

NEWS

www.fiana.org

Volume 5, No. 1
1st Quarter 2004



Objective: "Professionalism
Through Education."

INSIDE

Officers & Directors 2
 Committees 2
 Editorial 5
 New Products & Services... 5

New Orleans 2004

Our 10th Anniversary Convention & Trade Show will be in New Orleans at the Beautiful Hyatt Regency Hotel, October 14-17th. The Trade Show will be held on the 15-16th. This year we are planning what is shaping up to be our best program ever. We will have outstanding speakers, over 100 Trade Show booths and Product Demonstrations from 18 different exhibiting companies. We have further changed the format to have our annual dinner with speaker on Friday night, with the Trade Show ending at 5:00PM on Saturday. This leaves you free to enjoy New Orleans and all it has to offer on Saturday Night. We will have our traditional going home Breakfast on Sunday morning. So start planning now to join us, in what we feel will be a very rewarding experience. We will again have a promotion for Distributor Sales Personnel. Look for it in the convention mailing that will go out around August 1, 2004.



MEET YOUR FELLOW MEMBERS

Knowing more about others in your business always enables you to improve your own business and become more valuable to your customers. Recently while looking for newsworthy items for the FIANA Newsletter, it was decided to regularly include some articles about existing members. Your board of directors asked board members to submit

(continued on page 3)

Floor Installation Association of North America

Floor Installation Association of North America (FIANA) is a non-profit organization whose members are currently from throughout Canada and the United States.

Members must be manufacturers or distributors of floor installation products and/or flooring accessories.

2003 - 2004

Officers & Directors

Jim Lee, President

P.O. Box 5505 - Granbury, TX 76049
1-888-883-4262 - FAX 1-817-326-4097
FIANA@allnet.net

Dan Blakely

Blakely Products Company
13891 Stephens
Warren, MI 48089
1-586-771-6600
FAX 1-586-771-8780
WATS 1-800-572-1257
Cell 1-586-295-0538
dblakely@blakelyproducts.com

Charlie Brown

Victor Kemp Co. Inc.
3218 F Street
San Diego, CA 92102
1-619-235-6767
FAX 1-619-239-7051
Cell 1-619-921-9007
chasbro77@aol.com

John Clouse

Roppe Corp.
1602 N. Union Street
Fostoria, OH 44830-1158
1-419-436-4575
FAX 1-419-435-1056
WATS 1-800-537-9527
Cell 1-419-934-3809
jsclouse@roppe.com

Ted Egan

Para-Chem Southern
863 Southeast Mail Street
Simpsonville, SC 29861
1-864-967-7691
FAX 1-864-228-1492
WATS 1-800-763-7272
sales@parachem.com

David Greenbaum

David C. Greenbaum Co.
1490 S. Victoria Court
San Bernardino, CA 92408
1-909-824-9070
FAX 1-909-799-9122
WATS 1-800-472-8595
Cell 1-818-266-8094

Gregory Gundlach

Beno J. Gundlach Co.
211 North 21st Street
Belleville, IL 62222-0544
1-618-233-1781
FAX 1-618-233-3636

Sue Johnson

Futura Industries, Inc.
PO Box 160350
Clearfield, UT 84106-0350
1-801-773-6282
FAX 1-800-772-3226
WATS 1-800-824-2049
Cell 1-801-540-3488
sjohnson@futuraind.com

Grant Medhurst

Shamrock Flooring Supplies
7510-D 5th Street S.E.
Calgary, AB T2H 2L9
Canada
1-403-253-5330
FAX 1-403-252-6068
sales@shamrockflooring.com

Doug Ray

Cronin Company
1205 North Basin
Portland, OR 97217
1-503-286-2933
FAX 1-503-226-3101
WATS 1-800-683-5667
Cell 1-503-781-3502
dray@cronincompany.com

Pete Rincione

Professional Trade Supply
4800 Nome
Denver, CO 80239
1-303-893-2400
FAX 1-303-595-3366
WATS 1-800-332-6477
Cell 1-303-886-6404
princione@ptsfloors.com

Bob Zajdel

Orcon Corporation
1570 Atlantic Street
Union City, CA 94587-3299
1-510-476-2173
FAX 1-510-489-9349
Cell 1-510-305-4184
bobzajdel@orcon.com

2004 PUBLIC RELATIONS COMMITTEE

John Clouse Roppe Corp. Fostoria, OH.
Chairman

Charlie Brown Victor Kemp Co. San Diego, CA.

Dan Blakely Blakely Products, Inc. Warren, MI.

Howard Olansky National Floor Trends Magazine Studio City, CA.
Honorary Member

2004 TRAINING DEVELOPMENT COMMITTEE

Sue Johnson Futura Industries, Inc. Clearfield, UT
Chairperson

Bob Zajdel Orcon Corporation Union City, CA

Pete Rincione Professional Trade Supply Denver, CO

Ted Egan Parachem Simpsonville, SC

NEWLY ELECTED BOARD MEMBERS

(Elected for the next three years)

Ted Egan Parachem Simpsonville, SC

Greg Gundlach Beno J. Gundlach Co. Belleville, IL

Grant Medhurst Shamrock Flooring Supplies Calgary, Alberta

**PLEASE COMMUNICATE
YOUR IDEAS AND SUGGESTIONS
TO ANY OF THE BOARD MEMBERS
SHOWN ON THIS PAGE!**

**This is your organization and your input can help to make it
better for all our members!**

FIANA NEWSLETTER EDITOR

Bill Simek, 32673 Robinwood Road
Gravois Mills, MO 65037-5028
573-372-6087 fiananewsbill@aol.com

STAFF

FRAN LEE, Administrative Assistant www.fiana.org

(continued from page 1)

MEET YOUR FELLOW MEMBERS

information about their companies for publication. And starting with this issue their stories will be shared with you as space permits. If you would like to share some similar background about your company, please forward the details, including photos if available to:

Bill Simek
32673 Robinwood Road
Gravois Mills, MO 65037-5028
573-372-6087
fax 573-372-3971 or
via e-mail fiananewsbill@aol.com

DISTRIBUTOR MEMBER

THE CRONIN COMPANY ***Celebrates its 125th Anniversary***

Since its inception over 125 years ago, The Cronin Company has prided itself on delivering the highest quality and best value to its customers. This philosophy has resulted into the company growing into a regional industry leader distributing a wide range of fine floor covering products and solutions throughout the Northwest United States.

The Cronin Company was founded in 1878 by P.J. Cronin as a saddle and harness business in downtown Portland, Oregon. With the advent of the car, the company phased into automobile parts distribution. Twelve decades later, the company evolved into its present form.

The roots in the flooring business go back to 1962. The fifth generation of the Cronin family now owns and operates the company, carrying on the time honored tradition for integrity, quality, value and service. Cronin family members are actively involved members of the team, providing hands on leadership and support to employees and customers on a daily basis.

The company headquarters is co-located with its show room and 100,000 sq ft main branch in Portland Oregon. Five other branches (Eugene, Medford and Bend, Oregon plus Kent (Seattle) and Tacoma, Washington) combine for another 150,000 sq feet of fully stocked warehouses. These six operations serve customers throughout Oregon, Washington and Alaska. The staff consists of 125 loyal employees, many of whom have worked for Cronin for close to thirty years.

Today, the Cronin Company works closely with over 120 supplier partners and a customer base ranging from manufacturers, mill works, cabinet shops, flooring retailers and installer subcontractors. The company maintains extensive inventories in ceramics, plastic laminate countertops, flooring and solid surface, wood flooring - both prefinished and unfinished, cove base, treads and rubber flooring, cushion and all the installation products required for any kind of finished product.

Cronin corporate officers are: Pat Cronin, Chairman and CEO; Jim Gunter, President and COO; Guy Freeman, Ex VP of Sales.

MANUFACTURER MEMBER

ROPPE CORPORATION

Roppe Corporation is one of the nation's leading suppliers of rubber and vinyl flooring products and accessories, producing a full line of products including rubber and vinyl wall base, stair treads, floor tile, stair nosings, corner guards, reducer strips, carpet edgings, and other flooring accessories.

Incorporated in 1955 as Roppe Rubber Corporation, the company was founded by Tony A. Roppe with just seven employees. The original production focus was just on rubber products. By 1958 the number of employees grew to 26. Roppe continued to grow by aggressively seeking new customers and expanding its truck fleet.

Tony Roppe passed away in 1972, at which time Donald P. Miller, an original Roppe Rubber employee and good friend of Mr. Roppe, took over the management of the company as the majority shareholder. Now as the Chairman of the Board, Mr. Miller shares the prosperity of a thriving business in a small community that through his guidance continues in the trends of Mr. Roppe.

(continued on page 4)

(continued from page 3)

MANUFACTURER MEMBER

ROPPE CORPORATION

In 1979 Roppe doubled its capacity by installing a new mixing facility. In 1985, Roppe purchased American Thermoplastic Extrusion Company (ATECO) and expanded the business to include production of vinyl flooring products. Shortly afterwards, to better reflect its continued growth and product line expansion, the company changed its name to Roppe Corporation. The company now has over 280 employees.

Roppe has and always will be considered a very family oriented and community minded company where employees are treated like family members. Mr. Miller's son-in-law, Donald V. Gillett currently serves as the President/CEO of Roppe Corporation. He also shares the "family owned and operated" vision that he inherited as Roppe still traditionally practices hiring current employees' children and grandchildren for full-time positions, as well as for the summer college student employment program. By hiring employees' direct family members Roppe is promoting the maintenance of the family atmosphere that has proven to be very successful.

Roppe employees are winners - and not just in the workplace. Roppe employees have won the local Battle of the Businesses several times, and have also won the citywide Corporate Spelling Bee. Roppe employees are also extremely community minded, as they were the highest per capita givers in the Fostoria United Way campaign 19 out of 20 years. An in house recycling program, driven by strong employee participation, has also proved very beneficial to employees' children as these funds are awarded in the form of college scholarships on a yearly basis. Roppe employees are also involved in numerous local service organizations and are mentors for children in the Fostoria Community School system.

From its humble beginnings, Roppe has grown to become the world's largest rubber wall base manufacturer. Roppe has over 110 distributor locations in the United States and exports all over the world. Throughout our history, Roppe's philosophy is simple:

To provide customers with the best in quality, service, and dependability-all the time, every time.

2004 FREE **Sales Personnel** **Promotion**

In Dallas at our 9th Convention & Trade Show we had over 40 distributors members take advantage of last years promotion. It's a great way to get training for your Sales People and Architectural Rep's. FIANA picks up most of the cost. Last year it was estimated the average cost to the Distributor Member who took advantage of the promotion was less then \$300.00 per person. While FIANA picked up approximately \$600.00 per person, which included one night in the hotel, weekend registration and an airline allowance. This year we are planning a similar promotion. Don't let the opportunity to further train your people go by this year. Watch for the details on the 2004 promotion in the FIANA News in the May/June issue.

Manufacturers Members - Notice!

This is to advise you that the Booths for our 10th Anniversary Trade Show in New Orleans are going fast! We are already way ahead of last year in number of booths reserved, and we only have a total of 104 booths. Fran and I will be at Surfaces 2004 in Las Vegas in January to secure exhibitors for booth space we still have available (if any). If your company has not reserved a booth, please do so now while you still have a choice of locations to choose from. Contact us @ 888-883-4262 or e-mail info@fiana.org.

HAPPY NEW YEAR 2004 from the editor.....

For many of our members 2003 was a turnaround year and the foundation for future prosperity in our industry. Many recent articles have dwelled on the “doom and gloom”, and some have even suggested the end of distribution as we know it. Don't believe it!

The best way for manufacturers to get their products to market is through GOOD distribution. The best way for a distributor to make profits is to have quality products, delivered to them on time, at competitive prices. This won't change unless we let it happen because we fail to communicate. Partner with your fellow manufacturer and distributor members. Instead of whining, sit down together and find common needs and goals to improve the flow of products to our markets. Manufacturers need distribution to serve all the regional markets of our nation and distributors need manufacturers to produce innovative competitive quality products and services to supply their customer's needs. And both manufacturers and distributors need loyalty and profits. This concept may seem old fashion, but it works. Try it, you might like it!

NOTICE

MANUFACTURERS

**YOUR COMPANY COULD HAVE SHOWN A
NEW PRODUCT
IN THIS SPACE!**

DISTRIBUTORS

**YOUR COMPANY COULD HAVE ANNOUNCED A
NEW LOCATION OR PRODUCT LINE PROMOTION
IN THIS SPACE!**

WHY DON'T YOU NEXT ISSUE!

IT'S FREE!

Floor Installation Association of North America

NEWS

FIANA NEWS

P.O. BOX 5505
Granbury, TX
76049

Phone 817-326-2615
Toll Free 888-883-4262
888-88-FIANA
FAX 817-326-4097

e-mail: info@fiana.org

www.fiana.org

FIANA'S

**10th Annual Convention
& Trade Show**

October 14 -17, 2004

**Hyatt Regency New Orleans
New Orleans, Louisiana**

**Start making your plans
NOW!**