

Welcome to the latest issue of FCICA's Online eNews which features news snippets on association activities, member announcements, industry events and other newsworthy items pertinent to your growing business.

### Calendar of Events

**CARE Annual Meeting**  
April 26-28, 2010  
Santa Fe, NM  
[www.carpetrecovery.org](http://www.carpetrecovery.org)

**Coverings**  
April 27-30, 2010  
Orlando, FL  
[www.coverings.com](http://www.coverings.com)

**NEOCON World's Trade Fair**  
June 14-16, 2010  
Merchandise Mart  
Chicago, IL  
[www.neocon.com](http://www.neocon.com)

**CFI's 17th Annual Convention**  
August 19-21, 2010  
Kansas City Expo Center  
Kansas City, MO  
[www.cfiinstaller.org](http://www.cfiinstaller.org)

**FCICA Mid Year**  
October 6-8, 2010  
Houston, TX  
[www.fcica.com](http://www.fcica.com)

**StarNet Fall Meeting**  
November 4-7, 2010  
Westin Bayshore  
Vancouver, British Columbia  
[www.starnetflooring.com](http://www.starnetflooring.com)

### Association Activity

#### FCICA Chairman Christopher Capobianco to Present at NEOCON

FCICA will present an educational session at NEOCON in Chicago for the first time in many years. FCICA Chairman Christopher Capobianco will present the session, titled *Commercial Floor Covering Demystified* on Monday, June 14 at 1:00 PM. The session, geared to architects and designers, will stress the benefits of working with a professional flooring contractor. This session is an extension of the vision of FCICA to be recognized by the floor covering, design and construction industries as the commercial flooring contractors' organization, providing the highest level of installation expertise, solutions and opportunities to network with industry experts. For more information about NeoCon's educational sessions, visit [www.neocon.com](http://www.neocon.com).

### Member Announcements

#### XL Brands Earns Environmental Management System Certification

XL Brands has earned the coveted ISO 14001:2004 Environmental Management System Certification on January 7, 2010! This further reinforces and emphasizes the company's commitment to not only innovation and technology, but of equal importance, the environment. At present, XL believes that they are the only commercial floor covering adhesive manufacturer currently certified under this system.

Other environmental priorities include their recyclable bag in box packaging system replacing conventional buckets and the incorporation of post consumer content in many of their adhesive systems as well as a broad line of non solvent adhesive solutions.

### Industry News

#### LATICRETE Sponsors Jr. Dragster



LATICRETE CEO/Chairman, David Rothberg, spearheaded the company's sponsorship of Bruce Adsero for the NHRA Jr. Dragster racing season for the second straight year. For the first time in the history of Division 6, the Pacific Northwest and parts of Western Canada, Bruce Adsero placed second in the season-ending National Championship.

Bruce Adsero is the son of Blake Adsero, the president of Master Wholesale Inc., a LATICRETE distributor in Seattle, WA.

### Did You Know?

#### Where Cork Comes From

Cork is the material extracted from the bark of the cork oak tree, which only grows in the forests of Mediterranean countries. The largest concentrations of plantations are found in Portugal.

The bark is inherently fire resistant, resistant to temperature changes, resistant to insects and to the development of microbes.

It is important to note that the bark is peeled off every decade. The tree itself is never felled, keeping the forest alive and the habitat undisturbed!

**FCICA Mission Statement:** "To provide a unique network for problem solving, education and support, to enhance our members' businesses and the flooring industry."

**FCICA Vision Statement:** "FCICA shall be recognized by the floor covering design and construction industries as the commercial flooring contractors organization, providing the highest level of installation expertise, solutions and opportunities to network with industry experts."



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