

NEOFCA

NORTH EAST OHIO FLOOR COVERING ASSOCIATION NEWSLETTER



VOL 21 ISSUE 3 May / June, 2010

President's Message...



Apathy is a simple word, but one that has such profound consequences. NEOFCA is a strong association because its members are engaged. They volunteer and become involved. Problem being, it's the same core of people volunteering and being involved.

Have you ever wondered what the world would be like without volunteers? Without them, would there be a Red Cross, Boy Scouts, Girl Scouts, PTAs, volunteer fire departments and ambulance services? The list of organizations that depend on non-paid labor goes on and on. Even the strongest association can be weakened and destroyed if apathy is allowed to grow. Apathy, of course, stems from thinking that the other person will take care of the problem, or that a particular service will always be there, as if by magic.

In April, NEOFCA hosted a "Night at the Races" event at Northfield Park. We had 51 individuals attend this year's event, compared to 120 last year. This was a social event for our members to get together and have a fun time. Those who were there had a terrific time and I thank you for your support of the association.

Of more concern was the "Texas Hold'em Tournament we had planned for mid-May. The tournament was cancelled due to lack of participation from members. I extend my apologies to Matt Burke, who put in many hours and much effort into the planning of this fundraising event. We had only 2 pre-registered members for the event. This event was to be a **MAJOR** fundraiser for the scholarship fund, adding a few thousand dollars to the fund. Instead, because of the lack of interest, we could have lost \$1,000.00.

There is an implied contract between you, the NEOFCA member - and the association. Neither party will thrive long without the other. I was inquiring with several floor covering dealers recently and I asked them why they weren't a member and getting involved with the association, one individual replied, "I have a real life." Several commented that they were far too busy with family, work and other activities to give of their time for NEOFCA. I am indebted to our members/volunteers and want to personally thank them for their continued support over the years. It is through their words of encouragement that I continue this endeavor. There have been times when I have considered shutting down this association, only to be brought back to the reality that for many, this association represents a valuable tool.

NEOFCA provides a number of scholarships for our member's children/grandchildren that are funded by the events NEOFCA holds throughout the year. Your dues pay for the operating cost of your association! The monies needed for scholarships are generated by fundraising events, like the Texas Hold'em Tournament and the Reverse Raffle/Silent Auction, advertising, investment income in better markets and user fees.

The intention of this message is to raise your awareness of the relationship that exists between you, your association and those who support us. It is a true, symbiosis - a close relationship of mutual interdependence.

Apathy can undermine and destroy many good endeavors. We must all realize that if we want and expect NEOFCA to continue to move forward, provide scholarships, represent your interests in the industry and promote our profession, we have an obligation to support it not only with our dues but also by our actions. As always, I challenge you to help us to raise the bar. Get involved, volunteer and help us make a difference in 2010!

As we "Bring Professionalism to Our Industry!"

Have a great year.



Russ Tahsler
2010 President

rtahsler.sls@teamcertified.com

NEOFCA always working together!



NEOFCA

NEOFCA COMMITTEES & CHAIRS NEOFCA 2009 OFFICERS & BOARD MEMBERS

Education – Chair

Nancy Downey

Membership – Chair

Chuck Wien

Public Relations / Website – Chair

Russ Tahsler

Events - Chair

Matt Burke

Scholarship /Investment Committee

Beth Zachman -- Scholarship

Mike Guhde - Investment

Golf Outing – Chair

Dan Minadeo

Government Compliance – Chair

OFFICERS

President – Russ Tahsler – Certified Carpet
216-573-1422 ph 440-398-0215 fax

Vice-Pres – Rachel Mullis – Location Carpet
440-392-2000 ph 440-392-9015 fax

Sec/Treas – Ryan Mackey – Permanent Carpet One
440-884-3300 ph 440-886-7379 fax

Executive Director – Mimi Russ - NEOFCA
440-878-1359 ph 440-878-0086 fax

BOARD MEMBERS

Dan Minadeo – Carpenter Co. –Chairman of the Board
800-288-3830 x9098 ph 330-468-1177 fax

Matt Burke – Ohio Valley Flooring
216-970-3115 ph 216-328-9097 fax

Nancy Downey – Shaw Industries
216-409-6505 ph 866-807-2701 fax

Mike Guhde – Guhde Flooring America
440-639-1990 ph 440-354-8005 fax

John Murphy – Mohawk Industries
330-464-5483 ph

Harold Musci – Northport Flooring America
330-923-9988 ph 330-923-1233 fax

Chris North – Fishman-Clark
330-653-8584 ph

Chuck Wien – Marshall Carpet One
440-449-4977 ph 440-646-2618 fax

Beth Zachman – Gilford Flooring
330-232-4999 ph 812-288-0872 fax

CALENDAR OF EVENTS

WINDMILL LAKES GOLF OUTING

Thursday, August 12, 2010

EXTRAVAGANZA EVENT

Saturday, November 6, 2010

MISSION STATEMENT

**NEOFCA is a non-profit, voluntary trade organization;
representing it's members in the floor covering industry.
We provide our members with unique educational training,
valuable services, and networking opportunities to help
them realize optimum growth and success.**

We support the growth of the floor covering industry, keeping a focus on ethical standards.

NEOFCA

18077 ALPINE CIRCLE

STRONGSVILLE, OH 44136

440-878-1359 ph 440-878-0086 fax

www.mimiruss@wideopenwest.com

WEB SITE ADDRESS www.neofca.org

NEOFCA News Corner.....



PHILLY / QUEEN SEMINAR

held on Wednesday, March 24, 2010 was a success. **THANK YOU! THANK YOU!** Thank you to the Shaw - Philly /Queen team (Brian Finkenthal, Quentin Quatham, Nancy Downey and our guest from Atlanta. The feedback was that we need to continue to hold these educational seminars, and we will. If you have an idea on something you would like us to look into, please let us know.

"NIGHT at the RACES" (Northfield Park)

was again a fun event on Friday, April 16, 2010. Although our turnout wasn't as great as the previous year, those who did attend had a good time. Thanks for all who participated. This was not a moneymaker, but a social event for our industry. I hope many of you went home with some of Northfield Park's money.

TEXAS HOLD'EM

was to take place on Friday, May 14, 2010, but due to a lack of participation we had to cancel the event. We know many of you seemed interested in holding a Texas card night, but we had very little sign ups. Whether the timing or the night chosen wasn't right, we would like your feedback. Maybe we can look into hosting this type of function in the fall? Our thanks to Matt Burke for all the planning and trying to make this night work.

2010 SCHOLARSHIP APPLICATION ... Deadline July 15, 2010

A copy of the application and the rules for applying are included in this newsletter. Please get your apps in to us, asap.

2010 NEOFCA MEMBERSHIP APPLICATION

You can find an application for NEOFCA membership in this newsletter. If you have any question, please call me. (Mimi – 440-878-1359 or 216-408-2982)

WINDMILL LAKES GOLF OUTING

NEOFCA's annual golf outing will once again be held at Windmill Lakes on Thursday August 12, 2010. This event has always had great support from our members. Thank you in advance. You can get all the details in the flyer included in this newsletter.

Call Dan Minadeo at 330-348-6238 or Mimi Russ at 440-878-1359 if you have any questions.



WEB SITE – Check out our NEW and IMPROVED web site – <http://www.neofca.org>

Maintained and updated regularly by Russ Tahsler. Thank You!

ANY NEWS FOR US?

This is your newsletter. We send out over 150 copies each issue. If you are a member, the newsletter allows you to send in articles on new product introductions, news releases about your company and products, as well as sales events. We would like to hear from you! Please send copy to Mimi Russ at www.mimiruss@wideopenwest.com or fax to 440-878-0086.

HELP WANTED

Looking for a unique individual who has the capabilities to manage and schedule installations. This person must have the knowledge and the ability to conduct inspections and satisfy claims. Lastly the individual must be able to read and understand commercial blueprints, and bid and manage projects.

**Send resume to: The Carpet Gallery of Akron Inc.
2215 East Waterloo Road # 203, Akron, OH 44312**

SILENT AUCTION

Once again we are soliciting items for our annual

“EXTRAVAGANZA” Night to be held on Sat., Nov. 6, 2010, in conjunction with our Reverse Raffle.

We accept any item (large or small). In the past we have had an excellent variety of items. Thank you to those who have secured items for us. We are counting on you to help us again this year.

Call Mimi Russ
440-878-1359

for more info or if you have items that need to be picked up.
THANK YOU!



THIS IS YOUR NEWSLETTER!

If you are a member, this newsletter allows you to send in articles on new product

introductions, news releases about your company and products, as well as sales events. We would like to hear from you! Please send any info to

Mimi Russ at www.mimiruss@wideopenwest.com or fax to 440-878-0086.

We would be happy to print your info because this is “YOUR **NEWSLETTER!**”

These are possibly the 5 best sentences you'll ever read:

- 1. You cannot legislate the poor into prosperity by legislating the wealthy out of prosperity.***
- 2. What one person receives without working for, another person must work for without receiving.***
- 3. The government cannot give to anybody anything that the government does not first take from somebody else.***
- 4. When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody else is going to get what they work for, that my dear friend, is the beginning of the end of any nation.***
- 5. You cannot multiply wealth by dividing it.***



Northeast Ohio Floor Covering Association
 18077 Alpine Circle, Strongsville, OH 44136
 Phone: 440-878-1359 Fax: 440-878-0086
 Email: neofca@wowway.com



Northeast Ohio Floor Covering Association Membership Application

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE (WITH AREA CODE): _____

FAX (WITH AREA CODE): _____

**** EMAIL ADDRESS:** _____

WEBSITE: _____

CONTACT PERSON: _____

PLEASE ATTACH A SEPARATE SHEET OF PAPER FOR EACH ADDITIONAL STORE LOCATION. (YOU MAY COPY THIS APPLICATION FOR EACH). ONE NEWSLETTER WILL BE SENT TO EACH RETAIL STORE LOCATION.

DISTRIBUTORS: PLEASE PROVIDE THE NAMES AND ADDRESSES OF SIX (6) INDIVIDUALS IN YOUR ORGANIZATION TO RECEIVE A COPY OF THE NEWSLETTER, ALONG WITH ONE TO YOUR MAIN ADDRESS.

MILL REPS WILL EACH RECEIVE A COPY OF THE NEWSLETTER.

PLEASE MAIL THE APPLICATIONS TO THE ADDRESS ABOVE AND MAKE YOUR CHECK PAYABLE TO "NEOFCA".

RETAILERS:	NEOFCA MEMBERSHIP	\$ 125.00 _____
	NEOFCA & WORLD (WFCA)	\$ 300.00 _____
DISTRIBUTORS AND VENDORS:		\$ 175.00 _____
MILL REPS:		\$ 75.00 _____

**** Beginning June 1, 2008, the NEOFCA Newsletter will be distributed electronically (via e-mail) to all members.**

NEOFCA / Windmill Lakes 2010 Registration Form

Please fill out the form and "enclose a check" for your choice of "Golf Package"

\$945.00 for 2 teams of 4 Golfers (1 Golf is FREE)

\$135.00 per person

Dinner only package - \$65.00

Sponsor a Hole - \$125.00 ===== Sponsor 2 Holes - \$200.00

Make check payable to NEOFCA Scholarship Fund

Mail to: Dan Minadeo
8189 Versailles Place, Macedonia, OH 44056
Phone: 330-348-6238 or 800-288-3830 #9098

Reservations are accepted on a first come, first serve, first pay basis!!
So, don't delay! Mail today!

We will call you to confirm your reservation!!!

NEOFCA / Windmill Lakes Golf Club Registration Form

MAIN CONTACT _____ Phone _____

Company _____ Address _____

City _____ State _____ Email _____

TEAM 1

Player 1 _____ Player 2 _____

Player 3 _____ Player 4 _____

TEAM 2

Player 1 _____ Player 2 _____

Player 1 _____ Player 4 _____

****Company or Name for Hole Sponsorship _____**

NEOFCA

SCHOLARSHIP GOLF OUTING

THURSDAY, AUGUST 12, 2010

WINDMILL LAKES GOLF CLUB

6544 S.R. 14, RAVENNA, OH

330-297-0440

TEE TIMES ARE LIMITED (144)

FIRST COME, FIRST SERVE

Check in time 9:30 am

“Shot Gun Start” promptly at 11:00am

Event includes—*18 Holes of Golf, * Cart * Beer * Pop
* Lunch at the Turn * Steak Dinner at 5:00pm
* Door Prizes + Contest \$\$\$ Prizes

**REGISTRATION FORM
ON BACK**

2010 GOLF PACKAGES

\$135.00 PER PERSON

**\$945.00 FOR 2 TEAMS OF 4 GOLFERS
(1 GOLF IS FREE)**

Dinner only package - \$65.00

Sponsor a Hole—\$125.00 ===== Sponsor 2 Holes - \$200.00

TEE TIMES are LIMITED (144 Golfers)

DON'T DELAY!!!

MAIL YOUR CHECK TODAY!!!

N.E.O.F.C.A.

NORTH EAST OHIO FLOOR COVERING ASSOCIATION SCHOLARSHIP FUND

Dear Applicant,

Congratulation, you are about to embark on the adventure of higher learning in either college, jr. college, or trade school. A scholarship fund has been established by the NEOFCA to help you achieve your goal. This fund is made possible by the generosity of the association members. The committee which decides upon the distribution of these scholarships is made up of volunteers from the retail and wholesale membership of NEOFCA.

Scholarships will be granted **up to \$1,000** for the first year and **up to \$500** (providing funds are available) the second, third, and fourth years that the student maintains the minimum requirements.

To be considered for any of the Scholarships, students must reapply each year.

The selection of first time scholarship recipients will be based upon the following criteria: merit, need, scholastic achievement, intended course of study and proof of enrollment as a full time student.

Renewal of scholarships, (2nd, 3rd, and 4th year), will need to comply with the following criteria: maintain a **3.25 GPA** and be enrolled as a full time student. Proof of **3.25 GPA** must accompany the re-application.

Students wishing to apply for a scholarship for the first time must comply with the following: Fill out the attached application, insure parents sign the application, write an essay (200-300 words) entitled "Value of Education" (include your career goals and specific educational plan), and include a copy of grades (**3.25 GPA** proof) / transcripts.

Due to the limited funds, only one scholarship can be awarded per household. A personal interview may be requested by the scholarship committee and/or additional information may be necessary.

Eligibility for scholarships is limited to children, stepchildren, and grandchildren of members in good standing (minimum two (2) consecutive paid years) of the North East Ohio Floor Covering Association. Children and stepchildren of employees of corporate members in good standing are also eligible. All applicants must live in the geographical area of NEOFCA.

Successful scholarship recipients must comply with the following requirements: (or their parents or guardian) Scholarship recipients (parent or guardian) must donate six (6) hours time per year to NEOFCA sponsored events. Parents, guardian, and recipients must agree that any falsification of application is automatic ground for revocation of scholarship.

Completed applications **MUST** be received by **July 15 of this year.**

Thank you,
NEOFCA Scholarship Committee

MAIL TO:
NEOFCA Scholarship
18077 Alpine Circle
Strongsville, OH 44136

N.E.O.F.C.A.

NORTH EAST OHIO FLOOR COVERING ASSOCIATION SCHOLARSHIP APPLICATION

1) Name: _____ Date: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____/_____ Social Security # _____
Parent's Name and Address: _____
(Or Guardian's) _____

2) Please list the name(s), address(s), and relation to NEOFCA MEMBER:
A) NEOFCA Member name & position _____
Address: _____
Phone: _____
B) Business Name: _____
Address: _____
Phone: _____

3) High School: _____ Year Graduated: _____

4) Academic grade point average (GPA): _____
(Please attach high school transcript or most recent college grade report)

5) I am planning to attend: College: _____ Jr College: _____ Trade School: _____

6) School you are planning to attend: _____
Address: _____ Phone: _____
Have you applied? _____ If so, have you been accepted? _____
You will be: Freshman _____ Sophomore _____ Junior _____ Senior _____ Graduate _____
Subject Major: _____ Minor: _____

7) Attach a 200-300- word "Value of Education" essay: include your particular field of study and career goals.

8) First time applicant: _____ Or renewal applicant: _____

If I were to receive a NEOFCA Scholarship this year, I agree to volunteer six (6) hours of work for any NEOFCA sponsored event(s) as asked of me by a NEOFCA Chairperson or Officer.

Signature of applicant: _____ Date: _____

If the applicant were to receive a NEOFCA Scholarship this year, I agree (if applicant is unable to fulfill this obligation) to volunteer six (6) hours for NEOFCA. I also accept responsibility to ensure the scholarship award is applied to recipient's college tuition costs.

Signature of parent / grandparent / guardian: _____ Date: _____