

# Floor Installation Association of North America



Volume 2, No. 1  
2nd Quarter, 2001



Objective: "Professionalism  
Through Education."

## INSIDE

Manufacturers & Trade Shows . . . . .	2
Distributor Profile . . . . .	3
Manufacturer Profile . . . . .	4
Who . . . . .	5
What . . . . .	5
Where . . . . .	5
FCICA Convention . . . . .	6
National Floor Covering Month . . . . .	7
Trade Show 2001 . . . . .	8

## Saint Paul 2001

**We are well into planning for our 7th Annual Convention & Trade Show, coming September 26-30 at the Radisson Riverfront Hotel in beautiful downtown Saint Paul, Minnesota.**



At that time of year, the weather should be very nice and the colors should be changing. We hope you are planning to join us and bring your key employees along.

We are beginning to line up speakers for our program and have already secured a top-notch speaker/entertainer for our Opening Session on Thursday morning at 8:30 a.m. to get us off to a great start. In addition, we have an industry speaker lined up for our Saturday night dinner. He is the chairman of the board of one of the largest manufacturers in the floor-coverings industry. You certainly will want to hear what he has to say about our industry and distribution. Between these two, who will open and close our

7th Annual Convention & Trade Show, we will have speakers on a wide range of important topics to you personally, as well as to your business now and in the future.

Some of the topics we're working on include customer service, success for you, managing for profit, generation why, Internet-interaction, forming the team, the FIANA interactive web site . . . and more! More details to come in the next newsletter.

It's going to be a very full, well-rounded program. Something for everybody to take home and put into immediate use.

Improve yourself and your business. Join us in Saint Paul. Your registration packets will go in the mail around the first of July. Look for them!

## 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.

### 2001 Officers & Directors

Jim Lee, President

Dave Bolton  
Tom Duffy Company  
P. O. Box 1645  
Suisun, CA 94585-4645  
1-707-863-8300  
FAX 1-707-863-8339  
WATS 1-800-397-3404  
USA

Terry Chamberlain  
Brolain Distributors Ltd.  
1731 Bishop Street North  
Cambridge, ON N1T1N5  
1-519-740-9311  
FAX 1-519-740-1171  
CANADA

Steve Chase  
Mapei Corporation  
1144 E. Newport Center Dr.  
Deerfield Beach, FL 33442  
1-954-485-8575  
FAX 1-954-485-9081  
WATS 1-888-300-4422  
USA

Mike Drinkard \*\*  
Crain Cutter Corp.  
1155 Wrigley Way  
Milpitas, CA 95035-5426  
1-408-946-6100  
FAX 1-408-946-4268  
WATS: 1-800-538-7810  
USA

Bruce Grachek  
Hanks Specialties, Inc.  
1471 1st Avenue, N.W.  
New Brighton, MN 55112  
1-651-633-5020  
FAX: 1-651-633-8723  
WATS: 1-800-444-2657  
USA

Kevin Haughey  
Carpet Products/  
Belknap White  
111 Plymouth Street  
Mansfield, MA 02048  
1-508-337-2700  
FAX 1-508-337-6495  
WATS 1-800-556-3877  
USA

Jim Keenan  
Desoto Sales  
20940 Lassen Street  
Chatsworth, CA 91311  
1-818-998-0853  
FAX 1-818-998-7542  
USA  
[JimPKeenan@aol.com](mailto:JimPKeenan@aol.com)

Steve Kleinhans  
Big D Carpet Supply  
7412 Anaconda Ave.  
Garden Grove, CA 91766  
1-714-894-3934  
FAX 1-714-898-1810  
WATS: 1-800-231-1239  
USA

Dan Lee  
Professional Flooring Supply  
5350 Airport Freeway  
Haltom City, TX 76117  
1-817-834-4737  
FAX 1-817-568-0817  
WATS 1-800-772-2706  
USA  
[dan@professionalflooring.com](mailto:dan@professionalflooring.com)

Jim Reynolds  
Exclusive Floor Supply  
4303-H Pleasantdale Rd  
Doraville, GA 30340  
1-770-840-7900  
FAX 1-770-840-0035  
USA

Frank Sinclair \*\*  
Sinclair Equipment Co.  
6686-A Merchandise Way  
Diamond Springs, CA 95619  
1-530-626-9386  
FAX 1-530-626-5144  
WATS 1-800-624-2408  
USA

Doug Tjaden  
Keystone Installation Supplies  
Bonair Ind. Center 66 Ash Cir.  
Warminster, PA 18974  
1-215-443-8838  
FAX 1-215-443-0507  
USA

\*\* Indicates Manufacturer

### Staff

Fran Penniston, Administrative Assistant

## Letter from Director Dan Lee

# Manufacturers and Tradeshows

As a member of your board – and I am honored to serve, we have a responsibility to write an occasional article for our newsletter. That certainly does not mean I have any particular qualification or uncommon wisdom! It speaks more to the need to assign the responsibility to someone, if you are going to get anything done in an association. However, all of us in FIANA do have a great deal in common.

Every year we get together and share experiences and ideas about our industry and our business. We consider the time well spent, and look forward to the convention every year. We also have a trade show, which features the best our industry has to offer.

Last year in Kansas City, while working the show, I was struck with a couple of observations:

- Many manufacturers really do not consider this a show, but an obligatory appearance. It is a shame they spend all the time and money to get everything and everybody there but they don't really use any imagination or creativity with showing their products.
- Many manufacturers did not even bring a promotion or special for me to take advantage of. I heard more than once "this is not a buying show," and I wondered, "then why did you bother to come?"

Many of us do go prepared to buy and, I believe, with a little showmanship and imagination, more of us *would* buy. Even the most experienced and well-heeled of distributors appreciates and enjoys a well-planned and enthusiastic presentation. At many of our round tables we hear that the manufacturer's representative, with a few exceptions, is not considered an asset by distribution. Perhaps it goes beyond the representative. Who injects enthusiasm into the sales representative? Could it be the management? Ever hear of "lead by example?" If you send a salesman to a show with a notepad and a flip chart for presentation and don't give him a promotion or a single bell or whistle, is he at fault because he can't spark enough enthusiasm to write an order? I think not. More likely he will be politely passed up for a more entertaining and better prepared presenter.

I speak from experience! I bought products from a couple of manufacturers we would never have considered had they not given an inspirational performance as well as a monetary incentive.

So why does it matter to me? Because enthusiasm sells, and because everyone who works for us takes their cue from our manufacturers and their sales people.

To those of you who do bring specials and enthusiasm to THE SHOW, thank you! Maybe it will rub off on your colleagues next year. In the meantime, it does wonders for us.

*Dan Lee*

President

Professional Flooring Supply of Texas

## Distributor Profile

# Big "D" Floor Covering Supplies



In most parts of the country, Big "D" means Dallas, Texas. However, in the southwest U.S., it means BIG "D" FLOOR COVERING SUPPLIES. It was not always this way! Thirty-four years ago, Frank and Lou Daffren opened a floor installation supply business in a 900 sq. ft. building at 1105 Artesia Blvd. in Long Beach, California. At that time, there were not many distributors specializing in floor installation supplies. Most floor covering distributors carried some installation supplies, but it was certainly not their major product line. It was usually carpet and/or vinyl flooring material. Big "D" was one of the first in the Los Angeles basin to specialize solely in floor covering installation supplies as their only product line. They did not carry any floor covering material.

In order to get customers in the door, Frank would literally stand on the street and flag down installers who came driving by. Then, through these initial contacts, word of mouth began to spread the word about the new distributor who sold only floor installation supplies and provided installers with everything they needed at one stop. The other floor installation supply distributors were over an hour away in either Los Angeles or Orange County. The availability of a complete line of floor installation products locally was much better for the installers. Over the next few years Big "D" grew steadily.

By 1976, Big "D" had opened branches in Lawndale, Downey and Westminster, all within 30 minutes of the original (and main) location in Long Beach, which by this time had expanded to 2000 sq. ft. Annual sales were now in the mid-six figures. Their concept of setting up small, conveniently located branches near the floor coverings dealers in an ever-increasing circle was working. They had no outside salespeople calling on the dealers or flooring contractors, while the other distributors worked through their outside salespeople, who tried to get the dealers/contractors to stock floor installation material and, in effect, be sub-jobbers for the distributor. Once the floor installation supplies from Big "D" became locally

available, the sub-jobber situation just did not make financial sense to the dealer/contractors and Big "D" took over the responsibility of having floor installation supplies for the installers readily available. The dealer/contractors no longer had to inventory these items or keep up with them.

By 1976 Big "D" had reached a point in its growth that the Daffrens decided they needed to bring in someone with marketing and sales experience to help them continue to grow. As neither Frank nor Lou Daffren had any experience in this area, they chose Bob Kleinhaus who, for 11 years, had been with the Roberts Company in various positions of sales and marketing management. Bob was the perfect choice to fill the position. Upon joining Big "D", Bob immediately began calling on the larger dealers/contractors and telling them about Big "D". Most had heard of Big "D" by this time, but really didn't know much about them. His approach worked well and Big "D" continued to grow, but at a much faster pace.

It soon became apparent for this growth to continue, additional help would be needed, especially in the areas of financial controls and operations. In 1983, Steve Kleinhaus left his position with a bank in Illinois and joined Big "D". His education and experience in finance made him the ideal candidate for the position of Secretary/Treasurer, which he soon assumed. A few months later, Wade Jackson also joined Big "D" with the responsibility of designing and opening new locations. Along with Bob, he also had outside sales responsibility. Now the team was complete and ready to continue Big "D"'s growth.

By 1985, four additional branches were opened and Big "D" had moved its main location into a 10,000 sq. ft. location in Garden Grove, California, while keeping the original location as a branch. By now Big "D" was delivering floor installation products to the dealer/contractors that Bob and Wade were calling on. The sales volume was now in the seven-figure range. About that time, Big "D" opened additional locations in San Bernardino, Santa Anna and Laguna Hills. The Downey store

*(Continued next page)*

## Manufacturer Profile

# Crain Cutter Company, Inc.



Crain Cutter Company was started in 1950, in the back of Crain Linoleum & Shade Shop, by Millard Crain, Sr., who invented and produced an improved tile cutter. In 1954, the companies separated, as the potential of the floor tool business was realized. The tile cutters were like a “better mousetrap” – much improved over other makes.

Customers heard of the improved *Crain Cutters*, and success followed as word spread about the new tile cutters. Sales of cutters were made to floorcovering accessory distributors, some of whom are still customers today.

The company grew, and now employs about 100 skilled employees. Hot melt carpet seam tape was added to the product line in 1993.

The company is housed in a new, modern 112 thousand square foot facility.

Included are departments for producing tools and seam tape, with facilities for a machine shop, shipping department, assemblies, metal finishing, and offices with departments for CAD tool design and in-house graphic arts.

As a founding member of FIANA, Crain Cutter Company was an early supporter of Jim Lee and his efforts to organize FIANA. Buz Crain and Mike Drinkard have served on the FIANA board, and participate every year in the trade show, where new products are introduced.

Millard Crain, Jr., and Lance Crain now own the company. Both are active in the daily affairs of the business.

**“We believe in producing a quality product, selling it at a fair price, and delivering it as quickly as possible.”**

As FIANA members, the management at Crain hopes to grow in the future, along with this industry and FIANA. “We believe in producing a quality product, selling it at a fair price, and delivering the product as quickly as possible.”

## Big “D” . . . (Continued from page 3)

was moved to Santa Fe Springs and the Westminster store was closed, as it was close to a new 32,000 sq. ft. Garden Grove location.

In 1989, Big “D” expanded for the first time out of the southern California basin into Arizona, opening a location in Phoenix, with Jim Brugman as partner-manager. Jim had been working for North Brothers in Phoenix as manager of the floor installation supply department of that company. Jim had been with North Brothers for 28 years and had a good following with the local installers and with Big “D”’s method of doing business. Phoenix became an immediate success. Arizona began to grow rapidly. Jim’s son Jeff joined the company at the same time. Jeff took over as partner-manager of the Phoenix operation after his father’s

unfortunate death, and today that business continues to grow.

As the business grew, another location was added in Tucson, with Lonnie Clinkingbeard as partner-manager. Lonnie had 22 years experience with North Brothers. In 1999, the Phoenix operation was moved into a new location with 62,000 sq. ft. Today there are 10 Arizona locations.

In 1994, Big “D” ventured out again and established a branch in Albuquerque, New Mexico. It continued its expansion in 1995 with a branch in Las Vegas, Nevada.

As of today, there are 28 Big “D” locations and volume continues to increase. From its “Mom and Pop” beginnings in 1967, Big “D” has become a multi-location, multi-state company. They are obviously doing something right.

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

**Laticrete's** distributor in Hong Kong, BSC, celebrated their 30 year "Pearl" anniversary in July with the opening of their Mega Store in Wanchai on the colour.living theme. A "Pearly" dinner followed the opening.

Distributors from **Laticrete's** Asia Pacific Region attended a technical conference in Singapore at the end of October. Participants were addressed by Richard Goldberg, AIA, previously Director of Technical Services at Laticrete's US head office, now an independent forensic consultant on topics ranging from staining of natural stone to modulus of elasticity of tile adhesives. In addition, participants brought case studies involving unusual or problem tile or stone installations to share with the group and to discuss in open forum.

Who is moving around, is being promoted, is being

**Keystone Installation Supply** is happy to have added **John Bowling** to their staff as Regional Sales Manager. John was previously employed as the head of installed sales for the Montgomeryville, PA Home Depot and he brings over 30 years of commercial installation experience to Keystone's sales force.

**TEC Specialty Products, Inc.** of Palatine, Illinois, has appointed **Dan Fisher**, CSI, CDT, as Western Regional Manager for the company's wholesale tile and flooring group. Announcing Fisher's appointment was Tom Cassutt, TEC National Sales Manager, Wholesale Products.

As Western Regional Manager, Fisher will coordinate TEC's sales efforts throughout the 13 states west of the Rocky Mountains. He joined TEC as Territory Manager in 1997, serving tile installation professionals and architects in Washington, Oregon, Idaho, Montana, Alaska and western Wyoming. Based in Olympia, Washington, he has over 22 years of experience in the building products industry.

"Dan's expertise in serving tile installation professionals and architects has been demonstrated by the growth of ceramic tile and flooring installation product in his territory, said Cassutt. "He is an asset to our organization and the industry overall."



**Dan Fisher**  
Western Regional  
Manager  
TEC Specialty Products

WHERE are they, have they changed facilities, added distributors, expanded

The past year has been one of growth for **Keystone Installation Supplies**. They began last year by hiring the consulting firm of Atlantic Management Associates. With the continued upward swing in business, Keystone needed to reevaluate their infrastructure to be able to meet the needs of their customers. The completed project has yielded several major changes at Keystone.

They are in the process of building a new warehouse for the Philadelphia branch to take that facility from 6,000 sq. ft. to 10,000 sq. ft.

In anticipation of the completion of the building, they will bring the branch computer system online with our main location.

Keystone has also added two more trucks to the fleet, a conventional box van and a 24' box truck to handle any delivery need. Keystone's main branch in Warminster will undergo a major warehouse "face lift" in early February. This is being done to maximize available space and help the "flow" of daily routine.

---

# FCICA Convention 2001 Focuses on Education in the Big Easy

The floor covering installation industry's best and brightest will arrive in New Orleans to attend the Floor Covering Installation Contractors Association (FCICA) Convention March 27-31, 2001.

The theme of this year's convention is *Investment in Learning*. "The convention's agenda will focus on education and the technical aspects of the floor covering industry," says FCICA Executive Vice President Kimberly Oderkirk. "Convention attendees can expect discussions on all aspects of the business: from pattern carpet installation to resilient floor covering installation issues, to moisture emissions testing to ideas for recruitment and retention of employees."

Headquarters for Convention 2001 will be the Chateau Sonesta, located at the corner of Bourbon and Canal Streets in the French Quarter. Keynote speaker Werner Braun, president of the Carpet and Rug Institute, will kick off the convention with "Barriers to Profitability and growth: The CRI Vision." Educational sessions will include "Carpet Never Lies: Interpreting Carpet Problems and Solutions to Correct them," presented by Lew Migliore of LGM Technical Carpet Services; "Installation Efficiencies," facilitated by Phil Ashley of Bonitz Flooring Group and Bill Becker of Becker Brother, Inc.; "Resilient Floor Covering Installation Issues," a panel discussion with Pete Austin of Lonseal, Christopher Capobianco of Toli International and Larry Press of Para-Chem and "Failures Over Concrete Floors."

A feature at this year's convention, "Pattern Carpet Solutions," will be a panel discussion between the carpet mills and the installation companies. Moderated by FCICA Chairman David Meberg, experts from both sides of this issue will discuss types of pattern carpets, seaming techniques, direct glue vs. stretch-in and much more.

Topics for this year's roundtable discussions will include "Collection and Credit Procedures," "Proper Adhesive Selection and Warranty," "Recruitment

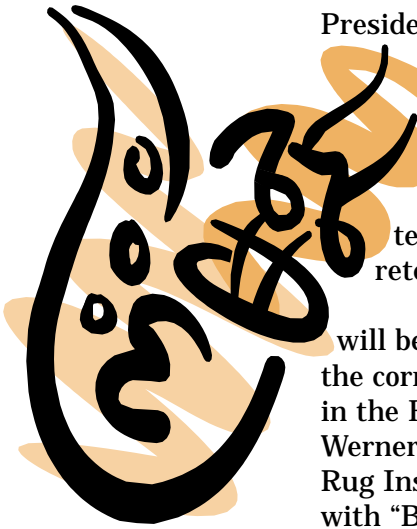
and Retention of Employees," "Implementing the Floorcovering Installation Training Program (FIT)" and "Moisture Emissions Testing." Each roundtable will have a facilitator who will report the findings of their table later in the week. FCICA is pleased to announce that facilitating the "Moisture Emissions Testing" roundtable will be Howard Olansky, Senior Editor of National Floor Trends Magazine.

Other topics and events in this education-packed convention include an associates' member table-top trade show, demonstrations on carpet backing systems, honorary member presentations, Chairman's Reception, Manufacturers' Reception, committee meetings and the Great Mardi Gras Masquerade Final Night Dinner. Contractors attending may even take home a Panther® 6250 stripping machine or an I.Q. Spray Jr. spray adhesive machine. Both will be raffled during the Convention.

For those who want to learn more about New Orleans and have some fun, tours during the week will include Oak Alley Plantation Tour, French Quarter Walking Tour with Hermann-Grima House Cooking Demonstration, Circling the Crescent City Garden Tour with lunch at Commander's Palace, Golf at Lakewood Country Club and Cruisin' the Bayou Seaplane and Swamp Tour.

FCICA has planned a convention where attendees can focus on the issues affecting their company's bottom line. Join FCICA as it makes an "Investment in Learning."

FCICA, headquartered in West Bloomfield, MI, is an international association organized to promote and protect the best interests of floor covering contractors, large and small. Founded in 1982, FCICA's goal is to raise the level of professionalism, competence and effectiveness of contractors in the industry through education, networking and innovation. FCICA currently has members in 33 states and in Bermuda, Guam, Puerto Rico and Canada. For more information about FCICA, you can explore the website at [www.fcica.com](http://www.fcica.com) or contact the office at 877-TO-FCICA.



# National Floor Covering Month focuses on floor covering as fashion item

There is a major industry-wide campaign underway to draw attention to floor covering as fashion, focus attention on the floor as the primary starting point for home decorating projects and generate additional floor covering sales.

The vehicle is "National Floor Covering Month" which has been designated for April 2001. Under the umbrella theme "Look Down For A Change", the WFCA is calling on all retailers, distributors and manufacturers of floor coverings to jump on the bandwagon and focus their energies to work together in a unified effort to draw more consumer attention to floor covering as a discretionary income purchase.

## Why this theme?

"We chose the theme 'Look Down For A Change' because no matter how you interpret it, the message creates a positive call to action and focuses attention on the floor," stated WFCA CEO Chris Davis. "It also is the type of theme that can be easily adapted to existing and planned advertising and incentive programs of manufacturers, distributors and retailers," Davis said.

## How will it be used?

According to Davis, the primary focus of the public relations component of the campaign will include: "shelter" magazines (e.g. *Metropolitan Home*, *House & Garden*, *American HomeStyle & Gardening*, *House Beautiful* etc.), women's magazines (e.g. *Redbook*, *Family Circle* etc.), larger metropolitan daily newspapers with home decorating or home improvement sections, and neighborhood shopper publications, the latter which would receive feature stories on floor covering. The objective is to have as many stories as possible focusing on floor covering, all running during the month of April. The public relations effort has already commenced.

The advertising component will be on display to consumers all during the month of April. The WFCA is encouraging anyone involved in floor covering to utilize the "Look Down For A Change" logo in their advertising that will appear that month. Efforts also are

being made to tie in special promotions and incentives by manufacturers and distributors with the National Floor Covering Month campaign, and suggested ad mattes are in development.

Why is National Floor Covering Month important for FIANA members?

"This is a unique opportunity for the entire industry to focus their collective energy to increase the reach and frequency of our message to the consumer and at the same time each promote their individual products and brands," Davis stated. "This is truly a 'win-win' situation for all involved."

## Who is involved?

A partial list of the flooring industry firms who will be participating in the program include Shaw Industries, Mohawk Industries, Beaulieu of America, Mannington Mills, Carpet One, Abbey Carpet Co., America's Carpet Gallery, Stone Mountain, ProSource, Carpets Plus, Carpenter Company and Misco-Shawnee.

"Just as Surfaces® became a defining marketing event for the floor covering industry, we anticipate building this National Floor Covering Month promotion into an annual marketing opportunity to drive consumers into floor covering stores and generate significant sales," Davis stated.

The program is being developed as an industry service for the entire industry to utilize, and membership in the WFCA is not a requirement to participate.

## Count yourself in!

FIANA members can obtain the "Look Down For A Change" National Floor Covering Month logo materials by visiting the WFCA website, [www.wfca.org](http://www.wfca.org), and clicking on the "Look Down For A Change" icon. The logos can be downloaded in either Mac or PC format. Or contact the SFCA at 1-800-624-6880.



**APRIL  
IS NATIONAL  
FLOOR  
COVERING  
MONTH!**



FIANA NEWS  
P.O. Box 5505  
Granbury, Texas 76049

Phone 1 (817) 326-2615  
Toll Free 1 (888) 883-4262  
1 (888) 88-FIANA  
FAX 1 (817) 326-4097  
e-mail: [info@fiana.org](mailto:info@fiana.org)  
[www.fiana.org](http://www.fiana.org)

## Biggest Trade Show Ever!



This year's trade show in Saint Paul is shaping up to be our biggest ever. As of now we have commitments for over 85 exhibit booths and expect to have more than 115 by May. All exhibitors are encouraged to introduce new products and promotions at the FIANA Trade Show. Distributors are requested to bring purchase orders and be prepared to take advantage of all the specials offered. Let's make this a place to do business and strengthen the Manufacturer and Distributor relationships. Together we can improve this relationship and the professionalism of our segment of our industry.

So whose newsletter is this, anyway?

*It's yours, that's whose!*

**And we need your help building it.** This is our third issue. We thought that by now you'd get the hint . . . but maybe we need to come right out and tell you. The best way to let others in our industry know what's going on with your business is to ***Let Us Know!***

- If you have a new product, ***let us know!***
- If someone at your company has been promoted, or changed positions, ***let us know!***
- If you've added locations, or moved, ***let us know!***
- If you have a great way to do something, ***let us know!***
- If there is something you think would make this newsletter more valuable to you, ***let us know!***

***This organization isn't just about board members and staff -- it's about you! We want your assistance! Help us make this YOUR newsletter!***