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PRESS RELEASE

Fuse Alliance's Annual Conference Draws Record-breaking Attendance in Memphis

March 14, 2023 – Fuse Alliance, a member-owned organization of professional, commercial flooring contractors, reported another record-breaking turnout at ***Fuse Unleashed***, the organization's annual conference held recently at the historic Peabody Hotel in Memphis. Fuse also announced the recipients of the network's member and supplier awards.

"Fuse is taking market share and growing faster than ever before and that's because our members are coming together, supporting each other, and taking our organization to new heights," said Geoff Gordon, executive director of Fuse Alliance. "*Fuse Unleashed* is where we celebrated our success, fueled this momentum, and set the bar even higher!"

Gordon said that the organization plans to offer the best of the Fuse Annual Conference -- ***FUSE Encore*** -- on May 9th in a 100 percent virtual format that will include a live hosted member round table for members who weren't able to attend the conference in person.

"Another amazing annual Fuse Alliance Conference in the books! This conference allows us to connect with and to celebrate our fellow Fuse members & suppliers. We discussed the state of the commercial flooring industry, lessons learned and shared strategies for overcoming challenges and growing our businesses. Plus, there's no shortage of fun and laughs," said Ken Hurd, Commercial Interior Resources, Orange County, CA.

Fuse Unleashed Highlights

- Powerful Workshops and Keynotes: Mike Moore on Leadership; Adam Markel on Resilience; ITR Economics' Kyle Stevens on Economic Trends.
- Relevant Education Sessions: Sim Crisler, Donato Pompo and George Donnelly addressed the top technical issues facing us on the job site. Lew Migliore and Ron Ciotti shared practical legal and conflict resolution tips.
- Member Roundtables: Sharing best practices and tackling challenging topics together is the core function of this network.

- Vendors & Suppliers Tradeshow: Sold-out exhibit hall brimming with Fuse preferred suppliers with new products and services and eager to partner with the Fuse network.
- State of the Industry Panel: Moderated by Floor Focus Magazine Publisher Kemp Harr, and comprised of top commercial flooring executives, the panel shared insight into the current state of commercial flooring and what's next for the market in 2023.

Member Awards

Loyalty - Ken Hurd, Commercial Interior Resources, Orange County, CA

Reporting & Follow-up - Franklin Flooring, Pottstown, PA

Spirit Award - Keith Chesnut, Fromkin Brothers, Edison, NJ

Experius Most Purchase Volume - Certified Finishes, Atlanta, GA

Experius Highest Growth - D&R Flooring, Middleburg Heights, OH

“Every year we walk away with amazing information and knowledge that we can put into practice right away. FUSE is leading the way in the commercial flooring business. We get to see old friends and make new ones. It is an amazing event that we look forward to each year,” said Scott Garmon, Garmon and Company, Charlotte NC.

Supplier Awards

Supplier of the Year - HPS Schönox

Best Product - Shaw Contract

Best Service - HPS Schönox

Best Support – Johnsonite

Spark Awards

Best in Show - GP Flooring Solutions, M&T Bank Buffalo Tech Hub, Buffalo, NY

Most Creative Flooring Design - Certified Finishes, Project H, Orlando, FL

Best Flooring Solution - Certified Finishes, Norfolk Southern Atlanta, GA

Most Aggressive Timeline – Christian Brothers Flooring, City of Hope Orange County Lennar Foundation Cancer Center, Orange County, CA and Franklin Flooring, Constellation, Kennett Square, PA

Most Maximized Budget - Intex Flooring, Iowa Colony High School, Alvin, TX

Toughest Site Conditions – Unit Design, The Gardens & Guardian House, Lake Charles, LA and Olympic Village Apartments, HTC Flooring, Chicago Heights, IL

“We love being a part of Fuse Alliance because we gain so much from this network of top commercial contractors across North America. It was a great annual conference in Memphis, and we're charged up to bring back what we learned,” said Abby Reinhard, GP Flooring Solutions, Monroe County, NY.

About Fuse Alliance:

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 150+ companies in 230+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.1 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.