

NATURAL STONE COUNCIL

- ❖ Allied Stone Industries
- ❖ Building Stone Institute
- ❖ Elberton Granite Association
- ❖ Indiana Limestone Institute
- ❖ Marble Institute of America
- ❖ National Building Granite Quarries Association
- ❖ National Slate Association
- ❖ New York State Bluestone Association
- ❖ Pennsylvania Bluestone Association

Our Mission

To increase the understanding of, preference for and consumption of Genuine Stone in residential and commercial applications throughout North America.



GENUINE STONE

Allied Stone Industries
BRAD POYNTER
nscpoynter@mindspring.com
DENNIS BUECHEL
dennisb@nsvi.com

Building Stone Institute
JANE BENNETT
jane@buildingstoneinstitute.org
BRENDA EDWARDS
brenda@texastone.com

Elberton Granite Association
DOY JOHNSON
doyj@elberton.net
RUSTY ADAMS
rusty_adams@bellsouth.net

Indiana Limestone Institute
JIM OWENS
jim@ilii.com
WILL BYBEE
william@bybeestone.com

Marble Institute of America
GARIS DISTELHORST
gdistelhorst@marble-institute.com
JONATHAN ZANGER
jzanger@walkerzanger.com

National Building Granite Quarries Association
CHUCK MONSON
chuck.monson@dakgran.com
MAURICE BOHRER
mbohrer@michels.us

Natural Stone Alliance
ALEX BACHRACH
Alex@stoneworld.com
TOM SCHLOUGH
tschlough@parkindustries.com

National Slate Association
DAVID LARGE
david@ncslate.com

New York State Bluestone Association
HARRY TRIEBE, SR.
ssstone@frontiernet.net

Pennsylvania Bluestone Association
EDDIE GREEN
pksebg@yahoo.com

DUKE POINTER, Executive Director
Natural Stone Council
dukepointer@aol.com

Company Name: _____
Pledge Amount: _____
Contact Name: _____
Address: _____
City: _____
State: _____ Zip: _____ Country: _____
Phone: _____ Fax: _____
Email: _____
Website: _____

Master Card VISA AmEx Check
(Payable to Natural Stone Council)
Credit Card No.: _____
Expiration Date: _____
Verification Code: _____
Name on Card: _____
Please provide billing address if different
from mailing address
Address: _____
City: _____ State: _____ Zip: _____

Please Mail to National Stone Council Campaign at Post Office Box 539 Hollis, New Hampshire 03049

In 2003, The Natural Stone Council (NSC), a not-for-profit organization, was formed to unite a diverse industry of natural stone producers to actively promote the attributes of natural stone.

For decades competing imitation stone manufacturers have aggressively promoted their building materials through large, corporate funded advertising budgets. Their mass media message capitalized on the end-user consumer's emotional connection to stone. While their product is not natural stone, their promotions resulted in a widely accepted perception that imitation stone is superior, or at very least, the same as natural stone. That belief, combined with dollar conscious budgets, left natural stone producers and retailers struggling to gain market share. Through the branding campaign for Genuine Stone-and the use of the Genuine Stone coin, NSC has successfully established awareness for natural stone's authenticity. Natural stone producers and retailers now have a trusted symbol by which the designer, and ultimately the consumer can differentiate the benefits of natural stone materials from imitation stone products.

The NSC realizes the ongoing challenge to sustain its effort to proactively position natural stone as the premier, quality construction material through united industry involvement, self-funded research, and certification. More funding is needed. Learn more about NSC and its affiliate organizations at www.genuinestone.org or visit our NSC booth at:

- ❖ StonExpo
- ❖ Green Build
- ❖ AIA

GENUINE STONE

Sustainability remains a seminal issue both in the US and globally. LEED (Leadership in Energy and Environmental Design), developed by the US Green Building Council (USGBC), is an internationally recognized green building certification system, providing third-party verification that a building or community was designed and built using strategies aimed at improving performance across all the metrics that matter most:

- ❖ Energy savings
- ❖ Water efficiency
- ❖ CO2 emissions reduction
- ❖ Improved indoor environmental quality
- ❖ Stewardship of resources and sensitivity to their impacts

The NSC has been aggressive in determining natural stone's role in green building. Over the last three years, in partnership with the Center for Clean Products at the University of Tennessee, the NSC and the natural stone industry have:

- ❖ Conducted a comprehensive benchmarking of industry operations
- ❖ Identified and communicated best practices
- ❖ Made industry and product environmental data publicly available
- ❖ Evaluated stone cladding products against alternatives using a life-cycle framework

Data available at www.genuinestone.org

An environmental standard is the foundation of any certification process. The standard is comprised of a set of environmental, health, and social-based criteria that define the characteristics of a product or process that are key to defining an environmentally preferable product.

Promoting products that qualify to high level, objective and non-partial criteria, such as those found in ANSI (American National Standards Institute) approved standards, is the logical next step for the natural stone industry. The NSC has contracted with Ecoform, a leading technical analysis company that focuses on the environmental performance of companies and their products and processes to develop a plan for the creation of an ANSI standard.

A certification program for natural stone will provide an important and much needed vehicle for communicating to the marketplace in a transparent and credible way the virtues of environmentally produced stone products.

Through the development and branding of an ecolabel to be awarded to preferred stone products, the NSC will simultaneously build brand recognition with the marketplace, while creating a mechanism for gaining an important measure of control over the certification process.

Our goal is to draw on our Genuine Stone brand awareness by incorporating it in the creation of an ecolabel that is synonymous with consumer trust.

Your financial support is needed to fund these initiatives.