



Please join us on
Wednesday, July 25

3:30-5:00 P

MSU Bioeconomy Institute Auditorium
Holland, MI

Spotlight on Sustainability: Furniture

[Click here to Register](#)

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3:30-5:00 P

Event is free, accessible
and open to the public.

Light refreshments will
be served

MSU Bioeconomy
Institute



242 Howard Ave.
Holland MI 49424

[click here for map](#)

i6 program partners

Please join us on July 25 at 3:30 p.m. at the MSU Bioeconomy Institute in Holland, MI to understand the importance of sustainability in the Furniture Industry and how it effects our economy and surrounding businesses.

[Click here to Register](#)



We will be hearing from Norman Christopher, Executive Director, Sustainability Community Development Initiative, Grand Valley State University and Jennifer Wammack, Sr. Design Associate at IDa Design and Vice President, West Michigan Sustainable Business Forum.

This seminar we will be discussing the importance of sustainability in the Furniture Industry. Norman Christopher will discuss these topics;

Michigan State University Lakeshore Advantage, Prima Civitas, and the NewNorth Center for Design, along with other contributing organizations are pleased to offer these programs, and to assist you, where possible, in achieving your business development.



NewNorth Center
DESIGN IN BUSINESS

PRIMA CIVITAS
FOUNDATION



- What are the new sustainability trends in the furniture industry and how do those trends effect suppliers and small businesses.
- New standards and certifications that suppliers, manufacturers and retailers should be aware of.
- Why sustainability matters not only as an environmental issue, but as an economic issue as well.
- How do small "clean/green" supply companies get on the radar of larger furniture companies.

Jennifer Wammack, her expertise being design strategy, product design and sustainable practices, will discuss "The Designers Challenge to Incorporate New Materials".

If you require more information or special accomodation, please contact:

Dan Chmura, Director of New Venture Services
p. 616.395.8923

dan.chmura@lakeshoreadvantage.com

If someone else comes to mind that would enjoy our seminar series, please feel free to extend the invitation.