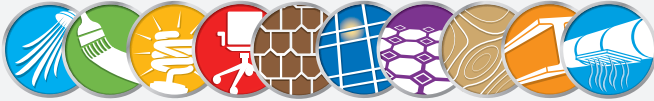


How to Market Green Building Products: Greenwash or Green Products?



Tuesday, October 5th
8 a.m. to 12 p.m.

Professional Development Center
Penn College, Williamsport

GBA, GBACPA, DVGBC Members \$50
Nonmembers \$85

Light refreshments will be served.

Does your company offer green building products? If so, are you interested in learning how to promote them to green designers and builders? The Green Building Alliance can help you do just that through a newly created course! "How to Market Green Building Products" will help you understand the green building market, greenwashing and how to best promote the way(s) in which your products can be counted towards points within the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED®) green building rating system.



Core Course Concepts Include:

- An overview of green building
- What is a green product
- What is LEED
- Relating LEED to your products
- What is greenwash
- Green building legislation
- Top ten ways to prevent greenwash
- Company case studies

Who Should Attend?

This course is for building product manufacturers and distributors who are just entering or looking to enter the green building marketplace. Company sales representatives, marketing professionals and company leaders are all welcome!

