



Flooring
Association
Northwest

Raising the floor on relationships,
standards and profitability

Winter 2021

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On Behalf of Your FAN Board - Message From Your President by Russ Sanderlin



Russ Sanderlin
Surface Art, Inc.

On behalf of the FAN Board of Directors, thank you for your support over the last year. We understand the impact and challenges COVID-19 has had on the flooring community and have worked throughout the pandemic to be a valuable resource to you.

Henry Ford, founder of the Ford Motor Company, once said, "Coming together is a beginning; keeping together is progress; working together is success."

These powerful words by one of the most successful and resilient business leaders in American history still ring true today. Coming from the founder of one of our country's most enduring brands and a poster child for tackling head-on the challenges of change, these are words to definitely live and work by.

Therefore, please support FAN in continuing its work and join us for our April 15, 2021 Market Expo – Virtual Edition during which we will face the future together. I look forward to seeing you there!

Sincerely,
Russ Sanderlin
2021 FAN President

2021 FAN Board of Directors



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Online Registration Is Open

Elevate Your Possibilities at Market Expo 2021 Register at www.flooringassociation.org

It is an exciting time with FAN kicking-off its first-ever virtual Market Expo on Thursday, April 15, 2021. As a registrant, what better way to make an investment in yourself and your business that will pay off in dividends for years to come?

Market Expo – the virtual edition – will transport you from your crazy regular work schedule and endless deadlines to an exciting and inspiring day of engaging learning opportunities and meaningful connections with your peers and vendors.

Benefit from Affordable Registration Rates *(Includes sessions, vendor exhibits, and swag bag)*

FAN Member	\$15 per attendee
FAN Member Bulk Buy (\$10 Savings!)	\$50 for 4 attendees
Non-Member	\$20 per attendee

Take a Glance at Our Schedule*

Thursday, April 15, 2021	
10:00 am – 10:15 am	Welcome & Introductory Remarks
10:00 am – 5:00 pm	Vendor Exhibits – Open All Day
10:15 am – 10:45 am	Educational Session
10:45 am – 11:00 am	Break, Vendor Visits, Gathering Place, Opportunity to Win Prize Drawing
11:00 am – 12:00 pm <i>Eligible for one CEU.</i>	<p>“Colormix Forecast 2021: The Rhythm of Color <i>By Mariah Hebenthal, Seattle Designer Account Executive</i> The Sherwin-Williams Company</p> 
1:00 pm – 1:45 pm	Educational Session
1:45 pm – 2:00 pm	Break, Vendor Visits, Gathering Place, Opportunity to Win Prize Drawing
2:00 pm – 2:45 pm	Educational Session
2:45 pm – 3:00 pm	Break, Vendor Visits, Gathering Place, Opportunity to Win Prize Drawing
3:00 pm – 3:45 pm	Educational Session
3:45 pm – 4:00 pm	Closing Remarks

*Tentative

Contact FAN For More Information

If you have questions or would like additional information, please feel free to contact FAN's Executive Director, Shelley Dahle, at (425) 502-8189 or shelley@flooringassociation.org.

Expand Your Exposure and Reach

Virtual Market Expo 2021 Sponsorship and Vendor Opportunities Now Available



The economy is changing and things are not as certain as they used to be. But one thing is sure: Market Expo, scheduled for April 15, 2021, will efficiently and cost-effectively present you with the opportunity to strengthen your brand and showcase your products and services in today's dynamic marketplace.

Why Sponsor/Exhibit?

This year's virtual format will enable you to reach beyond physical walls to engage with current and potential new customers who are not confined by time or location! Join more than 50 returning sponsors and vendors who will use this important Pacific Northwest event to:

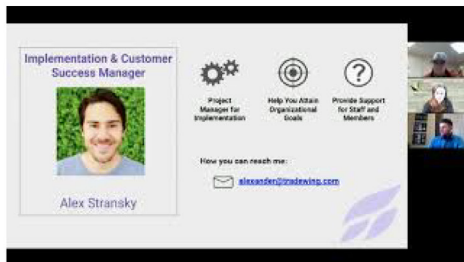
- Influence decision-makers and increase sales
- Launch new products and services
- Reinforce existing customer relationships
- Connect with potential new customers
- Broaden reach and discover untapped business opportunities
- Position their brand

Marketing Opportunities

Sponsorship Offerings	Member Rate on or Before 3/31/21	Member Rate After 3/31/21	Description
<i>2021 Sponsors Receive 10% Discount Off 2022's Sponsor Fees</i>			
Event Registration Banner	\$400	\$500	Your company logo on the Expo's main website/platform page and event marketing materials
"Opportunity to Win" Drawing	\$400	\$500	Your company name announced during the "opportunity to win" drawing for a prize provided and delivered by company
Online Event Marketing Materials & Swag Bag Bundle	\$200	\$300	See below descriptions
Online Event Marketing Materials	\$100	\$200	Your company logo included in electronic marketing material for Expo
Swag Bag	\$100	\$200	Your message, postcard, or giveaway to be sent two weeks prior to the Expo to all registrants
Educational Session	\$200	\$300	Your company logo or up to a two-minute-long pre-recorded presentation prior to speaker introduction of designated education session

February 26, 2021

Come Join FAN's New Member Community Platform!



[View the introduction orientation video here](#)

FAN's Online Community is open for business!

The goal of this platform is to serve as a space where you can connect, collaborate, and learn from your peers all year long.

Let's connect!

View the orientation video to walk through first time login, be introduced to the platform, learn the basic functions and benefits of our new interactive member community.

Login to explore this exciting new platform and start connecting with your peers!
Getting started is easy...Just follow these simple steps:

How to Get Started in 5 Easy Steps

1. First, follow the below [link](#) to navigate to the community! We recommend you bookmark this page so that it's easy for you to find.
2. Next, click where it says "*Forgot Your Password? Reset it here*". You will only have to do this the first time you login.
3. Enter your email address. **Please be sure to use the same email address you are using for FAN's Member Portal.**
4. Check your email for an activation link. You may have to check your spam folder.
5. Click on the following [link](#), set your password, and begin exploring!

Lets stay connected!

[Link to Online Community](#)

If you have any questions or run into any issues, feel free to reach out to support@tradewing.com. They will be able to get your questions answered.

We look forward to seeing you online!



An Interview With Liz McDonald

How did you get started in the industry?

My first job at 16 years old was at a family-owned retail flooring store in Tacoma. What I thought would be primarily a cashier's job, ended up being so much more. I began learning about the flooring industry! The owners made sure I learned about tile, laminate, setting material, slab, and the installation process. Working retail provided me a great foundation to the start of my career in the flooring industry. To this day, I am so fortunate to count Laura and Jeff Macalouso not only as mentors, but close friends.

What would you do if not flooring?

Starting in the flooring industry at 16 years old has helped me learn to work with people and complete projects. Since I did start in flooring at such a young age, the only other thing I put as much time and love into was golf. Who knows, maybe I'd be in the LPGA.

What do you like best about the flooring industry?

Working with good people who have become good friends...what else could I ask for.

What do you do to relax?

Escaping into the woods with my family puts me in my happy place. It is our primary way to relax and recharge. The Pacific NW is the perfect place to enjoy the outdoors and we try to do so as much as we can.

Any advice for someone getting started in the flooring industry?

Learn the product and install requirements first! The worst thing you could do is have a product/install fail due to not doing your homework. There are no shortcuts! Always be willing to learn and improve each day. We are here to teach and give our customers the best experience available.



An Interview With Nick Nied

How did you get started in the industry?

My interest in construction started in my teens, building off the grid cabins in the remote wilderness of SE Alaska over multiple summers. I then received my Construction Engineering Management Degree from Oregon State University (GO BEAVS!) and managed the construction of thousands of homes locally over a 15 year span. After some persuasion from Bill Sullivan, I transitioned to the trade partner side to elevate the professionalism builders want and need in this ever-competitive market. Challenge accepted!

What would you do if not flooring?

Land development and building/flipping houses. HGTV would cancel Chip and Joanna Gaines to follow me!

What do you like best about the flooring industry?

The people!

What do you do to relax?

Anything without an electronic device. I'm a four-season outdoorsman that likes to explore the natural elements this state and planet offer with my wife and two boys.

Any advice for someone getting started in the flooring industry?

If I may quote my favorite ride from Disneyland (Thunder Mtn Railroad) ~ "Hang onto your hats and glasses, folks, cause this here's the wildest ride in the wilderness!"



An Interview With Teresa Legler

How did you get started in the industry?

I got started in the industry on the retail side via the box stores. I joined what was then Superfloors, after leaving Home Depot many more years ago than I am going to admit. When the owners decided to venture out and create Accents & Interiors, I joined them and I guess I am now a flooring lifer.

What would you do if not flooring?

That's a tough one, I've done this all of my adult life and professional career, but likely something more crafty or food related. I love baking and making cakes, so probably a bakery or cake maker.

What do you like best about the flooring industry?

I love that we can really control our own destinies. This is an ever changing, ever growing industry and you can be as up to the minute and cutting edge as you choose to be. There is always room to learn and grow. I also like that no one EVER leaves so you get to build lots of great relationships over the years.

What do you do to relax?

I love camping with my family, baking and cooking (I love food!), reading and anything crafty. I am also big into entertaining and love being surrounded by friends and family, and feeding them (the food again).

Any advice for someone getting started in the flooring industry?

There is a great deal to learn, but that is half the fun of this job. You can do anything and go anywhere you want to. I think the biggest thing is to keep learning and have fun, like Bill, one of our owners always says, "no one ever died over their floors not going in".



An Interview With Sandra Fernandez

How did you get started in the industry?

I was an emergency road service dispatcher looking for a career change and came across an add for Accents & Interiors who was looking for job coordinators.

What would you do if not flooring?

I would have enlisted in the Navy.

What do you like best about the flooring industry?

The relationships/connections I have made with contractors, builders and suppliers within the industry.

What do you do to relax?

A camping weekend is always at the top of my relaxation list!

Any advice for someone getting started in the flooring industry?

DON'T BE SCARED! Ask questions! Even if you have zero knowledge of the industry, everyone is super helpful and willing to get you up to speed.



An Interview With Cassie Engleson

How did you get started in the industry?

Honestly, I stumbled across the job posting on Indeed, but was really drawn to this industry. I have always loved interior home design!

What would you do if not flooring?

Hard to say, but I came from the vehicle wrap industry so probably still something to that nature.

What do you like best about the flooring industry?

I love all of the products! Being able to see all the newest trends firsthand is one of my favorite things. A close second (if not a tie) is watching the homes from start to finish.

What do you do to relax?

Spend time with my husband, friends, and family.

Any advice for someone getting started in the flooring industry?

Be patient with yourself, this industry is everchanging so there is always something new to learn.

Shannon O'Day

It is with great sadness that we announce the passing of our beloved colleague and shareholder, Shannon O'Day.



For 34 years Shannon stood at the center of AFB Floors as a dear friend, trusted colleague, endless cheerleader, and fearless leader to and for us all.

Her absence will be profoundly felt by the AFB team who will continue charging forward every day in honor of her mission to make AFB Floors the best place to work.

Shannon was a champion of dogs!

For this reason, the family has requested, in lieu of flowers, that those who wish to honor her life make a donation in her name to Regional Animal Services of King County.

Thor Edmond



The Floor Covering Community has lost a beloved member. Thor Edman, Jr passed away on February 1, 2021.

Thor was currently working for WSL, Inc. (which he was a founding member of) making sure the floor covering industry got their carpet from mill to floor fast and efficiently. Customer service was his top priority and his commitment to that was second to none.

Thor's career in floor covering spanned an impressive 50 years. He started as a carpet installer for Sears & Roebuck in the early 1970s. From there he joined the E.T. Barwick Carpet Mill in the late 70s and then in the 80s Carpet Services Inc (CSI). CSI eventually became known as CSI/Crown which he held the position of president.

Thor thoroughly enjoyed the floor covering industry and all of the people he met and helped. He knew everyone and everyone knew him. His name was Thor and he was 6'6" so hard to forget but it went beyond that and he was somewhat of a legend in the industry. One of his favorite events every year was Surfaces in Las Vegas. He loved catching up with old friends and meeting the people he had only talked to on the phone. And if you were lucky enough, he might have even told you stories of Surface's past. He will be greatly missed!



February 2, 2021

GREAT FLOORS NAMES WILL OSBORNE, SENIOR VICE PRESIDENT OF OPERATIONS

Coeur d'Alene, ID Great Floors announces the promotion of Will Osborne to the position of Senior Vice President of Operations. In his new position Osborne will lead the overall operations of the Company's 21 locations, throughout Washington, Idaho and Montana.



A Montana native, Osborne brings over 20-years of floor covering experience to his newly appointed position. In his last six years at Great Floors, Osborne managed the Spokane, WA Commercial Branch and in 2016 was promoted to Vice President of Operations at the Company's Corporate Headquarters in Coeur d'Alene, ID.

Osborne is a 1990 graduate of Montana State University in Bozeman, MT with a degree in Business Finance.

"We are thrilled to have Will Osborne stepping-up as Senior Vice President of Operations," Mike Nelson, Great Floors Chief Operating Officer, stated. "In his new role, Osborne will be in charge of our capital expenditures and operational resources. He has also contributed significantly to the development and implementation of a custom ERP software application."

Great Floors has been serving customers in the Pacific Northwest for 50 years. With over 500 employees, their operations now reach from Bozeman, Montana to Seattle, Washington. In Washington State we offer 10 Puget Sound locations stretching from Bellingham to Vancouver, WA, three stores in the Spokane metro area and locations in the Tri-Cities and Yakima. In Idaho, Great Floors operate stores in Coeur d'Alene and Meridian in Southern Idaho.

Great Floors is one of America's top ten specialty flooring companies with retail, builder and commercial showrooms across the Northwest.

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For additional information, contact Teresa Gavin at t.gavin@greatfloors.com or 208/664-5405.



February 2, 2021

GREAT FLOORS NAMES MIKE NELSON, CHIEF OPERATING OFFICER

Coeur d’Alene, ID



Great Floors announces the promotion of Mike Nelson to the position of Chief Operating Officer. Nelson is second in command and tasked with implementing the daily operations, aligned with the goals and strategies of the Company’s 21 locations, throughout Washington, Idaho and Montana.

Nelson is a 25-year veteran of the floor covering industry and most recently lead as the Executive Vice President from the Company’s Corporate Headquarters in Coeur d’Alene, ID. He began his flooring career working in the warehouse advancing to management.

Nelson managed the Bellingham, Bellevue and Burlington showrooms prior to being named Vice President- Commercial and Builder Sales in 2013. He is a 1999 graduate of Western Washington University in Bellingham, WA with a degree in Business Administration and Finance.

“We are pleased to have Mike Nelson, a tested industry veteran, available to assume the responsibilities as the Chief Operating Officer of our Company” Doug Chadderdon, Great Floors President, stated. “Mike brings a wide range of experience to the position, from warehouse operations to sales and customer support to installation across the three platforms of our business—retail, builder and commercial sales.”

With \$200 million in sales, Great Floors has been serving customers in the Pacific Northwest for 50 years. With over 500 employees, their operations now reach from Bozeman, Montana to Seattle, Washington. Including 10 Western Washington locations stretching from Bellingham to Vancouver, WA, two stores in the Spokane metro area and locations in the Tri-Cities and Yakima. In Idaho, Great Floors operate stores in Coeur d’Alene, also home to the Corporate Headquarters, and Meridian in Southern Idaho.

Great Floors is one of America’s top ten specialty flooring companies with retail, builder and commercial showrooms across the Northwest.

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For additional information, contact Teresa Gavin at t.gavin@greatfloors.com or 208/664-5405.

Thinking of You....



Looking forward
to when we
gather again,
FAN Board of Directors



Flooring Association Northwest Membership Application

Flooring Association Northwest is the premier regional trade association for flooring professionals in the Pacific Northwest. As a non-profit trade association we serve and represent professionals from all aspects of the floor covering industry. Flooring Association Northwest is your link to stay connected and up to date in the flooring community. Just a few FAN benefits include:



- FAN sponsors Educational Seminars
- FAN publishes the Official Northwest Floor Covering Directory
- FAN sponsors Dinner Meetings & Social Events
- FAN publishes Quarterly Newsletters
- FAN sponsors Trade Shows
- FAN sponsors Great Golf Tournaments

Join FAN Today!

Regular Membership - \$406
*Retailer / Commercial Dealer / Inspector / Consultant / Fabricator /
Recycler / Cleaning/Restoration*

Associate Membership - \$508
Manufacturer / Supplier / Distributor

Installation Membership - \$77
Provider of installation only

Architect Membership - \$77

Designer Membership - \$77

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

In submitting this application, I agree to abide by the code of ethics (see other side)

Signature _____ Date _____

Referred by: _____ Referral Company Name: _____

Our business has additional locations Yes No Method of Payment: Check Credit Card

Name/address for card (if different from above): _____

Card # _____ Exp. Date: _____ Security code: _____

Who should we thank for referring you? _____

Please indicate type of business:

- | | | | | |
|---|--|---------------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Retail Dealer | <input type="checkbox"/> Commercial Dealer | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Distributor | <input type="checkbox"/> Installer |
| <input type="checkbox"/> Inspector | <input type="checkbox"/> Consultant | <input type="checkbox"/> Fabricator | <input type="checkbox"/> Recycler | |
| <input type="checkbox"/> Cleaning/Restoration | <input type="checkbox"/> Other _____ | | | |

Please indicate any industry groups/organizations your business is a member of:

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Abbey | <input type="checkbox"/> CCA Global | <input type="checkbox"/> Carpet One | <input type="checkbox"/> Carpets Plus/Colortile |
| <input type="checkbox"/> Flooring America | <input type="checkbox"/> Floor Trader | <input type="checkbox"/> Mohawk Buying Group | <input type="checkbox"/> NICA |
| <input type="checkbox"/> ProSource | <input type="checkbox"/> Shaw Fl. Network | <input type="checkbox"/> Starnet | <input type="checkbox"/> Other |