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PRESS RELEASE

Fuse Alliance Appoints Three New Members to Board of Directors

Laguna Niguel, CA [January 24, 2017] – Fuse Alliance announced today that its Board of Directors has appointed three new members for 2017. Joining the Board of Directors are Ross Cherry, Mark Hutto and Fred Richardson. Serving as Board officers are Bob Plann of Resource Arizona who will continue as president; George Spanske of Flooring Resources Corporation who will continue as vice president and Gary Ruick of Continental Commercial Floors who will assume the role as secretary/treasurer.

“With 93 member businesses throughout the U.S. and Canada, our Board of Directors is a key element to developing a strategic growth plan for our organization and our network members’ businesses,” said Geoff Gordon, executive director at Fuse Alliance. “Our newest members of the Board have a wealth of knowledge and experience that will help fuel this growth and bring a fresh approach to our existing leadership team.”

Ross Cherry, third-generation owner of the family business, is president of Cherry Carpet & Flooring based in Portsmouth, Virginia. Ross has more than 20 years experience in the flooring industry and has held positions in estimating, project management and has served as the company’s COO. Since 2007, the company has more than doubled the business’ revenue, making it one of the largest in Southeast Virginia.

Mark Hutto is the owner of Certified Finishes. Established in 2005, Certified Finishes has locations in Atlanta, Georgia, Charleston, South Carolina and Orlando, Florida. As managing partner of the company, Mark is responsible for growth, structure and marketing. Certified Finishes specializes in sales and installation of flooring solutions in a range of market segments including commercial, institutional, healthcare, retail and multi-family. In addition, the company has an active carpet reclamation program and offers extensive flooring maintenance programs.

Fred Richardson is the president of Cutting Edge Contract Flooring based in Edmonton, Alberta, Canada. Established in 1993, the company offers flooring sales, installation and service in both commercial and residential. Cutting Edge Contract Flooring has Alberta’s largest rosters of qualified Red Seal Journeymen.

Fred has served on the Board of Directors of the Alberta Floorcovering Association, participated in teaching the apprenticeship course and re-wrote the entire Provincial curriculum for Floorcovering Installer. I also served on the Provincial Apprenticeship Committee for the Alberta Government from 2003 until March of 2016, the last 3-year term as Presiding Officer.

About Fuse Alliance

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With more *than 90 companies in 159 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 13 Member* business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market and members can be found throughout the United States and Canada.

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