

EXEC VP article

A Wealth of Information

This issue contains a lot of great information for commercial contractors. We start with our main installation features. The first one starting on page 14 showcases the Starwood Hotels & Resorts' Westin Nashville. It discusses how **water jet** cutting was used on natural stone. Our second installation feature comes from Custom Building Products and covers multi-purpose waterproofing, crack isolation, sound reduction and uncoupling members. A wealth of information from pages 16 – 22.

For our technical features, we discuss entrance mats, most common questions and why flooring installers need to measure moisture content in wood subfloors. Starting on page 7, Joshua Gardner with Construction Specialties helps us when entrance mats **are** in our scope. Read the way you can overcome what he calls Pain Points and discover the simple solutions he has come up with. Scot Dehner with Protect-All Flooring shares with us on pages 10 – 11 the **three** most common questions the technical department at Protect-All flooring receives. Check it out and see what you think. Our final technical feature comes from Jason Spangler of Wagner Meters. In his article, Jason reviews why it is important to measure moisture content in wood subflooring. Read the reasons on pages 12 – 13.

"Build a Foundation of Trust" from Sue Dyer of Orgmetrics is our business article. In her article, starting on page 30, follow along with her concepts **to** help create trust and **grow** partnerships. As always, **The Flooring Contractor** has FCICA news, Industry News, Member News and new products. Don't forget to check these out and stay informed on what's happening in the flooring industry.

Looking forward to seeing all of you in San Antonio, TX, for Convention 2017 – **35 Years with FCICA** – **The Age of Flooring.**

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