

Natural Stone Council

Quarterly Activity Report / July 2007

Branding Campaign

The branding objective of the NSC is to create preference for natural stone products which will lead to greater consumption. The print advertising is part of a more comprehensive marketing campaign that will help create interest in the Genuine Stone™ brand and direct people to the website for additional information.

Publications	Circulation	Impressions
Architectural Record	113,486	306,412
Custom Home	40,000	80,000
Total Impressions For July		386,412

The term "impression" refers to the number of times an ad is potentially viewed.

Public Relations

Natural Stone Council Recent Press Coverage

Date	Publication	Headline
June & July 07	Builder / Architect	The Wild Green Yonder: Earth-Friendly Natural Stone Defines Outdoor Living Spaces and Exteriors
July 8	Chicago Tribune	The Greenest Ways to Seal Granite

Fundraising Initiatives

- The amount pledged YTD is \$633,850.
- Fundraising brochures have been sent out to over 300 BSI members and over 90 ILI members.
- All NSC board members are currently reaching out to previous donors.
- The NSC made a fundraising presentation to the ILI and the MIA and will be reaching out to the ASI in September.

NSC's Green Effort

The charge of the NSC Committee on Sustainability is to research and promote the ways that natural stone can contribute to green building.

- The Committee is currently working to find a research partner
- In a recent meeting in Washington DC, the committee learned of many tools and approaches being developed to inform architects, builders and material specifiers about the environmental impact of different materials.
- The Committee began steps to devise a process to characterize the environmental performance of various stages in the life-cycle of natural stone products.
- The Committee will be developing a plan meant to promote the identification and adoption of sustainable practices throughout the industry.

For more information on “Green Committee” activities, or on the green building movement in general, visit www.guinnessstone.org

To learn more about the Green Movement, click on the following links:
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[Genuine Stone Resource Information](#)

[U.S. Green Building Council](#)

[World Green Building Council](#)

Check-Off Program

The goal of this program is to create an industry-wide check-off for the natural stone industry that will generate reliable, long term resources so the industry can expand their position in the marketplace.

The Check-Off Task Force is currently working with a consulting firm to measure the industry’s understanding and support of a national check-off program.

Future initiatives include:

- Building a political strategy to build support in Congress
- Developing a communications platform to create industry awareness at various tradeshows
- Complete a promotions packet educating the industry about other check-off programs including samples of projects funded by check-offs.

GenuineStone.org

[Visit our website](http://GenuineStone.org) and learn more about our products.