

# THE DOWNLOAD

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## calendar BIFMA EVENTS

The Business and Institutional Furniture Manufacturers Association (BIFMA) International had scheduled the following list of meetings and events as of press time. Additional events will be posted to the BIFMA website on the Internet at [www.bifma.org](http://www.bifma.org).  
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January 18, 2006  
Sustainability Subcommittee Meeting  
BIFMA Headquarters

January 24, 2006  
11 am to 4 pm  
Statistical Info. Committee Meeting  
BIFMA Headquarters

February 9-11, 2006  
BIFMA Management Conference  
Theme: Globalization  
The Bahamas

February 22-23, 2006  
Desk Working Group Meeting  
9 am to 5 pm  
Holiday Inn Select  
Grand Rapids, MI

March 6, 2006  
Flammability Subcommittee Meeting held in conjunction with AHFA Flammability Workshop  
Greensboro, NC

March 28, 2006  
Combined Ergonomics & Chair Subcommittee Meeting, 9 to 5 pm  
Holiday Inn Select  
Grand Rapids, MI

June 14, 2006  
BIFMA Annual Meeting  
Holiday Inn Mart Plaza, Chicago, IL

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**BIFMA Welcomes Our Newest Members**

We hope you find the benefits of membership rewarding.

### Regular Members:

- Kron USA - Pompano Beach, FL

### Supplier Members:

- Optilogistics - Irving, TX

*This newsletter is printed on recycled paper with vegetable based inks.*

## Clyde Prestowitz to Keynote Management Conference on Globalization in Bahamas

Clyde Prestowitz, one of the shrewdest economic trend-spotters with a long history of predicting the important trends long before they become apparent to others, is going to keynote this year's BIFMA Management Conference from February 9-11, 2006 on the Grand Bahamian Island of Freeport. He is Founder and President of the Economic Strategy Institute (ESI) a Washington think tank influential in the areas of international trade policy and specialized in how key sectors of the U.S. and world economy adapt to change, in particular the effects of globalization. His most recent book, *Three Billion New Capitalists: The Great Shift of Wealth and Power to the East*, deals with the economic rise of Asia and the upcoming rebalancing of the world economic order, and its possible impact on the United States. The book was chosen by BusinessWeek Magazine as among the ten best business books of 2005.

Prior to founding ESI, Clyde Prestowitz served as counselor to the Secretary of Commerce in

the Reagan Administration. There, he led many U.S. trade and investment negotiations with Japan, China, Latin America, and Europe. Before joining the Commerce Department, he was a senior executive with American Can Company and Scott Paper Company in the United States, Europe, Japan, and throughout Asia and Latin America.

He is a member of the advisory board of Intel Corp. and regularly writes for leading publications, including the New York Times, Washington Post, and

Foreign Affairs. Mr. Prestowitz has a B.A. with honors from Swarthmore College; an M.A. in East-West Policies and Economics from the East-West Center of the University of Hawaii; and an M.B.A. from the Wharton Graduate School of Business. He also studied at Keio University in Tokyo. He is fluent in Japanese, Dutch, German, and French.

Registration and a full agenda for the this conference is available on-line at <http://www.grand-connection.com/bifma>.



Clyde Prestowitz

# New U.S. Standards Strategy Published



The newly published United States Standards Strategy (USSS) establishes a framework that will be used by U.S. stakeholders to improve trade issues in the global marketplace, enhance consumer health and safety, and meet the needs of diverse industries.

The U.S. standardization system functions under the belief that standards should meet societal and market needs and should not be developed to act as technical barriers to trade. The U.S. Standards Strategy promotes standards that are technically suitable, applied globally, and developed in accordance with the principles of openness, transparency, consensus and due process within the World Trade Organization's Technical Barriers to Trade Agreement.

The U.S. Standards Strategy is the result of a collaborative process that began in 2004 when the American National Standards Institute (ANSI) convened a committee to review and revise the previously published National Standards Strategy for the United States (2000). The updated and renamed U.S. Standards Strategy reflects the input of hundreds of representatives of industry; small, medium and large enterprises; standards developers and consortia; consumer groups; and federal and state government that

contributed to the revision process.

The document is built upon twelve initiatives that address the role of government; health, safety and environmental responsibilities; consumer interests; prevention of standards as trade barriers; responsiveness to cross-cutting technologies; efficiency in standards development; the priority of standards education; and other crucial considerations. Key updates to the Strategy relate to intellectual property rights, funding models for the standards system, national priorities, and global trade issues.

"The U.S. standardization system is an intricate and vital infrastructure that promotes the public good, enhances the competitiveness of U.S. industry, and contributes to a liberalized global trading system," said S. Joe Bhatia, chair of the United States Standards Strategy Committee. "Providing a strategic standards framework for a nation as complex as the United States is an essential element that helps to maintain and improve the system. The United States Standards Strategy was developed to serve as this framework."

The Strategy and accompanying Frequently Asked Questions document can be found online at <http://www.us-standards-strategy.org>.

# Sustainable Furniture Assessment Standard "PINS" Filed

In August, BIFMA filed a Project Initiation Notification System (PINS) Form with ANSI announcing the association's intent to develop criteria for sustainable furniture based on environmental, economic and social benefits. This BIFMA Sustainability Standard for Office Furniture will be developed with the help of stakeholders from the membership (furniture manufacturers and suppliers to the furniture industry), designers, specifiers, end users, government agency partners, and non-governmental organizations.

Building on the success of the BIFMA Sustainability Guidelines released in February of 2005, a standard will provide measurable market-based definitions of progressively more sustainable furniture by establishing performance criteria that address environmental, economic and social aspects throughout the supply chain. The standard will be applicable to all commercial office furniture and include but not be limited to moveable walls, systems furniture, desking systems, casegoods, tables, seating and accessories. The standard will also be applicable for materials and components manufactured by suppliers to furniture manufacturers and apply to products manufactured in one facility or multiple facilities, one country or multiple countries. It will address product based aspects in the general areas of human

and ecosystem health, use of renewable energy and energy efficiency, use of materials and materials reutilization, water management, economics and cost, and social responsibility.

The standard will provide a pathway towards sustainability by establishing measurable criteria or multiple levels of achievement and/or performance. It is intended to be subject to continuous improvement and updating as market and technological opportunities evolve. In so far as other standards or eco-label programs are referenced in the requirements of this standard, only meeting the requirements of those standards or programs is required, not certification to the standards or programs.

The new standard will be useful for certification of commercial office furniture products and/or materials or components used in the manufacture of office furniture products. It is intended that organizations that choose to certify products to this standard will be able to show continuous improvement by moving products to higher levels of achievement rather than by incorporating requirements in the standard that change over time: i.e, year over year improvements in energy efficiency. Anyone interested in helping develop this proposed standard is welcome and should contact BIFMA.

# BIFMA Formaldehyde Conference Follow-Up

At the September 13, 2005 Formaldehyde Conference, there were several speakers who recommended using resins and products without added formaldehyde. A member of the audience addressed the panel with a statement that fiberglass insulation maker Johns Manville changed its entire line of building insulation to a formaldehyde-free formulation and that the company also makes formaldehyde-free products for many other uses, including acoustical insulation for office partitions. When asked about the definition of formaldehyde-free insulation, the workshop participant answered that formaldehyde-free means that, unlike ordinary insulation, formaldehyde is no longer added to the product and when the product is tested according to rigorous and industry accepted procedures, no formaldehyde is detected.

Some of the speakers as well as several members of the audience expressed skepticism about whether Johns Manville could claim that its products are formaldehyde-free. Based on the many comments, there seemed to be a need to clear up confusion about the appropriateness of the formaldehyde-free term. BIFMA has subsequently learned that last May the Formaldehyde Council, Inc., (FCI) filed a formal complaint against Johns Manville at the National Advertising Division (NAD) in which FCI alleged that Johns Manville could not claim its insulation to be formaldehyde-free. The NAD is the advertising industry's self-regulatory mechanism that offers a quick, non-litigation resolution for disputes over advertising claims.

The FCI challenge has now been resolved and the NAD has issued a formal decision in the matter. The NAD decision is available at the NAD website located at <http://www.nadreview.org> but we are reprinting a copy of the NAD News Release to help clear up the confusion on this important issue.

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*NAD NEWS, For Immediate Release, Contact: Linda Bean, 212-705-0129*

## **JOHNS MANVILLE SUBSTANTIATES 'FORMALDEHYDE-FREE' TAGLINE IN NAD FORUM**

Johns Manville agrees to modify some ads and works to ensure future claims reflect NAD recommendations.

New York, NY – November 1, 2005 – The National Advertising Division (NAD) of the Council of Better Business Bureaus, Inc., the advertising industry's self-regulatory forum, determined that Johns Manville provided a reasonable basis for the "formaldehyde-free" tag-line used in print advertising for its "Formaldehyde-Free" fiber glass insulation products. The advertiser's claims were brought to the attention of the NAD by The Formaldehyde Council, Inc.,

an association of leading formaldehyde producers and users.

The decision notes that Johns Manville substantiated several non-comparative advertising claims, including claims related to the improvement of indoor air quality and the "well-being" of families. NAD also found that Johns Manville had substantiated claims that its product enhances homeowners' "safety" and "security" and the "reputation" of building professionals.

NAD further determined that Johns Manville had substantiated its claim to offer consumers "one less thing to worry about," and "healthier and more environmentally smart building products."

NAD concluded that these statements, considered individually and taken together, amount to nothing more than the supported claim that the advertiser offers a safer and healthier insulation. NAD also noted the challenger's own argument that the advertiser is the only manufacturer that produces insulation that replaces the formaldehyde binders with acrylic binders.

However, the NAD determined also that certain advertising claims made by Johns Manville went beyond the formaldehyde free message to imply the unsupported message that formaldehyde-bonded fiberglass insulation products are unhealthy.

Therefore, NAD specifically recommended that the advertiser discontinue the following claims, which appeared in a print advertisement featuring a sleeping child: "[w]e got rid of formaldehyde in the insulation. So now all you have to worry about is getting rid of the monsters under the bed"; "It's easy to get rid of the formaldehyde that lurks behind the walls of your children's rooms"; "[W]ho knows, this insulation may even help you sleep better."

NAD further recommended that Johns Manville modify or discontinue the claim that it offers, "the only complete line that passes the country's strictest indoor air quality test with no detection of pollutants."

In its statement, Johns Manville said that it "supports the self-regulatory process and appreciates the NAD's careful and thorough review of the record in this case." The advertiser further stated that it "will work to ensure that all future claims reflect the recommendations of the NAD."

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*For a copy of the NAD decision, please contact Sheryl Harris at 212.705.0120.*

*For media inquiries, please contact Linda Bean at 212.705.0129.*

*NAD's inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising.*

China International  
**Furniture Fair**  
(Guangzhou)

The Largest Annual Office Furniture Show in Asia  
450 Handpicked Exhibitors, 70000m<sup>2</sup> Space

2006

# CIFF Office Furniture Exhibition

**March 27-30**

Chinese Export Commodities Fair Pazhou Complex  
Xin Gang Dong Road  
Guangzhou  
China



For further info., please contact :

 China Foreign Trade Guangzhou Exhibition Corp.

Add.: #117 Liuhua Road, Guangzhou 510014, China

Tel.: 86-20-8667-3473 / 8667-3122

Fax: 86-20-8666-3416-01 / 8668-1629

E-mail: [ciff@fairwindow.com](mailto:ciff@fairwindow.com)

<http://www.ciff-gz.com>

Concurrently with:

 CHINA INTERNATIONAL WOODWORKING MACHINERY  
& FURNITURE RAW MATERIALS FAIR(GUANGZHOU)

 interzum guangzhou



中国  
Hometextile China  
2006

Hometextile China 2006

# Greenbuild Visibility High

BIFMA had a booth and educational sessions at the Greenbuild Conference and Exposition in November. Nearly 10,000 people came to Atlanta, Georgia for this ever growing event featuring the best of the green building industry.

Our goal was to showcase services and initiatives underway at BIFMA. Attendees were eager to learn about the association's efforts to make green building more possible by providing the tools necessary to transform the building industry.

Many thanks to Steelcase, Herman Miller, and Interface for providing furniture, carpeting, and presenters for the various program opportunities. Copies of the presentations on the Furniture Emissions Standard and BIFMA Sustainability Guidelines are available upon request.

The U.S. Green Building Council will bring this annual affair to Denver, Colorado in 2006.



*BIFMA Booth in Atlanta*

## LEED-CI (for Commercial Interiors) Reference Guide Out

BIFMA provided assistance to the U.S. Green Building Council (USGBC) in the way of a document that helps project coordinators seeking credits for recycled content. The document, a "Definition of Standard Workstation Systems" is the result of many hours of volunteer effort by association members to define typical workstation configurations for both open plan and private offices.

The LEED-CI Reference Guide is a user's manual that navigates a project through the successful certification of a high-performance green interior. It is written specifically to give power for making sustainable choices to tenants and designers, who do not always have control over whole building operations. The LEED-CI Reference Guide includes detailed information, resources and standards for the credits covered in the LEED for Commercial Interiors Rating System Version 2.0. For each credit, the LEED-CI Reference Guide provides the following information:

- \* Overview and points per credit
- \* Documentation requirements
- \* Summary of reference standard (where applicable)
- \* Environmental importance
- \* Recommended design strategies and technologies
- \* Potential design synergies and trade-offs
- \* Economics (where available)

- \* Calculation methods and formulas
- \* Resources and definitions

The BIFMA document, a "Definition of Standard Workstation Systems" is a PDF file available for download free at the BIFMA website by going to <http://www.bifma.org/documents/bifmawss.pdf>.

The Reference Guide was released at NeoCon in June of 2005 and anyone can purchase the whole document through the USGBC at <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=145>

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*Pricing: Member: \$150, Non-member: \$200*

*When purchased with a CI workshop registration: \$125*

*Workshops are in-depth discussions of the LEED for Commercial Interiors (LEED-CI) credit requirements and certification process. The workshop presents the definitive standard for what constitutes a green interior. Highlights include technologies and strategies for achieving LEED-CI credits to optimize performance of leased spaces.*

*Registration Fees:*

*Early Registration Members \$325 Non-Member \$425*

*Late Registration Members \$355 Non-Member \$475*

*For dates and locations of workshops, go to:*

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=283&>

# OFDA Legislative Conference March 1 & 2 in Washington

BIFMA is supporting the Office Furniture Dealers Association's sixth annual Legislative Conference with decision-makers in Washington, D.C. who will determine the outcome of many of the industry's legislative interests.



the effort to reform Federal Prison Industries' and this conference is a way to keep important issues front and center with our elected officials. Sign up today for this March 1-2, 2006 event. A conference agenda is available at OFDA's website:

Office furniture dealers have been instrumental "foot soldiers" in

[http://www.nopanet.org/Content/04\\_01\\_02.asp](http://www.nopanet.org/Content/04_01_02.asp)

## Hurricane Relief Efforts Continue, More Help Needed

The tsunamis, hurricanes and earthquakes of the past year have led to record levels of aid from the business community, which is increasingly reaching out to donate money and supplies and provide expertise, training and services. The devastating Indian Ocean earthquake and tsunami of Dec. 26, 2004, triggered the largest corporate aid effort for an international disaster and is second only to the \$750 million collected after the Sept. 11 terror attacks. In response to the tsunami, which killed 200,000 people in 12 countries, nearly 600 U.S. companies have generated more than \$565 million in aid for the reconstruction efforts in Southeast Asia, according to the U.S. Chamber of Commerce Center for Corporate Citizenship.

Humanitarian relief experts say the increase in philanthropy reflect the reality of a smaller world, where globalization, better communications and large-scale migration are cooperating to boost the profile of natural disasters and humanitarian crises wherever they occur. The corporate sector has played a crucial role after Hurricane Katrina. Over 390 companies have given \$409 million and collected \$138 million from donors so far, for a total of \$547 million, which could eventually reach \$1 billion, said the center.

Businesses are also getting more involved in global crises outside

the scope of their usual cash donations by contributing services, supplies, technical expertise, volunteers and training. The National Furniture Bank Association, endorsed by BIFMA, has served hundreds of relocated families needing emergency assistance due to Hurricane Katrina. The NFBA has provided furniture, mattresses, cribs, and linens to the tens of thousands of families who have lost everything. For more information, contact Don Lawrence, NFBA Vice President, at (800) 576-0774 or via email at [dlawrence@Help1Up.org](mailto:dlawrence@Help1Up.org).

Help the furniture industry help others.

Donate to the Hurricane Katrina relief effort.

[Click here to learn how to help.](#)

<http://www.help1up.org/katrina/index.php>

*Other ways to help:*

- American Red Cross - 800.HELP.NOW (435-7669); <http://www.redcross.org>
- Bush-Clinton Katrina Fund <http://www.bushclintonkatrinafund.org>

## Understanding the Hispanic Workforce

This 2-day workshop is designed for employers in the forest industries, from primary producers to secondary manufacturers, who employ or who are considering employing members of the Hispanic workforce. This workshop provides you with the opportunity to increase your understanding and to improve your management skills while meeting the cultural, communication, and legal challenges of working with a diverse Hispanic workforce. Interactive sessions focus on topics such as overcoming communication barriers, factors for successful employee training, hiring a legal workforce, and job safety in a multicultural workplace.

Participants will also have the opportunity to share their solutions

to common management problems with the goal of developing a list of best practices specific to the forest industries. The workshop is co-sponsored by the Virginia Tech's Sloan Foundation Forest Industries Center and the USDA Forest Service's Wood Education and Resource Center.

*For further information, please contact Anne-Collins Albimino*

*Virginia Tech*

*Blacksburg, VA 24061*

*Phone: 540-231-3095; Email: [aalbimin@vt.edu](mailto:aalbimin@vt.edu)*

*Website: <http://www.forestindustries.vt.edu>*

**L.A.DESIGNWEEK**  
 a weeklong celebration of design  
 highlighting the innovative spirit and style  
 of the west coast

March 27–30, 2006

# L.A.DESIGNWEEK™

March 27–28, 2006

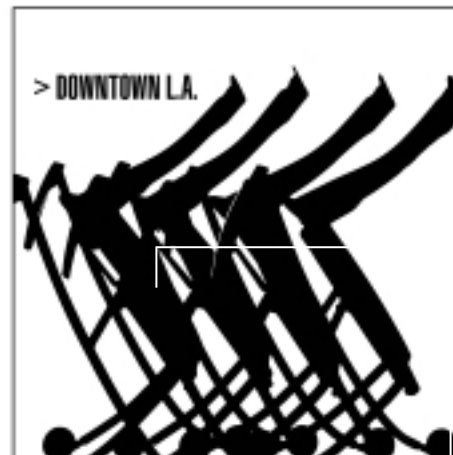
**NeoCon® West**

- > Contract Showrooms
  - Haworth*
  - Knoll*
  - Steelcase*
  - Teknion*
- > Santa Monica Design District Showrooms
- > Santa Monica Design District's Sand Castle Competition
- > Finale Party at the Viceroy



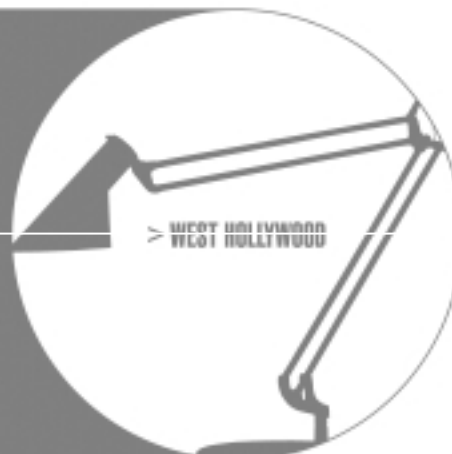
L.A.DesignWeek kicks off with NeoCon® West, the West Coast's largest exposition and conference for the design and management of the built environment, on March 27–28, 2006 at the L.A. Mart® Design Center.

Each day of L.A.DesignWeek, March 27–30, 2006, will focus on a different design district around the city and feature a full schedule of products, keynote speakers, seminars, networking and parties.



- > NeoCon West at the L.A. Mart® Design Center
  - West Edge™*
  - Buildings Show®*
  - Fine Living*
- > Contract Showrooms
  - Herman Miller*
  - Kimball*
  - Allsteel*
- > Architectural Tours
- > IIDA Calibre Awards

- > WESTWEEK at the Pacific Design Center
- > Avenues of Art and Design
- > Stars of Design Awards at the PDC



Mark your calendar now to attend L.A.DesignWeek. Visit our Web site at [www.merchandiseart.com](http://www.merchandiseart.com) (click on L.A.DesignWeek/NeoCon West) for discounted travel and to register for seminars, association forums and special events. For more information, call 1.800.677.6278.



The Download is published quarterly by BIFMA International to provide a brief update of association activities.

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Brian Walker, Herman Miller Inc.

Christine Woodard, Harden Contract

## CALENDAR of industry events

Updated regularly on BIFMA's Internet Site: [www.bifma.org](http://www.bifma.org)

**January 5-9, 2006 - Paris Furniture Fair - Paris, France; Internet: <http://www.salondumeuble.com>**

**January 16-22, 2006 - The International Furniture Fair (imm) - Cologne, Germany; Internet: <http://www.furniturefair-cologne.com>**

**January 18-20, 2006 - Implications for Investment & Trade in Forest Products and Forestry - Vancouver, BC, Canada; 608-231-1361, ext. 208; Internet: <http://forestprod.org>**

**January 22-25, 2006 - The Furniture Show 2006 - Birmingham, U.K., Internet: <http://www.interior-sevent.com/interiors06>**

**January 26-27, 2006, California Industrial Woodworking Expo, Los Angeles Fairplex; Pomona, CA; <http://wwwtsiexpos.com>, <http://www.californiawoodexpo.com>, or call 828-459-9894**

**February 2-5, 2006 - San Francisco Furniture Market, Winter Market 2006 - San Francisco, California; Internet: <http://www.sfmart.com>**

**February 9-11, 2006 - BIFMA International's Annual Management Conference - Freeport, Bahamas; Internet: <http://www.bifma.org>**

**February 14-16, 2006 - EuroCis 2006, The Global Retail Trade Fair, Dusseldorf, Germany; Contact: Anne Meerboth-Maltz; 312-781-5180; [info@mdna.com](mailto:info@mdna.com), [www.mdna.com](http://www.mdna.com)**

**February 20-23, 2006: ZOW Furniture Supply Show, Bad Salzufen, Germany; [www.zow-messe.com](http://www.zow-messe.com)**

**February 21-25, 2006 - International Office Furniture Fair; German Centre, Singapore; Phone: 65 6569 6988; Internet: <http://ifs.com.sg>**

**February 27-Mar. 2, 2006 - Philippine International Furniture Show - Manila, Philippines; Internet: <http://www.pifshow.com>**

**March 1-2, 2006 - OFDA Legislative Conference - Renaissance Hotel, Washington, DC; Internet: <http://www.ofdanet.org>**

**March 1-5, 2006 - International Furniture Fair Singapore - Singapore Expo (Changi); Internet: [www.iffs.com.sg](http://www.iffs.com.sg); <http://www.ciff-gz.com/EN/>**

**March 5-7, 2006 -World of Wood 2006; 50th Annual; Savannah, Georgia; Internet: <http://www.iwpawood.org/convention.html>**

**March 6-7, 2006 - AHFA Upholstered Furniture Flammability Workshop - Greensboro NC; Internet: <http://www.afma4u.org>; register 336.884.5000 Ext. 114**

**March 7-11, 2006 - Malaysian International Furniture Fair - Kuala Lumpur, Malaysia; Internet: [www.miff.com.my](http://www.miff.com.my)**

**March 14-16, 2006 - ASID Conference on Design, Nashville, TN; 206-546-3480**

**March 18-21, 2006 - China International Furniture Fair; (Guangzhou) Phase 1, [www.ciff-gz.com](http://www.ciff-gz.com)**

**March 21-23, 2006 - National Manufacturing Week - Rosemount, Chicago, IL; Contact: National Association of Manufacturers, Telephone: 800-840-0678; Internet: [www.manufacturingweek.com](http://www.manufacturingweek.com)**

**March 27-30, 2006 - Bi-annually (CIFF) (Guangzhou) Phase 2, 86 20 8667 3473 / 8667 3122; [www.iffs.com.sg](http://www.iffs.com.sg); <http://www.ciff-gz.com/EN/>**

**March 29-Apr 2, 2006- Furnidec - Thessaloniki, Greece; +30 2310 291 154, Email: [grhelexpo@helexpo.gr](mailto:grhelexpo@helexpo.gr), Internet: <http://www.helexpo.gr>**

**March 29-31, 2006 - Globe 2006 International Environmental Trade Show & Conference - Vancouver, British Columbia, Canada; Internet: <http://www.globe2006.com>**