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SFC GREENflash E-Newsletter Vol. 70-Special Edition for HPMKT

1 message

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Volume 70, April 7, 2016



SFC CEU at HPMKT

ATTEND SFC PRESENTATIONS AT HPMKT in SHOWROOMS & RRC

[Susan Inglis](#), SFC Executive Director and Resident Expert, teaches you how to use eco-attributes to drive traffic and close sales. Drawing on SFC's 2016 consumer research, learn to answer questions most commonly asked by customers, in simple and compelling ways, whether you are selling upholstery, case goods, accessories or all of these. Get answers to the most common questions about environmental safety, and empower your sales team to build

your brand, as well as a healthy future.

CISCObrothers

SELLINGGreen, Cisco Brothers Style

Sunday, April 17, 4pm
1014 Mill Avenue in the Mill Village, High Point, NC

Cisco Bros. Furniture creates inspiring environments that feel good, making UPHOLSTERY, CASEGOODS, AND LIGHTING in South Central LA of eco-friendly materials. Learn the difference that makes and how to tell the story to build your brand. 1 ceu IDCEC

#CC-103186-1001

[Register Here>](#)



SELLINGGreen, John Strauss Furniture Style

Monday, April 18, 9am
Suites at Market Square, M-7033, High Point, NC

John Strauss manufactures FURNITURE AND LIGHTING in Ohio, with materials that demonstrate care for the environment: sourced locally, handled responsibly and safely finished to avoid introducing hazardous chemicals into the home. Learn the difference that makes and how to tell the story to build your brand. 1 ceu IDCEC #CC-103186-1001

[Register Here>](#)

Jeffan

17,000 islands of inspiration.

SELLINGGreen, Jeffan International Style

Monday, April 18, 4pm
IHFC, H255, High Point, NC

Jeffan's line of ACCESSORIES, ACCENT FURNITURE AND WALL COVERINGS brings Indonesia's amazing craftsmanship and wide array of natural materials to the rest of the world. Learn the difference that makes and how to tell the story to build your brand. 1 ceu IDCEC

#CC-103186-1001

[Register Here>](#)



Selling Green Solutions

Monday, April 18, 12:30-1:30

HFA Retailer Resource Center, High Point Market

Susan Inglis, Executive Director of the SFC, draws on SFC research and sales expertise to prepare sales professionals to make the most of the eco-attributes of furnishings already on their showroom floor. Learn to answer the questions most commonly asked by customers, in simple and 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. 1 ceu IDCEC

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[Register Here>](#)

DOWNLOAD YOUR GUIDE TO GREEN TO FIND SFC MEMBERS THAT HAVE MADE A VERIFIABLE COMMITMENT TO SUSTAINABLE PRACTICES!

Not attending HPMKT this spring?

Shop all [SFC members online](#) AND join the SFC Sustainability Essentials Webinar

**40 Products in 40 Minutes
A Look at the Best of High Point Market
April 21, Noon ET, online**



Wellness Within Your Walls®

NICHOLS
INNteriors



PIZZIGATI DESIGNS
eco chic interiors

SFC Education Committee members offer a curated look at the most eco-chic and healthy products they saw at High Point Market. [Jenna Pizzigatti](#), Principle of Pizzigati Designs, names her eco-chic favorites, [Jane Nichols](#), Principle of Nichols INNteriors and Department Chair, Home Furnishings & Interior Design at High Point University, offers a selection of picks for hospitality projects, and [Nonnie Preuss](#), General Manager of Wellness Within Your Walls, points out the healthiest options.

[Register Today!](#)

SFC MEMBER EVENTS AT HIGH POINT MARKET!

	<p>Served Daily, Showplace 4100: Hot Catered Breakfast, 8-10am Hot Catered Lunch, 11am-1:30pm Hors d'Oeuvres & Cocktails, 4-8pm</p>
<p><i>FRIDAY, APRIL 15</i></p>	<p><i>FRIDAY, APRIL 15</i></p>
	<p>WithIt 2016 WOW Awards 6:30-9pm, IHFC, 11th floor ballroom See which women industry professionals are honored .</p>
<p><i>SATURDAY, APRIL 16</i></p>	<p><i>SATURDAY, APRIL 16</i></p>
	<p>Mimosa Toast to Market 10-10:30am, IHFC C202 Kick off High Point Market with Phillips Collection and mimosas! Join Mark Phillips as he toasts to another successful year.</p>
	<p>Renovation Celebration-Grand Opening & Ribbon Cutting 11am-12pm, IHFC M110 Shop an additional 4400sq ft of showroom space.</p>
	<p>TrendWatch: An Inside Look at the Future of Design 3:30pm - 4:30pm, Suites at Market Square Seminar Room, 1-1014 Julie Smith Vincenti of Nine Muses Media gives attendees an inside look at leading trends in the home furnishings industry. .1 CEU</p>

Attention Interior Designers!
Enter our first ever interior design awards

#GetYourGreenOn

Have you used any products made by SFC manufacturer members within the past 18 months? SFC's new competition recognizes interior designers who specify sustainable and healthful home furnishings for their clients' residences. Open to SFC members and non-members.

#GetYourGreenOn winners (6 total) will be announced during SFC's 10th anniversary celebration on Friday, Oct. 21, 2016. Deadline to enter is May 16.

Submit your entry form online today!

Attention Manufacturers
Join SFC as part of TNAH 2017



SFC's [Phil Kean Designs](#) and the National Association of Home Builders announce the 2017 New American Homes in Lake Nona, FL, designed to the standard of SFC's [Wellness Within Your Walls](#). The spectacular new home and re-model will both be furnished by their SFC members!

Do you manufacture environmentally safe furnishings?

If so, you can be part of TNAH 2017!

TNAH 2017 will be visited by tens of thousands - act today to be included!

Learn more about the 2017 home [here](#) >

Where in the world will Susan be on Earth Day 2016?



Fair Park, Dallas, Texas, April 22-24
Visit the SFC Booth, furnished with SFC Member The Arrangement



Join us for the SFC panel discussion,
on-stage Sunday, April 24, 11am

Panel discussion led by Susan Inglis, SFC Executive Director & resident expert, [Katherine Snedecker of The Arrangement](#), [Laura Britt of Vervano](#), and Mary Dickinson of Perkins+Will. Discussion will cover how design decisions impact the health of our home environments now, and in the future. Get an overview of how home furnishings relate to many sustainability issues, including deforestation and other contribution to CO2 emissions, and the compromise of air quality in our homes, and learn from the experts how you can make choices that ensure a healthy future, inside and out.



SAVE THE DATE FOR SFC

Join SFC for our TENth Anniversary Celebration
October 21, 6-10, on the top floor of Union Square - where it all began

Get involved NOW - [Join us as a sponsor!](#)



sustainable
FURNISHINGS COUNCIL
sustainablefurnishings.org

Join the SFC in our 10th Anniversary Year!

Show the world that your business has made a verifiable commitment to sustainability, AND help us further our mission of sustaining a healthy future inside & out.

If you no longer wish to receive mailings from the SFC, you can [unsubscribe](#) from this mailing or [opt out](#) of all future mailings.

This message sent from:
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