



# WEBINAR

## FSC—THE COST, THE CHAIN OF CUSTODY, THE BENEFITS— *WHAT DEALERS NEED TO KNOW*

**Tuesday, July 21, 2009, 2:00 – 3:00 pm Central Time • \$139 per logged on computer**

Forest Stewardship Council (FSC) lumber is a bugaboo for dealers and contractors alike.

First, the FSC lumber standard is hard to understand, making it extremely difficult to determine what lumber is eligible for LEED or NAHB points in the lumber category.

After you have that figured out, the contractor and dealer both have to navigate through the Chain of Custody certification, regulation, recordkeeping, and evidentiary requirements to get those points awarded.

To complicate matters further, your builder customers can still attain LEED lumber points by using non-FSC lumber, **IF** 51% of the value of the lumber used is FSC certified. And to put the icing on the cake of confusion, this may all be changing, as LEED will likely accept other lumber standards besides FSC in 2010, based on certain benchmarks.

Navigating through the FSC point system and Chain of Custody is worth the trouble **IF** you are bidding LEED jobs.

This Webinar will sort out the confusion, and look at the current benefits of FSC certification for lumber...and for your yard. We'll also look at what's involved (in cost and labor) for getting FSC certified.

The presenter, John Wagner is the current green editor for LBM Journal and content manager for the national Green Dealer Certification program, a program he co-founded. He is also a green building consultant and sales trainer for building supply dealers across the U.S. John is a sought-after speaker for industry events and is also the green building columnist for *Qualified Remodeler Magazine* and *Residential Design & Building Magazine*.

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