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## Whirlpool Corporation Account Managers Achieve Certified Green Professional Designations From NAHB

BENTON HARBOR, Mich. (Jan. 7, 2010) – Whirlpool Corporation recently announced that Sue Reed, senior account manager Florida Contract Sales, and Mark Peterson, senior account manager Southern States Contract Sales, have earned Certified Green Professional (CGP) designations from the National Association of Home Builders (NAHB). The CGP distinction recognizes Reed and Peterson as building industry professionals with knowledge of the best strategies for incorporating green building principles into home building.

As an almost 24-year member of the Whirlpool Corporation team, Reed plays an integral role in a number of building groups. Her recent accomplishment positions Reed to speak on various environmentally friendly building elements, including waste management, materials, construction and sustainable practices. In addition to her recent CGP certification, Reed has received a Green Advantage Certification.

Peterson, a 23-year member of Whirlpool Corporation's team, is well versed on building sustainably without driving up the cost of construction. As a CGP-certified professional, he helps promote the importance of increased indoor air quality and energy and resource efficiency.

“Whirlpool Corporation congratulates Reed and Peterson on their recent accomplishments,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “The CGP certification is not an easy task and we commend them for their dedication to better serving our company, its trade customers

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and the building industry. With these credentials, we can further educate our customers about sustainable building practices, while reducing the building industry's carbon footprint.”

The CGP curriculum incorporates training by leading building industry practitioners on a range of topics, including strategies for incorporating green building principles into homes using cost-effective methods of construction, and how green homes provide homeowners with lower maintenance and good indoor air quality. Reed is required to maintain the designation by completing 12 hours of continuing education every three years, a portion of which pertains to green building activities.

### **About Whirlpool Corporation**

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit [insideadvantage.com](http://insideadvantage.com) or call 1-800-952-2537.

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