phone at: 352-374-5260 – [www.visitgainesville.com](http://www.visitgainesville.com).

### **About Davidson Hotel Company**

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel owner and third-party management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality

industry. The company currently owns and/or manages 34 upscale hotels with more than 9,600 rooms across the United States, including such brands as Westin, Sheraton, Hyatt, Hilton, Hilton Garden Inn, Embassy Suites, Doubletree, Marriott, Renaissance, Crowne Plaza and Holiday Inn.

Additional information on Davidson may be found at the company's Web site,

[www.davidsonhotels.com](http://www.davidsonhotels.com).