Though consumers are more concerned than ever about environmental issues and want to choose eco-friendly textiles and home furnishings, the terminology and emphasis you choose to market your products will make a big difference in how effectively you reach your target.

Sustainable Furnishings Council’s Susan Inglis will review the findings of the latest SFC survey, conducted by RSI and sponsored by Hohenstein Institute and Mitchell Gold + Bob Williams. The news confirms concerns about a range of environmental issues inside and clarifies priorities, noting the habits consumers
have developed. Learn how to respond to get in on the action, building your business while helping to sustain a healthy future.

Register Here!

SFC is Hiring!

Member Services Manager

Based in High Point NC, this is a customer service job, working to ensure that members get all the support they need to reduce environmental footprint AND realize all the business development benefits that doing so can bring.

For more info and to apply contact susan@sustainablefurnishings.org

Member News

SFC Welcomes Our Newest Members & Thanks our Renewing Members!
Membership Matters

SFC helps members reduce environmental footprint AND develop new business by talking about these accomplishments effectively. In-store events are a great way to do that. Plan an event in your own store, in a dealers store, for your local interior design society, etc. SFC offers 10 different cu programs and also provides customized programming for all occasions. Plan now for 2019!

To learn more, Contact Susan Inglis, Executive Director.

Let SFC Membership Work for your business!

SFC Membership in 2019

SFC member dues have not increased for 10 years! This year - in celebration - we are implementing a modest 10% increase of dues, keeping the fee affordable for businesses of all sizes:

<table>
<thead>
<tr>
<th>Annual Sales</th>
<th>Dues/Institutional Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 500,000</td>
<td>$275</td>
</tr>
<tr>
<td>$ 500,001-1 Million</td>
<td>$825</td>
</tr>
</tbody>
</table>
In further celebration, this month we are offering you new membership at old prices - Join Today!

**SFC Member Opportunities**

**APPLY TODAY!**

Former US Vice President and Climate Reality Chairman Al Gore will join environmental justice movement leaders, faith voices, business visionaries, communications professionals, and world-class scientists in Atlanta, Georgia to train a new class of activists as Climate Reality Leaders, taking action on the climate crisis, advocating for solutions, and building a diverse, equitable, and inclusive climate movement for all.

**DEADLINE IS JANUARY 28TH! APPLY TODAY!**

Participation in this three-day event is FREE, but space is limited and applications close Monday, January 28th. To learn more about the Climate Reality Leadership Corps training in Atlanta and to apply before the January 28th deadline, visit [https://www.climaterealityproject.org/training](https://www.climaterealityproject.org/training).

**Special EarthX deals for SFC Members!**

Join SFC in our Eco Pavilion and for dynamic programming about our Wood Furniture Scorecard!

Contact Steve Evans - [steve.evans@earthx.org](mailto:steve.evans@earthx.org)
Earth Day 5K Green Tour 2019

Visit NYC’s great green sites!

April 22, 2019            9:00 AM – 12:00 PM

Join SFC in New York for the Earth Day Initiative's 2019 Earth Day 5K Green Tour! The tour is a fantastic way to get outside on Earth Day and get involved with some of the great green groups around NYC. Sites in recent years have included a rooftop farm, a green hotel, an underground park, and a composting site.

Visitors will travel from site to site and learn about what you are doing on the ground to help green the city.

Get Your Tickets & More Information Here

To put your business on the tour contact John Oppermann - joppermann@earthdayny.org

Interior Design Society #GetYourGreenOn Award
Sponsored by Sustainable Furnishings Council

High Point, NC – The Interior Design Society (IDS) has released the application for their Designer of the Year Awards program. There are over 20 categories in residential interior design, including specialty awards such as the Sherwin-Williams Sponsor Award, IMPACT awards for pro-bono projects and a new category for new construction.

This year, the Sustainable Design, #GetYourGreenOn Award is sponsored by the Sustainable Furnishings Council. It was created for designers who create environmentally conscious spaces. These designs should take into consideration the principles of social, economic and ecological sustainability ensuring that the design does not leave a negative impact on our environment.

***Members of the Interior Design Society and Sustainable Furnishings Council can enter the awards competition online at https://idsawards.secure-platform.com/.***

Winners will be recognized on Saturday, May 4, 2019
in Palm Springs, California

Join SFC for the ARTS Awards Gala & See who gets The Green Award!
Reserve Your Ticket Here!

An Invitation to Join SFC as an ASBC Member at a SPECIAL rate!

The Sustainable Furnishings Council is excited to be continuing its partnership with the American Sustainable Business Council and to offer you this special invitation to join ASBC!

ASBC believes in the power of business to build a better world.

ASBC’s mission is to empower and mobilize business leaders to advocate for market and policy change in support of a triple bottom line, sustainable economy. Our team is fighting for your interests and values on Capitol Hill, in the administration, and in statehouses, by bringing together the businesses and business associations nationwide that have the power to collectively make change happen.

With your membership you can Connect with like-minded business leaders, Secure insider access, Amplify your voice, Gain Insight on issues, and Build your skills.

Join ASBC to build a sustainable economy and receive a 20% discount on your first year’s membership with the promo code SFC100.

For questions, email join@asbcouncil.org.

The future starts here.
21.–24.05.2019

Interzum offers special deals for SFC Members!

Contact Leslie Fleck - l.fleck@koelnmesse-nafta.com

GREENLeaders

Become a Certified GREEN AP and be a leader in the Design Industry!
Live GREENleaders Classes

Florida - Las Vegas Market - New York

Normal Fee: $299.00

Register NOW for BIG Discounts!

Las Vegas, NV
January 30
Las Vegas Market
9:00 am - 5:00 pm
Register NOW
Early Bird
Registration $224.25

New York City, NY
March 8
University Center
9:00 am - 5:00 pm
Register NOW
Early Bird Registration $224.50

High Point, NC
April 10
High Point Market
9:00 am - 5:00 pm
Register NOW
Early Bird Registration $224.50

Would you like a GREENleaders ceu class in your area?

Sustainable Furnishings Council would love to work with your local IDS or ASID chapter to schedule a GREENleaders class near you. Contact Susan Inglis for details. susan@sustainablefurnishings.org

MORE about SFC's GREENleaders

This popular comprehensive 6-hour exam program provides an excellent grounding in the sustainability issues we all must face and gives practical advice for growing a home furnishings business with solutions to the problems. Developed in 2009 by a LEED AP, in conjunction with the Sustainable Furnishings Council, the course is now updated with input from experts in the field including ranking staff of World Wildlife Fund, Rainforest Alliance, and a founder of the USGBC. It provides a comprehensive overview, cutting edge advice, and inspirational ideas in 6 units:

The Case for Sustainability

The Mind of the Consumer

Sourcing Eco-Friendly Materials

Sourcing Environmentally-Safe Processes

Designing Green Interiors

Selling Eco-Solutions

SFC's comprehensive training program provides designers, retailers, manufacturers, reps, and others the knowledge and credentials to become expert in sustainability. Approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs (6 ceu).

Click Here For more details on this comprehensive training program.
Can't make the Live Class? Try GREENleaders Online - Learn at your own pace!

Time to Renew Your GREEN AP?

Click Here for Renewal Form

Are you asking, "What's it made of?"

The "What's it made of?" Initiative is a joint initiative of SFC, American Sustainable Business Council, Center for Environmental Health, Healthy Materials Lab at Parsons School of Design, and others to encourage transparency in supply chains and stimulate innovation for harmful chemical reduction in furnishings. Learn More

Do you have a robust wood sourcing policy?

Check out the Wood Furniture Scorecard, presented by The National Wildlife Federation (NWF) and Sustainable Furnishings Council (SFC), for guidance and to ensure you score high in meeting one of the furniture industry's largest responsibilities- ensuring the health of forests around the world!

Already a Member? Take the Next Step. Be Recognized as Exemplary

Click here for Exemplary Retailer Requirements
Click here for Exemplary Manufacturer Requirements

FSC BY THE NUMBERS as of December 2018

2,574 CoC Certificates, US
3,820 Companies CoC certified, US
37,378 CoC Certificates, Worldwide
34.9 MILLION ACRES Certified forest area, US
168.1 MILLION ACRES Certified forest area, US & Canada
496.6 MILLION ACRES Certified forest area, Worldwide
World-Changing Women’s Summit

Santa Cruz, CA | January 28 - 30

Are you a purpose-driven female business leader looking for your tribe? Join Conscious Company Media’s World-Changing Women’s Summit and discover ways to take your leadership, your workplace, and your impact to the next level in a rejuvenative environment amid the redwoods of Santa Cruz county. Register today and use code WCWS_ASBC to save 10% as an ASBC member!

LEARN MORE

Approved by GBCI for 6 CE hours.
Registered with IDCEC for 6 ceus.
Provides designers, retailers, manufacturers, reps, and others the knowledge and credentials to become expert in sustainability.
Available as online class.

Already a Member? Take the Next Step.
Be Recognized as Exemplary

Click here for Exemplary Retailer Requirements
Click here for Exemplary Manufacturer Requirements

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:
Sustainable Furnishings Council
100 East King Street, Suite 1
Edenton, NC 27932
United States

www.sustainablefurnishings.org