

# Floor Installation Association of North America



Volume 3, No. 1  
2nd Quarter 2002



Objective: "Professionalism  
Through Education."



## The Best Is Yet To Come

This year's 8th Annual Convention and Trade Show in San Antonio promises to be the best ever.

We are planning to have some excellent

speakers. Last year in St. Paul we had the best group of speakers ever, according to those in attendance. It is regrettable that more of our attendees do not take advantage of the opportunity to attend the seminars and hear the speakers. All of us can learn something at every seminar.

### Are you growing and learning, or becoming stagnant?

I have been listening to speakers and

attending seminars for over 40 years in this industry and I always learn something. If you don't attend or if you don't learn something, it's your loss and maybe your competitors' gain. Our speakers are selected for their expertise on the subjects they present. The subjects are selected to help improve the professionalism of distributors and manufacturers. I'm always amazed at how many of our members don't feel they will learn anything by attending. I disagree with those members completely. When you stop your quest for learning and improving your business ability, I want to be your competitor!

### Keeping up and staying competitive

The world is moving fast, very fast in developing new and exciting ways of doing business. The old ways just will not succeed anymore. FIANA wants to present these very qualified speakers to keep our members growing in knowledge and the ability to succeed *Continued on page 8*

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## FIANA CONTRIBUTES!

by Jim Lee

FIANA is pleased to announce that by vote of the Board of Directors a contribution of \$20,010.88 was made on December 20, 2001 to the Salvation Army 9/11 Survivors Relief Fund. This contribution was designated for the survivors of all three locations attacked by the terrorist on September 11th, NYC, Washington DC and Pennsylvania.

Our recent FIANA News indicated this contribution was going to the Red Cross, however, after a polling of the FIANA Board of Directors it was decided by a wide majority to make this contribution for the survivors to the Salvation Army.

The Board of Directors would like to thank all of our members who participated in this effort.

## 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.

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Fran Lee, Administrative Assistant

# Enlightened Perspective

If you will take the time to read these, I promise you'll come away with an enlightened perspective. The subjects covered affect us all on a daily basis! They're written by Andy Rooney, a man who has the gift of saying so much with so few words. Enjoy... . . .

I've learned . . . that the best classroom in the world is at the feet of an elderly person.

I've learned . . . that when you're in love, it shows.

I've learned . . . that just one person saying to me, "You've made my day!" makes my day.

I've learned . . . that having a child fall asleep in your arms is one of the most peaceful feelings in the world.

I've learned . . . that being kind is more important than being right.

I've learned . . . that you should never say no to a gift from a child.

I've learned . . . that I can always pray for someone when I don't have the strength to help him in some other way.

I've learned . . . that no matter how serious your life requires you to be, everyone needs a friend to act goofy with.

I've learned . . . that sometimes all a person needs is a hand to hold and a heart to understand.

I've learned . . . that simple walks with my father around the block on summer nights when I was a child did wonders for me as an adult.

I've learned . . . that life is like a roll of toilet paper. The closer it gets to the end, the faster it goes.

I've learned . . . that we should be glad God doesn't give us everything we ask for.

I've learned . . . that money doesn't buy class.

I've learned . . . that it's those small daily happenings that make life so spectacular.

I've learned . . . that under everyone's hard shell is someone who wants to be appreciated and loved.

I've learned . . . that the Lord didn't do it all in one day. What makes me think I can?

I've learned . . . that to ignore the facts does not change the facts.

I've learned . . . that when you plan to get even with someone, you are only letting that person continue to hurt you.

I've learned . . . that love, not time, heals all wounds.

I've learned . . . that the easiest way for me to grow as a person is to surround myself with people smarter than I am.

I've learned . . . that everyone you meet deserves to be greeted with a smile.

I've learned . . . that there's nothing sweeter than sleeping with your babies and feeling their breath on your cheeks.

I've learned . . . that no one is perfect until you fall in love with them.

*Continued on page 3*

*Apologies to Terry Chamberlain, who was inadvertently omitted from the list of FIANA's directors in our last newsletter.*

# FIANA Position Statement on FCDA

For some time now, I have heard rumblings and rumors about the Floor Covering Distributor Alliance (FCDA). It appears these suspicions about the FCDA are beginning to influence how some people feel about FIANA.

I can assure you the wishes and desires of the FCDA do not have, nor will they have any influence over the Board of Directors of FIANA. This I can promise, as long as I am president.

It is my opinion that the members of the FCDA made a business decision they felt was good for the future of their companies. This has nothing to do with FIANA. While

some members of FCDA are members of FIANA, they are also members of NAFCD, CFI, FCICA and WFCA.

FCDA is not discussed at FIANA Board of Directors meetings, nor do I ever expect it to be. In addition, we don't expect there to be any conflict affecting FIANA as a result of FCDA's decision.

FIANA is dedicated to supporting ALL its members!

If you have any questions or concerns regarding this or any other issues, please call me at 1-888-883-4262 or e-mail me at [www.info@fiana.org](mailto:www.info@fiana.org).

Jim Lee, President, FIANA

## New Manufacturer Members

### Vexcon Chemicals Inc.

Contact: President, Darryl Manuel  
 Address: 7240 State Rd.  
 Philadelphia, PA 19135  
 Phone: 215-332-7700  
 Fax: 215-332-9997  
 Toll-free: 888-VEXCON-1  
[corporate@vexcon.com](mailto:corporate@vexcon.com)  
[www.vexcon.com](http://www.vexcon.com)

### IBF Tools LLC

Contact: Mike Flynn  
 Address: 2760 E. Main St., Ste. 106  
 Mesa, AZ 85213  
 Phone: 480-464-8501  
 Fax: 480-464-2104  
 Toll-free: 866-594-2885  
[mflynn@home.com](mailto:mflynn@home.com)

### Protecta Industries

Contact: Doug Holly  
 Address: 1611 2nd Street South  
 Nampa, ID 83709  
 Phone: 208-463-1200  
 Fax: 208-463-1299  
 Toll-free: 800-243-5437

### A. Richard

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 Berthierville, QC J0K1A0  
 Phone: 450-836-3766  
 Fax: 450-836-7456  
[richard.gervais@arichard.com](mailto:richard.gervais@arichard.com)  
[www.richardtools.com](http://www.richardtools.com)

### Sponge Cushion Inc.

Contact: Tom Gumm  
 Address: 902 Armstrong  
 Morris, IL 60450  
 Phone: 800-435-4062  
 Fax: 800-423-3557  
[info@sponge-cushion.com](mailto:info@sponge-cushion.com)

### Camie-Campbell, Inc.

Contact: Steve Hartley  
 Address: 9225 Watson Ind. Park  
 St. Louis, MO 63126  
 Phone: 314-968-3222  
 Fax: 314-968-0741  
[shartley@camie.com](mailto:shartley@camie.com)

## Enlightened Perspective . . . *(Continued from page 2)*

I've learned . . . that life is tough, but I'm tougher.

I've learned . . . that opportunities are never lost; someone will take the ones you miss.

I've learned . . . that when you harbor bitterness, happiness will dock elsewhere.

I've learned . . . that I wish I could have told my Dad that I love him one more time before he passed away.

I've learned . . . that one should keep his words both soft and tender, because tomorrow he may have to eat them.

I've learned . . . that a smile is an inexpensive way to improve your looks.

I've learned . . . that I can't choose how I feel, but I can choose what I do about it.

I've learned . . . that when your newly born grandchild holds your little finger in his little fist, that you're hooked for life.

I've learned . . . that everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it.

I've learned ... that it is best to give advice in only two circumstances; when it is requested and when it is a life-threatening situation.

I've learned . . . that the less time I have to work with, the more things I get done.

## Member Opinion

# Success requires teamwork between manufacturers and distributors

By **Charlie Brown**  
FIANA Director  
President,  
Victor Kemp Co. Inc.  
San Diego, CA

There are very few written agreements in our industry, but where they exist, they are very successful. Among the considerations that should be contained in an agreement are these:

Manufacturers should determine how many distributors and locations are needed in each geographic area they serve, then limit the number of distributors and locations so their product line has a value to the distributors.

In addition, the distributors should support the manufacturers by limiting the number of competitive lines they carry. For example: If a distributor carries six or eight lines of adhesives, they become the manufacturer's biggest competitor, not their supporter.

Successful sales require a team effort. When this happens, product lines become more valuable and profitable to both parties. Product knowledge is more readily acquired when lines are limited, and salesmanship is facilitated when product knowledge is complete.

Finally, distributors should sell to end users only, and not to other distributors who devalue the product line so that it becomes just another commodity product.

This is just one man's opinion, but it is shared by others. If you would like to comment or share your views, please respond. This is how we can make our industry better for everyone.

## Ten Reasons (plus one) to buy from a FIANA distributor instead of the "Big Box" retailer

This article was written by Jim Lee for the CFI Newsletter

*When I was asked to write an article for "The CFI Professional" giving the reasons why CFI professional installers should buy from distributors who are members of FIANA, instead of from the so called Big Box stores. I jumped at the chance. The reasons are many and not hard to determine. Let me tell you why I think you need a professional place to do business with as much as they need you.*



**First**, the inventory of floor installation products carried in stock by a typical FIANA distributor member is far larger than the Big Box stores.

This means one-stop shopping for all your floor installation needs. This saves you time, and time is money.

**Second**, the product knowledge and training available at a FIANA distributor member is much greater than you will find at the BIG Box stores.

**Third**, the FIANA distributor member has sales personnel who have the knowledge to assist you in making the proper choice of products to assure you of a successful installation.

**Fourth**, if you do have a problem on the job, who would you rather look to for advice – the clerk at a Big Box store or your local FIANA distributor member's salesperson?



**Fifth**, if it came down to it and you had to have a manufacturer's representative go out and take a look at the job, who do you think could get them out there the fastest – the Big Box store, or the FIANA distributor?

**Sixth**, if time is money – and certainly, in floor installation, it is – which place do you think you can get in and out of, and get on the job the fastest?

**Seventh**, Which one will help you select the proper products, help you get them all together and then help you load your truck – the Big Box store, or the FIANA distributor?



**Eighth**, which one offers invoicing and local credit, if justified?

(Continued on page 5)

**WHAT** *new products are out there, is happening with our members*

**Roberts introduces new tools**

Roberts™ recently introduced their new 10-222 **Super Senior Power Stretcher**. Engineered with ruggedness and reliability, the new Super Senior Stretcher offers enhanced features, making it a functional and versatile tool for contractors who need to stretch long runs of carpet on large commercial jobs. The largest stretcher to date, the Super Senior Stretcher stretches up to 60' of carpet with a 24" wide cast aluminum head. Swiveling up to 40 degrees in either direction, the removable head also features stop detents at 10, 15 and 30 degrees. Other features include:

- Large knob locking pin for easy adjustment at various angles
- Easy grip stretcher head handle
- Adjustable pin depth plate
- Optional 18" wide nap strip "cotton head" available for use with fine woven carpet
- Comes complete with three extra extension tubes, an 18" tail block and a T-shaped custom-fit ballistic nylon

carrying and storage case with wheels for easy transport

- Interchangeable tubes between Roberts old Senior Stretcher and the new Super Senior Stretcher

Roberts has also introduced two other new products: the **12" Vinyl Tile Cutter** and the **Professional Electric Stapler**. The tile cutter allows the installer to cut the length of 12" vinyl tiles or 9" X 9" tiles diagonally. It features a 45o miter guide for consistent, repetitive and accurate cutting. Designed with a clearly marked measuring guide, it also features a moveable cutting guide. Built-in casters provide greater maneuverability, and plug-in rubber feet give it added stability. Its slotted handle makes it easy to lift at the jobsite. This new tile cutter also includes a new blow-molded case and heavy-duty die cast aluminum base.

The new stapler has a no-slip handle for maximum comfort and control. It has a quick release bottom-loading magazine for fast and accurate reloading. With a highly durable body casting of heavy-duty aluminum, the 15-amp motor delivers more power to drive staples deeper. Its hardened driver mechanism shoots up to 84 20-gauge, 3/16" staples. And hard-to reach areas are a breeze with this stapler's compact design and extra long power cord.



Super Senior Power Stretcher



12" Vinyl Tile Cutter



Professional Electric Stapler

**Ten Reasons . . .** (Continued from page 4)

**Ninth**, does the Big Box offer evening seminars occasionally with instructors from the product manufacturers to improve your professionalism? The FIANA distributor members do.



**Tenth**, day in and day out the price of comparable products will be virtually the same wherever you elect to shop – Big Box or the local FIANA Distributor. The difference is in what you get for your money! There will be times the price may be better one place or the other. But, for day in-day out availability, professional service, selection and appreciation for your business, you can't beat a FIANA Distributor Member!



Last but not least, when professional floor coverings installers deal with professional FIANA distributors, they are making a sound business decision!

The next time you need floor installation supplies –think about it – and you'll end up at your local FIANA distributor.

**Oops! We goofed in the last issue!**

We overlooked a manufacture member who exhibited with us in St. Paul. Our most sincere apologies to **Marshalltown Trowel!**

# More member benefits in the works

Arthur J. Gallagher & Co. has been endorsed by FIANA to look into increasing members' benefits through a group property and casualty insurance program. Many of you may have met with representatives from Gallagher at our 2001 convention. Rick Boynton, an area vice chairman, is working along with Ron Youngdahl, Sara Gardner and Angie Noon to offer a broad property and casualty program to members, along with government and DOT compliance services (huh?). Initially, this program would only be available to the distributor members, as the manufacturers present quite different risks, and would require their own separate program. If the distributor program takes off, Gallagher will then look into a similar deal for the manufacturer members.

Gallagher is the 4th largest public broker and specializes in association programs for many types of businesses. For example, McDonalds restaurants use one of their programs. After the insurance marketplace has had sufficient time to settle down after the Sept. 11 WTC attack, Gallagher will begin meeting with top insurers and putting the framework in place to offer our members a broad and competitive program. Our hope is to save you money and possibly include a dividend program for good experience, which will return premiums to you.

Gallagher is also a big writer of group benefit plans and has local offices all across

the country. This type of coverage is difficult to combine (with what?), but feel free to contact Rick, Ron or Angie if you would like a local office of Gallagher to give you a second opinion (who has given the first opinion?) in this area.

In the coming months, marketing people from Gallagher will be in contact with you to develop underwriting information necessary to build and price an association program. Please assist them as much as possible so we can get a program in place this year. This would, of course, be optional. You will decide, based on the value, if you would like to sign on. Also, all of the information you provide Gallagher will be held strictly confidential, and nothing will be shared between members.

Gallagher has claims and underwriting offices nationwide, and can offer local professional service. We are confident that this added benefit for our members will enhance the value of your membership with FIANA.

In the meantime, if you would like more information, please contact the above team members at 952-944-8885, or e-mail them at :

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angela\_noon@ajg.com

Also check out their corporate web site at [www.ajg.com](http://www.ajg.com). We have also placed a link to their site on our homepage.

## 8th Annual Trade Show Exhibitors

Booths for 2002 Trade Show in San Antonio  
(Reserved as of February 25)

Advanced Adhesive Tech	Chemrex	W.W. Henry	Roberts/QEP
American Biltrite	Crain Cutter	Heritage Cutlery	Roppe
American Safety Razor	Dancik International	Johnsonite	Seam Master Ind.
AMCO/Color Caulk	Dritac Adhesive	Laser Products	Shur-Fast Fasteners
ARDEX	E-Z Cut	M-D Building Products	Sinclair Equipment
Bengard/Loxscreen	Filmtech	MAPEI	Stoler Industries
Burke Mercer	FLEXCO	Mercer Abrasives	Surface Shields
C-Cure	Flextherm	N-C Carpet Binding	Taylor Tools
CST/Berger	Fortifiber	No-Muv	W.F. Taylor
Camie-Campbell	Futura	ORCON	Texas Cement
Capitol	Gundlach	Para-Chem	Titan Labs
CHAPCO	Halex	Poly-Tak	XL Corp.

# Tips for a more effective organization

## On Customer Service

We are all in customer service, but sometimes we forget.

A friend (I'll call her Liz) recently had a negative experience at a doctor's office and now dreads going back. The problem was not with the doctor but with the attitude of the nurse and receptionist. They came across as uncaring. It all boiled down to perceptions. The nurse and receptionist came across as being more concerned with the rules and procedures than with helping Liz with her concerns.

So Liz left frustrated and feeling badly about the encounter. Liz is not a difficult person, and it would not have taken much effort on the part of the nurse or receptionist to have created a positive outcome for her. The interesting thing is that this happened at a female specialist center that is promoted as a warm and caring place.

## Moment of Truth

Jan Carlson, chairman of SAS Airlines, once said a *Moment of Truth* occurs anytime a customer interfaces with you or your organization. We have lots of opportunities each day to handle moments of truth with our internal and external customers. It happens when we pick up the phone to answer a call or when we greet someone at the receptionist desk. It happens when we make commitments and follow through, or don't. Maybe one of the most telling moments of truth is when we deal with problems and complaints or difficult customers. The customer develops an impression of us by the way he or she feels after each moment of truth.

Moments of truth have positive or negative outcomes for the customer. When a customer has a positive experience they tell up to four people. When a customer has a negative experience they tell 8 to 20 people. Those people might tell another 8 to 20 people. They in turn might tell another 8 to 20 people. That's a potential 8000 people hearing bad things about your organization just because someone dropped the ball on providing good service.

**Tip:** List examples of moments of truth that occur with your customers in your job (both internal and external customers). Which ones had positive outcomes? Why? Which ones had

negative outcomes? Why? What could you have done to change the results? Also, do this exercise with your team or office staff to get everyone thinking about ways to improve service delivery.

*Remember that a customer wants to walk away feeling good about the encounter – like he or she was appreciated. That will lead to customer loyalty. But it takes everyone doing his or her part, because we are all in customer service.*

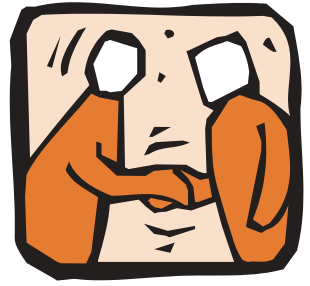
## On Continued Learning

Last summer I invested more than 55 hours of my time, not to mention lots of money, attending training classes. And it was a great investment. After teaching and facilitating sessions in front of groups so often, it was a delight to sit in sessions where I could concentrate on being a learner. The interaction with instructors and fellow attendees always has a positive impact on my life and business. I've had a positive experience every time I have attended training sessions. Even if the training itself isn't outstanding, I've almost always learned something useful from other participants. We all need to attend training regularly (I believe we all should get hugs regularly too, but that's a different topic).

When was the last time you stopped chopping down the forest to sharpen your ax? For success and survival we all need to have a well-honed set of skills on which we continually improve and build. Training is an opportunity to be reminded of things we already know and an opportunity to add to our current base of knowledge. It works for me and I'll bet it will work for you too.

## Tip: Stay in school.

Look for opportunities for training. They may come in the form of classes offered by manufacturers, but look also for other ways to keep learning. Sign up for classes outside of work, find a mentor, hang with people who have skills you would like to have. Go online, read books, listen to tapes (I keep books on tape from the library in my car. I listen to them on trips and while driving around town.) Take responsibility for your continued growth. As McDonald's founder Ray Kroc used to say, "We're either green and growing, or ripe and rotten." Stay green.



By Ben Adkins  
Adapted from  
"Two Minute Tips,"  
a monthly  
e-newsletter.  
To subscribe, visit  
[www.trainingspeaking.com](http://www.trainingspeaking.com)



## FIANA NEWS

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## Join us in San Antonio this fall

*(Continued from page 1)*

where others fail. Our speakers this year in San Antonio will be selected to motivate you, to educate you and to keep you up to date on the latest in business techniques. Plan now on joining all your fellow members in San Antonio for FIANA's 8th Annual Convention & Trade Show. This year we have a new twist to encourage attendance of Distributor Member sales people. Watch for it in your convention registration mailing the first of July.

