



Flooring  
Association  
Northwest

Raising the floor on relationships,  
standards and profitability

# The FAN Report

Spring 2020

## Message From the Executive Director

Shelley Dahle

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## Save the Date - FAN 52nd Annual Golf Tourney

July 16, 2020

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Photo Courtesy: American Olean and Marazzi Tile

## Allow Me to Introduce Myself by Shelley Dahle



**Shelley Dahle**  
FAN Executive Director

### Message from your new Executive Director

Hello, I am the “new Tish.” I understand these are big shoes to fill and I am up for the task. I may be green (new) to the flooring industry, however, my 8 years of association and event management experience and the resources of our entire Red Barn Communications team are here to support and help FAN members and the association thrive.

I met many FAN members for the first time at our Market Expo event on March 5 and it was easy to feel the strong sense of community and support among members. I look forward to continuing to learn the culture of FAN and being a part of the creative leadership team in advancing the association’s mission and vision.

As we navigate through challenging world events, I truly believe we will emerge stronger with a deeper appreciation for being able to once again gather with our peers not only for support in our industry but in friendship. “We stay apart now so no one is missing when we gather together again.” Looking forward to a bright FAN future.

Please feel free to reach out. I welcome your questions, comments or concerns.

Sincerely,

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

## 2020 FAN Board of Directors



President  
Russ Sanderlin  
Builder Sales Manager  
Surface Art, Inc.  
russ@surfaceartinc.com



Vice President  
Chad Ballard  
Market Manager-Commercial  
Emser Tile  
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Director  
Justin Dewey  
Branch Manager  
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Director  
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President  
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reganm@gsfloors.com



Director  
Chris Sessum  
Owner  
E.C.S. Floor Coverings  
ecsfloorcovering@yahoo.com



Executive Director  
Shelley Dahle  
shelley@redbarncommunications.com

## Welcome Shelley Dahle, FAN Executive Director



Shelley Dahle is a Washington native who loves the outdoors. She began her career in the banking and health care industry. Due to the desire for change and variety in her career she has landed in the association and event management industry. As a new member of the FAN team, she brings 8 years of association and event management experience and is very much looking forward getting to know and working with FAN and their members to accomplish their association vision. Shelley and her husband are adjusting to life as recent empty nesters, with two grown daughters.



Flooring  
Association  
Northwest

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

**52<sup>nd</sup> ANNUAL**

**FAN**

**GOLF TOURNAMENT**

**THURSDAY**

**JULY 16, 2020**

**REGISTRATION**

8:00AM–10:00AM

**SHOTGUN**

10:00AM

**HORSE RACE**

(GHIN & ENTRY FEE REQUIRED)

3:00PM–4:00PM

**DINNER & AWARDS**

5:00PM–6:00PM

**\$210 PER MEMBER**

**\$310 NON-MEMBER**



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

[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 51 years the FAN golf tournament has been our cornerstone event, we can't wait to celebrate year 52 at Druids Glen.

The FAN golf tournament is much more than just golf, it's an experience. Each player ticket includes the green fee, cart rental, practice balls, player gift bag, potential contest prizes, breakfast, 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. Everyone will be in the same flight and play a 4-person scramble with Live scoring. If you'd like to play in the horse-race you must have a USGA GHIN & register on our tournament website.

**WIN**

**A NEW BMW**



Flooring  
Association  
Northwest

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



**THE FAN PASS**

**Mulligans / Putting Contest / Shoot out  
for a BMW / Raffle Ticket**



# SPONSOR OPPORTUNITIES

REGISTER ON OUR WEBSITE ANYTIME

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

## CHAMPION SPONSOR

1 Available | \$2,500

- Custom company table throws on every table
- Custom banner displayed at registration and dinner
- Prominent recognition on all marketing outlets
- 8 player tickets



## GOLD SPONSOR

4 Available | \$2,000

Sponsor gets to choose from one of the following incentives

- **Mobile Scoring Sponsor** – co-brand with the tournament logo on all the mobile scorecards, live leaderboards, and tv display
- **Photography Sponsor** – co-brand with our custom tournament easels that display a foursome photo for each player
- **Launcher Sponsor** – custom sign on the tee box paired with a player interactive golf ball launcher
- **Pin Flag Sponsor** – custom tournament pin flags paired with the tournament logo on every hole

Each incentive also includes 4 player tickets and recognition on our tournament website

## SILVER SPONSOR

4 Available | \$1,000

Sponsor gets to choose from one of the following incentives

- **Product Sponsor** – co-brand with the tournament logo on a divot tool, or sleeve of golf balls for each player
- **Practice Tee Sponsor** – Custom A-Frame at the driving range and opportunity to enhance your hole by providing staff
- **Parimutual Sponsor** – Custom company table throw on the parimutuel betting table (1) and custom easel display (1)
- **Keg Sponsor** – Keg of choice and a custom A-Frame at a designated location on the golf course

Each incentive includes sponsor recognition on our tournament website

## BRONZE SPONSOR

11 Available | \$500

Sponsor gets to choose from one of the following incentives

- **Lunch Sponsor (2)** – Custom hole sign at a designated on-course food location (reps can staff)
- **Dinner Sponsor** – Custom feather flag at dinner
- **Shootout Sponsor (3)** – Custom feather flag at a designated horse-race location
- **Putting Contest Sponsor** – Custom a-frame sign at putting location (reps will run the contest)
- **Hole-in-One Sponsor(4)** – Custom hole sign paired with a \$10,000 cash prize at a designated Hole-in-One location

Each incentive includes recognition on our tournament website

## ADDITIONAL

\$400 - **Contest Sponsor** – Custom feather flags on either the Long Drive & Closest to the Pin Contest (reps can staff)

\$350 – **Hole Sponsor** – Custom hole sign and receives the opportunity to enhance their hole with company reps

\$350 – **Cart Sponsor** – Sponsor will receive a cart for the day and can enhance the cart with decorations

\$210 – FAN member player ticket (\$310 for non-members)

\$25 – Horse-Race entry

## The Market Expo March 5, 2020 Bellevue, Washington



Market 2020 was a successful event yet again! The Flooring Association was grateful to have such wonderfully detailed presentations by Surface Art and Hydro Blok featuring their shower systems. Many exhibitors this year competed enthusiastically to win “Best Booth of The Market” (Winner Presented at the FAN Dinner Awards in November!). Each Exhibitor showed new products for 2020, as well as some eye-catching new technology in the flooring industry. T&A Supply wowed the crowd with their Raintree Hardwood, while Anderson Tuflex presented beautiful pet friendly carpets.

Furthermore, amongst the current challenges and “social distancing”, I am proud of all the hard work that was put into making Market 2020 awesome. We evolved and we succeeded. Each year FAN and the Market Expo Committee are committed to bringing something new and exciting to the Market. Please do not hesitate to reach out if you would like to help on the committee! We are always looking for upbeat, positive volunteers!



Emser- Jeff Hober, Chad Ballard, Preston Thomason



CTEF – Heidi Cronin, Ardex- Shaughnn Lee-Capua



AO & Marazzi- Justin Dewey



Thompson Tile- Natalie, Chris, Angie



Infinite- Seth Counsellor, Denis Biushkin, Andy Croan



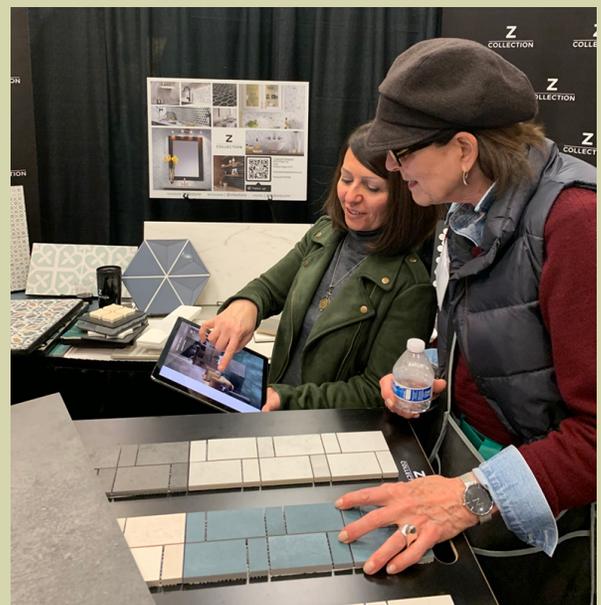
TEC- unknown



Intermountain- Thad Oldridge, Russell Palmer, Anne Kastner



Pental- Amanda Huntley – Other unknown



Z Collection- Zee & Customer

### Ad interview with Katie Escobar Wholesale Flooring Services



#### How did you get started in the industry?

I started in the industry just as part-time, helping my family business. I primarily would come in and file stacks of paperwork in the office, while doing more chatting with my mom then actual working. I would come in before and after my college classes for Interior Design. Later, I graduated and began working fulltime as our showroom designer. Was never my full intention to work with my family, but it worked out for the best!

#### What would you do if not flooring?

I would still be an Interior Designer, maybe for a company that specifically focuses on all aspects of design. While I was studying design, I really enjoyed space planning and drafting drawings, so that probably would have been my niche I would have worked towards.

#### What do you like best about the flooring industry?

I enjoy the community the most when it comes to the flooring industry. I have made some great lifelong friends, that I would have most likely never met otherwise. I have also been able to reconnect with people that only knew me when I was MUCH younger, due them knowing my parents. It is always fun or embarrassing reminiscing with the ones who knew me in my elementary years.

#### What do you do to relax?

This might not fall under complete relaxation for some people, but I enjoy working out! Being a new mom, it is great to have the time to do something to better myself, physically and mentally. I also will binge watch shows with my husband, and veg out on the couch when our little man takes a nap- that is if he sleeps longer than 45 minutes!

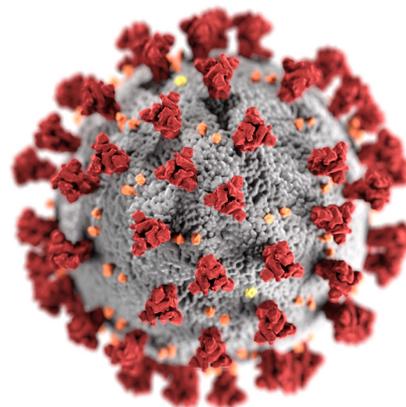
#### Any advice for someone getting started in the flooring industry?

My best advice is to always listen to the wiser men and women of our industry. They have been around for a long time, and know so much! Also, there is a lot to learn and it won't come from a book or manual. It takes time and experience in situations. Luckily the industry is full of people who are willing to help, and has great support systems.

## Latest Coronavirus Stimulus Package At a Glance

In our effort to keep you up to speed with the changing nature of our world, by now you have likely heard President Trump signed the third stimulus package on Saturday, March 28. There are over 800 pages to review but there are some early indications that there is good news for small and medium-sized businesses.

This stimulus package (also known as The Coronavirus Aid, Relief, and Economic Security (CARES) Act) allocated \$350 billion to help small businesses keep workers employed amid the pandemic and economic downturn. Known as the Paycheck Protection Program, the initiative provides 100% federally guaranteed loans to small businesses who maintain their payroll during this emergency.



**Importantly, these loans may be forgiven if borrowers maintain their payrolls during the crisis or restore their payrolls afterward.**

[Additional details & application form available here.](#)

List of [eligible lenders](#) offering loans under the program.

The U.S. Chamber of Commerce has issued this guide ([US Chamber Loan Guide](#)) to help small businesses and self-employed individuals prepare to file for a loan.

### STAY INFORMED

COVID 19 and Business Information for Administrators and Employees - [Washington State Department of Health](#) (DOH)

Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease - [Centers for Disease Control and Prevention](#) (CDC)

Washington State Coronavirus Response - [Coronavirus.wa.gov](#)

Please feel free to contact us with any questions or concerns during these challenging times.  
mailto: [info@flooringassociation.org](mailto:info@flooringassociation.org)  
Stay well!

## Looking for Volunteers - Where do you Fit?

*Bring your talents and interests to a FAN committee to strength your Association's events and services.*

We are looking for volunteers to serve on FAN committees. If you are interested in making a difference in the association's community please volunteer for a committee that best fits your skills. Following are brief descriptions of the committees that will be meeting via conference calls and in-person meetings as determined by the Committees Chairs. Please contact the FAN if you have any questions or would like to sign up.

**Dinner:** Chairman, John Gallup, LATICRETE International, Inc.

This committee identifies industry issues and topics of interest that can be presented at quarterly dinner meetings encouraging member participation and networking opportunities.

**Golf:** Chairman, VP Chad Ballard, Emser Tile

This committee will plan and execute a financially successful 2019 Golf Tournament. Members will focus on tournament format, sponsorships and industry participation. This year is the 51st year of the tournament and we continually looking for new, fun ideas to keep to event a success.

**Happy Hour:** Chairman, Mike Ericson, DALtile Daltile & Stone

This committee will focus on promoting the happy hour events throughout 2020 and developing the schedule for 2021.

**Market Expo:** Chairman, Katie Escobar, Wholesale Flooring Services

This committee will plan and execute a financially successful 2020 Market Expo at the Bellevue Hilton on March 5th, 2020 that provides a valuable marketing and networking opportunity for vendors and attendees.

**Membership:** Chairman, VP Chad Ballard, Emser Tile

This committee focuses on maintaining a strong FAN membership, in both size and involvement, through a membership development program that encourages new members, retains existing members and assures member needs are being met.

**Seminars:** Chairman, Chris Sessum, E.C.S. Floor Coverings .

This committee identifies educational opportunities that educate, inform and promote professional development – making FAN the primary knowledge source for flooring professionals in the Northwest.

**Social Media:** Communications: Chairman, Justin Dewey, American Olean and Marazzi Tile

This committee will develop and manage a social media and communications strategy that will drive brand awareness, engagement, traffic, and new member – making FAN the go to social media source for information on the local flooring industry.

**Young Professionals:** Chairman Teresa Legler, Accents & Interiors

This committee will focus on events for young professionals in the flooring industry that provide networking opportunities that foster relationship building in the early stages of a career.

# 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 - \$395**  
*Retailer / Commercial Dealer / Inspector / Consultant / Fabricator / Recycler / Cleaning/Restoration*
- Associate Membership - \$495**  
*Manufacturer / Supplier / Distributor*
- Installation Membership - \$75**  
*Provider of installation only*
- Architect Membership - \$75**
- Designer Membership - \$75**

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

Presented by the Flooring Association NW

# 2020 HAPPY HOUR SERIES

Open to the design community  
and flooring professionals

## Happy Hour Schedule and Location

**April 30<sup>th</sup>** - *Postponed at this time,  
stay tuned for details.*

Noble Interiors  
19717 62<sup>nd</sup> Ave. South, Suite F-113  
Kent, WA

**May 27<sup>th</sup>**

Accents & Interiors  
1801 W. Valley Highway North  
Auburn, WA

**June 25<sup>th</sup>**

Surface Art  
19901 62<sup>nd</sup> Ave. South  
Kent, WA

**September 16<sup>th</sup>**

Greater Seattle Floors  
114 S Findlay St.  
Seattle, WA

**October 6<sup>th</sup>**

Signature Interiors & Design  
6404 S 209th St.  
Kent, WA

The Flooring Association Northwest Happy Hour Series is a monthly gathering of flooring professionals and designers. The events' purpose is to encourage connections amongst FAN members and the design community while celebrating some of our members' great locations.



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