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Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com



Your *Hardwood* Destination

The Hardwood Destination from Shaw HS is scheduled to begin shipping October 10th!

This statement display features a versatile selection of trending styles and proven classic looks from Shaw Hard Surface.

This will be an eye-catching, go-to display for all consumers who enter your store! This collection features 46 SKU's and includes the newest products from Shaw's Epic⁺, Shaw Engineered Hardwood, as well as Anderson Hardwood!

Display:

- Large 20" x 30" sample boards
- Easy to shop swing arm construction
- Two Story Boards
- Shaw Engineered Hardwood & Anderson products have decorative front medallions

Features:

- Shaw Epic⁺ - 24 SKUs
Lifetime Residential/5 yr Com.
- Shaw Engineered HW - 14 SKUs
50 yr Residential/ 5 yr Com.
- Anderson - 8 SKUs
50 yr Residential
- Hickory, Maple, and White Oak

Fill this out to order:

Member #: _____
 Contact: _____
 Store Name: _____
 City _____ State _____
 Signature: _____

Fax order form to Ann Moore: (770) 528-0221



Dimensions: 53" w x 21" d x 81" h



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COLORTILE

Cushioned Resilient Flooring

Earn \$1 per yard for your charity the entire month of October by selling any of the listed qualified products from IVC

Value-Oriented Glassback Collection

Features:

Collection contains three individual qualities based on value and performance.

- Daybreak (Choice) – 5 Yr Residential
- High Noon (Select) – 7 Yr Residential
- Nightfall (Elite) – 10 Yr Residential

Display:

- 22"x15.75" bed samples
- Hook for 15"x15" strap set
- Product Line – Limited Distribution in the market
- Compact footprint containing go-to sheet products

\$79 FOB
Dist.

Water • Mold • Mildew Resistant
 QuickClean Wear Layer
 Scuffs • Scrapes • Stains •
 Indentation Resistant



Fill this out to order:

Dimensions: 24"x24"x72"

Member #: _____
 Contact: _____
 Store Name: _____
 City _____ State _____
 Signature: _____

Fax order form to Ann Moore: (770) 528-0221

Promotion only applicable to Shop for the Cause Participants



Please welcome Debbie Oxos to the team! She will now be our National Accounts Manager for IVC

Debbie has worked in the Flooring Industry for 20+ years. First working for Armstrong as a sales rep for Washington and Alaska territories, and then was promoted to Operations Manager covering the Eastern Great Lakes and later the West Coast. When her team was dissolved, she decided that the best move at the time would be to work for Shaw as a territory manager. She then began working for IVC 5 years ago; her original position was a direct rep that called only on the CCA accounts. An opportunity came up to move to the distribution team so she jumped on it, and started calling on Wanke Cascade and Hughes Western. She will continue to call on distribution while she takes on this new opportunity with CarpetsPlus COLORTILE and managing national accounts. She is very exciting to meet everyone and helping our members grow with IVC. Her hobbies include spending as much time as she possibly can at her family's cabin kayaking and fishing. She also spends far too much time researching players for her fantasy football league hoping that she will pick the perfect player that will get her to the championship!

Summit 2016 – SP Floors in Pittsburgh, PA



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The Weather could not have been more ideal. Sunny, 70's, all in a beautiful setting.

For **Opening Night**, the Gateway Clipper Ferry ride from the dock at our hotel to PNC Park showcased the rolling hills and long-gone steel mill smoke stacks along the



Ohio River. These are now replaced with lofts, hotels, sports stadiums, convention and entertainment centers, stately glass office buildings, medical and educational centers. The reserved Miller Lite patio overlooking the field, down the third-base line provided an ideal setting for everyone to meet, greet and catch up while taking in a major league baseball game.



Opening Session provided introduction and background information on our host store. **SP Flooring** just celebrated their 7th Anniversary. Those seven years were backed by over 3 decades of ownership experience and relationship building. This business was spawned out of challenging



adversity, but it was launched and fueled by vision, commitment and an undeniable determination to take care of customers and builders with whom long standing trust and strong working relationships had been formed.

The Store Tour... WOW! Don't you just love it when a plan comes together? ...and come together it did. The showroom, builder selection center and warehouse at SP Flooring all look like virtual reality. Hats off once again to Stacey, Veronica, Andrea, Mike, Kandi, Ray-Ray, Rick ...and the list extends to the entire SP Flooring team. Mark Strauch, like Stacey, spearheaded sales growth past 2 million, to 4 to 5, and then 6 million and more. He commented on his weeks leading into

Summit 2016 – SP Floors in Pittsburgh, PA

hosting a summit, that it becomes very easy to get consumed and work 100% in your business and neglect the needed focus of also working on your business. One very full year leads to another and that becomes four or five and more, and it is natural to over-accumulate displays, samples, small rem pieces, signs and well... you all know what it is. There is nothing quite like having 100 of your peers come to your store for a tour that provides fresh eyes for what your store looks like ...and really what your customers see when they walk in your store. By the time this 6 week make-over was complete, four forty yard dumpsters were involved.

There's the business you are in and the business you are becoming. If you constantly pay attention to and lead and manage those two businesses you are always innovating and always moving in both short and long term, success-proven direction.

Some of the takeaways from our members attending were as simple as Gary Case whispering in my ear as Stacey and Veronica took the time to introduce and acknowledge

the contributions of every person on their team. He shared with me that he is overdue in doing that with his team. Some of the takeaways are as detailed as Jeremy and Todd with 3 Kings planning to implement their version of the Builder Selection Center and leaving with a breakdown of the specific products and pricing SP offers in each of their categories. A common take away with our members is to begin working with builders to move flooring up in the selection process. As Stacey pointed out, flooring covers the most footage, it is what homeowners and their guests see and use the most, but it is typically the last category selected after home owners have already blown their upgrade budgets on counter tops and light fixtures.

As I said, the takeaways were many and we'll allow our members to speak specifically to some of those.

Destination Displays

The Pittsburgh Summit afforded the opportunity to soft launch our new Create Your Own Destination package. This is



something our Advisory Board has been working together on over the last 18 months in preparation for our 20th Anniversary Convention in February and the official launch of our full showroom make over. It is fitting that this soft launch was in Pittsburgh as Stacey is one of the key people who helped spearhead our new look. Color, Performance, Pattern, Fashion and Hardwood Destinations have all been part of our initial launch. 90% of our members in Pittsburgh signed on for creating their own Destination Showroom by adding empty Destination pin displays for conversions, empty Destination cut set displays and Design Destination featuring Karndean. There will be much more to come on this,

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and for now we will let the showroom pictures and those members who attended provide some of the what and the why.

Supplier Roundtables

The list of attending suppliers kept growing with the insistence by suppliers that they attend and be a part of this event. We had 12 minutes at each of 12 tables in the morning and then repeated with different suppliers in the afternoon. There was a strong energy buzz throughout the day with insights, applications and relationship building. Thanks to all for working as a group and strengthening this great working relationship we have with industry suppliers.



Supplier Roundtables

Recognition Banquet

Nearly 150 people joined in thanking Stacey and Veronica and their team for opening their door, their challenges, their struggles, their methods and sharing insights into their amazing success.



Recognition Banquet with Stacey, Veronica and their Team

What a great and memorable 3 days! There is just no telling what can be accomplished with the right team.

Very inspiring!



Stay tuned for next week's newsletter for the official reveal of the full showroom makeover of our first CarpetsPlus Colortile Destination Store and to hear from Stacey, Veronica, the SP Floors team, your fellow members and the suppliers who attended this year's Summit in Pittsburgh!