



Flooring
Association
Northwest

Raising the floor on relationships,
standards and profitability

Fall 2020

The FAN Report

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Reinventing FAN Membership by Russ Sanderlin

A year ago, this month, as FAN Vice President and 2020 President Elect, I said the following.

“Hello Flooring Association Northwest members!”

Our Association, as a nonprofit association, relies on its Membership and Member involvement and we want to remind and encourage those of you that have not renewed your membership, to renew today and hit 2020 running. As a blend of Flooring Retailers, Wholesalers, Manufacturers, and Installation Contractors, it is important for our Board of Directors to reflect our membership. Recognizing the values from each segment of our business is what drives our events throughout the year. Our goal is always to provide beneficial industry services, educational events focusing on the latest in product technology and design trends, and lastly, fun networking events. Your participation and feedback are crucial to the continued success and growth of our Association.”

No one could foresee our goal to hit “2020 running” would be completely derailed come mid-March.

In January 2020, my message mentioned a “fresh start” in a new year and decade. The emphasis of my message was that we evolve and embrace change or “we’ll be left behind”. 2020 was marked by changes within FAN by hiring an Association Management Company, Redbarn Communications and by hiring Corporate Golf Solutions to manage our annual golf tournament. Little did we know the amount of change we would all have to endure in 2020. In hindsight, we were fortunate and grateful, to pull off arguably, our most successful Market Expo in early March. In September, we managed to squeak out a day of golf for a much-needed day of golf and fun with our colleagues and peers. The FAN Committees for both events, worked tirelessly to pull these off, in uncertain and scary times. Again, we could not be more grateful for all our sponsors and attendees for both events.

Throughout the year as a Board of Directors, we constantly discussed how to adjust to the climate of 2020 and it has been extremely important to us to try to keep our membership engaged and informed in a constant changing market dominated by a pandemic. Needless to say, this has been a tall task. Even with the very recent developments and encouraging news of vaccines by Pfizer and Moderna, the “new norm” will continue to be the norm in many capacities for some time to come. As 2021 quickly approaches, we have once again looked at how we can adapt and change to support and engage our membership.

FAN has always been an Association dedicated to social networking and fun for our members and at one time, was more focused on education for its members. Times have changed though and it’s been harder and harder, for numerous reasons, for our membership to engage in education and training but with the constant change of technology and with more youth entering our industry, it has never been more important.

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Russ Sanderlin
Surface Art, Inc.

2020 FAN Board of Directors



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President's Message, Continued

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We at FAN, are seriously exploring a somewhat revamped website to include a platform that allows us to partner with our Associate Membership (manufacturers and distributors) so that we can present educational installation and product information that benefits our Regular Membership (flooring contractors, i.e., store fronts and sales people) and gives our Associate Members the opportunity to present products and education. In making these changes, it gives all of our Membership increased engagement through mobile responsiveness and use of communication via member to member chat functionality, webinar meetings, integrated live event functionality (like the Market Expo), and social media, all from a centralized platform.

We believe 2021 will be another year of unprecedented FAN growth and positive change and it's never been more important for your support through renewed membership and engagement. FAN renewal invitations were sent out last week. Please contact our Executive Director, Shelley Dahle, if you have any questions about your membership. With great thanks to our Membership,

Russ Sanderlin
President, Flooring Association NW

From Flooring to State Congress? An Interview with Representative Candidate Kyle Lyebedyev



DATE: 10/27/2020

Interviewer: Justin Gielski, Director – Floor Covering Association NW.

Interviewee: Kyle Lyebedyev, Business Owner / 47th LD Congressional Candidate.

The floor covering industry is full of interesting people with amazing stories and aspirations. From actors and musicians to athletes and veterans with amazing stories of heroic feats, I've learned quickly that the industry is a lot more than just floor covering. Soon, we may be adding "Congressman" to the list.

Meet Washington State 47th Legislative District Representative candidate Kyle Lyebedyev. He has spent over a decade working in the flooring industry as a tradesman and business owner, but is now running for State Congress. Mr. Lyebedyev was kind enough to take a break from campaigning to do an interview with the Flooring Association Northwest.



Justin: Mr. Lyebedyev, thank you for taking the time to do this interview with me. It is exciting to see someone within the industry run for a state representative seat. Usually I like to start off with an easy "warm up" question, but I am going to change it up a bit and ask you my hardest question first. How do you pronounce your last name?

Mr. Lyebedyev: My last name is Russian, but I was born and raised in Ukraine, which is why I inherit this weird spelling, but to make it easy try this: Kyle Lebedev "Le-be-de-v".

Justin: What trade do you specialize in within the floor covering industry?

Mr. Lyebedyev: I am contracting with American Floors and Blinds. My company name is Kyles Construction LLC, and we are working on new construction multi-family complexes, apartments, and commercial buildings by installing ANY type of floor covering.

Justin: What brought you into the floor covering industry and how long have you been working in it?

Mr. Lyebedyev: When I immigrated to the U.S. in 2002, I immediately started working. While searching for the job that I would love and enjoy, I ended up as a helper to a flooring contractor. Approximately in 2005-2006, I opened my own business...I love what I do.

Justin: What motivated you to run for office?

Mr. Lyebedyev: My motivations to seek elected office are simple:

I am a father of three kids, and I want to see my kids succeed in life, but not only my kids, all the young generation. I want them to succeed by obtaining the necessary knowledge that will help them to become prosperous in their lives. As a business owner I understand that the core of U.S economy is small business. If elected I will be advocating for small business in our state to help them thrive and succeed.

As an immigrant I do believe that immigrant community is underrepresented, and they deserve proper and fair representation.

Justin: Floor covering can be an extremely busy trade. Has it been hard to campaign and keep your business running?

Mr. Lyebedyev: The flooring industry is a busy trade indeed. To campaign and run a business is of course challenging, but my motivations and goals are much higher. I do have contractors that contract with me while I am campaigning, but the biggest challenge to campaign in these elections is unfortunately Covid-19.

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handle it.

Justin: Thank you so much Kyle for taking the time to do this interview. I know how busy things must be for you this close to the election. It's great to see people in the industry stepping up to the role of civil service. I wish you the best in your campaign.

Disclaimer: The Flooring Association NW does not endorse political candidates. This interview was conducted to highlight current events within the industry for informational purposes only.

Justin: As a state level representative, what can you do to help the floor covering industry?

Mr. Lyebyedyev: If elected, my first step to help the flooring industry will be passing legislation that will drop all B&O taxes at least for a year. I've been endorsed by the Realtors Association of WA for a reason. By creating the best possible opportunities to provide more housing, it will benefit the flooring industry and beyond. And of course, less regulation as possible for small businesses.

Justin: If elected, will you be able to continue working in the industry full time?

Mr. Lyebyedyev: If elected, I will be still staying in the flooring business. It will be harder than usual, but I am certain that I can



52nd Annual Golf Tournament
September 3, 2020
Allenmore Golf Club



FORE!

I wanted to take a moment to thank Golf Corporate Solutions, our sponsors, players, staff, volunteers, and those at Allenmore Golf Club for the excellent turnout and participation at our 52nd Annual FAN Golf Tournament. Thank you!

COVID-19 continued to throw obstacles our way and all of those involved did a fantastic job at being resilient and adapting to change. After multiple date changes and a course change, we were able to hold a successful tournament for the Association and its members. It was great to be able to network with hole sponsors (socially distant of course), play a bit of golf, and see our industry partners once again. A special thank you to our Champion Sponsor, Kentwood, we appreciate the support and your involvement. Planning is already underway for our 2021 tournament.

We look forward to seeing you out on the course and welcome the return of our highly sought-after Horse Race.

Don't let birdies and pars get in the way of having a good time,

Chad Ballard
Flooring Association Northwest Vice President
Golf Committee Chair



52nd Annual Golf Tournament



FAN GOLF TOURNAMENT



52nd Annual Golf Tournament Thank You to Our Sponsors



SPOTLIGHT: Justin Gielski Signature Interiors and Design



An interview with Justin Gielski Signature Interiors and Design

How did you get started in the industry?

I grew up around the industry as my parents also work in flooring. I remember sneaking away to go play on pad rolls when I was a young kid. I started cleaning carpets and helping with various tasks at the age of 16. I left the flooring industry in my 20's to serve in the military, but eventually made my way back. My time away from the industry afforded me the opportunity to learn some great skills that have translated well into flooring.

What would you do if not flooring?

I would most likely be working in the defense industry in some capacity.

What do you like best about the flooring industry?

It's a fun and often times challenging industry that keeps you engaged. With constantly changing product lines, markets and even political landscapes there is always a puzzle that needs to be solved.

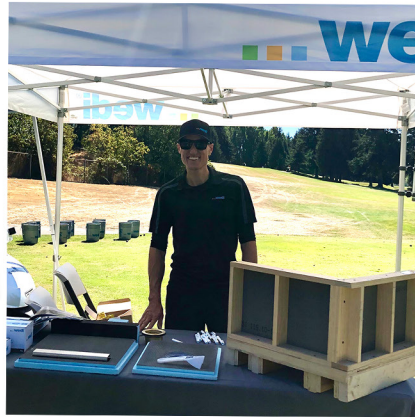
What do you do to relax?

I enjoy fishing, shooting, slacklining and almost anything outdoors. I also train for and compete on American Ninja Warrior occasionally.

Any advice for someone getting started in the flooring industry?

Get involved with the industry outside of your company. Whether it's educational seminars, trade shows or dinner panels there is a wealth of knowledge to seek. This industry is surprisingly complex and you will always be learning. Build your network of resources early on and remember that it is ok to not know everything.

Thinking of You....



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





REMEMBERING BRADY PAGE

It is with profound sadness that we announce the sudden passing of Brady Page on Thursday November 5, 2020 at his home in Vancouver.

As a partner and, in many ways, the public face of Metropolitan for many years, Brady was an enormously successful and influential businessman, well known and deeply respected throughout the industry. But he will be most remembered by his friends and colleagues for the boundless energy, enthusiasm, generosity and compassion that he brought to everything he did. Many Metro employees cite him as a mentor and inspiration in their personal and professional lives, and his ability to simultaneously inform and entertain enlivened every meeting and presentation he took part in. His personal life was every bit as active as his professional one, filled with family, fun and friendship.

Brady had recently been examining the culture of the company, defining the values that bind and inspire us as a group. As an embodiment of all the good things Metro aspires to be, there was no better role model. To quote someone close to him: A big man, with a bigger heart.

We know you will join us all in extending our most heartfelt condolences to his family at this tragic time.



1970 - 2020

REMEMBERING BRADY PAGE

2020 has obviously been, in more ways than not, a terrible year. It was made worse with the unexpected passing of one of the greatest, kindest, most generous and respected human beings we've ever met and he was an icon, in every sense of the word, in the flooring industry. We'd like to thank Metropolitan Hardwood Floors (US) Inc. for use of their remembrance page but would also like to thank the two men who knew him best, Vice President of Metropolitan Hardwood Floors (US), Gordon Payseno and General Manager of Seattle's Best Floors (dba, Macadam Floor & Design), Michael Owen for their humble and touching thoughts on Brady. The FAN Board of Directors would like to extend its most heartfelt condolences to his family, friends and co-workers. Many of us were honored and blessed to know Brady and call him a friend and we are extremely saddened by his passing.



"There was no one like Brady Page. The most selfless man I ever knew. He always meant what he said and said what he meant, and his motives continually placed others before him. Money, fame, title, and accolades never motivated him. ONLY doing what was right and fair. The world is a worse place without Brady. He leaves a wake of sorrow behind him but also leaves us hope. If we were blessed enough to know him, we know that his legacy can be carried on by those of us that cherished him as a man, a friend, a husband, & a father. We miss you terribly Brady. Thank you for blessing all of us as you have."

Michael Owen, General Manager, Seattle's Best Floors

"Brady had a way of getting to know each of us in such a personal way. His raw intelligence, along with his constant ability to bring comedic relief into complex business decisions were a cornerstone within Metropolitan's halls. I guess much of what I can say boils down to him being one of the most humane, focused and driven people I have ever met. Never a dull "moment" with Brady Page! We cared for him so deeply. We are praying for those Loved ones he is leaving behind and for all who knew him; what an unbelievable loss."

Gordon Payseno, Vice President, Metropolitan Hardwood Floors (US), Inc.

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 |