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The Sustainable Furnishings Council Hires Carl Davis, Jr. To Lead 2014 Development Efforts

Chapel Hill, NC — The Sustainable Furnishings Council is pleased to announce Carl Davis Jr. will lead the organization's development efforts in 2014. As Development Officer, a new position for the non-profit organization, Davis will work with the SFC Board of Directors to advance a recently adopted four-pronged strategy that will increase SFC's impact, reach and profile.

"We are excited to have Carl join us in our efforts to bring awareness and improvement to the furniture industry regarding the health of our planet and our homes," said SFC Chairman Steve Freeman, vendor resource manager for Room & Board. "Carl's experience will allow us to grow as an organization and help us fund our long-term initiatives."

Prior to joining SFC, Davis helped organizations such as the Climate Reality Project and The Smithsonian National Museum of the American Indian meet their strategic goals through his Washington, D.C.-based consultancy, Think Social Change LLC. He has formerly held leadership positions in development and communications at the Indianapolis Museum of Art and with Big Brothers and Big Sisters of Central Indiana.

"SFC is at the forefront of important issues facing the industry, consumers and our planet," Davis said. "It is a privilege to contribute to this work."

"We know that adopting business models that reduce a company's environmental footprint can strengthen both the planet and profits," Davis continued. "So I am equally excited to be contributing to work that will help the home furnishings industry advance a low carbon economy."

Davis is a cum laude graduate of Ball State University with a B.S. in Economics, a member of the Rotary Club of Capitol Hill, and serves on the Boards of Directors of Public Allies, D.C. and the Miller College of Business at Ball State University.

About the Sustainable Furnishings Council

Acting as a bridge between manufacturers, retailers, and consumers, the Sustainable Furnishings Council is dedicated to 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.