

WELCOME

INMEX would like to wish all of you and your families a very happy and safe holiday!

At INMEX, 2007 was a year where we all had much to be thankful for. From broadened relationships with hotels and CVBs, to an expanding subscriber base, to new additions to our staff, INMEX is moving full speed ahead and gearing up for another year where we exceed all expectations.

To all of our subscribers and suppliers that helped make 2007 a memorable year for INMEX, we extend our most grateful thanks, and we look forward to building our relationships through 2008 and beyond!

*-Jason Ortiz
Director of Business
Development, INMEX*

Eco-friendly Meetings – INMEX is Going Green!

Much like consumers and other industries all over the world, many stakeholders in the meetings industry are increasingly thinking more and more about sustainability issues. Earlier this year, the Environmental Protection Agency changed its acquisition rules, setting a new criterion that ensures environmental issues are considered in all meeting or conference purchases.

Now more than ever, businesses are paying attention to environmental issues and changing policies to become more responsible and sustainable corporate citizens. Cities are also following suit and have launched various greening initiatives to improve the quality of life of its residents and to attract more green-conscious business.

As in so many other industries, hotels are beginning to get the message, and Hilton Hotels Corporation is a prime example. Hilton has made environment protection a top priority and has developed a comprehensive company-wide policy to promote business practices that help preserve the environment. Some examples include:

- **Water Conservation:** Through Hilton's "Conserve to Preserve" program, guests are given the option to reuse their sheets and towels, which saves over 12 million gallons of fresh water a month. Also, by investing in state-of-the-art laundry equipment Hilton has reduced the amount of water used to clean every pound of linens from approximately two gallons of water to one gallon in a two-day period.
- **Electrical energy conservation:** By using state-of-the-art compact fluorescent and other lighting technology, Hilton is conserving millions of watts of electricity annually, without impact-

ing the comfort of their guests.

- **Fuel Cell Power:** Another example of Hilton's greening efforts at the property level, the 1980-room Hilton New York installed the PureCell™ Model 200 Commercial fuel cell power system. The system is three times more energy efficient, reduces greenhouse emissions and operates without combustion.

Through this innovative corporate practice, the Hilton New York has been able to reduce nitrogen oxide emissions in an amount equivalent to the removing 145 cars from the street or planting 160 acres of forest

- **Recycling:** Hilton instituted a recycling program in the early 1990's and has provided training on how manage a successful recycling program. The program has been incorporated into Hilton's Engineering manual, and remains in the Housekeeping manual which targets in-room recycling.

Our subscribers have let us know that green issues are important, so INMEX is currently in the process of adopting eco-friendly initiatives and expanding its focus to broader sustainability issues. We believe encouraging environmentally responsible meetings is simply the right thing to do. Look for more information about INMEX sustainability initiatives very soon.

In the meantime, we encourage groups and suppliers to contact us for more information on environmentally sustainable meetings.



Making a Difference This Holiday Season and Beyond

The holiday season is here, and consumers are looking to share the gift of kindness with friends and family. Many are also looking to give back, and procuring fairly traded products is one of the ways you can make a difference.

According to TransFair USA, Fair Trade principles include a fair price, fair labor conditions that prohibit child labor, direct trade which empowers farmers and artisans, community development and environmental sustainability. Recent reports show that Fair Trade certified product imports have grown at an average annual rate of 76% over the last five years with nearly 700 US companies selling these products. Whether it is coffee for an event or a gift for a friend, your dollar can go a long way in making a difference in the life of a farmer or an artisan thousands of miles away. For instance, long before the term was coined, farmers in Africa's coffee belt had already engineered a democratically organized process to grow and market their coffee.

On a hillside above a small village near Thika, in Kenya, you will find many small-scale coffee farmers. These small-scale farmers belong to co-ops that produce some of the world's finest beans. Without lots of acreage, the farmers work together in societies; these societies in turn own factories that do most of the initial processing of coffee after harvesting. Society members also share in the pulping and sun-drying duties. The coffee only leaves their hands when it is transported to the milling plants, where it's graded and sold at an auction in Nairobi, Kenya. With the growth of the fair trade movement in the west, these farmers have consolidated their efforts further, selling their coffee through Gatto Estates which is headed out of Virginia. The Society benefits directly from the sales that Gatto Estates generates online and through various retail stores including Whole Foods Market.

Another large store that sells fair trade certified products is 10,000 Villages one of the largest fair trade retail chains in North America. This chain

supports the work of tens of thousands artisans in over 30 countries. The store transacts directly with the artisans with an arrangement that transfers up to 50% in cash advances when the order is placed, with payment in full when the order is shipped. In the US, Fair Trade Certification is currently avail-



Long before the term "Fair Trade" was coined, farmers in Africa's coffee belt had already engineered a democratically organized process to grow and market their coffee.

able for coffee, tea, herbs, cocoa, chocolate, fresh fruit, sugar, rice and vanilla. With hundred of gift ideas, consumers can be socially responsible this season and beyond.

Additional information on fair trade certification can be found at www.transfair.org. For information on Gatto Estates, visit www.gattoestates.com or visit 10,000 Villages, go to www.tenthousandvillages.com.

INMEX in 2007

Over 125 meetings and events

Over 120,500 in room nights

Over \$20,000,000 in room revenue

\$82,000,000 in economic impact

Get on Board and Experience INMEX!

Contact Catherine Kihara at ckihara@inmex.org or
Kate Shaughnessy at kate@inmex.org

NetRoots Nation and the INMEX Experience

NetRoots Nation has just signed contracts with INMEX to take the NetRoots Nation (formerly Yearly Kos) Convention to Austin, Texas in July 2008.

INMEX worked closely with the NetRoots Nation Logistics Director Nolan Treadway to find a suitable venue. INMEX extensively researched Netroots Nation's short-list of preferred cities, and NetRoots initially selected New Orleans. However, because of a sharp spike in projected convention attendance, New Orleans became unfeasible, and we decided to wait until the commencement of the 2007 convention in Chicago before going seriously considering other options.

Taking into account NetRoots Nation's revised logistical needs, INMEX sent the NetRoots Nation lead out a second time. Pittsburgh and Austin CVBs both presented competitive bids, and after some additional work to ensure that the group's values and meeting needs were taken into consideration, we arranged for site visits. Ultimately, Austin emerged the final choice for the 2008 convention.

Austin's reputation as a progressive city that is a vibrant hub for live music and home of such notables as Jim Hightower, Kinky Friedman, the Dixie Chicks and the ghost of Stevie Ray Vaughn was a definitive draw for NetRoots.

Austin made sense for a number of reasons for NetRoots Nation. It was recently reported that Austin was the number one city in the United States for bloggers per capita. Austin's vast complimentary downtown wi-fi access is reputed to have up to 7,000 users online simultaneously. The Hilton Austin will house the core number of attendees and there are other options should the group need overflow rooms. And Austin's reputation as a progressive city that is a

vibrant hub for live music and home of such notables as Jim Hightower, Kinky Friedman, the Dixie Chicks and the ghost of Stevie Ray Vaughn was a definitive draw for NetRoots.

Nolan summed it all up when he said "INMEX helped plan our convention and put us in hotels that are good corporate citizens.

They're professional meeting planners that have saved us time and money. But the best part about working with INMEX is that they give an organization like ours peace of mind that's impossible to quantify."

To learn more about how INMEX can add value to your meeting experience, call Kate Shaughnessy at (202) 661-3678.



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