JUNE 13-14, 2014
Ronald Reagan Building and International Trade Center
1300 Pennsylvania Ave NW
WASHINGTON, DC 20004

Where the home furnishings industry gathers to plot a sustainable tomorrow today!

Sustainability is the biggest source of competitive advantage in business in the 21st century. When companies choose to address environmental, social, and ethical issues, they open up opportunities to innovate, differentiate, create more value, and attract more customers.

SFC NEXT is a two day learning journey intended to help those doing business in the home furnishings industry broaden and accelerate their sustainability initiatives. It is about helping attendees meet the unique challenges and seize the distinct opportunities presented by our industry.

The future is uncertain, but the path you choose to get there is up to you. Attend SFC NEXT and discover new ways to make sustainability tangible, plausible, and profitable. REGISTER NOW!

REGISTRATION

Name
Company
Address
City, State, Zip

check one: designer retailer manufacturer supplier other

REGISTRATION FEES ARE:
SFC Member, one attendee: $395
SFC Member, two or more attendees: $395 per attendee
Non-member, one attendee: $595
Non-member, two or more attendees: $595 per attendee

Payment can be made by check, Visa or MasterCard. Send payment to: SFC, 100 East King St, Edenton, NC 27932 or call 252.368.1098

HOTEL INFO
A block of rooms have been reserved at W Washington, D.C., 515 15th Street NW, Washington, D.C. 20004
Phone: (202) 661-2400 • Room Rate $299 per night
Please reference the Sustainable Furnishings Council when making the reservation.

www.sfcnext.org
www.sustainablefurnishings.org

Find resources and information you need at
www.sustainablefurnishings.org
**INDUSTRY MIXER**

4-9 pm, Saturday
The Phillips Collection
IHFC-C207
Sponsored by SFC, ASFD, ART, YHFP, WithIt

**Spinning Out Greenwash, Fold In Brand Loyalty & Preview SFC NEXT**

Monday, 12:30-1:30pm
IHFC, 11th Floor
Green Wing Ballroom

Join SFC during its semi-annual lunch and panel discussion as the non-profit tackles the tricky topic of telling an authentic sustainability story, avoiding greenwash and building brand loyalty. Whether you use a symbol, such as the SFC member seal, a certification mark, such as Cradle to Cradle, or use your own words and pictures, it is tricky to make your point powerfully. SFC Board Member Sean Sullivan, associate publisher of House Beautiful, ELLE Decor, and Veranda, moderates a discussion to teach you how to tell your story effectively. Panelists include Stacy Glass, VP of Build Environment at Cradle to Cradle Products Innovation Institute — PLUS hear what you can expect to learn at SFC NEXT, our first annual conference!

**VISIT sustainable FURNISHINGS COUNCIL**

Suites at Market Street | 1-424

**JOIN SFC**

Support our Cause
Receive Benefits and Recognition

**SFC THANKS OUR SPONSORS**

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