

NEWSPAPER

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And they said it would never fly.

celebrating 25 years



the 25 women

celebrating 25 years

Vickie Gilstrap

Vice president of residential color and design, and woven product development, Mohawk Industries

Background: Flooring; Galaxy, Durkan, Karastan and Ralph Lauren brands

Professional highlights: Style and visual product development for one of the leading, multi-billion dollar, multi-category mills.

Biggest challenge: Creating new products that are trend forward, as well as differentiated in color and styling in a sea of sameness. Creating products that are viable for several years to meet consumer's demands



for value.

"We have to be in touch with what's going on in trends. Keeping ahead as a leader in style and color becomes more challenging every day; that's industry."

"We stay in tune with a forecasting trend organization, the Color Marketing Group, and as a chair holder, we're in touch with 1,800 colorists and designers from every industry. We also hear from several other trend organizations with up-to-the-minute updates on things like fashion and home design. All that trend information comes in to create color and patterns that meet the consumer lifestyle for upcoming years, as well as today."



Terry Gray

Vice president, NRF Distributors

Background: Flooring—marketing, logistics, sales

Professional highlights: Leading one of the country's top 10 distributors through an economic recession, growing profits amidst an unlikely business climate.

Biggest challenge: Getting retailers to think outside of the box to compete head-on with the big home centers. She knows the category because she's already shopped it, but we need to talk them into better products and quantify every sale.

"Kill your customers with knowledge and they'll want something better. You need to know everything going on with everyone, in every part of your competition, in any field."

"From there, doing things a little differently is the real challenge. You need to ask customers for input and be open to what they need. Retailers could offer water, soda, do everything a Home Depot wouldn't do, but you can't tell anyone how to do business; just offer suggestions."



Andrea Greenleaf

President, PacifiCrest Mills

Background: Gemology

Professional highlights: The only female president of a significant, American carpet mill. Oversaw some of the industry's earliest environmental initiatives by a manufacturer, like recycling water since the early 1990s and implementing cogeneration for last 20 years.

Biggest challenge: Manufacturing across the nation is struggling with companies outsourcing and the flailing economy, particularly in California where environmental issues are at the forefront.

"It's important that we continue working closely with the CRI, as our link to our Senate, to legislation. You'd have to have your own legal staff to wade through some of what it does."

"We also continue to look at how to reduce any types of emissions we have, how to be a more environmentally friendly work place, and be better for our customers. In California, the state set the stage and it is in our best interest to improve the place we live. We have to do our little part to save the world, really. If we don't do it, who will?"



Happy 25th Anniversary
Floor Covering News!

PORTFOLIO Paris Black
Strand bamboo wide-plank flooring

Congratulations and thank you for 25 years of service to the floor covering industry from all of us at Teragren.

Teragren.

FINE BAMBOO FLOORING, PANELS & VENEER

www.teragren.com | 800.929.6333

Ann Knight

Executive vice president and global brand director, Teragren

Background: Mergers and acquisitions, marketing, visual merchandising

Professional highlights: Helped take Teragren Bamboo Flooring, Panels & Veneer from a cottage industry to one of the largest niche hardwood suppliers in the world. Positions bamboo goods as a lifestyle product, not a commodity.

Biggest challenge: Pointing out the differentials in all floor covering products, not just bamboo. With the myriad choices available, companies have to relay its message clearly and concisely to retailers and consumers.

"At Teragren, we're doing that by using social media to relay the philosophy of not just bamboo flooring but the company as a whole through Facebook, Twitter, and our blog. We're trying to be transparent and reach forward thinking architects and designers with the help of our distributors, AIA, AIDA and doing more locally. You have to turn and change with the wind and we're embracing that."

