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NLA Continuing Education Webinars ...

Chain-of-Custody Certification: What Is It? Does It Matter?

Tuesday, May 13th, 2008 • Price: \$139 per logged-on computer

TIME: 2:00 PM CDT

As we have noted before, there are many areas to the Green Movement. This is the second in a series of webinars designed to help you move into tomorrow!

Across the nation, there's been a vast increase in interest by dealers regarding certification establishing a chain of custody (CoC) for the handling of wood. In the past, CoC has only involved wood certified by the Forest Stewardship Council. But now producers of wood certified by the Sustainable Forestry Initiative also will require CoC certification, thus vastly increasing the amount of wood on sale that could be affected by CoC rules. But just what are those rules? What do they require? What does certification cost? And is it worth the effort? This webinar will provide answers to all those questions, thus helping dealers fine-tune their plans to local needs and avoid incurring unnecessary expenses.

Craig Webb is Editor of ProSales, the No. 1 publication serving lumber and building material dealers and distributors. Aside from overseeing the monthly magazine, he also publishes a weekly e-mail newsletter called ProSales Business Update, manages the ProSales web site and writes a blog column called – naturally – “WebbLog.” Since joining ProSales in September 2006, he has crisscrossed the U.S., meeting dealers and learning about their operations. That legwork has provided him with a myriad of information that he uses in his articles as well as in speeches to groups around the country.

This webinar is designed for all building material dealers, their employees and their suppliers. You can train all of your personnel without leaving your office. The webinar is just \$139 per logged on computer, so gather your staff around one computer and use a speaker phone. You don't want to miss this very special program!

The logistics of this webinar will be handled by SBMA Associate member Turnkey Programming. Prior to the webinar, you'll be contacted by them with the webinar phone number and password, as well as instructions for logging onto the website to view the webinar live. The program will last approximately 45 minutes with an additional 15 minutes for questions.

REGISTRATION

Yes, please sign me up for the webinar on **Tuesday, May 13th 2008** at 2:00 PM CDT

Contact Person: _____

Company: _____

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Fax your completed form to 763-595-4060 or email the information above to pfeldman@nlassn.org.