



GREENleaders

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.



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FURNISHINGS COUNCIL

www.sustainablefurnishings.org

919.967-1137

Become a certified green designer



GREENleaders

Certified Sustainability Training

To help members increase relevance in a rapidly changing market, ASID-Florida South is partnering with the Sustainable Furnishings Council in presenting this industry first, 6-hour exam course. Written by a LEED –CI/AP, it was developed as a complementary program to provide the most comprehensive training available in green furnishings, giving designers the knowledge and credentials to be local experts (6 ceu).

“Loved the class! So glad I took my staff! It was interesting, informative, and engaging.”

Robin Baron Design

“The information was invaluable and a lot of it was new, and eye-opening - even for someone like myself who has been devoting a lot of time trying to keep up with "green" issues for years. I would strongly recommend this certification for every designer.”

Peggy Berk, Area Aesthetics Interior Design

ASID Florida South REGISTRATION FORM

GREENleaders is being offered live in partnership with ASID- FSC’s “KEYS TO SUCCESS,” at Hawk’s Cay Resort in Duck Key, FL. on Sept 24, 2010, 9am-4pm, for only \$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 for ASID-FSC

Dates	<input type="text" value="September 24, 2010"/>	Times	<input type="text" value="9am – 4pm"/>	Mail with payment or call:
Name	<input type="text"/>	Phone	<input type="text"/>	SFC
Company	<input type="text"/>	Email	<input type="text"/>	PO Box 205
Address	<input type="text"/>	Primary Business:	<input type="text"/>	Chapel Hill, NC 27514
City	<input type="text"/>	Manufacturer	<input type="checkbox"/>	Ph/Fx: 919-967-1137
State	<input type="text" value="Zip"/>	Retailer	<input type="checkbox"/>	Payment Type:
Signature	<input type="text"/>	Designer	<input type="checkbox"/>	Check (incl) <input type="checkbox"/>
		Other (specify)	<input type="text"/>	Credit Card # <input type="text"/>
				Expiration Date <input type="text"/>



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