

Marketing Resources and References

Databases

There are many databases available to help tire-derived product manufacturers market their products. Some databases indicate projects currently being bid, divided by geographic region. Other databases are product databases that architects, engineers and contractors reference when selecting/specifying products. Some product databases also provide useful information about specifications. Links are provided below to some of these databases. This is a partial listing. Links are presented for informational purposes only, and do not constitute endorsements.

Project-Focused Databases

- McGraw Hill/Dodge – <http://dodge.construction.com/>
- Onvia Demand Star – <http://www.demandstar.com/> (Focus on government jobs – local, state, agency, colleges, school districts, etc)
- Bid Clerk – <http://www.bidclerk.com/>
- Reed Construction Data – <http://www.reedconstructiondata.com/> (Includes commercial and civil projects.)
- Construction WebLinks.com – <http://www.constructionweblinks.com/> (click on Industry Topics, then New Projects and Bidding)
- CA state contracts registry – <https://www.cscr.dgs.ca.gov/cscr/>

Product-Focused Databases – General

- McGraw Hill/Sweets – <http://products.construction.com/portal/server.pt>
- Arcat – www.arcat.com
- Reed/First Source – <http://www.reedfirstsource.com/>
- 4specs.com – www.4specs.com

Product-Focused Databases/Certification of Products – “Green”

- Building Green – <http://www.buildinggreen.com>
- Green Format – <http://www.greenformat.com/>
(Still under construction by the Construction Specification Institute, but those interested can register to be notified when available.)
- Green Seal – <http://www.greenseal.org/>
- GreenBuildingPages.com – <http://www.greenbuildingpages.com/>
- SMART Label – <http://sustainableproducts.com/>

Conferences/Trade Shows

International/National Conferences and Trade Shows

- American Association of School Administrators – National conference with exhibit opportunities <http://www.aasa.org/>
- American Institute of Architects National Convention and Design Expo – http://www.aia.org/ev_conv_aia_08
- American Public Works Association’s (APWA) Annual Congress and Exposition <http://www.apwa.net/events/>
- EcoBuild America – <http://www.ecobuildamerica.com/>
- National Park and Recreation Association’s Annual Conference and Exposition <http://www.nrpa.org/content/default.aspx?documentId=1619>
- National Association of Collegiate Directors of Athletics – various conferences and symposia <http://nacda.cstv.com/>
- National Association of Home Builder’s International Show – <http://www.buildersshow.com/Home/>
- National Federation of State High School Associations – offers exhibit shows and other marketing opportunities <http://www.nfhs.org/>
- National Green Building Products Expo – Annual national “trade to trade” expo <http://www.ngbpe.com/>
- National School Boards Association – Annual national conference <http://www.nsba.org/>
- Sports Turf Managers Association – Annual national conference <http://www.stma.org/>
- U.S. Green Building Council (USGBC) GreenBuild Expo – <http://www.greenbuildexpo.org/>

California and Regional Conferences and Trade Shows

- APWA Northern California’s Conference <http://www.apwanorcal.org/>
- APWA Southern California’s Streets and Technology Summit <http://southernca.apwa.net/>
- California Building Industry Association’s Builder to Builder Green Forum – Part of the CBIA’s Annual Pacific Coast Builder’s Conference <http://www.pcbc.com/b2bgreen/>
- California Construction Expo <http://www.calconexpo.com/workshops.php>
- California Parks and Recreation Society’s Annual Conference <http://www.cprs.org/>
- Green Technology Summit – Several annual state conferences <http://www.green-technology.org/>

- West Coast Green Conference – Annual regional conference – the largest residential green building conference and expo in the U.S.
<http://www.westcoastgreen.com/>

Other Resources

- American Sports Builders Association ASBA – a national organization for builders, designers and suppliers of materials for tennis courts, running tracks, synthetic turf fields, indoor and outdoor synthetic sports surfaces. It provides technical information, including consumer-oriented information.
<http://sportsbuilders.org/index.php>
- Build it Green – <http://www.builditgreen.org/> – A California nonprofit organization whose mission is to promote healthy, energy- and resource-efficient building practices in CA. Their list of certified professional green builders is available at
http://www.builditgreen.org/files/uploads/CGBP/CGBP_Directory.pdf.
- CA Department of General Services – Describes how to do business with the state
<http://www.dgs.ca.gov/Publications/default.htm>
- CA Department of General Services, Small Business Council –
<http://www.pd.dgs.ca.gov/smbus/sbcouncil.htm> – Describes programs to help small businesses succeed, and how to become certified as a small business.
- CA Department of Transportation (Caltrans) – <http://caltrans-opac.ca.gov/>
- CA Integrated Waste Management Board (Board) –
<http://www.ciwmb.ca.gov/Tires/> – The tires section of the Board website provides information about scrap tire programs, including grants and permit programs.
- CIWMB – Caltrans and Recycled Products – This section of the Board website shows businesses the types of recycled-content products (RCP) that Caltrans purchases, and provides some guidance regarding how to do business with Caltrans. <http://www.ciwmb.ca.gov/condemo/Roads/CalTrans.htm#Supplying>
- Green Globes – <http://www.greenglobes.com/> – The Green Globes system is an interactive building environmental design and management tool. It includes an online assessment protocol, rating system and guidance for green building design, operation and management. This system is made available by the Green Building Initiative (GBI).
- The Green Building Initiative – <http://www.thegbi.org/home.asp> – The Green Building Initiative is a nonprofit organization that aims to accelerate the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings by promoting credible and practical green building approaches for residential and commercial construction.
- The Government Purchasing Project – <http://www.gpp.org/epp.html> – The GPP provides links to information about federal, state, and local environmentally preferable purchasing (EPP) programs, as well as links to green building programs.

- Home Builders' Association of Northern California – <http://www.hbanc.org/> – A non-profit association comprising 1,000 companies in the home building industry. Its members include home builders, trade contractors, suppliers and related industry professionals based in the San Francisco Bay Area and adjoining coastal areas.
- The North American Recycled Rubber Association – This Canadian-based association brings together the various stakeholders affiliated with the recycled rubber industry in North America, including haulers, processors, manufacturers, distributors, dealers, government, and consultants.
<http://www.recycle.net/recycle/assn/narra/>
- Rubber Manufacturers' Association – RMA includes two business groups: the Tire Group and the Elastomer Products Group (EPG). The Tire Group includes as corporate members, tire manufacturers and retread & repair material(s) suppliers. The Elastomer Products Group includes as corporate members, manufacturers of non-tire elastomer products (both thermoset & thermoplastic) and suppliers of raw materials, machinery, and testing services to the elastomer products industry.
<http://www.rma.org/>
- Rubber Manufacturers' Association – “The Use of Scrap Tires as a Playground Material.” – Available at
https://www.rma.org/publications/scrap_tires/index.cfm?PublicationID=11287
This document describes the benefits of scrap tires as a playground material, and provides some information about concerns potential customers may have.
- Synthetic Turf Council – <http://www.syntheticurfCouncil.org/> – An organization that aims to provide information about the performance, safety and environmental impact of synthetic sports systems.
- The Tire Industry Association – TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry.
<http://www.tireindustry.org/>
- U.S. EPA's website on Environmentally Preferable Purchasing
<http://www.epa.gov/oppt/epp/tools/index.htm>
- U.S. EPA, Final Guidance for Environmentally Preferential Purchasing. This 46-page document describes the EPA's overall approach for implementing Executive Order 13101, as well as the guiding principles for implementing EPP.
<http://www.epa.gov/oppt/epp/pubs/guidance/finaleppeguidance.pdf>