



G.S. FLOOR

VOLUME I, ISSUE 6

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Special points of interest:

- Partnership
- Trust
- Communication
- Connectivity



news@gsfloor.com



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Ground Floor News

*G.S. FLOOR DESIGNS & HOME DEPOT
PARTNERS IN PROGRESS*



Above: George Stevenson explains seaming inspections & techniques



Left: Robert Belovicz fields questions

Kansas City Expeditor Training A Success!

On Thursday, November 13, 2008 G.S. Floor Designs hosted a Kansas City market Expeditor meeting at the North Kansas City facility.

Led by President George Stevenson, Vice President of Operations Robert Belovicz, Facility Manager Matt Smith and Dwayne Pincinni of Measure-Comp, this training focused on various subjects including understanding and navigating MeasureComp processes and procedures, as well as measure system, carpet seaming,

highlights of the many G.S. Floor Designs processes and discussion of the recent Expeditor survey results.

"We had an excellent opportunity to meet the Expeditors we work with every day and continue to build our partnership," George explains. "It really helps to put a face with a voice you've only heard on the telephone. You can sit in one room and realize that we all have the same goal - complete customer satisfaction - and figure out the best way to reach it together."

Robert adds "We're not just a Service Provider for flooring; we look at the Expeditors as an integral part of the installation process and we've always been dedicated to helping them expand their knowledge and help us improve the services we provide to them and the Home Depot customer."

George continues "Thankfully, we have very supportive people to work with in Kansas City. Bob Pold and his team have really encouraged us and allowed us to shine." *Continued on page 4*

Coming Soon - Inventory

All G.S. Floor Designs facilities will be running the 2008 year-end inventory in January. What does this mean to you?

Well, as you know, performing an inventory allows a business to ensure that physical goods that are in the warehouse match what's listed within the computer operat-

ing system.

But this is also an opportunity for us to touch all product and find out if we have any flooring that should have been returned to the store of order origin; for example, if a job canceled and the material was returned to our warehouse versus the store.

We also look at product that's been in our warehouse that's over 6 months old or ore and work with Expeditors to determine what should be done with it. We generally return all product over a year old.

Please be on the lookout for an email from Robert Belovicz and his Inventory team.



Meet G.S. Floor Designs: Susan Laubaugh

Hudson, Ohio Facility Manager Sue Laubaugh works everyday to provide the best possible service and satisfaction to all the Home Depot stores she services, as well as the installation customers.

Joining the G.S. team in 2005 as Receptionist in the Hudson, Ohio office, Sue was promoted through various positions such as

Data Entry, Receiving and Scheduler. Sue brings all knowledge gained in the positions to her current role of Facility Manager, which she has held since August 2008.

Prior to her career with G.S. Floor Designs, Sue worked in the HVAC industry as a Service Manager.

Residing in Akron, Ohio,

Sue and her husband Rick have three children- Sarah, Steve and Barry - as well as six grandchildren, ranging in age from one to thirteen years old.

In her spare time, Sue enjoys spoiling her grandchildren and shopping at Home Depot for the supplies needed in maintaining her Century Home that was built in 1904.



Meet MeasureComp: Joseph Raniero

MeasureComp Field Supervisor Joseph Raniero brings many years of practical, hands-on knowledge to the Kansas City market.

Originally from St. Louis, Missouri, Joseph began his career as a fourth generation tile setter.

Previously employed by

The Home Depot in the Flooring Department, Joseph joined MeasureComp as technician in March 2005 and was promoted through the ranks to his current position as Field Supervisor of the Kansas City and St. Louis markets later that year.

Still residing in the St.

Louis area, Joseph and his wife Jessica are the proud parents of two daughters, Jaden and Julianna.

In addition to constantly working on remodeling projects around his home, Joseph spends much of his free time outdoors with his family, enjoying camping and biking.



Crew Spotlight: TLC Carpet, LLC.

“I start every day with a prayer for wisdom and the ability to do a great job for all my customers”, says Michael Shaver, owner of Independent contracting company TLC Carpet, LLC.

Born and raised in the Kansas City, Missouri area, Michael has been installing carpet for

38 years, after learning the trade from his brother.

Alongside his two crew members, Michael admits that he’s a very exacting installer, insisting on excellence for every installation.

“I love sharing my happiness with others and making a

positive impact in the lives of other people. If my customer’s aren’t smiling when my crew leaves a job, we make sure to do whatever it takes to make sure they’re happy.”

Michael and his family live in Kansas City.

Tip of the Month: Current Lead Times

	Chicago	Ohio	Kansas
Carpet	Next Day	2 Days	2 days
Ceramic	2 days	5 Days	4 days
Wood	Next Day	4 Days	2 days
Laminate	Next Day	4 Days	2 days
Vinyl	4 Days	5 Days	5 days

It's important to note that although lead times change from week to week, we at G.S. Floor Designs make every attempt to schedule and install all orders as quickly as possible. If your customer is dealing with a short time-frame for installation, please remember the F&I carpet program is always an option.

Call us if you have a question on lead time for any product!



Have a question?

Want to suggest a topic for next month's newsletter?

Send us an email at

news@gsfloor.com



Fuzzy Side Up: Heat & Electricity

Why is it vital to ensure that a carpet installation job-site has heat and electricity?

Because installers need electricity to power the tools used for this job, which include a seam iron, staple guns, drills and glue guns. Contrary to its name, a power stretcher is a manual tool, not plug in.

Adequate lighting is just as important, because no installer can guar-

antee the job is done correctly if they can't visually inspect their work for seaming and tucking.

Heat is imperative and just as necessary. Why? Because indoor temperatures must be between 65 and 95 degrees and humidity below 65% where the carpet is being installed; otherwise, you run the risk of voiding the manufacturer's warranties and developing wrinkles and buckles over time. If using adhesives, colder temps

prolong cure time and encourage seam separation.

If installing carpet over concrete, slab surface temperature should not be lower than 65 degrees at time of installation. Keep in mind, if the installation is for outdoor carpet over concrete, the temperature must be over 65 degrees, day and night, for at least three days prior to install and no rain the day before or day after.



Hard Surface Scoop: Acclimatizing

You hear us say it quite a bit, "The product needs to acclimatize before it's installed." But what does that mean?

Before any pre-finished hardwood or laminate flooring is installed, it must be placed in the actual installation area for *at least* 48 to 72 hours so that the product can be accustomed to the environment and reach common ambient temperature, which will

reduce expansion or contraction problems after installation.

Read the label - some manufacturers recommend that the product cartons be opened during this period; others simply recommend that the cartons remain closed and stacked.

Always store hardwood and laminate flooring away from outside walls, windows, doors and air vents and away from

direct sunlight, which will not allow for proper acclimatizing.

If installing hardwood over a concrete subfloor, the concrete must be at least 30 days old.

Call us if you have any questions on this process. We want to avoid any issues and provide the customer with a great experience!





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KC Expeditor Training - continued from page one



Left to right: George Stevenson, Gary Barrett (GSFD Kansas City Foreman), Dwayne Pincinni and Robert Belovicz leading the recent Kansas City Expeditor training at the G.S. Floor Designs Training Center



Tech Talk with MeasureComp



A note from Greg Karenke

With the economy as it is today, we need to take advantage of every customer we come into contact with and the customer's perception is vital as to whom they will spend their money with. Please take a moment to reflect on the following:

We just wanted to take this opportunity to remind you of how we **impact** everyone we come into contact with on the phone, how we greet that customer that visits our showroom, even how we drive or where we park our car...is it POSITIVE or NEGATIVE? We want each of you to think about how you would like to be treated by the salesperson that greets you when you visit their showroom or the service person that comes to your home.

Everyone leaves what we like to call a fingerprint with every person they interact with each day - that car we cut off on the freeway while driving to work may be someone that will visit your showroom as a customer or a customer you may be servicing. Think about that the next time you become confrontational with a stranger on the highway...you never

know when you're dealing with a future customer. Fingerprint Types:

- 1) are you someone that enjoys your job with a passion for the CUSTOMER POSITIVE KIND Fingerprint
- 2) are you someone doing your job just enough to get by and covering your back - BORDERLINE Fingerprint
- 3) are you someone that is busy watching the clock for breaks to relax and thinks about what you're doing after work- NEGATIVE KIND Fingerprint

Please take a moment and contemplate on your personal past history of interaction with people...what type of fingerprint have you been leaving 1, 2 or 3. Everyone needs to really examine themselves. Each one of you can make a difference leaving the POSITIVE FINGERPRINT that will motivate the customer to want come back and do more business with Home Depot. We need to focus on putting your personal POSITIVE FINGERPRINT on EVERY JOB. Think about something you can do special to POSITIVELY **IMPACT** each customer.

MeasureComp LLC.

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"Happy Holidays,
everyone!"