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SFC GREENflash E-Newsletter Vol. 72-June 2016

Sustainable Furnishings Council <admin@sustainablefurnishings.org>

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To: Janet MacKenzie <janet@sustainablefurnishings.org>



Volume 72, June 7, 2016



SFC thanks our sponsors:

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SFC EVENTS:



[See the video NOW](#) and save the Date to celebrate our *TENth Anniversary on October 21 in High Point!*

Register free today!

Join us to celebrate our accomplishments and support our look to the future!

Program includes:

- Keynote message from Al Gore
- DESIGNINGGreen Leaders Thom Filicia, Mitchell Gold, Barry Dixon, Robin Wilson, Angelo Surmelis, Dann Foley, and others
- Announcement of results of Wood Scorecard Project with WWF
- Announcement of the winners of #GetYourGreenOn
- Special advertorial in House Beautiful and Elle Decor

Join these sponsors - earn recognition and help make it a great party!



Contact Susan to get involved >

IT IS TIME TO...

#GetYour *Green* On

We are pleased to announce its first-ever interior design awards, #GetYour *Green* On. This competition honors interior designers who specify sustainable and healthful home furnishings for their clients' residences.

Part awards program, part social media campaign, #GetYour *Green* On launches in 2016 as SFC celebrates its 10th anniversary, a milestone that marks a decade-long commitment to promoting healthy environments both inside and outside the home.

Entries will be featured in SFC's social media channels and educational programming leading up to the fall season. The #GetYour *Green* On winners (six total) will be announced during a [special anniversary celebration](#) on Friday, Oct. 21, during High Point Market.

Both SFC-member and non-member interior designers and design firms are eligible to enter #GetYour *Green* On. Residential interior design projects completed between January 1, 2015, and March 31, 2016, qualify, and entries must feature at least one product from an SFC-member manufacturer or supplier.

Manufacturers: This is a great way to have your products showcased so send to your designer list today!

The deadline for entries is Monday, June 30 ... #GetYour *Green* On today!

WHY NOT ENTER?? IT IS FAST & EASY

[Submit your entry form online today!](#)



EXCLUSIVE SFC MEMBER OPPORTUNITY
SUSTAINABLE FURNISHINGS COUNCIL 10TH ANNIVERSARY
SPECIAL ADVERTISING SECTION IN ELLE DECOR AND HOUSE BEAUTIFUL
TO SPOTLIGHT MEMBERS' ACHIEVEMENTS

Join the Sustainable Furnishings Council in celebrating 10 years of sustaining healthy environments, inside and out, with an ELLE DECOR and House Beautiful special advertising section appearing in both October 2016 issues!

In October, SFC will host an Anniversary Party during High Point Market. SFC members who participate in this program will receive on-site signage and other call-out recognition.

OVERVIEW

- A four page section which will run in major market editions of both magazines
- Combined Circulation: 410,000+ subscribers
- Advertising Opportunity: Full-page, half-page and smaller units are available
- Signage and recognition at Anniversary Party
- Prices include production

TOP METRO MARKET EDITIONS

ELLE DECOR

CIRCULATION: 228,529
ON-SALE DATE: 9.6.2016
AD CLOSE: 7.21.2016

HOUSE BEAUTIFUL

CIRCULATION: 183,399
ON-SALE DATE: 9.20.2016
AD CLOSE: 8.4.2016

ALL PRICING INCLUDES PRODUCTION COSTS

PROGRAM CONTACTS

Susan Inglis, Sustainable Furnishings Council, susan@sustainablefurnishings.org, (252) 368-1098



[Contact Susan for more info >](#)



Sustainability Essentials Webinar:
Sustainable Furnishings 101

**An overview of what makes it environmentally safe and eco-friendly,
and why it matters**

June 16, Noon ET

This one-hour webinar gives an overview of the environmental issues related to home furnishings, including the factual basis for climate change, problems with indoor air quality, toxic waste, and water conservation. Learn what questions to ask and what answers to look for in relation to products and materials we specify for our homes. Then also learn how making better choices will help you grow your business.

[Click here to Register](#)

LET'S TALK ABOUT
GLOBAL WARMING

Beth Bridgers and Susan LaFera of BeyondBlue,
invite you to join an important conversation about global warming.

Home furnishings tastemaker [Mitchell Gold](#) will interview [Greg Fishel](#),
a veteran chief meteorologist, on his transformation from skeptic to leader in the
struggle against climate change & how it affects your home and life.



Mitchell Gold



Greg Fishel

THURSDAY, JUNE 23, 2016

11:30AM – 1:30PM

A light lunch will be served

12PM – 12:45PM

Interview starts taping promptly at noon and will air nationally

BEYONDBLUE INTERIORS

Raleigh's North Hills

4350 Lassiter at North Hills Avenue, Suite 102

Raleigh, NC 27609

RSVP

To RSVP, please [click here](#)

EVENT PARTNERS



Mitchell Gold
+ Bob Williams
HOME FURNISHINGS



SFC "Sustainable Style" Progressive Luncheon Tour at Dallas Market Center, Saturday, June 25, 11am-2pm

Gone are the days when sustainable furnishings screamed earth-friendly. Today, the style statement for an eco-friendly, healthy home is all about quality furnishings with beautiful aesthetics, no matter what the style and price-point.

Sustainable Furnishings Council's Susan Inglis, Executive Director and resident expert, provides you with an overview presentation "What is Sustainable Furniture, Anyway?" then guides you through SFC member showrooms where you see examples and learn more, enjoying a progressive lunch along the way as we view and glean insights about the wide range of stylish sustainable furnishings on offer at Dallas Market Center. Showrooms we will visit include Classic Home, Currey & Co, Loloï and Phillips Collection. CEU-104621 is offered for this FREE tour.

[Register Here>](#)



LOLOI





Join us for a .1 CEU at TAID
The Case for Sustainability
Monday, June 27, 9:40-10:40

Provides a grounding in the environmental issues related to home furnishings, including climate change, indoor air quality, toxic waste, and water conservation. Source documents are public records such as the U.N. IPCC 5th 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. IDCEC
ceu 103081-1002

[Register Today!](#)



Nominations are officially open for the 28th annual ARTS Awards. The ARTS Awards, presented each January during the Dallas Total Home & Gift Market, is an

international awards program dedicated to home industry excellence and achievement in green manufacturing practices, retailing, manufacturing, design and sales representation.

Deadline is June 30! Enter Today!



The [American Society of Furniture Designers](#) has announced that it will waive the late entry fee and **extend the deadline for both student and professional 2016 Pinnacle Award entries to June 30, 2016**. Online 21st Anniversary Pinnacle Award Entries, including the **Green Leaf Award** entries, can be submitted by clicking on one of the orange buttons at the top of ASFD's home page at www.asfd.com



Webinar - The Conservative Case for a National Carbon Tax
Speakers: Former Rep. Bob Inglis (R-SC) & Catrina Rorke, R Street
Institute
June 8th, 4 - 5 PM ET

Stopping climate change will ultimately require action from Congress. That can't happen without some support from Republicans, who currently hold a majority in both the Senate and the House.

An increasing number of conservatives believe a carbon tax is the most efficient and market-friendly way to address climate change. This webinar explores the carbon tax option from a conservative perspective.

[Register Today>](#)

Join us at SustyBiz16 in Washington DC, September 25-27.

What is ASBC's- Annual Summit is all about? Making sure that the voice and ideas of sustainable business are heard on Capitol Hill and in the Administration. SustyBiz provides business leaders the opportunity to directly engage in the policy process.

[Learn more>](#)



Preferred Fiber & Materials – Creating Material Growth

A Global Textile Sustainability Conference

October 3 – 6, 2016, Hamburg, Germany

Register Today for Early Bird Rates!

#SustainableSaturdays

with

Habitat for Humanity ReStores®

Give your used furniture a second life.

RECYCLE IT AT YOUR LOCAL Habitat ReStore®!

Help us keep 10 tons of furniture out of our landfills.

Next #SS is June 11!

[Participate here >](#)

Premium Education Offered by SFC!

GREENleaders
Certified Sustainability Training

Become a GREEN Accredited Professional

Popular and comprehensive training program provides designers, retailers, manufacturers, reps, and others the knowledge and credentials to become experts

in sustainability. 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 a founder of the USGBC. 700 graduated to date. Approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs.

Only \$299!

[See full course description here >](#)

Take the full course [online](#) at your leisure.

Take the course live at NYDC - November 10, 2016
Register today to get the early bird special of 50% off!



**EDUCATION
PROVIDER**



Over 84% of consumers are interested in buying environmentally safe furnishings, but over 45% of them have no idea what solutions YOU have on offer. Let SFC empower YOUR sales staff to Sell YOUR Environmentally-Safer options more effectively. [Contact us](#) to schedule our customized training, live or by webinar.

What other Educational Offerings does SFC have scheduled?

[Check out our Events Calendar for 2016!](#)

Welcome New Members!

bunakara

JOANA ARANHA

Bunakara brings to you unique collections with a specific sense of place and purpose, in which modest and rich materials are combined with respect for tradition. Bunakara weaves objects with unexpected outcomes – objects that bring to life exquisite environments, carrying and then leaving behind a legacy of tangible and intangible attributes. <http://www.bunakara.com/>



DIRA has selected some of the finest home furnishings and accessories designed and crafted by artists who capture the majesty and mystery of the African bush. The partners of DIRA consistently search for decorative items throughout the world that bring the romance and art of creation into your home. When you purchase our goods you not only have the benefit of enjoying a beautifully handmade work of art, but you are also supporting the artists' communities and livelihoods. <http://www.diralife.com/>



Domaci: There's a designer in everyone. Decorating your home shouldn't be about following a strict set of rules, instead it's about trusting your instincts, and creating a home that's more colorful and more comfortable - all the while fitting right in with your lifestyle. Domaci knows that buying furniture is an investment, so we bring you pieces built to last a lifetime. We offer tomorrow's antiques today. <https://domacihome.com/>



HTX Made is a micro producer factory of furniture and other wares. We offer a professional alternative to outsourced production. Since its inception, HTX Made has been committed to the cleanest, most socially responsible standards in the industry. We collaborate with architects, designers, and the local maker community and seek to employ workers from underserved communities. <http://www.htxmade.com/>



Möbius Home: We guide you by simplifying the process of refreshing your residence or business interior. We begin with the items you already own, to create a curated expression of your style. Our desire is to make design accessible for you. We focus on eco-friendly options to maintain a healthful space. Talk to us. We'll listen and create a plan to facilitate your vision. <http://mobiushome.com/>



Van der Sar Imports bv: We develop and produce our pots, vases & planters in collaboration with producers in Eastern Europe and a number of countries outside of Europe except China. We keep a close eye on the production process to ensure that we only produce top quality products. We provide optimal working conditions for our workers. We accept our responsibility to help our factories produce more effectively and efficiently while also considering social & environmental issues. <http://www.vandersar.nl/>



Click here to view all SFC Members on our website!

Join the growing list of member companies!



MEMBER NEWS

Attention Manufacturers



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 manufacturer 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](#) >



What do you and your suppliers know about where your wood comes from? What is your corporate wood sourcing policy? SFC is pleased to be working with WWF on a Wood Scorecard Project that will evaluate how well furniture companies are keeping up with the sustainability of their wood supply. Results will be announced at our TEnth Anniversary Celebration in High Point on October 21.



Clodagh Design was awarded the Best Residential Project for their beloved **Abington House!** They couldn't be more thrilled to celebrate with everybody involved. Their Design Director and Project Director for Abington House Nancie Min graciously accepted the award on behalf of Clodagh Design.



Free Webinar

Neither Boastful nor Bashful: Making Effective Sustainability Claims

June 21, 2pm ET

[Register here](#)

Member info needed for member kits



Each month we send out 20+ member kits to new and renewing members and we would love to include info about your company. SFC can be a great way to network! Let us help you build your business! Contact Janet, [252-368-1098](tel:252-368-1098) or janet@sustainablefurnishings.org with questions or info.

Industry & Environmental News

Women and Climate Change: Women are most at risk, they are also an underutilized resource for climate-change mitigation. That makes them an important part of the picture for clients who are considering gender-focused or climate-related investments. [Read more>](#)

California's cap-and-trade program may expand to rain forests: Under a plan that state air regulators are considering, industries that emit greenhouse gas pollution in California could form multimillion-dollar relationships with indigenous communities like Kuntanawa's by paying them to preserve trees deep in the Amazon rain forest of Brazil. [Read more>](#)

Child product safety bill clears NY Assembly: According to the Environmental Advocates of New York, the Child Safe Products Act that passed last month would protect children from avoidable illness and toxic exposure by allowing the Department of Environmental Conservation (DEC) to regulate the use of some chemicals in children's products including toys, bedding and sleepwear. [Read more>](#)

Manufacturers disclose phthalates used in products: A national report released last week by the Environmental Health Strategy Center includes for the first time disclosures by manufacturers in the state of Maine who used phthalates in their products. The report shows that hormone-disrupting chemicals are used in a broader range of household products than previously known. [Read more>](#)

EPA is proposing to add a Hexabromocyclododecane (HBCD) category to the Toxics Release Inventory (TRI) list of reportable chemicals. This proposal, if finalized, would expand the scope of chemicals subject to reporting and provide communities with more complete information on toxic chemical releases. [Read more>](#)

Fire-Suppressing Foam's Toxic Chemicals Detected In California Groundwater: When disaster strikes on a runway, fire suppressing foam can be a lifesaver. For decades, however, there was a hidden danger in the foam itself. The chemical agents in that foam are called fluorinated chemicals. They are much like the same chemicals that were used in products like Teflon and Scotchguard, until they were deemed a health threat by the Environmental Protection Agency. [See the whole story here>](#)

Bladeless wind turbines? Imagine massive poles jutting out of the ground that produce electricity. Because they're thinner than a regular wind turbine and have no blades, more of them can fit into a space, meaning more electricity can be generated while taking up less real estate. [Read more>](#)

Altree wood chip and plastic panel substitute finds use in road signs. But could it be used for furniture? Altree is made from recycled plastic milk jugs and wood chips, known as "forest slash," that would otherwise be burned or left on the forest floor. [Read more>](#)

The International Sleep Products Association (ISPA) has released its 2015 Mattress Industry Report of Sales and Trends. This year's report shows that the industry continues to grow, with the 2015 wholesale value of mattresses and foundations made and sold in the United States exceeding \$8 billion for the first time. [Read more>](#)



RECENT NEWS:

How to Support Clean Water, Safer Chemicals and Climate Action, June 1, 2016

Zach Bernstein, ASBC's research and social media manager, wrote an op-ed in GreenBiz.com about issues that the ASBC is working on with many other organizations.

ASBC Releases New Report on Positive Economic Impact of Green Building, May 31, 2016

Last week, ASBC announced the release of a new report, "How Green Building Helps the U.S. Economy." Green building is the process of creating or retrofitting a building through an environmentally- and resource-mindful process, from conception to design and through operations

and maintenance. The report describes market trends... [READ MORE](#)

ASBC Raises Concerns With Chemical Reform Bill, May 26, 2016

UPDATE: Sen. Rand Paul (R-KY) placed a last-minute hold on the bill so the Senate vote has been postponed. It is expected that the vote will happen in June. Earlier this week, Congress voted to approve sweeping legislation reforming the Toxic Substances Control Act, the nation's law regulating potentially toxic chemicals in... [READ MORE](#)

Green Building Could Cover 10% of U.S. Committed Carbon Reduction, May 25, 2016

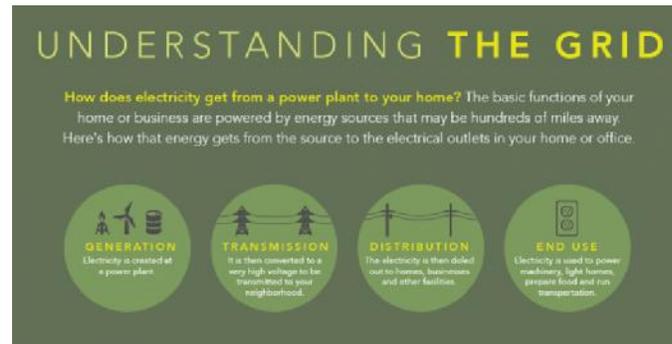
WASHINGTON, DC (May 25, 2016)—A new report found that if applied comprehensively nationwide, green building standards can achieve about 10 percent of the total carbon reduction that the U.S. must deliver under the climate agreement reached in Paris last December. The report from the American Sustainable Business Council (ASBC)... [READ MORE](#)

Businesses Express Concern over Toxic Legislation, May 24, 2016

WASHINGTON, DC (May 24, 2016)—The U.S. House voted today to approve sweeping legislation reforming the Toxic Substances Control Act, a 40 year old law that regulates potentially toxic chemicals in consumer products and food. Business leaders praised the improvement in EPA's authority to regulation, but point out that the new... [READ MORE](#)

Graham Goes With the Wind, May 11, 2016

Frank Knapp, Jr., co-chair of ASBC and president & CEO of the South Carolina Small Business Chamber of Commerce wrote an op-ed in the Morning Consult supporting South Carolina Sen. Lindsey Graham (R)'s pushing for clean energy solutions to climate change.



It's Electric! Six Powerful Infographics on Clean Energy

When was the first time you learned about electricity in school? It probably started with a memorable story: the infamous legend of Benjamin Franklin flying a kite with a key in a storm.

Fast forward a few hundred years and in many places around the world, electricity has become ubiquitous: at once something we can't live without and something we rarely take time to consider closely. But how we power our world has important implications for, well, our world. **To stop climate change, we need to leave fossil fuels in the past – period.**

[View the interactive graphics here>](#)

(Source: [Climate Reality Project](#))



Ready to take the next step in SFC Membership and be recognized as Exemplary?

[Contact Susan](#) to see how to qualify.

[Click here](#) to view the Exemplary Manufacture Requirements and [here](#) for the Exemplary Retailer Requirements.

We want you to get the recognition you deserve!



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.

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