

FLOOR INSTALLATION ASSOCIATION OF NORTH AMERICA

# NEWS

www.fiana.org

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4th Quarter 2003



Objective: "Professionalism  
Through Education."

## DALLAS 2003 REPORT



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Our 9th Annual Convention & Trade Show, held at the Hyatt Regency in Dallas, Texas, was very successful according to all reports. We had over 475 in attendance, making it one of the best attended yet. Our distributor attendees were able to meet with the representatives of over 70 companies to learn what new products are available for our industry. Our manufacture members were pleased to have so many distributor staff people in attendance because their companies took advantage of the **FREE** distributor weekend package including a \$200/person airfare reimbursement.



*(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.

**2002 - 2003**

### Officers & Directors

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## 2004 PUBLIC RELATIONS COMMITTEE

John Clouse <i>Chairman</i>	Roppe Corp.	Fostoria, OH.
Charlie Brown	Victor Kemp Co.	San Diego, CA.
Dan Blakely	Blakely Products, Inc.	Warren, MI.
Howard Olansky <i>Honorary Member</i>	National Floor Trends Magazine	Studio City, CA.

## 2004 TRAINING DEVELOPMENT COMMITTEE

Sue Johnson <i>Chairperson</i>	Futura Industries, Inc.	Clearfield, UT
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!**

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The speakers rated very high on the comment cards by those who had the pleasure of hearing them.

Conference attendees also got a chance to sharpen their business skills in a variety of educational seminars, including “Choose to Lose” presented by Joe Malarkey; “Take This Job and Love It” presented by Dr. Alan Zimmerman; “How to Become a ‘Techno-Savage’” presented by Bill Metcalf; “Managing Inventory for

Improved Profits” presented by Bob Langdon; “Creativity and Communication, Yes They Go Together” presented by Joel Zeff; and “To Be a Better You!” presented by Dave Pettijean.



The Hotel was an excellent venue for our Convention & Trade Show, the hotel staff was one of the best we have ever had. The food was excellent and very well presented. Everything went so well, we plan on being back here in 2005.



Fortunately this year I had the assistance of some fine people helping me with registrations and the many details that go into making this event a real success. My wife Fran who suffers with me all year long, and Bill and Sue Simek, who came



in early to help put the convention packets together. Bill, Sue and Fran welcomed all the attendee’s as they picked up their badges and registered. To the Board of Directors a special thanks for the support they always give during the convention. If you were not there, you should have been! See “Ya all” in the “Big Eazy,” for next years 10-year Anniversary Convention!

**Jim Lee**  
**President**

## EDITORIAL

The following article was written by Mr. Albert Wahnnon, Editor of Floor Covering News and appeared in the April 28/May 5, 2003 issue of Floor Covering News. Al has been a part of our industry for nearly 50 years and has graciously given us his permission to reprint this article.

## Ode To The Salesman

Through the years, I have read and written about people who chose selling as a career. I have been regaled with descriptions and essays and detailed accounts of the sales professionals, the practitioners of the oldest craft on the planet. Only courage allows him to cope with the vicissitudes and happenstance that visit this noble and dedicated purveyor of goods and services, who, in good times and bad, survives and flourishes by dint of patience, persistence and fortitude. The eminent playwright Arthur Miller immortalized the backbone, the mainstay of all companies in his epic work, "Death of A Salesman." His principal character, Willie Loman, was the antithesis of the successful salesman of today. I thought about this recently when I came across a treatise that described in poignant detail this often undeservedly maligned professional.

I'd like to share this characterization with you. The word portrait, author unknown, is titled, "What Is A Salesman."

"A salesman is a pin on a map to the sales manager, a quota to the factory, an overloaded expense account to the auditor, a bookkeeping item called 'cost-of-selling' to the treasurer, a smile and a wisecrack to the receptionist, and a purveyor of flattery to the buyer.

"A salesman needs the endurance of Hercules, the brass of Barnum, the craft of Machiavelli, the tact of a diplomat, the tongue of an orator, the charm of a playboy and the brain of a computer.

"He must be impervious to insult, indifference, anger, scorn, complaints and be razor-sharp, even after drinking until dawn with a customer.

"He must have the stamina to sell all day, entertain all evening, drive all night to the next town and be on the job fresh at 9 a.m.

"He must be good at story-telling and willing to lose at golf and cards.

"He wishes his merchandise was better, his prices lower, his commissions higher, his territory smaller, his competitors more ethical, his goods more promptly delivered, his boss more sympathetic, his advertising more effective and his customers more human.

"But he is a realist who accepts the fact that none of this will ever be.

"He is an optimist, so he makes the sale anyway.

"He lives or dies by the daily report.

"He rolls his days away in a tedium of planes, trains and cars. He sleeps his nights away in cheerless hotel rooms.

"Each morning he hoists onto his back the dead weight of last year's sales record and this year's quota and goes forth to do it all over again.

"Yet, for all that, he is absolutely certain that tomorrow will be better and there is nothing he would rather do, anybody he would rather be...than a salesman!"

I would guess that was written by a salesman. I would humbly add that not the pain of personal tragedy, nor the aches of a rebellious body, nor the impending doom of a career winding down, deter him, or her, from the day's rounds, nor diminish the dedication that "goes with the

## 2003 TRADE SHOW DEMONSTRATIONS

*Company Demonstrating  
Subject Demonstrated*

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All Purpose Adhesives  
V-Block Moisture Emissions Barrier

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Ardex/Henry  
New Adhesive Products

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Bengard  
Laminate Floor Mouldings

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Bullet Tools  
The Magnum Shear for  
Laminate & Hardwood Flooring

---

Carpet Shims  
Carpet Shims & Side Shims

---

Crain Cutter Corp  
New Installation Tools

---

Halex  
Proper use of Underlayment

---

M-D Building Products  
New Products

---

Mapei Corp.  
Wood Flooring Adhesives

---

N-C Carpet Binding  
Bobbinless Portable Carpet Binder

---

National Carpet Equipment  
New Flooring Equipment

---

Orcon Corp.  
New Carpet Seaming  
Techniques & Tools

---

Protecto Wrap Co.  
"Whisper Mat"  
Sound Control Underlayment

---

Super Stop  
Carpet Spot Remover

---

Surface Shields  
Carpet, Window, Floor  
and Dust Shields

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Taylor Adhesives  
New Adhesive Products

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USG  
"Fiberock" Brand Underlayment

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Workhorse Tradesmen  
New Products

***NEXT YEAR  
CELEBRATE  
OUR 10TH  
ANNIVERSARY***

**in**

***NEW***



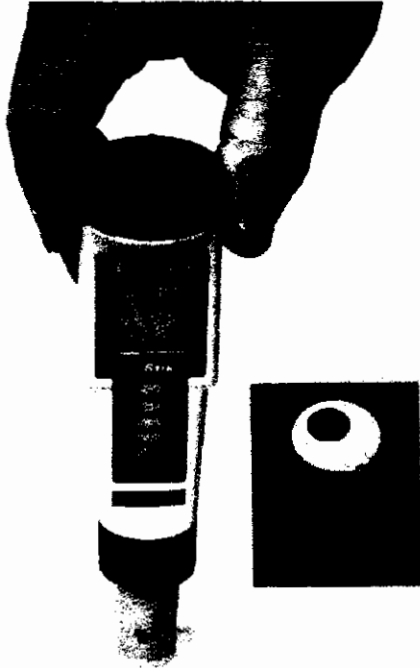
***ORLEANS!***

**at the**

**Hyatt Regency Hotel**

**October 14 -17, 2004**

# NEW PRODUCT ANNOUNCEMENTS



## New pH Meter

### Simplifies Concrete Testing

A handy, new pocket-sized tool from Taylor Tools allows installers to make quick, precise pH readings of concrete surfaces before applying new flooring.

The waterproof PH 100 Concrete pH Tester is the only such device that has a surface contact probe.

Easily calibrated, the PH100 is accurate to  $\pm .01$  pH and includes an automatic temperature compensation accurate to  $\pm 0.9^{\circ}\text{F}$  ( $0.5^{\circ}\text{C}$ ).

An easy to read LCD display includes the pH reading, temperature, battery indicator and other useful information. Powered by four SR-44 button batteries, the PH100 automatically powers-off after 10 minutes of inactivity.

## Taylor Tools Casts

### New Light On Seaming.

A new optional feature on seaming irons from Taylor Tools promises to help prevent seaming errors by providing illumination to the most critical area of the seaming operation.

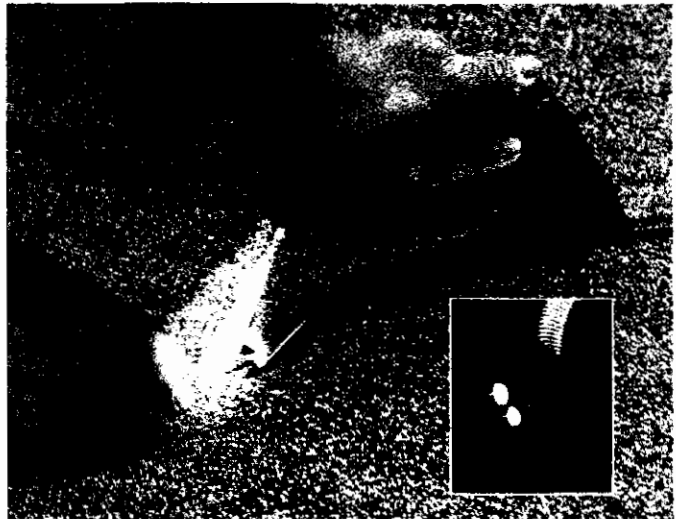
The "Nap Light" is a combination of floodlight and spotlight built into the handle of Taylor seaming irons. The tiny, yet high-intensity diodes are powered by the iron's 110V AC current and automatically light up when the iron is plugged in.

Ideal for closets and other poorly illuminated work areas, the "Nap Light" allows installers to clearly see the smallest details of the seaming procedure.

This optional feature is available on the complete line of Taylor Tools seaming irons including wide irons and the Tru-Trak Seam Weld iron.

For more information on both of these fine new tools contact: Keith Papulski, Taylor Tools. 10195 E. 47th Ave" Denver, CO 80239. Phone: 303-371-7667, FAX: 303-371-7669.

website: [www.taylortools.com](http://www.taylortools.com). Email: [kpapulski@taylortools.com](mailto:kpapulski@taylortools.com).



*FIANA wishes to welcome our Newest Members for 2003/2004*

**Manufacturers**

Chamlan Textiles .....	7/8/03
Modern Carpet Tools, LTD .....	7/8/03
Floor Line Design .....	7/25/03
Base King LLC .....	7/28/03
Foam Products Corp .....	7/28/03
Greiner-Perfoam GmbH .....	7/28/03
Innovative Energy .....	7/30/03
Sealflex Industries Inc. ....	8/8/03
Marizzaldi Mfg. & Development .....	8/11/03
Workhorse Tradesmen Products Inc. ....	8/11/03
D.S. Sifers Corp. ....	8/20/03
DeVault Enterprises .....	8/20/03
Carter Industries .....	9/11/03
Primatech .....	9/11/03

**Distributors**

Salesmaster Assoc. Inc. ....	7/30/03
William M. Bird Co. ....	8/4/03
Installers Supply .....	8/19/03
Golden Flooring Accessories Ltd .....	8/22/03
Wholesale Installation Supplies .....	9/11/03

**Director Resigns**

The Board of Directors regretfully accept the resignation of newly elected Vin Giardini effective immediately.

Vin who was elected as a distributor member to the board has resigned from Carpet Products/Belknap White to accept a position with ParaChem a manufacturing member. A change in affiliation, as covered by our by-laws, is deemed a resignation from the Board.

We wish Vin the very best in his new position and look forward to his continued support of FIANA.

The Board of Directors have elected to leave this position vacant until our next Convention in New Orleans in 2004. At which time we will elect 2 Manufacturers and 3 Distributors to the board. This will result in a the Board of Directors having 6 Manufacturer and 6 Distributor members, and this will accomplish what has been our objective.

If you have someone in mind you would like the Board to consider for these nominations, please send to FIANA, the name and a brief reason why you feel they should be considered via FAX or E-Mail.

# NEWS

## **FIANA NEWS**

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# FIANA'S

## **10th Annual Convention & Trade Show**

**October 14 -17, 2004**

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

**Start making your plans  
NOW!**

