

SPRING 2021



Raising the floor on relationships,  
standards and profitability

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## Moving Forward with FAN – the New and Old Normals

I think it is safe to say that 2020 felt like the longest year we have ever had, but 2021 is shaping up to be a marathon in its own right. COVID has had the obvious effects that we have all come to know as the “new normal”, but these new normals present a lot of challenges in our industry.

Floor covering is one of the main aesthetics in a home or in a commercial space, and people ultimately want to see it and feel it – and you cannot replicate that virtually. Because of that, our industry has always been predicated on relationships, whether that was via distributor or manufacturer to dealer, rep to sales people, sales people to installers or dealers, and sales people to end users (builder or retail).

Education, integrity, and relationships are the foundation of our industry. The Flooring Association Northwest mission statement is “Raising the floor on relationships, standards, and profitability”. However, 2020 really shook our foundations – personally, professionally, and as an industry. We have had to make challenging adjustments to how we do everything, all while struggling to keep our heads above water as the flood gates of business have burst open since last June with little to no end in sight.

All of this has been compounded by the lack of qualified help in our industry and the frustrating and uncontrollable delays with international shipping. It is exhausting for all of us. Change and adjustments are very common to our industry though, with a constant stream of new technology and installation methods. Change is inherently part of our industry.

FAN is no exception to having to navigate changes. It has been a challenging year to try to engage the newly remote work force and to support the different segments of our membership.

Having a virtual Expo Market was an attempt and really an experiment on how to engage our members virtually. We learned a lot and greatly appreciate all who participated. We mostly learned that everyone is burned out on virtual meetings and presentations. That said, this IS our new reality, this IS our new norm – at least partially.

As the number of individuals who have received their COVID vaccinations go up and the infected go down, our businesses are opening up. There is a return to some of our “old norms”... The Happy Hour series returns this summer starting in July and running through October. Our annual flagship event, the FAN Golf Tournament, returns September 16th. We look forward to the return of the quarterly educational dinners hopefully in the not too distant future. The return of face-to-face, relationship-based events is around the corner, and we expect a flood of members to these member exclusive events.



**Russ Sanderlin**  
*2021 President*

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## SEEKING BOARD CANDIDATES

*Message from the President - Continued from Page 2*

FAN is a non-profit that can only survive with an engaged and supporting membership. Moving forward, FAN has to be a mix of the new and old norms; a mix of intra-relationships, in-person events and virtual education, training, and industry support. We cannot have a return of old norms or continue with some of the new norms without a return of our engaged membership.

If you have not renewed your FAN membership yet, please do. We are on the brink of some really fun events and we don't want you to miss out! To renew, please contact [shelley@flooringassociation.org](mailto:shelley@flooringassociation.org).

## FAN Is Seeking Board Candidates for 2022 You Can Make A Difference in the Flooring Community

Serving on a Board of Directors is a wonderful way to support an industry you care about. It can also be a powerful way to build your skills and expertise.

Individuals who serve on a Board of Directors have the opportunity to develop and grow as leaders, cultivate new skill sets, and expand their network of peers, professionals, industry leaders, and industry thought leaders.

If you are looking for a way to make an impact as a flooring professional, contact FAN President Russ Sanderlin ([russ@surfaceartinc.com](mailto:russ@surfaceartinc.com)) or Executive Director Shelley Dahle ([shelley@flooringassociation.org](mailto:shelley@flooringassociation.org)) to let them know you are interested in becoming a 2022 FAN Board Member.

### 2021 Board of Directors



**President**  
Russ Sanderlin  
Builder Sales Manager  
Surface Art, Inc.  
[russ@surfaceartinc.com](mailto:russ@surfaceartinc.com)



**Director**  
Justin Dewey  
Branch Manager  
American Olean and  
Marazzi Tile  
[justin.dewey@ao-marazzi.com](mailto:justin.dewey@ao-marazzi.com)



**Director**  
Justin Gielski  
Business Analyst and  
Software Developer  
Signature Interiors & Design  
[Justin@signatureint.net](mailto:Justin@signatureint.net)



**Executive Director**  
Shelley Dahle  
[shelley@flooringassociation.org](mailto:shelley@flooringassociation.org)



**Vice President**  
Chad Ballard  
Director of Commercial and  
Architectural Design Sales  
Surface Art  
[ChadB@surfaceartinc.com](mailto:ChadB@surfaceartinc.com)



**Director**  
Katie Escobar  
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[katie@wfs-llc.com](mailto:katie@wfs-llc.com)



**Director**  
Regan Miyamura  
President  
Greater Seattle Floors  
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**Director**  
Teresa Legler  
Inside Sales Manager  
Accents & Interiors  
[teresa@accents-interiors.com](mailto:teresa@accents-interiors.com)



**Director**  
Chris Sessum  
Owner  
E.C.S. Floor Coverings  
[ecsfloorcovering@yahoo.com](mailto:ecsfloorcovering@yahoo.com)



**Director**  
Chris Sessum  
Owner  
E.C.S. Floor Coverings  
[ecsfloorcovering@yahoo.com](mailto:ecsfloorcovering@yahoo.com)

# 2021 fan SUMMER SOCIALS

## Summer Socials Are a Sure Thing for Connecting and Camaraderie

The point of gathering is simple – to learn from one another, forge valuable business relationships, and have fun in the process. FAN's Happy Hours and Golf Tournament each Summer serve as highpoints (especially after a year of COVID)!

Read on for more details and then make sure your calendar includes this Summer's Happy Hours and Golf Tournament to see your friends in person!



### Flooring Professionals Are a Hard-Working Bunch!

Especially after a year of COVID, Fan is excited to welcome back its Happy Hour meet ups that provide members with the opportunity to take a break, mix and mingle with colleagues and peers, partake in beverages and munchies, and visit a members' facility.

Be sure to join us on July 15, 2021, 5:00 pm, at Surface Art in Kent.

**CLICK HERE to reserve your members only gathering complimentary registration.**

FAN is also taking reservations for future Happy Hour hosts. If you are interested in being a host, please contact Executive Director Shelley Dahle at [shelley@flooringassociation.org](mailto:shelley@flooringassociation.org).

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# Tee It Up with FAN This September

**By Chad Ballard**

*2021 Golf Tournament Chair*

We are excited to announce FAN's 53rd Annual Golf Tournament tradition will be celebrated at Allenmore Golf Club on September 16th.

For decades, the FAN Golf Tournament has been a cornerstone event for our association and affiliated sponsors. The tradition has withstood the test of time – a true testament to our affiliation and its ability to create a fun networking experience:

- Each player ticket includes green fee, cart rental, practice balls, player giveaway, contest prizes, box lunch, barbeque dinner buffet, and more...
- Our format is unique, two flights with three prize payouts in each. Flights are determined by handicap or estimated rounds per year.
  - Flight 1 is a shamble - top three teams and ties will move on to a horse race playoff to determine overall placement.
  - Flight 2 is a scramble with prizes for 1st, 2nd, and 3rd place teams.
- The experience is enhanced with emcee entertainment, music, sponsors on every hole, foursome photos, golf ball launcher, personal networking, private venue, and much more.

Last year the staff at Allenmore went above and beyond to accommodate us on short notice and



under tough regulations due to Covid-19. This year, the entire facility will be closed to the public which makes this 2021 event a private network experience. We cannot thank them enough for all they have done to help keep our tradition alive through the most challenging of times. We are so excited to be back together. It is sure to be a celebration that you will not want to miss.

Take a look at our flyer for more information about the tournament, sponsorship opportunities, etc. To register, please visit or click to view our tournament website:

<https://www.golfcorpsolutions.com/tournament/fan-golf-tournament/>

Spots will fill up fast, so be sure to secure your spots ASAP.

*More Details on Page 6*



Flooring  
Association  
Northwest

**P R E S E N T S**

**53<sup>rd</sup> ANNUAL**

**FAN**

**GOLF TOURNAMENT**

**THURSDAY**

**SEPTEMBER 16<sup>th</sup>**

**REGISTRATION**

**8:00AM–9:45AM**

- Check-in

- Grab Giveaway
- Buy Competition Package
- Practice
- Beverages
- Hosted Box-Lunches



**SHOTGUN**

**10:00AM**

- Shamble (flight 1) Scramble (flight 2)

**BANQUET**

**After Golf (3:00pm)**

**\$250 PER MEMBER**

**\$350 NON-MEMBER**



**THE TOURNAMENT SELLS OUT FAST....  
VISIT OUR WEBSITE TO SECURE YOUR SPOT NOW**

[www.golfcorpsolutions.com/tournament/fan-golf-tournament/](http://www.golfcorpsolutions.com/tournament/fan-golf-tournament/)

Flooring Association Northwest is the premier regional non-profit, trade association, connecting professionals from all aspects of the floor covering industry. For 52 years the FAN golf tournament has been our cornerstone event, we cannot wait to celebrate year 53rd at Allenmore Golf Club.

The FAN golf tournament is much more than just golf, it is an experience. Each player ticket includes the green fee, cart rental, practice balls, player gift bag, potential contest prizes, lunch, dinner, and more!

We have transitioned to simpler format this year to speed up the pace of play and keep the interest of the whole field. There will be two flights this year, separated by skill level. The first flight will be a shamble format, top 3 and ties will advance to a horse race playoff for placement. The second flight will be a scramble format. We think this will make the contest more competitive for everyone and doubles the prizes!

**4 OPPORTUNITIES TO WIN  
\$15,000 CASH**



Flooring  
Association  
Northwest

[Flooringassociation.org](http://Flooringassociation.org)

**THE FAN PASS**

- Mulligans •Contest Entries
- HIO Opportunities •Raffle Ticket

## Do You Use Benchmarking in Your Business?

Your team members work hard. You feel, however, that they seem to be focused on the wrong priorities. If they even have priorities.

You sense that they are wasting time. Items that you feel are important, even vital, are not getting done. It can be frustrating. At times, it can even be annoying.

How do you develop your team so that each team member is poised for success?

### It Starts with You

You will need to work with your team members to create a plan. Not just any plan – a plan that lists out their most important goals for the year. There should not be more than five goals.

It is important that their goals are not designed in isolation.

Rather, their goals will be coordinated with the overall company goals for the year. This will ensure their goals make sense, and they will better understand the value of them.

Having created their goals for the year, however, will not be enough to get them focused or on track. What they are seeking is further clarity and direction.

That clarity will come from breaking down the big yearly goals into smaller 90-day goals.

The secret sauce to success in this phase is to have them identify their top three priorities for that time period.

### Why Is This Important?

All of you will know what success will look like – every 90 days. They will be able to benchmark their success, so it will not fall to you to continuously check up on them.

They will have more confidence, more direction, and more momentum.

They will know their priorities. They will clarify what is important. They will not waste any more time.

Creating priorities and establishing benchmarks for success can be tricky to design – even somewhat overwhelming.

As you will soon discover, however, benchmarking benefits everyone.

*For more information about Results Driven Business Coaching, visit their website at [www.results-driven.com](http://www.results-driven.com). If you would like help establishing plans, goals, and developing your team, please feel free to contact John Marshall at Results Driven Business Coaching, [john@results-driven.com](mailto:john@results-driven.com).*



**John Marshall**  
*Results-Driven Business Coaching*

“...creating priorities and establishing benchmarks for success can be tricky to design...”

## Market Expo – Reimagined a Success! Access Extended to August 31st

On behalf of the FAN Board of Directors and Staff, thank you to everyone who had a hand in making this first-ever virtual Market Expo such a success. We are grateful to all of the attendees for participating, supporting FAN, and helping to grow the flooring profession.

Registrants are encouraged to keep the conversation going with vendors and continue watching session recordings until August 31st! If you did not register for the 2021 Market Expo, it is not too late. Registration is still open and COMPLIMENTARY at <https://portals.compass-360.org/Compass-360WebUserServices08/org=flooringassociation.org/eventId=B2F49106-FCA0-400E-A7F0-0E38957834CD/request=standard>.

And a special thank you to our sponsors and vendors for their generosity and support in helping make this anticipated event a reality!





# Shaw Brands Unveil 2021 Introductions

Shaw Floors and Philadelphia Commercial, brands of Shaw Industries Group, Inc., have launched new 2021 introductions. The two brands said the 2021 introductions are engineered for performance and durability in both high- and light-traffic environments.

“We’re eager to share our streamlined and simplified Main Street solutions from our 5th and Main collection, featuring the latest Made-in-America commercial LVT styles by Shaw Floors,” said Amy Tucker, Senior Marketing Manager, Main Street and Floorigami. “Our expert sales representatives and dedicated product consultants are only a phone call or email away, so don’t hesitate to reach out and take advantage of our many products, tools, and industry insights to help you prepare for the market rebound, happening now and throughout 2021.”

Tucker added that Philadelphia Commercial is excited to help its customers grow business. “As always, Philadelphia Commercial offers our customers on-trend, high-performing floors without compromise, plus the latest industry insights to remain competitive in today’s ever-shifting environment.”

The introductions are:

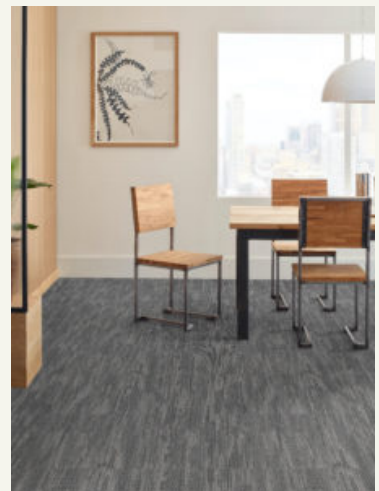
## 5TH AND MAIN

### Soft Surface:

Authentic: 24 x 24. EcoWorx backing and Eco Solution Q Nylon. Designed to perform in tough environments. Cradle to Cradle Silver certified. Available in nine colors and backed by a lifetime commercial warranty.

Victory Collection: The Victory collection features Knock Out and Contender styles. The 24 x 24 tile format is designed for light- to moderate-traffic commercial settings. Available in six colors and backed by a 10-year commercial warranty.

Natural State Collection: Primal and Native are 24 x 24 tiles featuring Solution Q Nylon. Designed for heavy-traffic settings and backed by a 10-year commercial warranty.



**Natural State Collection:  
Primal**

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## Hard Surface:

Breaker's Point: Available in 12 colors, protected by ExoGuard+ finish and commercial warranties (seven to 15 years):

- 6 x 48: 2.5mm in a 12-mil and 20-mil wear layer; 5mm plank in a 20-mil layer
- 7 x 48: 5mm plank in a 20-mil wear layer with a SPC click platform

Cimmerian: 24 x 24 LVT is available in 2.5mm or 5mm platform with a 20-mil wear layer, featuring Exoguard+ finish and a 15-year commercial warranty.

Ferrous: 18 x 36 5mm plank features a 20-mil wear layer and 15-year commercial warranty.



**Breaker's Point**

## PHILADELPHIA COMMERCIAL

## Soft Surface:

Format: A small-scale broadloom with an organic structured design. It combines Solution Q Nylon with ClassicBac carpet backing system. Ten year stain and performance warranty.

Rare Essence: A nature-inspired design, featuring EcoWorx carpet tile backing system. Lifetime commercial warranty and is Cradle to Cradle Silver certified.

Affinity Collection: Offers two 24 x 24 carpet tile styles, Forma and Semblance, featuring Pivotal fiber. The tiles are packed with 20 tiles per box and are backed by a 10-year commercial warranty.

Profusion: Profusion is designed for light to moderate commercial traffic and features Pivotal fiber, StrataWorx carpet tile backing and a 10-year commercial warranty. Eight new colors were added.

Curious Wonder: An 18 x 36 format constructed with EcoSolution Q nylon and EcoWorx tile backing to perform in the toughest environments. Covered by a lifetime commercial warranty and designed for environmental guarantee.



**Expressionist**

*Continued on Page 11*

## PHILADELPHIA COMMERCIAL

### Soft Surface (continued):

Retro Glam Collection: Expressionist and Modernist in the Retro Glam collection bring visuals inspired by Art Deco themes. The 18 x 36 tiles feature EcoWorx backing, EcoSolution Q Nylon fiber and are backed by a lifetime commercial warranty and designed for environmental guarantee.

Iridescent Light Collection: Gleam, Illuminate and Radiate styles. The 18 x 36 carpet tiles feature EcoWorx backing and EcoSolution Q Nylon, designed for severe commercial traffic applications. The collection is backed by a lifetime commercial warranty and designed for environmental guarantee.

### Hard Surface:

Silva Valley: The LVT resilient features contemporary wood visuals with a modern color palette. Silva Valley's 6 x 48 format features ExoGuard+ finish and the 12- and 20-mil options are designed for light and heavy applications. Twenty-mil is available in both 2.5mm and 5mm platforms.

Purview SPC: Purview SPC is available in both click and tongue-and-groove planks, 7×48-inch and 4mm thick, featuring a 20 mil wear layer and 15-year limited commercial warranty. Both feature ExoGuard+ and designed to protect from top-down moisture.

Vecchio: Vecchio emulates stone. The 16 stone visuals are designed for heavy commercial traffic settings. The 24 x 24 flexible LVT is 2.5mm thick, has a 20-mil wear layer, Exoguard finish and is backed by a 15-year commercial warranty.



**Purview SPC**

For more information, visit [www.shawinc.com/contact](http://www.shawinc.com/contact)

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## SIKA Acquires Flooring Adhesives Business in the USA

Sika has acquired the flooring adhesives business of DriTac, a US-based floor covering adhesives company with an especially strong position in wood floor bonding. The acquisition contributes to Sika's increased presence among floor covering installers and distributors, while accelerating Sika's expansion in the interior finishing market in the USA. In 2020, the acquired business generated sales of CHF 20 million.



DriTac is a well-recognized and highly regarded brand in the U.S. floor covering industry, with over 65 years of providing trusted solutions to the industry. With an especially strong position in the wood floor bonding segment, DriTac brings long-established customer and distributor relationships across the country that are highly complementary to Sika's existing network, enhancing overall market access and market penetration.

The acquired business strengthens Sika's growth platform for interior finishing in the USA with large potential for cross-selling of Sika's other complementary products that include moisture mitigation materials, surface preparation, and self-leveling underlayment mortars, as well as tile setting materials. The DriTac product range, which includes polyurethane, modified silicone, and water-based technologies, will further enhance Sika's system solutions for floor covering applications and give customers access to a full-range portfolio.

For more information, visit [www.usa.sika.com](http://www.usa.sika.com)

**REACH YOUR  
KEY AUDIENCES**

If you are a FAN member and have news you would like to share with your fellow members, please forward your press releases to [info@flooringassociation.org](mailto:info@flooringassociation.org).

# “Relationship Economics” – Return on Involvement a Key to Success

By David Gabri

“What is the real value of building business relationships?” That is the question that was posed by David Nour, acclaimed speaker and author at an Associated Luxury Hotels International (ALHI) gathering.

According to Nour, we all tend to recognize that business relationships are beneficial, but we may not realize how much our organization’s and our own personal success depend on the quality and diversity of our interpersonal relationships.

Unlike the rest of the world, which builds relationships first and then does business together, in America we tend to focus first on the business and then consider developing a relationship.

The result is that most of us don’t spend enough time cultivating these strategic relationships. So Nour has assembled a truly helpful systematic approach to building, nurturing, and even quantifying business relationships in his compelling book called Relationship Economics.

Particularly beneficial in our global society, but certainly applicable to anyone who exclusively works within the U.S., Relationship Economics is a “how to” guide on strategically investing in relationships to garner extraordinary returns.

## The “Art & Science of Relationships”

So what is “Relationship Economics”? As Nour describes it, it is the “art and science of relationships”. While there is a recognized “art” in meeting people, working an event, etc., there is also a

“science” aspect to relationships concerning patterns in human interaction, and why we choose to interact with some people and not others.

By utilizing the techniques and insight provided by Nour, we can learn how to better cultivate relationships so they become strategic assets.

“We can learn how to better cultivate relationships.”

Topics addressed by Nour in his book include:

- Why most networking doesn’t work
- The evolution of quantifiable relationships
- Strategic relationship planning
- Understanding the science of social network analysis
- Relationship centric goals for business development
- Pivotal contacts for leadership development
- Relationship currency for adaptive innovation
- Transforming “us” and “them” into “we”

The underlying theme is: How do we leverage the soft aspects of our organization, such as people and relationships?

Nour says that rather than exclusively seeing ROI as “return on investment,” we also should see

*Continued on Page 14*

ROI as “return on involvement”, “return on influence”, “return on integration”, “return on image”, and “return on impact”. These are ways to identify quantifiable values of our soft assets.

He also supports “The LinkedIn Effect,” which addresses the value of social networking sites like LinkedIn, and how this technology is changing the way business-to-business interactions take place. Learning how to better utilize online tools can prove beneficial in developing strategic relationships.

### Exercise Your Relationship Bank

Lastly, Nour emphasizes that rather than focusing on establishing new relationships, we need to take a step back to analyze our “relationship bank” to see what we are doing to cultivate

current relationships. While you want to identify “pivotal contacts”, which are individuals who can accelerate your ability to get things done, you also want to make sure you are “giving” and “exchanging” in the relationships. Or, in other words, reciprocity is the key to garnering greater return.

So take a step back, and look at where you and your organization are in developing and nurturing your strategic business relationships. The effort could produce extraordinary returns.

*David Gabri is owner of Gabriworks Hospitality and former President and CEO of Associated Luxury Hotels International (ALHI).*



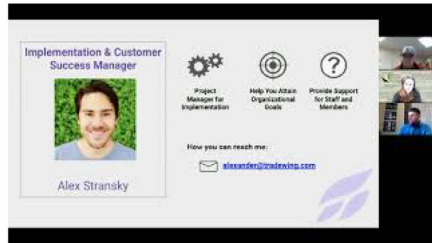
## One Destination, Two Events!

There has never been a better time to accelerate your business and reconnect in-person than at the largest trade show anywhere dedicated exclusively to wood flooring.

Representing all business types in the industry, the NWFA Expo has been a can't-miss event for the past 35 years. This year, the NWFA and the Coverings international tile and stone exhibition organizers are partnering to bring you NWFA's 2021 Wood Flooring Expo and Coverings 2021 simultaneously at the Orange County Convention Center in Orlando, Florida, July 7-9.

For NWFA Expo registration information and more, visit [www.nwfaexpo.org](http://www.nwfaexpo.org).

## 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](mailto:support@tradewing.com). They will be able to get your questions answered.

We look forward to seeing you online!

# 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:

- Retail Dealer       Commercial Dealer       Manufacturer       Distributor       Installer  
 Inspector       Consultant       Fabricator       Recycler  
 Cleaning/Restoration       Other \_\_\_\_\_

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

- Abbey       CCA Global       Carpet One       Carpets Plus/Colortile  
 Flooring America       Floor Trader       Mohawk Buying Group       NICA  
 ProSource       Shaw Fl. Network       Starnet       Other