

Northwest Flooring Market & Trade Show

Lynnwood Convention Center

March 11, 2010

3711 - 196th Street SW, Lynnwood, WA 98036

Seminars

Color the Nest

1:00 p.m. – 3:00 p.m.

Jennifer Hoyt, Senior Development Manager
INVISTA Stainmaster

0.2 Interior Design CEU #8256

A focus on color for residential interiors
Trends in the marketplace with attention to living with color, choosing color & working with clients...stunning visuals & an exciting look at the future

Geology of Dimensional Stone

4:00 p.m. -5:00 p.m.

Michael Anson, Western Director of Sales
Alliance Minerals North America
1 AIA CEU in HSW

Stone hardness, acid sensitivity & labels as well as myths & misinformation will be discussed. Discover the origin & composition of each type of stone. Learn where each type should or should not be used.

State of the Economy

– Panel Discussion with Key Experts

6:00 p.m. -7:30 p.m.

- **Jeff Eulberg**, J.D., CFP, Director of Wealth Management at Evergreen Capitol Management
- **Tom Lape**, President Market Development, Mohawk Industries, Inc.
- **Aaron Reardon**, Snohomish County Executive

Key panelists are well known for their knowledge of the economy. Hear the economic forecast for the Northwest so you can properly plan for your business. Q&A will follow the panel presentations - bring your questions.

Questions? Phone (425) 885-0012



**See the Latest Products
at the Trade Show**

Booths open 2:00 p.m. - 8:00 p.m.

FREE Admission & Parking

**Complimentary Food &
Beverages**

Who should attend

- Flooring Salespeople
- Designers
- Architects
- Builders
- Installers / Sub-Contractors
- Commercial / Retail Dealers

Door Prizes
including
**Canlis Restaurant
Spa Visit
Gift Baskets**

Demonstration Classes

1:00 p.m. Shower Waterproofing
Kurt Hodson, Technical Sales Rep
Wedi Corporation

2:00 p.m. Hardwood
Keith Cudmore, Technical Training Manager
Metropolitan Hardwood / KentWood Flooring
Wood species & reaction to the environment,
Subfloor prep & installation techniques + Maintenance

3:00 p.m. Tapestry & Inlaid Borders in Carpet
Marty Anderson, President
National Flooring Equipment
Learn how to increase profits with these techniques

4:00 p.m. Understanding Prevailing Wages & Public Works
Kris Alberti, NICA
State approved, non-union option (in addition to the union option offered by WSFCA). Learn how to gain & be more competitive on these jobs. Compliance & innovative ideas will be discussed.

5:00 p.m. Shower Waterproofing
Same as 1:00 p.m. presentation

6:00 p.m. Hardwood
Same as 2:00 p.m. presentation

7:00 p.m. Tapestry & Inlaid Borders in Carpet
Same as 3:00 p.m. presentation

Register by March 5th

NW Flooring Market & Trade Show March 11, 2010

- | | | |
|--------------------------|-----------------------------------------------------------------------------|-------------------------|
| <input type="checkbox"/> | Color the Nest
1:00 p.m.-3:00 p.m.
0.2 Interior Design CEU #8256 | \$20.00
\$40 at door |
| <input type="checkbox"/> | Geology of Dimensional Stone
4:00 p.m.-5:00 p.m.
1 AIA CEU in HSW | \$20.00
\$40 at door |
| <input type="checkbox"/> | State of the Economy
6:00 p.m.-7:30 p.m. | \$20.00
\$40 at door |
| <input type="checkbox"/> | Demonstration Class
Circle all that apply
1pm 2pm 3pm 4pm 5pm 6pm 7pm | FREE |
| <input type="checkbox"/> | Trade Show & Market
2:00 p.m.-8:00 p.m. | FREE |

Company Name _____

Attendees _____

Attendees _____

Address _____

City _____

State _____

Zip _____

Phone _____

E-mail address for confirmation _____

Check MasterCard AMEX Visa

Credit Card # _____

Exp. date _____

Name on Card _____

Street address & zip where CC statement is mailed _____

**WASHINGTON STATE
FLOOR COVERING ASSOCIATION**

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