

Flooring  
Association  
Northwest

Raising the floor on relationships,  
standards and profitability

Summer 2020

# The FAN Report

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September 3, 2020

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Photo Courtesy: American Olean & Marazzi Tile

## Progress and Change a Year to Remember by Russ Sanderlin



**Russ Sanderlin**  
Surface Art, Inc.

Who knew back in January that my Presidential letter about embracing progress & change in our industry would be so relevant considering the unprecedented amount of demand for change & progress throughout the world, within our own country and as individuals. This has been the most challenging year I have had professionally and personally in a very long time; possibly ever. The massive amount of change from our norms, the constant fear of the health of ourselves and for our loved ones, the incredible amount of change in how we do business, how we educate our kids, how we interact, how we go out to dinner or even socialize has left everyone of us on edge and exhausted. I am grateful that I have a job and even more blessed that I am incredibly busy because of the shortage of inventory in our housing market. Not everyone has been as fortunate, and my heart goes out to them.

During the nearly two months I was home with the stay-at-home order, my wife, who normally travels quite a bit with her job, and I, worked from our relatively small 1200/sf West Seattle townhome. I had to learn a new level of patience with both of us working from home along with her two teenage kids who would normally be at school. There was an incredible amount of anxiety and tension in our home; our routines had been completely turned upside down and we were on top of each other. We all had to adjust, and we had to change everything. We had to cultivate deep patience with each other, and came out a stronger family on the other side of lock down.

As an Outside Sales Rep, I was lost, as I could not be in front of my customers. I had to be creative with my emails to customers just to try to stay in front of them without being an overbearing email guy. Surprisingly, it worked on occasion and what I realized is we were all in the same boat, that my customers did not have their showrooms to utilize samples and so my emails about products, were helpful. Last week I had a Designer for a large local builder tell me she specified our products for a project because of an email I sent her during those two stay-at-home months. I had to adjust, I had to change and there was progress.

In June, our company had its annual Sales Meeting, but it was web based. It was odd and I missed the comradery and face to face interaction with our Reps from around the West Coast. All Reps were required to present a "Virtual PK" and encouraged to use Power Point as part of the presentation. I have never used Power Point. I was out of my element. Every minute of the process was excruciating. I had to learn new ways to sell and it was uncomfortable. When it was all said and done though, I realized I can be better. I have to be better as this is part of the future of sales in our industry; a cross between physical face to face and virtual face to face and any other creative way I can reach my customers without actually seeing them. Moving forward, in many cases, there may not be an office of people to physically see because they may be working remotely. Architects, Designers, Project Managers, Purchasing Managers all working remotely, and I cannot get in front of them. I must adapt, and I need to be creative or I will be left behind.

Change is hard but you have got to embrace it, in order, to progress.  
Be safe, be healthy.

Russ

# 2020 FAN Board of Directors



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## Quick Resource Guide to Aid in Our Current Environment

Employees: How to Cope with Job Stress and Build Resilience During the COVID-19 Pandemic

<https://www.cdc.gov/coronavirus/2019-ncov/community/mental-health-non-healthcare.html>

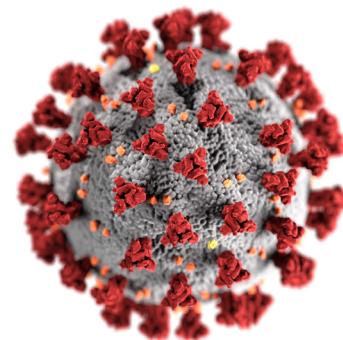
Coronavirus (COVID-19): Small Business Guidance & Loan Resources

<https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources#section-header-0>

General Business and Frequently Asked Questions:

- Suspected or Confirmed Cases of COVID-19 in the Workplace
- Reducing the Spread of COVID-19 in Workplaces
- Healthy Business Operations

<https://www.cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html>





Flooring  
Association  
Northwest

P R E S E N T S

52<sup>nd</sup> ANNUAL

# FAN GOLF TOURNAMENT

THURSDAY  
SEPTEMBER 3<sup>rd</sup>

REGISTRATION  
9:30AM–11:45AM

- Arrive 30min. before start time
- Check-in
  - Grab Giveaway
  - Competition Package
  - Practice
  - Hosted Beverages
  - Hosted Box-Lunches



TEE TIMES  
10:00AM – 12:00PM

\$210 PER MEMBER  
\$310 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 51 years the FAN golf tournament has been our cornerstone event, we cannot wait to celebrate year 52nd 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, 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 foursome scramble with Live scoring. If you would 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

**SEPTEMBER 3**  
**THURSDAY**

# ALLENMORE GOLF CLUB

2013 5 CEDAR ST, TACOMA, WA 98405



**REGISTRATION-----9:30AM-11:45PM**

Practice / Breakfast / Beverages / Giveaways

**TEE TIMES START-----10:00AM-12:00PM**

Scramble / Contests / Live Scoring

**CHAMPION SPONSOR.....\$2,500**

SOLD OUT – THANK YOU KENTWOOD

**GOLD SPONSOR.....\$2,000**

Photo || Mobile Scoring (SOLD) || Launcher || Pin Flag (SOLD) // 4 Players

**SILVER SPONSOR.....\$1,000**

Product || Practice Tee || Pari-mutuel || Keg

**BRONZE SPONSOR.....\$500**

Lunch (SOLD) || Dinner || Shootout || Putting || Hole-in-One

**CONTEST SPONSOR.....\$400**

Long Drive || Closest to the Pin

**HOLE SPONSOR.....\$350**

**GOLFER (MEMBER).....\$210**

# The Northwest (NW) Flooring Industry Adapts to the Challenges of COVID-19



Written by: *Justin Gielski*

It's no secret that COVID-19 is dramatically reshaping how businesses operate. The hands of change have been forced, leaving us to navigate through unknown waters that seem to shift daily. Businesses must comply with constantly changing restrictions, while fighting to keep revenue streams going and employees healthy. Though it has certainly been a struggle for most, the NW flooring industry has displayed great adaptability.

Washington State was hit particularly hard with restrictions earlier this year as most construction projects were halted to combat the spread of the virus. The impact of this was massive as the flooring industry is fueled by construction. Revenues stopped and furloughs sadly began. During this time, many companies within the Flooring Association Northwest voiced their concerns.

Stories of displaced homebuyers, job site thefts and seemingly random construction waivers appeared common place. These points were passed on to local news agencies and other construction associations fighting for the industry behind the scenes. This collective effort ultimately contributed to the safety-focused, early reopening of construction in the state.

As the flooring industry returned to work, new challenges presented themselves. The main struggle of learning how to operate under newly imposed restrictions, while maintaining health and safety standards, has led to some creative solutions.

Daily material loadouts, for example, seemed to be a common puzzle for many companies. Material loadouts aren't something you can do over email. It takes actual people interacting to get products to a warehouse or job site. It also presents a high risk of social contact as warehouse staff will interact with multiple people a day. So how are companies mitigating this risk and operating in compliance?

**TILE TAKEOUT**  
HERE'S HOW IT WORKS –

**STAY IN YOUR RIDE**

When you arrive, call to let us know you're here and we will process your order (book ahead to get in and out!)

**SKIP THE LINE**

We will deliver your order, curbside, to keep you in your seat. Open accounts will be billed directly, OR prepay by credit card.

**SCHEDULE PICK-UP**

Use ProExchange to schedule your pick-up time online (at least 1 hour in advance) or call us to coordinate.

FOR FASTER SERVICE...

Linkdin <https://www.linkedin.com/company/daltile/>

The implementation of “Curbside Pickup” seems to be the popular solution. For instance, Dal Tile and American Olean have implemented a new Tile Takeout service that allows customers to use their ProExchange system to schedule curbside pickups. Drivers can stay in their vehicles eliminating the risk of contact spreading.

Signature Interiors & Design Owner, Kelli O’Day stated that their new curbside pickup system has even improved their operation. “We’ve actually reduced our loadout times with this new process. Since jobs are now pre-staged and awaiting installer arrival, the person picking them up is usually on site for just a few minutes. This has not only reduced the chances of contact spreading, but it has actually improved productivity. With every challenge comes opportunity.” Signature Interiors plans to keep the new system in place when restrictions are lifted.

Companies have also been embracing their digital toolbox to adapt to the challenge. Though usually for remote meetings, video conferencing tools are being used to conduct buyer selections and housing tours. D.R. Horton home builders put out a video showcasing their offering of video tours for home buyers. Signature Interiors and Great Floors have both made social media posts showcasing virtual options for buyer design selections. CFM Floors in Oregon is keeping its customers engaged with online webinars for subjects such as “waterproofing hardwoods”. Cascade Flooring America, LLC in Vancouver even appears to be offering a Design at Home web service for their customers.

“Quickly browse thousands of room scenes to find your perfect room design style. Then, talk with a flooring expert.” This allows customers to narrow down the selection before they even arrive at a showroom reducing the amount of time spent on site.”

Further taking advantage of the digital age, many companies temporarily shifted their administrative staff to remote work environments. This shift has allowed business to safely maintain operations as only critical on-site staff are needed to be present. The general sentiment appeared to be mixed on operating in this capacity though, with some enjoying the opportunity to work from home and others finding it difficult. While many enjoy the flexibility that working remote brings, isolation and distraction seem to be a common obstacle.

*“It’s been difficult to predict what the future holds for our industry, but I believe the key right now is finding a balance between safety and service.” – Justin Dewey, American Olean Branch Manager.*

Though these digital alterations are showing success in keeping business moving, the backbone of the industry still requires a “hands-on” approach. Let’s face it, there is no way to digitize the actual installation of flooring. It requires hard working people, who are willing to go out and get the job done. Out in the field, the challenges are vastly different.

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Facebook <https://www.facebook.com/CascadeFlooringAmericaLLC/photos/a.192244050798793/3310048825684951/>

# The Northwest (NW) Flooring Industry Adapts to the Challenges of COVID-19

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Alex Doroshenko, owner of AD Flooring (an installation company), expressed how installers have new safety hazards to consider. Safety goggles are constantly fogging up due to exhaled air blowing up from the mask. Installers are often breathing heavy through their masks as they labor (which is tough to deal with on its own). This makes the fogging up of safety equipment extremely hard to avoid without special gear. Couple this with that fact that flooring installations often require precision cuts with extremely dangerous tools, and you have a very real and unexpected hazard. Installers must remain extra cautious to ensure COVID-19 safety, personal safety and restriction compliance. This sentiment was also shared by Quality Assurance Technician Kenneth Peterson in a discussion.

Kenneth stated that masks have also made communication difficult at times. "People communicate with facial expressions," Kenneth said. With the amount of diversity and language barriers we have in the NW, it is no doubt that removing the sense of "sight" from a conversation can present difficulty when explaining the challenges of an install. Scheduling has also been a challenge as many builders have enacted restricted job site hours. Alex and Kenneth both conveyed that time management has become extremely important.

While restrictions have made things admittedly difficult, Alex and Kenneth explained that everyone seems to be adapting and working with job site supervisors to ensure safe/compliant completion. Kenneth even added that he is starting to see people utilize face shields, which seem to help with both the fog obstruction and communication barrier issues. Face shields don't appear to be mainstream yet, but considering the problems they solve it would not be surprising to see them more if COVID-19 restrictions continue.

Overall the challenges of COVID-19 have not gone away, but the flooring industry is tough, resilient and moving forward through the storm.

Do you have any stories about overcoming the challenges of working in COVID-19 world? Please share them with us at [info@flooringassociation.org](mailto:info@flooringassociation.org)

Sources:

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[https://www.cascadeflooring-america.com/designathome?fbclid=IwAR1Qkq4qmNnT7yVagYMuVs1vaQHA\\_q4qQMZA0n3yJ5NCQXMu5QvC0GyTM](https://www.cascadeflooring-america.com/designathome?fbclid=IwAR1Qkq4qmNnT7yVagYMuVs1vaQHA_q4qQMZA0n3yJ5NCQXMu5QvC0GyTM)

<https://www.facebook.com/CascadeFlooringAmericaLLC/photos/a.192244050798793/3310048825684951/>

<https://www.facebook.com/SignatureInteriorsDesign/posts/1545647428918235>

<https://www.facebook.com/watch/?v=366583424320442>

# 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:**

- |  |  |                                       |                                      |                                    |
|--|--|---------------------------------------|--------------------------------------|------------------------------------|
| <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                  |

# SPOTLIGHT: The Great Seattle Floors Team



## An interview with Regan Miyamura Greater Seattle Floors

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

I applied to transfer into a furniture sales position at Sears Ala Moana. The manager at the time felt that I was a little young and said he would be willing to try me out in the carpet department first and then maybe transfer into furniture later. As you can see that never happened...

### What would you do if not flooring?

Probably selling cars or real estate. It would definitely be some type of sales position.

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

The ever changing products. It's been great to see the changes in carpet, hardwood, & tile over the years. Really love the amount of options that are available today and then to think about what will be available tomorrow?

### What do you do to relax?

Golf, golf, & more golf with a little bit of world travel mixed in. Japan has become my favorite destination.

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

Don't ever be discouraged by what you don't know because you will never know everything there is to know about flooring.



## An interview with Caroline Aur Greater Seattle Floors

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

I was working in marketing for a company that I was temporarily contracted through. My term was almost over, and I was trying to decide if I was going to renew with them again or start looking for something more permanent. A friend told me about an opening at Greater Seattle Floors where I felt many of my skills could transfer nicely into this new role. I just had the (major) setback of having never worked in flooring before. After meeting with the management team and being assured me that if I put in the time, I would learn everything I needed to know, it was a no brainer. And almost three years later, I'm still learning new things every day and enjoying myself while doing it!

### What would you do if not flooring?

I think I would still be doing project management in some form or fashion.

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

I am always in awe of how much information there is to gain in the world of flooring. There is always something to learn, better or perfect.

### What do you do to relax?

I really enjoy cooking, reading/listening to a podcast and yoga to relax.

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

Don't be afraid to ask questions and adopt the mentality that there is always more to learn.



## An interview with Nicole Westerfield Greater Seattle Floors

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

I started as a dispatcher for a small gutter company. Through that job I built relationships with many of the big production builders in the area which allowed me to transition into a field position with a flooring company.

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

I enjoy helping customers in general. If I weren't working in flooring, I'd be in another customer focused field position helping homeowners.

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

What I like best about the flooring industry are the large number of new products always coming out and a strong focus on continuing education. Seeing projects go from framing to completion is awesome.

### **What do you do to relax?**

In my free time I enjoy escaping to the woods with my husband Karl in our 1989 VW Vanagon. We have two rescued dogs that tag along on all our adventures.

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

We as an industry must push back as a whole against the demand to install flooring in substandard conditions. Arm yourself with most current installation standards and educate customers on the correct way to do the job. Always read installation instructions, products and technology are changing so fast we can't continue to do things the way they were done 20 – 30 years ago.



## An interview with Bruce Silliman Greater Seattle Floors

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

I started in my early twenties, went to work for company out of Edmonds, framing houses.

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

Something totally different, but I have always been fascinated with architectural and ornate metal work.

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

Besides the endless number of products, I would say the people in our industry. Over the years I have met so many amazing people. Each one of them have helped me in my career in one way or another.

### **What do you do to relax?**

Getting lost on a country road, on the motorcycle with my wife. And, relaxing at our place on the Cowlitz River.

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

There is so much to learn in this industry, you need to absorb as much as you can . . . it will make your job easier and more enjoyable. Take advantage of the manufacturer's reps. knowledge, sign up for their seminar's / webinars. And spend time on site with your installers, to see how each product is installed.

# Thinking of You....



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

