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PRESS RELEASE
For Immediate Release
February 12, 2018

Starnet Worldwide Commercial Flooring
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Fuse Alliance and Starnet Worldwide Hold Inaugural Joint Task Force Meeting at Surfaces

The two largest organizations of commercial flooring contractors, Starnet Worldwide Commercial Flooring and Fuse Alliance, recently held their first joint task force meeting. Last year, these two organizations announced that they had formed a joint task force to focus on critical issues facing the commercial flooring industry as collaborative step toward supporting each networks' members and better serving their manufacturers.

While the group discussed a wide variety of topics, the task force ultimately decided to focus on the two biggest challenges facing flooring contractors today: recruiting and training labor and concrete moisture issues.

Because labor is a challenge in all construction trades, the group discussed proactive tactics to keep the flooring labor pool sufficient to meet demand. Moisture is a hot button topic since many new solutions have hit the market from sundry and product manufacturers that sometime create confusion for architects, designers and end users. This situation creates an opportunity for flooring contractors to guide these customers toward the best solutions.

The meeting took place at Surfaces in Las Vegas and included four Starnet members, four Fuse members and was moderated by Mike Hutton at Fuse and Eric Boender at Starnet. Jeanne Matson and Fred Williamson from Starnet and Geoff Gordon from Fuse also attended. The Starnet members included Ric Pleis, Floor Connection, Arroyo Grande, CA; John Kellen, Kellen Flooring Solutions, Dallas, TX; Dan Ulfig, Master Craft Floors, Detroit, MI; John Becker, Floors by Becker, Minneapolis, MN. The Fuse members included Todd Birtcher, Floors Inc., Lincoln NE; Rick Elfman, Flooring Solutions, Livermore CA; Rick Goolsby, Business Flooring Specialists, Houston TX; Andy Meyer, Flooring Systems, St. Louis MO. Moving forward, the task force meet once a quarter via teleconference to work toward putting a plan in place for both initiatives.

About Fuse Alliance

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 96 companies in 154 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

About Starnet Worldwide Commercial Flooring Partnership

Starnet Worldwide Commercial Flooring Partnership is the world's largest network of full-service independent flooring contractors, representing an elite group of the highest quality flooring manufacturers. With more than 173 independent contractors doing business in more than 300 locations throughout US and Canada, they are committed to serving the industry with the highest standards of excellence. Through collective strength, integrity, shared best practices and advocacy of training, Starnet Members and Starnet Preferred Vendor Partners, help deliver successful project outcomes with complete customer satisfaction. The membership's strength in numbers creates a combined annual volume of over three billion dollars.

<http://www.starnetflooring.com/>

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