



**Media Contact:**

Reva Revis 312.929.5025

[rrevis@fusealliance.com](mailto:rrevis@fusealliance.com)

**PRESS RELEASE**

***Fuse Alliance Annual Conference Ignites Phoenix with Record Attendance and Powerful Momentum***

**March 7, 2024** – The Fuse Alliance Annual Conference, themed "**Fuse on Fire**," concluded earlier this week after a record-breaking event marked by the organization's exceptional growth and inspiring member enthusiasm.

"The energy and engagement of our record-breaking crowd at this year's conference truly embodies the 'Fuse on Fire' theme," said **Geoff Gordon, executive director of Fuse Alliance**. "With more than 500 people in attendance and nearly 60 percent network growth since 2020, Fuse is undeniably on fire."

**Sharing Strategies and Strengthening Connections**

This year's conference boasted a powerful lineup of keynote speakers, thought-provoking roundtable discussions, and informative supplier presentations. Attendees also gained valuable insights from a distinguished panel of industry leaders. These sessions provide members with the knowledge and tools needed to propel their businesses forward and deliver exceptional value. The event also served as a premier networking platform, fostering connections between members and suppliers.

**Celebrating Excellence: Award Ceremony Recognizes Top Performers**

The annual awards ceremony, held on the last night of the conference, honored outstanding achievements within the Fuse Alliance network.

**Member Awards:**

- Keith Chesnut, Fromkin Brothers: All-Star Attendance Award
- M&S Flooring: Spirit Award
- George Spanske, Flooring Resources Corp: Loyalty Award
- Flooring Resources Corp: Experius Highest Dollar Volume
- Independent Contract Flooring: Experius Highest Percentage Growth

**Supplier Awards:**

- Shaw Contract: **SUPPLIER OF THE YEAR**
- Johnsonite: Best Product
- Shaw Contract: Best Service
- HPS Schönox: Best Support

### **Spark Award Winners:**

The prestigious Fuse Alliance Spark Awards celebrate excellence in projects installed by member companies. A panel of esteemed judges, including leading interior designers and industry professionals evaluated submissions.

- Advanced Flooring Solutions: **BEST IN SHOW** for Vectra Bank HQ
- Flooring Resources Corporation: Most Aggressive Timeline + Schedule for The Mart 2.0
- Certified Finishes: Best Flooring Solution for Erlanger Pediatric
- Christian Brothers: Toughest Site Conditions for Viejas Casino & Resort
- Intex Flooring: Most Creative Flooring Design, Tomball ISD Early Learning Academy
- GP Flooring Solutions: Most Maximized Budget for East House Canal Commons

### **Fuse Hall of Fame Award**

Highlighting a trailblazer, the inaugural **Fuse Hall of Fame Award** was presented at the conference.

This prestigious honor recognizes an individual who has made an indelible mark on the commercial flooring industry, leaving a legacy of innovation, leadership, and unwavering dedication to excellence.

**Fuse founder Ron Lee** was fittingly chosen as the first-ever recipient, acknowledging his visionary spirit and instrumental role in shaping the organization's remarkable success.

"It was an immense honor to present the very first Fuse Hall of Fame Award to my friend and mentor, Ron Lee," said Gordon. "Ron's vision and leadership shaped the foundation of Fuse Alliance and continues to inspire our members to this day. His unwavering dedication to excellence exemplifies the spirit of this award, and it's a privilege to recognize his lasting impact on the commercial flooring industry."

### ***About Fuse Alliance:***

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 171 companies in 250+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 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.*