



# GREENleaders

## Certified Sustainability Training

This industry first, 6-hour exam course was developed in conjunction with the Sustainable Furnishings Council, the #1 green organization in home furnishings with board members including ranking staff of World Wildlife Fund, Rainforest Alliance, and one of the co-founders of USGBC/LEED. This is the most comprehensive training program available, providing manufacturers, reps, retailers and designers with the knowledge and credentials to differentiate themselves as experts in sustainability. (6 ceu)

### 1 The Case for Sustainability

This module provides grounding in the environmental issues related to home furnishings, including the factual basis for climate change, indoor air quality, toxic waste, and water conservation. Source documents are public records such as the U.N. IPCC 4<sup>th</sup> Assessment Report and the U.S. EPA, translated from technical jargon into easily understood concepts with common references all explicitly linked to the furnishings industry.

### 2 Knowing Green Consumers

This module provides insight into the current thinking of consumers based on a national survey among those who have purchased home furnishings recently. Topics include preferred terminology, hot button issues, level of concerns, purchase interest, price sensitivity, and perceived obstacles. Learn why consumers do what they do, and what you need to know to be effective with your marketing and sales efforts.

### 3 Sourcing Green Products

This module provides detailed descriptions of the differences between available options in the components that go into home furnishings, including certified wood, rapid renewables, commercial harvests, recycled/recyclable content, low VOC finishes, bio hybrid cushioning, vegetable-tanned leathers and organic textiles. Learn what to look for, what to avoid, and how each option relates to different environmental concerns.

### 4 Selling Green Solutions

This module answers the questions most commonly asked by customers in simple, compelling ways. What's the difference between green and sustainable? Who's interested, and when will they start asking for it? How much are they willing to pay? What does it say about your regular products? Why should you buy now, and can it make a difference? Learn how to initiate, advance and close a green sale among ordinary customers.

### 5 Designing Green Interiors

This module covers other aspects of interior design not specifically treated in other modules, including wall paint, window treatments, flooring, carpeting and samples. Learn how to make educated recommendations on these other important elements in a commercial space or in the home, whether you are specifically tasked with that or not.

### 6 Operating Green Showrooms

This module provides recommendations on ways of reducing expense and carbon footprints in running a commercial space, with many of the ideas relevant to residential settings as well. Learn tips and tricks for energy conservation, lighting, cooling, and recycling, with exact methods of calculating cost and carbon savings.



Become a certified **green** expert



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## Certified Sustainability Training

The most comprehensive training program available in green home furnishings, providing manufacturers, reps, retailers and designers with the knowledge and credentials to become experts in sustainability (6 ceu)

### FREE WEBINAR PREVIEW

To find out more, attend a free 1-hour sample webinar. You will receive valuable information that you can apply in your own business immediately and a better understanding of what the entire program has to offer. All you need is a computer and a phone.

**MON Aug 31 at 2pm EST Call 919-967-1137 for free registration**

### MARKET REGISTRATION FORM

GREENleaders is being offered live as a 6-hour program this Fall at Las Vegas Market (Thur 9/17), ASID-Florida South conference in Naples, FL (Thur 9/24) and High Point Market (Wed 10/21) for \$299. Passing participants will receive a Certificate of Course completion, business cards, and a copy of the SFC Green Furnishings Consumer Study. Participants are then encouraged to become full members of the Sustainable Furnishings Council at 25% off first year dues and entitling you to logo use, a live link in the SFC searchable database, ongoing education, and other special discounts and offers.

For a full list of member benefits, visit [www.sustainablefurnishings.org](http://www.sustainablefurnishings.org)

### GREENleaders Live Presentations

|                     |                                 |       |             |
|---------------------|---------------------------------|-------|-------------|
| Dates<br>(circle 1) | Las Vegas - Thursday 9/17/09    | Times | 9 to 4 PST  |
|                     | ASID/Naples - Thursday 9/24/09  |       | 10 to 5 EST |
|                     | High Point - Wednesday 10/21/09 |       | 9 to 4 EST  |

|                       |                                       |
|-----------------------|---------------------------------------|
| Name _____            | Phone _____                           |
| Company _____         | Email _____                           |
| Address _____         | Primary Business:                     |
| City _____            | Manufacturer <input type="checkbox"/> |
| State _____ Zip _____ | Retailer <input type="checkbox"/>     |
| Signature _____       | Designer <input type="checkbox"/>     |
|                       | Other (specify) _____                 |

Mail with \$299 payment or call:  
SFC

PO Box 205  
Chapel Hill, NC 27514  
Ph/Fx: 919-967-1137

Payment Type:

Check (incl)

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_



**sustainable**  
FURNISHINGS COUNCIL