



## **ENAP to Endorse and Market “Certified Green Dealer™” Program To Its Members**

*ENAP Will Certify Its Employees and Sales Staff, as it Offers the “Certified Green Dealer™” Program to its Members at a Discount.*

**Lakeville, MN** – February 18, 2008 -- *LBM Journal*—the nation’s leading editorial voice for lumber and building material dealers—today announced that ENAP, a lumber and building materials cooperative, will endorse and co-market the new “Certified Green Dealer™” Program to its 250 members.

ENAP will advocate for the Program in sales efforts, offer the “Certified Green Dealer™” Program to its members at a discount, and include the “Certified Green Dealer™” Program as an exhibitor at future ENAP events.

ENAP will also become a Certified Green Dealer by using the online Program to train and certify the Company’s employees and sales staff, so that they expand their expertise in green building.

The Certified Green Dealer™ Program is a new Web-based “distance learning” program from *LBM Journal*. Through online training and printed resource materials, the Program certifies the nation’s lumberyards and building material dealer locations as sources of information about green building and green products. Lumber dealers are a primary source of information about products and “best practices” for builders and remodelers, and with this Program, dealers can now brand themselves as certified sources of information about good green building techniques and green products.

### **About ENAP**

ENAP, Inc. is a lumber and building materials cooperative specializing in servicing the pro-oriented lumber dealer. Its mission is to be a resource for its member-customers for achieving operational excellence. ENAP is an advocate for the mills and manufacturers in representing their products to ENAP’s member base and providing

sales support to grow market share. ENAP's focus is their customer's bottom line. Learn more: [ENAP.com](http://ENAP.com); Scott Schaefer (845) 220-3482

## **About the Certified Green Dealer Program**

The "Certified Green Dealer™" Program is the only program that trains and certifies lumber and building material dealers for green expertise, and the Program has gained spectacular traction in the market since it was introduced in December of 2007. Hundreds of lumberyards, including four national chains, are either piloting the Program for national rollout or certifying their locations through the Program. Additionally, dozens of other independent lumber dealers have also signed on for the training and certification.

Created under the auspices of *LBM Journal*, certification of lumber dealer locations is not affiliated with any particular national standards-setting organization, such as NAHB or USGBC's LEED program. Instead, the certification is based entirely on demonstrated mastery by the lumber dealer personnel of "best practices" building science and green building basics. The short-subject videos (each "lunch-and-learn" length of under 25 minutes) have been produced in partnership with Building Media, and any lumberyard or building material dealer location can access the Certified Green Dealer™ Program with a browser and broadband connectivity to the Internet.

## **Contact Us**

To learn more about the Certified Green Dealer Program and watch sample content, visit [www.CertifiedGreenDealer.com](http://www.CertifiedGreenDealer.com); call 877-LBM-GREEN, or email [Operations@LBMJournal.com](mailto:Operations@LBMJournal.com).

# # #

Media Contact:

John D. Wagner  
[John.Wagner@LBMJournal.com](mailto:John.Wagner@LBMJournal.com)  
919-796-9984

Jim Millhouse  
[jmillhouse@enap.com](mailto:jmillhouse@enap.com)  
(845) 220-3411