

FALL 2021/
WINTER 2022



Raising the floor on relationships,
standards and profitability

THE FAN REPORT

2

Outgoing President's Message
Russ Sanderlin

3

Incoming President's Message
Chad Ballard

5

Are You Doing the Same
Work Over Again?

6

Member Spotlight
Hillside Floor Covering

8

Market Expo 2022

12

In Memory

13

What's New

16

National News



Welcoming Change in the New Year

It's hard to believe we have started a new year. As I have said previously, sometimes the turning of the page on a year is a good thing. When the calendar flipped to 1-1-2022, nothing changed of course, but sometimes the perception of a new year is a welcomed change. We are all tired of the word "unprecedented", but this past year has been that, to say the least. We thought 2020 was a doozy. But in this case, the 2021 sequel was even more epic.



Russ Sanderlin
2021 President

I certainly do not need to highlight the year's events, but two issues that have hit us all hard are the supply chain issues and shipping backlogs. These topics were brought up numerous times in one of our membership polls that was sent out last fall. Because of this, the FAN Board felt it beneficial for everyone if we had a panel dinner that included a group of local leaders in flooring, which are on the front lines of this issue every day. I am fortunate to be slightly educated on the subject because my day job requires it, but it is an interesting and multi-faceted issue. Therefore, we urge our membership to attend and be informed. Details are in this newsletter.

I attended my last FAN Board meeting in December, not only as President but as a member of the Board of Directors. I have been on the Board for the last six years and in an executive role the last three years, two of which have been tumultuous to say the least. I am relieved to say, the organization did not burn down during my tenure, but that is simply because our Executive Management Team and our Board Members fought tooth and nail to make sure it did not. I could not be more grateful to all of them for their dedication, perseverance, and friendship. We are all involved in FAN because we are passionate about our industry and want nothing more than to "raise the floor on relationships, standards, and profitability". The 2022 Board of Directors with President Chad Ballard at the helm is an amazing group of professionals, and it could not be in better hands moving forward.

Lastly, I want to thank our FAN membership for their continued dedication and support of FAN. Without you, there is no Flooring Association Northwest. Thank you all! 🏡


A Look Forward: Taking Pride in FAN, the Industry, and Each Other



By Chad Ballard
2022 President

Welcome to 2022 (hopefully not 2020 too)! As we usher in the New Year, I want to thank our members for their continued support, to our current Board Members for their unwavering dedication, and to our new Board Members for their willingness to take on new challenges with us. A special thank you goes out to Russ Sanderlin for his service to the organization. He remained focused and dedicated to the Association's needs during troubling times. Thank you to him for all that he did over the last six-plus years. We look forward to seeing him at future events.

As we look ahead into 2022, we are excited to continue to offer key networking opportunities like our Market Expo, Golf Tournament, member-hosted Happy Hours, and Dinner Meetings. Our goal will be to continue to offer events and opportunities for our members to showcase their product lines, offer industry specific training topics, and, most importantly, provide the ability to network with your industry peers.

Thank you for the continued support of the Association. As incoming President, I am excited to lead FAN ahead and look forward to seeing you all at our events throughout the year. 



President
Chad Ballard
Director of Commercial and
Architectural Design Sales
Surface Art
ChadB@surfaceartinc.com



Vice President
Teresa Legler
Inside Sales Manager
Accents & Interiors
teresa@accents-interiors.com



Treasurer
Katie Escobar
Interior Designer
Wholesale Flooring Services
katie@wfs-llc.com



Director
Justin Gielski
Business Analyst and
Software Developer
Signature Interiors & Design
Justin@signatureint.net



Director
Holiday Van Erem
Product Manager
T&A Supply Company, Inc.
holidayv@tasupply.com



Director
Regan Miyamura
President
Greater Seattle Floors
reganm@gsfloors.com

**Watch for FAN's Three New Board Members to Be
Announced at the January 19 Membership Meeting.**



January 19, 2022 Dinner Meeting & Annual
Membership Meeting with Board Elections
REGISTRATION OPEN - SEATING IS LIMITED!
**KING COUNTY COVID VAX & MASK
REQUIREMENTS ENFORCED**

WORKING THROUGH COVID...



**...Material Costs, Supply Chain Issues,
Shipping Backlogs, and More!**

**Time
Change!**

Wednesday, January 19, 2022 | 6:00 pm - 9:00 pm
Billy Baroo's | 13500 Interurban Ave S, Tukwila, WA

Registration:

\$65 - Members

\$85 - Non Members

Meet Our Panelists:

Rob McCall | Laticrete

Gordon Payseno | Metropolitan Hardwood

Scott Proffitt | Shaw Industries

Kevin Stupfel | Surface Art

RESERVE YOUR SEAT
for this Top-of-Mind Presentation

flooringassociation.org

Are You Doing the Same Work Over Again?

You might track this. Or, you might not. What I am referring to is redoing your work – again and again.

It starts off so innocently. Doesn't it? It is a minor revision, a correction, a redo, or a client asks you to do something for them again.

It might take just a few minutes, so you or your team do it once again. Perhaps, you have done this multiple times. But, as you give it some thought, you are beginning to realize this situation has become aggravating.

It is becoming more and more frustrating, annoying, and time consuming. And, more importantly, it is expensive. Sometimes it is quite costly.

So, how can you stop this?

It starts with one key principle. You have probably heard of it... Getting to the “root cause”. But, exactly how do you do that?

Following is a three-step framework you can implement:

1. Identify: Investigate what is actually happening to cause your issue or problem. Dig deep. Do not accept your early findings or discoveries.
2. How to fix it: Take careful time to fully understand how to fix or learn from any underlying issues within this root cause.
3. Apply the fix: From your insights, create a process to prevent future issues of this occurring again. This step is the most important. It is too easy to take shortcuts to fix it. Resist that urge.

Getting to the “root cause” of any problem is incredibly rewarding.

Here are just a few benefits to encourage you to use this framework – as soon as it is needed.

- Once the issue is fixed – hopefully, once and for all, you are going to be less stressed.
- Your frustration level will decrease. You will feel more in control.
- There will also be a direct cost savings to you. It could, in some cases, be significant.

Since you won't be pulled into fixing this issue or discussing it, imagine how much time you will save. 



By John Marshall
*Results-Driven Business
Coaching*

If you know your business has ongoing issues that never seem to get fixed, schedule a complimentary Leadership Strategy Session with John and discuss the top three business challenges that are holding you back. Contact John at Results Driven Business Coaching, john@results-driven.com or visit his website at www.results-driven.com.



South Sound Business Values Loyalty



Located in Puyallup, WA, Hillside Floor Covering is a family-owned business and is recognized for serving custom builders, specialty contractors, and homeowners in the greater Puget Sound region.

Founded in 1945 by Dennis Newsham, Hillside is currently owned by Amy Bolton, Dennis' daughter. Additional team members include: Charlie Bernard – Sales, Tyson Lickert – Sales, and Joe Patterson – Sales.

Living up to the company's slogan, "For All Your Flooring Needs", Hillside prides itself on honest, straightforward business. They give their best price the first time and try to be the highest paying to their subs. According to Amy, "Without them, we don't exist. We value relationships and loyalty, and we try to keep things simple and low maintenance as possible."

When asked about recent projects of which Hillside is most proud, Amy informed FAN that this past year Hillside had its largest residential project to-date. The single-family home, located in Eatonville, used the finest finishes, including 10" circle sawn Douglas fir floors. The floors were thoughtfully designed and top-of-the-line quality.



Amy was also pleased to share that Hillside celebrated its 50th year in business in 2021. She said, "After Covid, I truly think we have seen it all now. We are incredibly thankful that we have stayed busy – the shutdown not slowing us down at all." She further stated, "As an owner, I am so very grateful for my sales staff (aka my guys). There is no way I could balance everything (work, three kids, elderly parents) on my own. This store has always been my family, both literally and figuratively. We work together here and with our suppliers and installers."

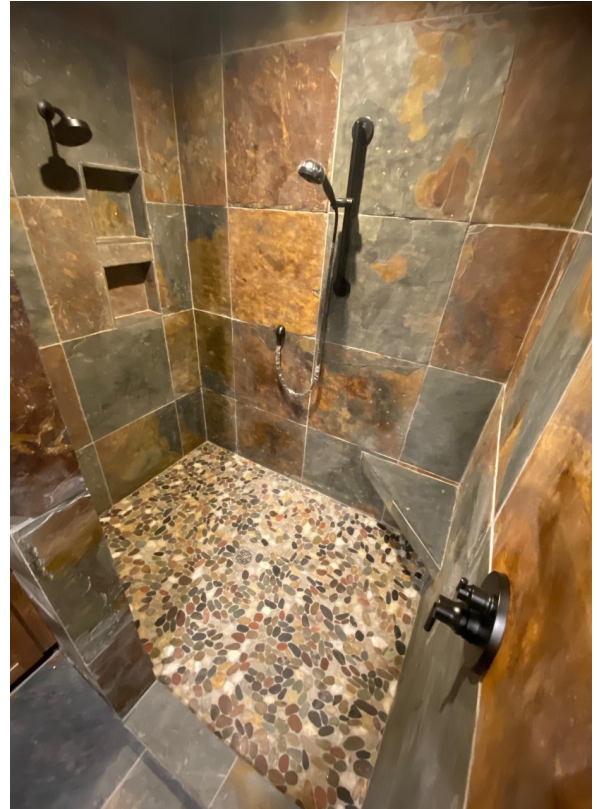


Continued on next page

MEMBER SPOTLIGHT

Congratulations to Hillside for its years of service to the flooring community.
Your FAN membership is greatly valued.

More examples of Hillside's work.





Future FORWARD FLOORING 24 MARCH 2022

Due to COVID, everyone has upped their tech game - whether it be websites, virtual customer involvement, or forward-thinking new products and how they are made. Join us in March when we are back and better together again!

- ▶ **LIVE:**
Bellevue Hilton
300 112th Ave SE, Bellevue
- ▶ **TIME:**
11:00 am - 7:00 pm
- ▶ **ATTENDEE**
REGISTRATION:
Complimentary

For more information
www.flooringassociation.org



2022 Colormix Forecast
Presented by
Sherwin-Williams
CE Credits Available!



Lots of Vendors!
More than 60 Suppliers
Showcasing New
Products, Offering Show
Pricing, Providing
Exciting Giveaways, and
Much More

READY. SET. CONNECT.

Build Your Brand through Market Expo 2022 Vendor Opportunities

Sure to expand your exposure and reach to the Northwest flooring community, FAN is pleased announce the return of Market Expo's in-person Exhibit Hall, March 24, 2022 in Bellevue, WA.

The 2022 Market Expo Exhibit Hall will provide a high-quality, professional environment ideal for solidifying relationships, presenting your products, and writing business. If you supply products or services to the flooring industry, Market Expo is an essential part of your selling strategy. Take advantage of and reserve the vendor offering that fits your company's needs and budget.

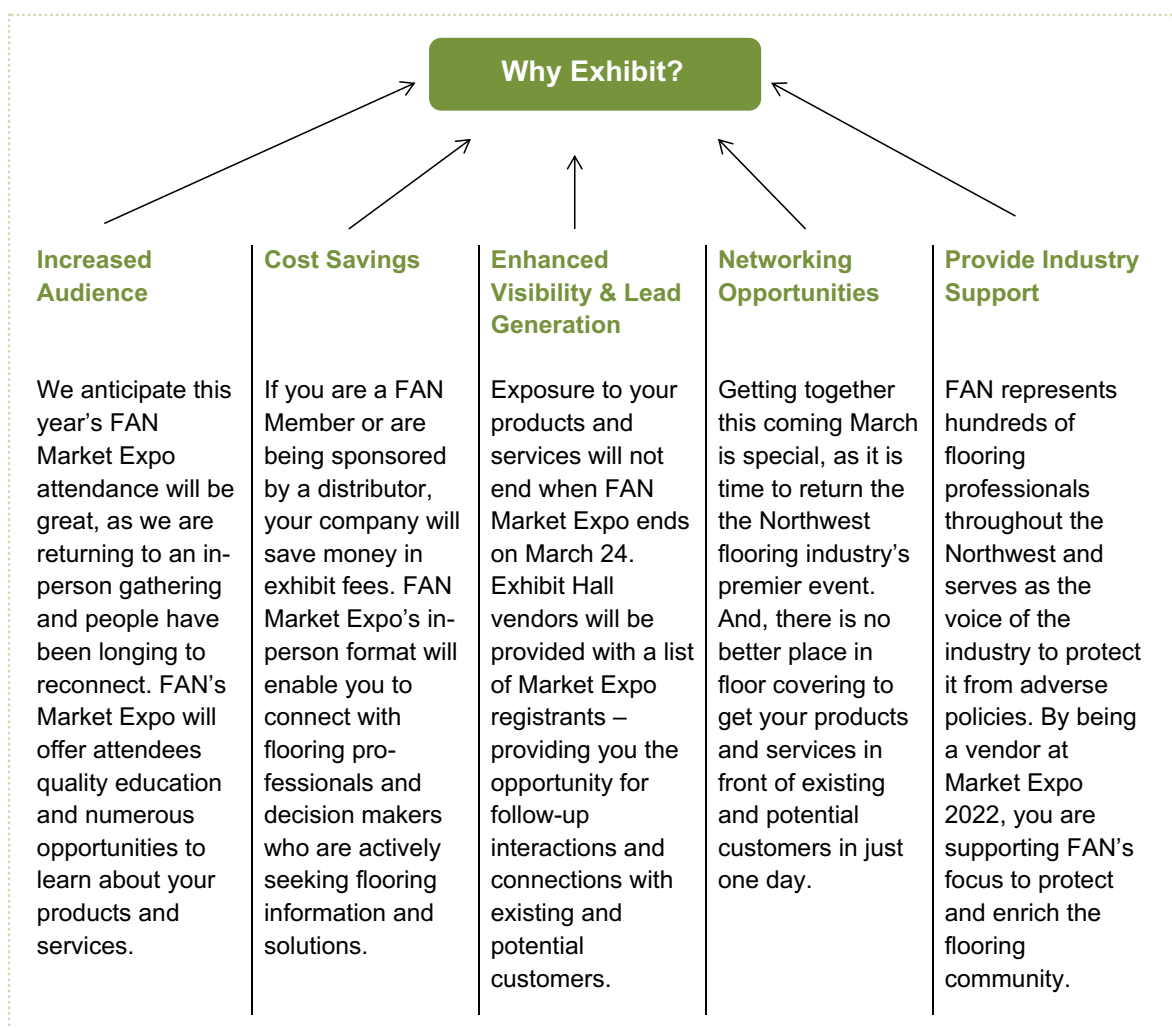


And, because FAN is committed to ensuring that flooring professionals have access to the latest products, services, and resources in the industry, on page 10 are just a few more reasons why your company should partner with FAN as an Exhibit Hall vendor.



Continued on next page

MARKET EXPO 2022



Marketing Opportunities

To build a comprehensive program to better target key decision makers and create awareness of your company's products and services, act now and reserve one of the following FAN Market Expo vendor opportunities.

Booth Size	Member	Sponsored by a Distributor	Non-Member
8 x 10 Booth	\$655	\$815	\$1575
6 x 8 Booth	\$600	\$760	\$1520
Premium 6 x 8 Booth	\$660	\$820	\$1580
4 x 10 Table Top	\$435	\$540	\$1355
Premium 4 x 10 Table Top	\$495	\$600	\$1415

Contact FAN for More Information

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





Future **FORWARD FLOORING**

24 MARCH 2022

**11:00 AM - 7:00 PM
BELLEVUE HILTON**

Sponsorship Opportunities



Drink Ticket Sponsorship: \$100/10 Tickets

Purchase a bundle of drink tickets to hand out during the popular Happy Hour from 3:00 pm - 7:00 pm. As many bundles as you wish may be purchased.



Appetizer Sponsorship: \$350

Choice of appetizer to have at your booth during the Happy Hour from 3:00 pm - 7:00 pm.

For more information
www.flooringassociation.org



Sherwin-Williams Sponsor Display Table: \$600 each

Sherwin-Williams will be presenting their 2022 Colormix Forecast in 2 presentations at the Market Expo.

FAN is offering 10 spots at \$600 each to display finish materials that coordinate with the Sherwin-Williams 2022 color palette.

Sponsors may choose as many colors as they wish from the color palette. Below are the categories and number of available sponsorships for each.

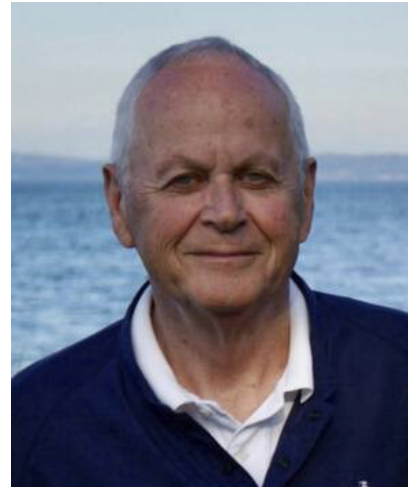
Categories & Number Available:

- (2) Hardwood
- (2) LVP
- (1) Waterproof Laminate
- (3) Tile
- (1) Carpet
- (1) Quartz/Solid Surface

FAN Pays Tribute

Gary Miller

This past September 13, 2021, we lost an individual who for decades worked diligently in the floor covering industry – Gary Miller. Since 1991, Gary was the owner of ProSource of Seattle and prior to that Miller's Interiors in Lynnwood for more than 30 years. In addition to being a respected member of the business community, Gary enjoyed nothing more than spending time with his family taking them on camping and ski trips. For those that wish to honor his life, the family has requested making a donation in Gary's name to the Cystic Fibrosis Foundation.



Kyle Augustson

Kyle Augustson passed away unexpectedly on December 12, 2021. Kyle owned and operated his construction company of 10 years – Augustson Homes, LLC – and was considered a master of his trade by many in the flooring community. As described by Amanda Hunter of CR Floors and Interiors, "His attention to detail, communication, and hustle set him apart from others." He was a loyal, devoted, and dependable husband, father, and friend who loved serving those around him. For those wanting to help support Kyle's family during this difficult time, a Go Fund Me Account (www.gofundme.com) has been set up. Simply search by Kyle's full name.



Armstrong Flooring Introduces Essentials Plus Rigid Core Flooring

Armstrong Flooring was pleased to recently announce the launch of a new rigid core product, Essentials Plus. Designed for residential spaces, Essentials Plus features the newest, on-trend designs while offering the same excellent performance standards expected from Armstrong Flooring.



Touting the tagline, “Beauty Built to Last”, Essentials Plus, channels the popular Japandi design influence with a 20-SKU assortment that encapsulates this hybrid trend of melding Scandinavian and Japanese design creating a warm and calming aesthetic with a focus on clean lined minimalism. Built to withstand active lifestyles and households, Essentials Plus’ 5.5 mm SPC core offers superior indent resistance, while its 100 percent waterproof planks are protected by a 20 mil commercial grade wear layer for increased durability and lasting scratch, scuff, and stain protection. Available in 60-inch planks with 7-inch and 9-inch width options, Essentials Plus also features a painted bevel for added realism and offers an assortment of on-trend and realistic wood and concrete visuals.

“As design trends move to a cleaner and lighter aesthetic, influenced by the height of the pandemic, ‘Japandi’ comes to forefront,” says Di Anna Borders, Vice President, Design. “This is a melding of the modern flair of Scandinavian design and the timeless elegance of the Japanese aesthetic. Essentials Plus features clean, natural looking woods and trend-forward concrete looks.”

Essentials Plus comes with a 30-year Residential Limited Warranty and 10-year Commercial Limited Warranty when installed in accordance with the recommended Armstrong Flooring adhesive and instructions.

For more information, visit

<https://www.armstrongflooring.com/residential/en-us/rigid-core/essentials-plus.html>

Continued on next page

New Carpet Collection Launched by Mannington Commercial

Mannington Commercial introduced The Case for Silence, a modular carpet collection that offers two styles crafted to coordinate and support a calm and tranquil environment despite the hustle and bustle of daily life.

“Our world is a constant barrage of sensory input, which never allows us to be truly still and to let our minds roam,” said Roby Isaac, Vice President of Commercial Design at Mannington Commercial. “Our new collection is about connecting to the serenity that we seek, even though it, like silence seems out of reach. Our hope is that the busy spaces in which we work and learn can still help us find a nurturing balance.”

One of the members of the Mannington Design Studio designed the carpet after an experience in an anechoic chamber, one of the quietest places on earth with a negative decibel sound rating. According to the company, the designer sat in darkness and silence for 20 minutes and she began hearing a soft static humming in her ears. The Case for Silence collection is inspired by that humming and combines the flux and variability of the silent chamber experience, according to Mannington.

Optic Hush conveys the rigidity and formal structure of the anechoic chamber and Static Echo channels the soft yet calming background noise that can be created in our brains when there is an absence of sound. Both products are available in 12" x 36" tiles and seven neutral colors designed to represent the solitary darkness and quiet essence of the chamber.

The Case for Silence collection features type 6,6 nylon providing enhanced cleanability, performance,



and appearance retention. The Infinity 2 Modular backing is built to withstand aggressive wet cleanings and the collection was specifically designed for use in severe environments with rigorous foot traffic, according to Mannington.

The Infinity 2 Modular backing also contains recycled content and is certified NSF/ANSI 140 Gold and CRI Green Label Plus and may contribute to LEED credits. In addition, a product-specific Type III Environmental Product Declaration and a published Health Product Declaration are available. The collection boasts a limited lifetime wear and backing warranty, limited 15-year XGUARD Stain Resistance warranty, and limited 15-year ColorSafe Bleach Resistance warranty.

More information can be found at <https://www.manningtoncommercial.com/products/collections/the-case-for-silence/>.

Continued on next page

Shaw Commercial Brands Greenhealth Approved

Practice Greenhealth named Shaw Industries' commercial brands, Patcraft and Shaw Contract, as its latest Greenhealth approved suppliers.

According to the company, its resilient flooring and carpeting product lines are the first flooring solutions to obtain the Greenhealth Approved seal. The seal indicates that products meet specific sustainability criteria and enables health care providers to easily identify environmentally preferred products without having to conduct their own ingredient verification.



"We worked closely with the Greenhealth Approved team to qualify these products to take the time-consuming product review process out of health care providers' hands," said Kelley Fain, Executive Vice President, Shaw Industries Commercial Division. "We are excited that this program has been developed to validate our 20-plus year commitment to material health and to offer these products to the market with the GA seal. This will help health care purchasers find and procure sustainable products that promote the well-being and safety of their patients, staff, and the environment."

Shaw Industries' products with the GA seal include bio-based polyurethane resilient flooring and EcoWorx NSF-140 Platinum carpet tile styles sold under the Shaw Contract and Patcraft brands.

"Greenhealth Approved removes obstacles that previously made purchasing sustainable products difficult," said Paul Bogart, Executive Director, Practice Greenhealth. "Normally, each healthcare provider conducts their own product review, often without extensive experience in chemistry and sustainability. We are helping streamline and centralize this approach, working closely with each supplier and completing a detailed product review using trusted criteria."

Providers that are interested in finding out what products carry the GA seal can check the Greenhealth website and sign up for regular updates as products are approved for the seal.

Learn more at <https://greenhealthapproved.org/shaw-resilient-flooring>.



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.

BRADFORD DENNY, CTI HIRED AS CTEF EXECUTIVE DIRECTOR

The Ceramic Tile Education Foundation (CTEF) announced that Bradford Denny, CTI #1190 joined CTEF as its new Executive Director.

Most recently, Mr. Denny was Vice President of Nichols Tile and Terrazzo in Nashville, TN, a family-owned tile contractor business. He has a proven track record of success as a contractor and leader in the National Tile Contractors Association (NTCA), having served as a Board Member of NTCA. He became a Certified Tile Installer in January 2016.

In 2021, Mr. Denny received the NTCA Tile Person of the Year Award for his volunteerism. He is passionate about the tile industry and the importance of proper tile installation methods and standards and serves as a respected mentor in the installation community.

Mr. Denny takes on the role that Bart Bettiga, Executive Director of NTCA and member of the CTEF Board of Directors, filled on an interim basis.

“It is time the Foundation has dedicated leadership to take CTEF to a new level utilizing all the tools put in place in the past few years,” says Mr. Bettiga. “We are excited to have found the individual we are confident will make that happen.”

“I am honored to join CTEF as Executive Director and excited about getting the word out about CTEF programs so we can significantly grow the community of certified installers who respect tile installation methods and standards and enthusiastically promote them with customers and specifiers,” says Mr. Denny.



**To learn more about Mr. Denny, read
<https://www.ceramictilefoundation.org/blog/nichols-tile-brad-denny>,
an interview conducted with him after he participated in the Installation &
Design Experience with “Hidden Oasis” during Coverings 2019.**

For more information about CTEF, visit <https://www.ceramictilefoundation.org/about-us>.

Continued on next page

BEGIN MAKING PLANS FOR TISE IN FEBRUARY 2022



The International Surface Event (TISE) – SURFACES, StonExpo/Marmomac, and TileExpo – has opened registration for its next event, scheduled in Las Vegas, NV for February 1 – 3, 2022, with education running January 31 – February 3. Whether traveling to Las Vegas for in-person networking and product sourcing or connecting to the event virtually at the hybrid TISE Live Virtual Event | Vegas Edition 2022, the industry will discover more exhibitors, new education formats and programming, new show features, and much more. The full experience is being planned now for flooring, stone, and tile professionals to experience at TISE 2022.

“The TISE team is very excited to host the industry this upcoming February! As we develop the upcoming event, our partners, our exhibitors, our speakers, and the industry press have all come to us with unique content, creative feature ideas, and space requests for new product introductions to exhibit – all of this will create an exciting new event experience,” says Dana Hicks, Show Director, The International Surface Event. “And we know the future of events includes a hybrid experience, so we are embracing that commitment to the industry and the continuation of our TISE Live Virtual Event | Vegas Edition, which will allow even more of the industry around the world to be a part of TISE and all the event has to offer!”

The industry has two options while registering for TISE 2022 with separate registration sites for either in-person registration or virtual hybrid registration at www.intlsurfaceevent.com/register.

For more information about the 2022 TISE event, visit <https://www.intlsurfaceevent.com/en/home.html>.

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 |

Please submit completed application to: shelley@flooringassociation.org