



## **Find out how to use sustainability to differentiate your business, attract more customers, and grow your bottom line**

The Interior Designer Society is pleased to partner with the **Sustainable Furnishings Council (SFC)** to invite you to join hundreds of thought leaders and innovators for a unique two-day learning and networking experience, **SFC NEXT**. **SFC NEXT** will take place in Washington, D.C. June 13-14, 2014, at the Ronald Reagan Building and International Trade Center, 1300 Pennsylvania Ave. NW.

The conference will help you uncover fresh thinking on how to make sustainability tangible, plausible, and profitable for your business. Register before Friday, May 16<sup>th</sup> and receive a savings of approximately 33% on the standard full two-day and one-day conference registration rates. As a member of the Interior Designer Society you will be extended the privilege of registering at the SFC member rate of \$395 for a full two-day registration or \$215 for a one-day registration (price includes all conference sessions, continental breakfast, lunch and networking happy hour).

### **Here are just five reasons you should attend SFC NEXT:**

- **Earn two continuing education units.** Learn from Jillian Pritchard Cooke, founder of *Wellness Within Your Walls*, how to use sustainable design practices to make healthy and wise choices for the interior.
- **Discover what's driving the evolution of the home.** Learn 13 key trends from PSFK Labs that are driving how we will live in our homes in the coming months and years and how we might get there.

- **Learn how to green your fabric and material choices.** Learn about the next generation of organic, sustainable material alternatives from companies such as Ecovative and Noble Environmental Technologies. Learn how to green your fabric choices from innovative companies such as O Ecotextiles.
- **Develop a strategy for communicating your sustainability efforts to consumers.** Dan Burrier and Mark Eckhardt, Co-CEO's of the COMMON Marketplace will share their experiences in using sustainability to develop a community of loyal customers.
- **Broaden your network and get access to cutting edge information.** Join home furnishings retailers, suppliers, manufacturers as well as fellow designers and architects to share and learn more about the next wave of sustainable materials, products, and practices.

Please visit [www.sfc.next.org](http://www.sfc.next.org) to register, view the conference agenda, and to see a list of confirmed speakers. We look forward to seeing you in Washington!

Sincerely,  
Snoa Garrigan  
Executive Director  
Interior Design Society

P.S. Arriving on Thursday? Join us for a 6:30pm screening of the acclaimed documentary **Toxic Hot Seat**. The filmmakers will be present for a question and answer period following the screening.