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Flooring Industry Veteran Geoff Gordon Named Fuse Alliance Executive Director

Expanded Leadership, Strategic Business Initiatives Support Members and Suppliers

Laguna Niguel, CA [January 19, 2015] – Fuse Alliance, a member-owned organization of professional, commercial flooring contractors, announced today that it has named Geoff Gordon as Executive Director. Gordon has been an integral part of the Fuse Alliance leadership team since 2013 and prior to that served on the Board of Directors for 7 years. Since joining the Fuse Alliance leadership team, Gordon has spearheaded Fuse Commercial, Fuse Alliance's highly successful national contracting initiative specializing in senior living, retail and hospitality flooring installations across the continental U.S. and Canada. With more than 35 years in the flooring industry, Gordon has held sales and leadership positions including Armstrong territory manager, Designweave regional manager and vice president of sales and marketing, and as president of SCS Flooring Systems. Ron Lee, who previously held the executive director position for approximately ten years, will now take on the role of chief operating officer at Fuse Alliance.

"Having Ron Lee as a mentor during my time at Fuse Alliance has been incredible, and although I have very big shoes to fill, I am looking forward to the challenge and leading this dynamic organization," said Geoff Gordon, executive director of Fuse Alliance. "The future for Fuse Alliance is extremely bright, and our new leadership team has a number of exciting new ideas and programs, which will be introduced at Launch Pad 2015, this year's annual conference in Las Vegas this March."

This month marks the beginning of Fuse Alliance's 10th year as a member-owned cooperative aimed at transforming the flooring industry by providing member owners and their businesses with educational and training programs, financial and operational advice, sales and marketing services, and best practices. Additional Board of Directors appointments include new Board President Bob Plann of Resource Arizona and Vice President George Spanske of Flooring Resources. Bob Pollock of Continental Interiors remains as secretary treasurer, a position he has held since the formation of the group. With growth in national

accounts business including senior living and retail renovation, the organization is committed to expanding its Fuse Commercial division and will be actively seeking a senior vice president replacement for Gordon. At its upcoming annual conference in March, the organization will be launching an innovative website, exciting marketing promotions and an aligned social media strategy in order to engage and share information with members, vendors and customers.

“We are entering another exciting era at Fuse Alliance, and I am looking forward to transitioning from executive director to a supporting role that is focused on strategy, internal business, member consulting and member programs,” said Ron Lee, chief operating officer of Fuse Alliance. “We are extremely fortunate to have someone like Geoff, who has the confidence of the Fuse Alliance network as well as the energy, experience and leadership necessary to enhance the network’s reputation as the commercial flooring community’s *Go-To* flooring network.”

About Fuse Alliance

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With more than 70 companies in over 140 locations across the United States and Canada, the organization’s member businesses represent approximately \$1.2 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today’s market. Fuse Alliance’s governing body is an executive Board of Directors made up of 12 member business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada.

www.fusealliance.com

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