



The Industry Voice for Workplace Solutions

memo

Sustainability Standard Training

If you didn't attend the 2009 BIFMA Leadership Conference in January, then you missed some important and exciting information about the upcoming release of the BIFMA sustainability standard and certification program. However, it's not too late as we're planning to host a series of training sessions in various areas of the country.

You can also visit <http://www.bifma.org/public/SAS.html> for a copy of the Leadership Conference materials and presentation on the standard and level™ certification program.

The Training Sessions

There will be two separate training sessions offered over the next several months.

Session #1 is a 4.5 hour "train the trainer" session intended to provide fairly detailed information regarding the standard content, structure, intent, application, as well as information about the certification and labeling program, the use of third party certification bodies and intended customer messaging. Appropriate audiences for this session include executive leadership, sales and marketing professionals, sales trainers, customer service representatives, sales team members, etc. Anyone that wants to learn more about the standard, the certification program and the communication messaging that will be going out to customers beginning in June should attend this session.

Session #2 is a full-day, detailed and in-depth analysis of the standard content, structure and intent. Appropriate audiences for this concentrated, technical session would include anyone responsible for the actual implementation of sustainability initiatives within your enterprise. Appropriate audiences include sustainability directors/managers, operations and/or supply chain professionals, and anyone overseeing or implementing sustainability practices. Anyone seeking better technical understanding of the standard should attend this session.

The sessions are independent and do not need to be taken consecutively, in fact they are intended for different audiences.

Cost/Registration Fee

Session #1 is being offered for \$350 per registrant from a BIFMA member company, and \$600 per registrant from a non-member.

Session #2 is being offered for \$800 per registrant from a BIFMA member company, and \$1,400 per registrant from a non-member.

A registrant from a member company that wishes to attend both sessions can do so for a discounted fee of \$1,000. A minimum of 8 attendees per session will be required to convene training in each location, so please pre-register as soon as possible.

Custom Training

If you have a large group and would like to consider a private training session, that is also an option. Please call Tom Reardon at 616-285-3963 to discuss.

Proposed Schedule

Dates		Location
May 6 PM	Session #1	Jasper, IN
May 7	Session #2	Jasper, IN
May 12 PM	Session #1	Chicago/Rosemont, IL
May 13	Session #2	Chicago/Rosemont, IL
May 20 PM	Session #1	Grand Rapids, MI
May 21	Session #2	Grand Rapids, MI
May 28 PM	Session #1	Charlotte, NC
May 29	Session #2	Charlotte, NC
June 1 PM	Session #1	Toronto, ON
June 2	Session #2	Toronto, ON

*Other sessions are being planned for the west coast and northeast regions of the country post-NeoCon.

Please use the enclosed registration form to select your desired session and location.