



# GREEN Marketing 101

## Tips for marketing green building services

### Learn:

- How to differentiate your company
- Logos you can use and when to use them
- Legalistics you should be aware of
- Essentials you need to know
- Tracking statistics
- Eco-Friendly marketing
- Tips for General Contractors
- Tips for Subcontractors
- Tips for Suppliers

### Calling all:

- GENERAL CONTRACTORS
- SUBCONTRACTORS
- SUPPLIERS

### Your experienced and knowledgeable instructors:

Senior Marketing Coordinator at Hensel Phelps Construction Co. Karen Kurta  
 Senior staff member for Business Development, Spectra Contract Flooring Libby Wingard, LEED AP  
 Senior Consultant , Green Building Services Joanna Switzer, LEED AP  
 Florida Marketing Manager for Robins & Morton Katy Klaproth, CPSM, LEED AP  
 Senior Sales Consultant, Progressive Communications Troy Barnes

**WHEN:** Wednesday, August 25, 2010

**TIME:** 8 to 9:30 a.m.

**WHERE:** ABC, 651 Danville Dr., #200, Orlando 32825

**For more information:** Call 407/628-2070

**COST:** \$20 ABC CFL/CFBE Members  
\$30 / person Non-members (prepay required)

### REGISTER ONLINE

[www.abccentralflorida.com/seminars.shtm](http://www.abccentralflorida.com/seminars.shtm) OR  
Fax completed registration to 407/629-0144

Company: \_\_\_\_\_  ABC Member  CFBE Member  Nonmember (prepay required)

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Attendees(s): (1) \_\_\_\_\_ (2) \_\_\_\_\_

### PAYMENT OPTIONS - Please select one:

Check enclosed  Sending check

Bill me (\$7 charge - ABC CFL members only)  Credit Card:  Visa  MC  AMEX P.O. # \_\_\_\_\_

### CREDIT CARD INFO - If paying by credit card, all below information is required:

Person's Name on Card: \_\_\_\_\_ Email receipt to this address: \_\_\_\_\_

Card # \_\_\_\_\_

Statement address \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Statement Zip Code \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Card Code: \_\_\_\_\_ (AMEX: 4 digits on front of card or VISA/MC: 3 digits on back of card on signature line)



**Cancellation/Refund Policy:** Cancellations received three (3) business days (72 hours) before the first class will be accepted and a full refund will be issued. After this, no refunds will be given; please send a substitute to attend all sessions. No shows will be billed.

Please **MAKE CHECKS PAYABLE AND SEND TO:**  
Associated Builders and Contractors, Inc.,  
651 Danville Drive, # 200, Orlando, FL 32825  
Phone: (407) 628-2070 Fax: (407) 629-0144 OR