

Become a certified green expert

GREENleaders



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).

March 21, 2011 9am - 5pm
200 Lexington Avenue



ARCHITECTURAL DIGEST
HOME DESIGN SHOW
March 17-20, 2011 Pier 94, NYC

GET TICKETS NOW
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REGISTRATION FORM

As part of **New York Design Festival 2011**, GREENleaders is being offered live as a 6-hour program in partnership with **Architectural Digest Home Design Show** and **New York Design Center**, on March 21, 2011, 9am-5pm, for \$299. Passing participants will receive a Certificate of Course completion, business cards, and a free copy of the SFC Green Home Furnishings Consumer Study. Participants then can become full members of the Sustainable Furnishings Council at 25% off first year dues and are entitled to member seal 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

GREENleaders with ADHS

Dates	<input type="text" value="March 21, 2011, New York Design Center
200 Lexington Avenue, corner of 33<sup>rd</sup>"/>	Times	<input type="text" value="9 to 5 pm"/>	
Name	<input type="text"/>	Phone	<input type="text"/>	Mail with payment of \$299, or call: SFC PO Box 205 Chapel Hill, NC 27514 Ph/Fx: 919-967-1137 Payment Type: Check (incl) <input type="checkbox"/> Visa/MC # <input type="text"/> Expiration Date <input type="text"/>
Company	<input type="text"/>	Email	<input type="text"/>	
Address	<input type="text"/>	Primary Business:		
City	<input type="text"/>	Manufacturer	<input type="checkbox"/>	
State	<input type="text"/> Zip <input type="text"/>	Retailer	<input type="checkbox"/>	
Signature	<input type="text"/>	Designer	<input type="checkbox"/>	
		Other (specify)	<input type="text"/>	





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Certified Sustainability Training

This industry first, 6-hour exam course was developed in conjunction with the Sustainable Furnishings Council, the #1 organization with board members including ranking staff of World Wildlife Fund, Rainforest Alliance, and one of the co-founders of the USGBC. This is the most comprehensive green furnishings training program available, providing designers with the knowledge and credentials to differentiate themselves as experts in sustainability. Written by an accredited LEED-CI/AP. (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 4th 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.



sustainable
FURNISHINGS COUNCIL

www.sustainablefurnishings.org

919.967-1137