

SPRING 2022



Raising the floor on relationships,  
standards and profitability

# THE FAN REPORT

2

President's Message - Chad Ballard

3

Installer of the Year

4

Market Expo Wrap-up

7

Member Spotlight –  
Dallas Watson Flooring

9

Unlocking the Value of  
Your Customers

11

What's New

14

National News

16

In Memoriam

17

Reasons to Belong to FAN



# What Is in Store for FAN the Remainder of 2022



**By Chad Ballard**  
*2022 President*

Greetings all! It is hard to believe that we are already a third of the way through 2022! The first few months of 2022 have continued to be challenging for all. Some of the challenges were different from what we faced in 2020 and 2021. We saw delivery schedules continue to be longer than of years past, a union strike that is affecting commercial job sites, inflation in the cost of goods and services due to unrest in Europe, and fuel costs creeping toward \$6.00 per gallon. We are all battle-tested and can definitely continue to rise to the occasion.

We are, however, starting to see somewhat of a return to normalcy. Mask mandates are lifting, meetings have begun to shift from virtual to in-person, and national trade shows that have resumed have been highlighted with most manufacturers debuting new product lines for 2022. Most exciting was seeing everyone at our Market Expo on March 24th in Bellevue! It is definitely inspiring to see the flooring industry evolve and adapt to the needs of our consumers!

As we look ahead for what is in store for FAN, our monthly Happy Hours are resuming. If you are interested in hosting an association event, please reach out to [shelley@flooringassociation.org](mailto:shelley@flooringassociation.org) to inquire about available dates. We are also looking ahead to our annual golf tournament that returns to its normal Thursday in July this year – July 21, 2022, at the Twin Lakes Golf & Country Club in Federal Way. More to come on sponsorship opportunities and registration that will be opening soon.

Call to action! FAN relies on memberships, event sponsorships, and attendance to events to thrive as an association. We have seen a decline in memberships and participation at events since the onset of Covid. Going forward, we do need to see an increase in membership, we need to see sponsorship opportunities full, and an increase in attendance at events hosted by FAN and our members to continue to operate in ways that were pre-Covid. What can FAN do differently to get a quality return on investment for your membership, sponsorship, and attendance at events? I want to hear your ideas! Feel free to email me at [chadb@surfaceartinc.com](mailto:chadb@surfaceartinc.com) with any thoughts you might have.

Thank you all and see you at our upcoming events and in the field! 🏡



## FAN Member Awarded “National Carpet Installer of the Year”

This past February at Surfaces was the first TISE Installation Competition since 2003. Approximately 50 installers who represented the carpet and resilient trades submitted jobs months prior to the show in hopes of being chosen to compete in Las Vegas. Eight individuals were selected to show off their talents on the show floor – one of which was FAN member Chris Sessum of ECS Floor Covering in Mill Creek, Washington!

The live installation competition was scrutinized by a panel of judges who then named the National Carpet and Resilient Installer of the Year award recipients.

Congratulations to Chris who was selected as the National Carpet Installer of the Year – receiving a prize package and enormous bragging rights. Way to go Chris – FAN is so proud of you and your achievement! 🏆



**Chris Sessum**  
*ECS Floor Covering  
Mill Creek*

## 2022 Board of Directors



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



**Vice President**  
Teresa Legler  
Inside Sales Manager  
Accents & Interiors  
[teresa@accents-interiors.com](mailto:teresa@accents-interiors.com)



**Treasurer**  
Katie Escobar  
Interior Designer  
Wholesale Flooring Services  
[katie@wfs-llc.com](mailto:katie@wfs-llc.com)



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



**Director**  
Maxwell Larkin  
Seattle Territory Manager  
Wanke Cascade  
[maxwell.larkin@wanke.com](mailto:maxwell.larkin@wanke.com)



**Director**  
Regan Miyamura  
President  
Greater Seattle Floors  
[reganm@gsfloors.com](mailto:reganm@gsfloors.com)



**Director**  
Ted Mulroni  
Account Manager  
T & A Supply  
[tedm@tasupply.com](mailto:tedm@tasupply.com)



**Director**  
Josh Stuart  
Innovation Manager  
CR Floors & Interiors  
[jstuart@crfloorsinc.com](mailto:jstuart@crfloorsinc.com)



**Director**  
Holiday Van Erem  
Product Manager  
T&A Supply Company, Inc.  
[holidayv@tasupply.com](mailto:holidayv@tasupply.com)

# Thank You for Being a Part of Future Forward Flooring!

On March 24, I had the opportunity to welcome everyone to Market Expo 2022 – the Northwest’s signature flooring event. It was an exciting event for FAN and the flooring community. With everything opening back up after two years of the pandemic, Market Expo was a perfect example of how we continue to grow and adapt – remaining motivated, customer-focused, responsive, and open to new ideas. Most important, Market Expo showed how we continue to meet and bring inspired people together, to ensure FAN and our members remain at the cutting edge.

The following are a few highlights of what attendees experienced at this year’s Market Expo.

- Over 40 vendors exhibiting where attendees found everything they need for a season of success – from business insights to the latest products, suppliers/distributors, and innovations.
- Back by popular demand, Market Expo once again partnered with Sherwin-Williams that presented their 2022 ColorMix Forecast. There were two presentations that attendees could attend for free!
- For everyone’s convenience, FAN arranged for a food truck to grab a bite for lunch or later in the day for Happy Hour.

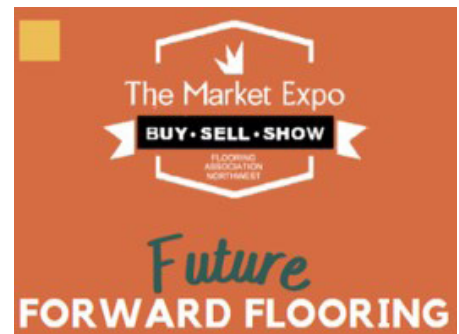
Our most sincere appreciation goes out to all the Market Expo sponsors and exhibitors who supported FAN and the flooring community.

Thank you as well to everyone who attended Market Expo and brought their expertise to the gathering. As industry leaders, it is each and every one of you who has the vision, knowledge, wherewithal, and experience to help FAN continue its way into the future. You are truly our greatest asset and FAN could not accomplish what it does without your support.

I hope that everyone found the Market Expo experience to be a one-of-a-kind networking event that was productive and fun-filled!



**By Katie Escobar, Wholesale  
Flooring Services**  
*FAN Board Member &  
2022 Market Expo Chair*



*Continued on next page*



## MEMORABLE EXPO MOMENTS



Continued on next page




## Thank You to Our Sponsor Partners



## Our Hat's Off to Our Vendors

Architectural Surfaces  
Arizona Tile  
Crestwood Flooring  
Custom Floors, Inc  
Daltile  
DuChateau Floors  
Edward Jones  
Elysium Tiles  
GAIA Flooring  
Galleher  
Hydro-Blok USA  
Infinite Hardwood  
Intermountain Wood Flooring  
Laticrete International  
Mannington - Phenix  
Mapei  
Metro Floors  
Pacific Mat  
Patrick Lumber Company  
Provenza Floors  
Reform Building Products  
RFMS  
SAI Watertight Systems  
Schonox HPS North America  
Sherwin-Williams  
Southwind Floors for Life  
Surface Art  
Systematic Supply, LLC  
T & A Supply Company  
Taylor Adhesives  
Thompson Tile and Stone  
Tile Association of Washington  
Tri-West, LTD  
United Tile  
Wanke Cascade  
Wedi Corp  
Wood Floor Consulting  
Z Collection

## Member Offers Mobile Showrooms and So Much More!



dallas watson  
flooring inc



Custom installation of Carrara White Marble with gold inlay.

Dallas Watson Flooring is a full service flooring company located in Seattle that provides both materials and installation of virtually any type of flooring available on the market today. They have accounts set up directly with the manufacturers, enabling their customers to save money by buying direct. Customers can shop in the Dallas Watson showroom in Seattle or have one of their mobile showrooms come directly to one's home.

The Dallas Watson 16-member team is headed up by co-owners Dallas Watson and Amy Christine. Together, the two have over 50 years of experience in the flooring industry. After serving as the Vice President of Operations for Haight Carpet & Interiors, Dallas founded Dallas Watson Flooring in 2006. According to his employees, he always keeps work interesting with his high enthusiasm and inquisitive thought.



**Dallas Watson**

When asked about any “stand out” projects the company has worked on, Dallas was pleased to share information on the innovative rubber flooring job for Zoom Room – Seattle’s first indoor dog park. The project was a 20-hour straight installation of ½” thick RB rubber flooring over an existing concrete slab. After the rubber flooring was installed, it was sealed with two coats of sealant to make it easier to clean and seal out any accidents!

*Continued on next page*

## MEMBER SPOTLIGHT

Another unique installation project for the company was the custom pie-shaped Roppe Rubber stair treads at a beach house in Kingston, WA. The customer wanted a durable staircase that would be non-slip for people coming in from the beach. The challenge with the project is that the stairs were oversized. So the company found a tread/riser combo that allowed them to install 20" treads in one piece. And with the homeowner wanting a border on the side of the stairs, Dallas Watson custom cut the treads to follow the curve of the staircase.

In addition to the wealth of expertise the Dallas Watson staff brings to its jobs, its website (<https://www.dallaswatsonflooring.com/>) provides a number of informative resources including blog posts addressing everything from the differences between solid and engineered hardwood to ideas for SkimStone use.

Thank you to Dallas Watson Flooring for their contributions to the flooring industry. FAN is proud to have them as members and professional colleagues. 📌



VISIT DALLAS WATSON WEBSITE

### Make FAN's Member Spotlight a Compelling Part of Your Marketing Strategy



FAN's Member Spotlight program is designed to focus attention on members and the remarkable work they do. It is FAN's goal to include a company spotlight in each of the Association's quarterly e-newsletters. If you would like to engage your employees and have your company featured in a future Member Spotlight, please contact FAN Executive Director Shelley Dahle at [shelley@flooringassociation.org](mailto:shelley@flooringassociation.org).



# Unlocking the Value of Your Customers

By Kevin Sinclair, CPA  
*Personal & Business Success Resources*

One of the greatest thrills in business is acquiring a new customer. Many businesses are too caught up in the excitement of acquiring new customers that they do not spend enough time or money on unlocking the value of their existing customer base. It surprises me how often businesses fail to regard their existing customers as one of their most valued assets.

There may not be the same excitement in getting orders from existing customers, BUT this is where the real profits are made. It is generally accepted amongst most marketing experts that it costs at least five times more to acquire a new customer than it does to get an order from an existing customer. There are many ways that you can unlock the value of your existing customer base, and in this article I will explore some of those ways with you.

The first thing a business needs to do is develop the mindset that their customer base is their most valuable asset. Customers need to be treated like gold because that is what they are to your business. Responding to the needs of your existing customers must take priority over prospecting for new customers.

To unlock the value of your customers requires that you have a range of products that will fulfill their needs. Products should be carefully chosen to ensure they are of the right quality and will meet customer needs. Your customers will often tell you what they need if you listen to them carefully and with respect. This can save



**“Customers need to be treated like gold because that is what they are to your business.”**

you a lot of time and cost in market testing of new products.

Stay in contact with your customers. There are a variety of ways to do this, and the Internet provides a cost effective means to do so. A regular newsletter for customers providing them with useful information is the most common way. However, you need to know what your customers want to make this truly effective.

Gather the preferences of your customers and monitor their buying habits. This can provide you with very valuable information. To get valuable ideas, look at some of the things Amazon does.

*Continued on next page*

For example, Amazon allows people to subscribe to updates on various different types of books and products. That way, they are able to provide information on a regular basis that the customer is interested in.

Amazon also has an author update service. You tell them who your favorite authors are and, whenever there is anything new by that author, you receive an email notification. They also have a facility that suggests other titles or products you may be interested in. This is based on what you are considering purchasing and what others who purchased the same item also purchased.

Do these features generate more sales from their existing customers? You bet they do! How can you use these concepts to unlock the value of your customers?


Consider ways that you can make it easy for your customers to re-order. Simple things such as not having to fill in all their details again on the order form help. That way, customers only need to advise you of changes to their details and the order process is a lot quicker.

Regularly review your customers' buying habits. This can reveal information on offers that you can make that meet their needs. Providing them with a solution to their problem will lead not only to further sales but also strong goodwill.

Customer service can be one of your strongest weapons in the battle to retain your customers. Make every effort to personalize responses to customer inquiries. Do not send standard form emails if you can avoid it. While this will take more time, the rewards will be far greater.

Be quick to honor guarantees. This will show that you mean what you say and will build strong credibility. Too often, tardiness and slow responses lead to lost credibility and lost future value of a customer. When you are treating your customers as the most important people to your business, they will find the experience rewarding and will return often.

Each business is different and has its own specific ways that can generate greater value from their existing customer base. Through this article, I hope I have helped you to start thinking more about how you can unlock the value of your customers.

Remember, the more you put into looking after your business' major asset, the more profit you will make. A side benefit is that your customers may even refer their friends and associates to your business resulting in a steady flow of new customers with a very small customer acquisition cost. 

Kevin Sinclair, CPA of Personal & Business Success Resources.

Article Source: <http://www.ArticleGeek.com> – Free Website Content



## Happy 75th Anniversary Daltile

In January, Daltile Corporation celebrated its 75th anniversary. The company has been known for over seven decades as one of the tile industry's leaders in design, quality, innovation, and service.

"It is incredible how much our company has grown since 1947 when Robert Brittingham founded The Dallas Ceramic Company in a small Quonset hut in Dallas," said Matt Kahny, Daltile's President. "From that simple beginning, we have grown into the largest tile and countertop company in the world, manufacturing products that range from one-inch mosaics to 11-foot-tall quartz slabs and everything in between."

Kahny noted that while there have been many changes, the fundamental values of Daltile have remained. "Chief among these values is the spirit of our people – the loyalty, passion, and commitment they have for Daltile, our customers, and each other. I am proud and humbled to help lead this amazing organization through its 75th year."



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

As Daltile celebrated its 75th anniversary, the brand's team members shared what contributed to its success:

### **Devotion**

"To the customer, to our team members, to our families, to the industry, to our communities, and to our future," said Chris Rogers, Daltile Sales Service Center Manager, Southwest Florida.

### **Family**

"When I joined four decades ago, I became part of a huge group of great people who cared about each other like family," said Tena Boyd, Senior Manager Community and Employee Engagement, Daltile.

"We were a family then, and we still are a family now."

### **Innovation**

"Our ability as a company to innovate, grow, and respond to the changes in the industry has made us who we are," said Mitch Iddings, Daltile Sales Service Center Manager, San Francisco. "It is this spirit that has taken us from a family-owned business to a key part of a Fortune 500 Company and a multifaceted industry lead"



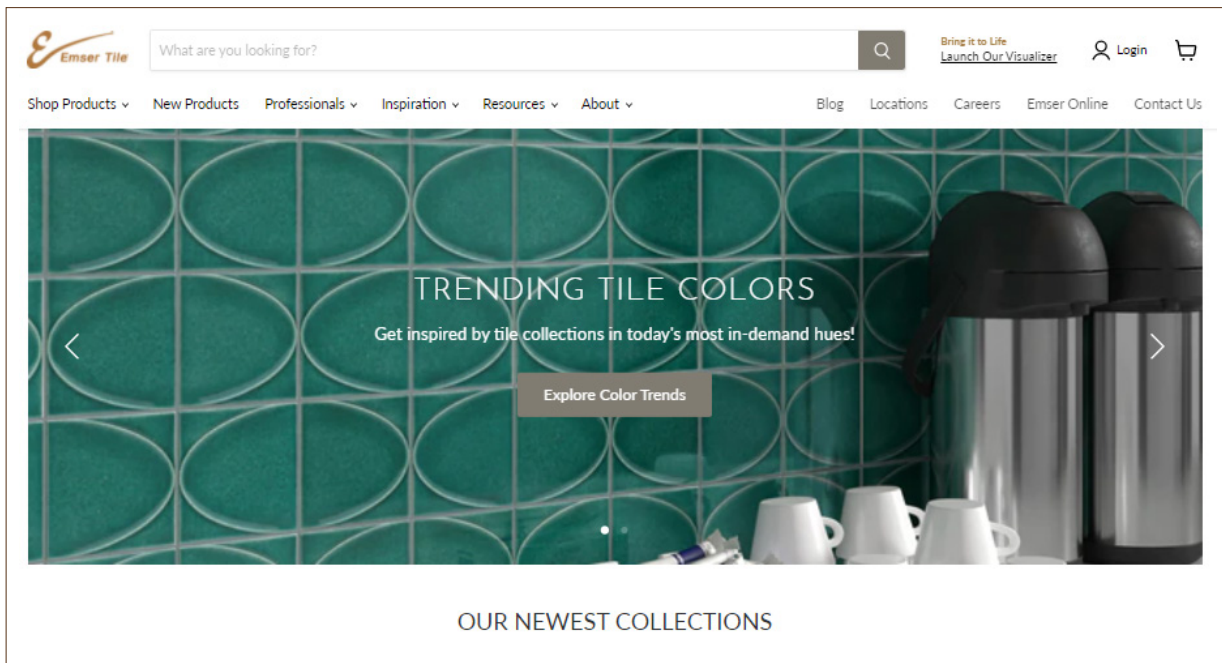
## Take a Look at Emser Tile's New Website – More Inspiration, More Functionality

VISIT EMSER TILE'S WEBSITE

Emser Tile, designer, marketer, and producer of tile and natural stone, kicked off 2022 with the launch of its reinvigorated website, dedicated to providing best-in-class experience, to match the company's long-standing reputation of exemplary customer service.



“Evolving times call for an investment in evolving our customers’ digital experiences – and that begins with our website,” said Mara Villanueva-Heras, Vice President of Marketing of Emser Tile. “For more than 50 years, Emser has built its brand around our dedication and commitment to customer service.” The new website more efficiently supports every customer and their unique needs.



### More Inspiration to Feed Creativity

The Emser Tile Visualizer delivers a fast and easy way to realistically see how tile can transform any environment. Optimized for any device, users may choose from a selection of pre-loaded room settings featuring popular transitional and contemporary design aesthetics. Additionally, the Visualizer offers the option to upload users’ own room photos, then select products and see instant

*Continued on next page*



## WHAT'S NEW

personalized results. Emser offers its most popular floor and wall tiles as part of the experience, supporting all current on-trend and in-demand styles.

Also, the site features Emser's 2022 Color Trends in easy-to-view selections that will inspire all projects, whether commercial or residential, indoors or out. For instance, Forever Blue features a range of hues, timeless in design and conveying feelings of calmness and serenity; while Going Green honors our continued love affair with nature, with a palette that reflects both soft and bold shades. The newly designed site also explores the latest 2022 Design Trends in a similarly formatted section.

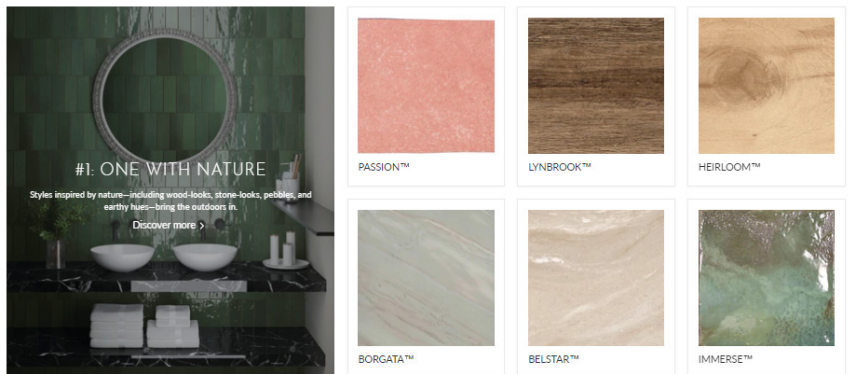
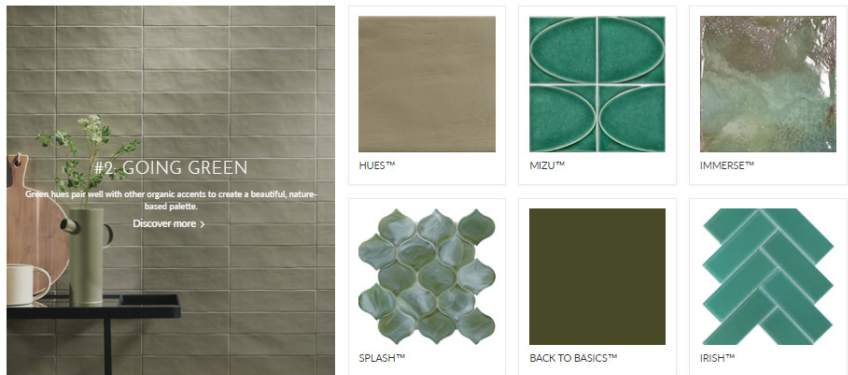
Additionally, the site remains dedicated to providing reliable and inspired content on its Blog. Expect trend reports from Emser's team

### More Functionality to Streamline Experience

The future of work is a hotly debated topic, which escalated during the pandemic and continues to evolve today. With more companies adopting flexible work approaches, it is even more imperative that websites and online tools are designed to function both intuitively and quickly. It was with that in mind that Emser's digital team prioritized an improved technical architecture for faster website load times and improved mobile experiences.

One of the benefits of working with Emser Tile is the company's dedication to being a comprehensive resource for interior and exterior products, both for residential and commercial projects. As a result, Emser.com now features multiple ways for the company's many audiences to find what they need efficiently. Landing pages and content specific to professional segments – commercial architects and designers, homebuilders, dealers, and contractors and installers – join traditional product search functionality for a site designed to be a one-stop-shop.

Additionally, a cleaner and professional interface helps customers browse through different products and their variations more easily.



## SUPPLY ISSUES CONTINUE TO SLOW HOUSING

With builders continuing to report supply chain problems that are causing construction delays, overall housing starts decreased 4.1% to a seasonally adjusted annual rate of 1.64 million units, according to a recent report from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. However, in a sign of strong demand, building permits increased at a solid pace in January, according to the National Association of Home Builders (NAHB).

The January reading of 1.64 million starts is the number of housing units builders would begin if development kept this pace for the next 12 months. Within this overall number, single-family starts decreased 5.6% to a 1.12 million seasonally adjusted annual rate. The multi-family sector, which includes apartment buildings and condos, decreased 0.8% to an annualized 522,000 pace.

“The market needs more housing, but chronic production bottlenecks, including ongoing price increases for lumber and OSB, continue to raise housing costs and harm housing affordability,” said Jerry Konter, NAHB Chairman. “In fact, the number of single-family homes under construction continues to rise as construction cycle times increase due to delivery delays with building materials.”

NAHB Chief Economist, Robert Dietz, added, “While single-family starts dropped in January, the rise in permits, along with solid builder sentiment as measured in recent monthly surveys, suggest a positive start to the year given the recent rise in mortgage rates. The average 30-year mortgage rate increased from 3.1% to 3.45% from December to January. Fueled by



higher mortgage rates and construction costs, declining housing affordability will continue to affect the home building market in 2022.”

On a regional basis compared to the previous month, combined single-family and multi-family starts are 2.6% higher in the Northeast, 37.7% lower in the Midwest, 2.0% lower in the South and 17.7% higher in the West.

Overall permits increased 0.7% to a 1.90-million-unit annualized rate in January. Single-family permits increased 6.8% to a 1.21-million-unit rate. Multi-family permits decreased 8.3% to an annualized 694,000 pace.

Looking at regional permit data compared to the previous month, permits are 48.3% lower in the Northeast, 0.7% lower in the Midwest, 11.4% higher in the South and 13.9% higher in the West.



*Continued on next page*



## COVERINGS UNVEILS 2022 TOP 10 TILE TRENDS

Coverings, the largest international tile and stone exhibition and conference in North America, recently released the top 10 tile trends for 2022. Each tile trend was gathered and forecasted by the three leading international tile associations and sponsors of Coverings: Ceramics of Italy/Confindustria Ceramica; Ceramic Tile Manufacturers Association of Spain (ASCER)/Tile of Spain; and Tile Council of North America (TCNA).

The trends provided a sneak peek of the immersive tile displays at Coverings 2022, which took place April 5-8, 2022, at the Las Vegas Convention Center.

Alena Capra, Owner of Alena Capra Designs, Certified Master Kitchen and Bath Designer and Coverings Spokesperson, along with a panel of tile industry insiders, presented this year's new and unique tile trends from around the globe during the Coverings Connected online seminar "2022 Tile Trends," this past February.

The live session explored this year's ceramic tile trends from Italy, North America, and Spain, and were discussed and shown for residential, commercial, hospitality, interior, and exterior applications, according to show organizers.

Capra, who worked closely with the tile associations to identify the tile trends said, "From sustainability, safety, and hygienic properties to the durability, stylishness, and beauty of tile, the benefits are limitless, making tile the optimal material choice for any indoor or outdoor setting."



Trends in the following categories were provided by Coverings – highlighting some of the newest and trendiest styles.

- Baroque Tile Trend
- Bas Relief Tile Trend
- Captivating Colors Tile Trend
- Crisp & Clean Tile Trend
- Gold Arches Tile Trend
- Murals Tile Trend
- Plaster Looks Tile Trend
- Polarized Marble Tile Trend
- Shapes Scaled Tile Trend
- Warm Stones Tile Trend



# FAN Pays Tribute

## Don Maletta

Don Maletta passed away Thursday, March 3, 2022 at the age of 83. He started working in the floor covering industry back in 1958 installing plastic laminate for Floor Craft in Redmond. In 1976, Don and childhood friend Don Daniels decided to partner up and open their own store. D & D Floor Covering opened for business on May 1, 1976 and has been a mainstay in Renton ever since.



Don made many friends within the industry over the years and had a positive impact on so many lives personally and professionally. He will be greatly missed. 🌱





# 10 Reasons to Belong to FAN

The Flooring Association Northwest (FAN) is the premier regional trade association for flooring professionals in the Pacific Northwest. As a non-profit trade association, FAN serves and represents 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.



1

Expand Your Network of Peers and Find Solutions to Challenges

2

Benefit from a Reputation Lift and Gain a Competitive Advantage

3

Position Your Company as an Industry Leader

4

Save Time and Money

5

Keep in Touch with Industry Trends and Developments

6

Get Immediate Access to Tools and Resources

7

Create lasting relationships while enjoying well-attended social events.

8

Amplify Your Voice and Be Represented

9

Position Your Organization to Attract and Retain the Best Talent

10

Support the Industry that Supports the Flooring Community

**FAN Helps You Succeed in Business. Start Taking Advantage of Its Numerous Programs, Services, & Events:**

Annual Market Expo | Educational Seminars  
Training Events | Directory | Happy Hour Social Events  
Job Postings | Quarterly Newsletter  
Golf Tournament | & More!

JOIN THE FAN COMMUNITY TODAY AT  
WEBSITE: [WWW.FLOORINGASSOCIATION.ORG](http://WWW.FLOORINGASSOCIATION.ORG)  
EMAIL: [INFO@FLOORINGASSOCIATION.ORG](mailto:INFO@FLOORINGASSOCIATION.ORG)

# 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](mailto:shelley@flooringassociation.org)