Sustainable Furnishings Council Announces 2014 Board of Directors

Sustainability champion, environmental litigator, and media and marketing professionals join SFC as the non-profit prepares for launch of groundbreaking national conference, SFC Next

Chapel Hill, NC — The Sustainable Furnishings Council, the leading advocate for the responsible sourcing, manufacturing, marketing and sale of residential furnishings, welcomes five new appointees to its Board of Directors.

A who’s who of up-and-coming influence and far-reaching expertise, the new members of the board, who begin their three-year term this year, are: Gat Caperton, president and CEO of Caperton Furnitureworks, a West Virginia manufacturer of hand-made, solid-wood home furniture; environmental lawyer Alexander Elkan, partner at Greensboro, NC-based firm Brooks Pierce; Brooke Feldman, digital marketing coordinator for Nourison Industries; Albert A. Gore III, former vice president of business development and sustainability for Strategic Capital Partners LLC; and Sean Sullivan, group marketing director with Hearst Design Group and associate publisher of House Beautiful, ELLE Decor and Veranda.

“The 2014 Board of Directors brings essential know-how to SFC during a pivotal time for our organization—indeed, our planet’s climate and resources,” explains SFC President Steve Freeman, vendor resource manager for Room & Board. “One need only read the headlines and reflect on current weather patterns to know that SFC’s Directors’ efforts are both essential and needed urgently. Awareness is key, so we’re honored and enthusiastic to have the support of committed and high-profile environmental advocates and consumer-focused professionals.”

New appointees are working alongside returning Board members—Norman Coley, Lee Industries; Kathryn Fernholz, Dovetail Partners Inc.; Mitchell Gold, Mitchell Gold + Bob Williams; and Amy Smith, World Wildlife Fund’s Global Forest & Trade Network—during one of SFC’s most formative years.

Already, SFC has launched a consumer awareness campaign with Hearst Corporation; it can be viewed in the March 2014 issues of House Beautiful. And this summer, SFC will launch SFC Next, a national conference set for June 13-14 at the Ronald Reagan International Trade Center in Washington, D.C.

SFC Next will educate businesses about what’s cutting-edge in the arena of sustainability,
provide useful strategies for creating a healthful home, and teach businesses how to be successful in a low-carbon economy. Registration for SFC Next opens Friday, March 7.

The SFC Executive Committee, whose members also serve on the Board of Directors, is unchanged for 2014. Room & Board’s Freeman returns as President; Robin Wilson, Robin Wilson Home, is Vice President; Greg Harden, Harden Furniture, serves as Treasurer; Peggy Burns, Circle Furniture, is Secretary; and Susan Inglis is SFC Executive Director.

About the Sustainable Furnishings Council
Sustainable Furnishings Council is dedicated to promoting healthy environments inside and outside, providing the most comprehensive information on environmental, safety and health issues in the industry and championing initiatives that improve products and processes. The SFC and its qualifying members respond to environmental and social issues and offer specific information to consumers, the media and other partners. The SFC is the authoritative source to help companies “green as they grow.” Follow SFC on Facebook https://www.facebook.com/pages/Sustainable-Furnishings-Council/156054884466978, Follow SFC on Twitter at @SFCouncil.

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