

NOV 13 2008

EXECUTIVE ORDER
08-37
SECRETARY OF STATE
COMMISSION DIVISION

WHEREAS, Missouri's tourism industry adds more than \$14 billion dollars a year to the Missouri state economy and attracts millions of guests from other states and nations; and

WHEREAS, Missouri's tourism industry could not be as robust as it is without the lodging services offered each year to those guests; and

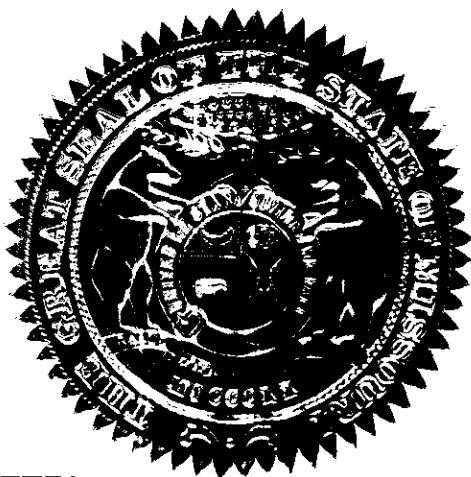
WHEREAS, increasingly, travelers prefer to support local businesses that can document a commitment to environmental protection; and

WHEREAS, no such mechanism currently exists in the state of Missouri; and

WHEREAS, the Missouri Department of Natural Resources is charged under state law with promoting programs that encourage energy conservation and environmental stewardship.

NOW, THEREFORE, I, MATT BLUNT, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and the laws of the state of Missouri, do hereby order the Missouri Department Natural Resources to:

1. Develop a voluntary certification program for Missouri's lodging industry to assist owners and managers to identify environmentally responsible practices;
2. Develop a verification and recognition program for those businesses that choose to participate;
3. Identify one or more private sector partners to assist in promoting this program with the industry; and
4. Implement this program with their partner(s) on or before December 31, 2008.

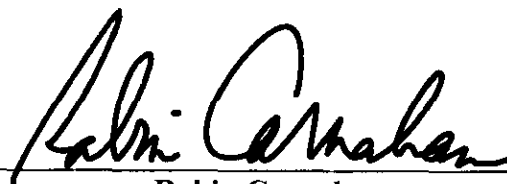


ATTEST:

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, on this 13th day of November, 2008.



Matt Blunt
Governor



Robin Carnahan
Secretary of State