



**NFCA  
ANNUAL  
REPORT  
2019**

**Awareness  
Understanding  
Action**

**IN 2015, NFCA WAS REVITALIZED** with a view to bringing attention to the long history of issues surrounding floor covering installations and how they relate to the overall construction process.

I joined the NFCA in 2015 with the understanding that its goals would require a sea change in thinking across the construction industry. In fact, I joined knowing that it could affect my business in ways I wasn't necessarily prepared to accept. But I knew it would benefit all of us in the long run. Four years later, it continues to be something I believe in and support, perhaps even more so than in the early days. We began with the desire to unify the floor covering industry by championing best practices through awareness, understanding and action - with the end-result being:

1. The Quality Assurance Program (QAP) specified in more and more projects.
2. The Floor Covering Reference Manual becoming the standard in the industry and specified into every commercial project to represent minimum floor covering standards.
3. Education and training made available to as many construction professionals as possible.

It's not a perfect system. It's a challenge to sync up to meet all the needs of the various construction parties. We can, however, continue to improve these conflicting scenarios and work to better connect the industry to get the job done right, on budget, on time, and with warranty intact. There's an appetite for change and the hard work is paying off!

- Membership has increased 40% over last year.
- QAP's have increased 100% over the previous year.
- NFCA Standards are about to be written into the Canadian Federal Government's National Master Specification (NMS).
- Education is being delivered to more and more provinces across the country.
- We are engaging floor covering contractors across the country by holding Round Table meetings to create awareness and gain support.
- More certified inspectors are graduating from the FCITS training program we've brought to Alberta, B.C. and Ontario thus far.

## PRESIDENT'S MESSAGE



Our reach grows and the message is being heard. Chris Maskell, our CEO, has spoken at and brought awareness and education to events and conferences across Canada, including Buildex, Construction Specifications Canada chapters in Regina and Ottawa (more to come), project managers at the City of Vancouver and Saskatoon, and the upcoming Buildings Show in Toronto. In addition, architectural lunch and learns for education credits are regularly hosted in multiple provinces.

It takes a community. I want to thank our Board of Directors for their continued efforts and invaluable experience, including our past Board members, Mike Pajic, Robert Tipping, and Joanne Teed. I'd also like to express my appreciation on behalf of NFCA and our Board for the continuing support from our esteemed members and partners across the country including Interior Designers of Canada (IDC), International Concrete Repair Institute (ICRI), Flooring Consultants and Inspector Training Services (FCITS), and Metro Testing + Engineering, our National Education Leaders (Merchant 1 Payments and Wilson M. Beck), our many member sponsors who make it possible to travel across the country to deliver education, and Monica Baillie for her time and expertise in improving construction specifications as they relate to floor covering.

# NFCA BOARD OF DIRECTORS



Rick Wagner, President  
Maxwell Floors Ltd.



Chris Maskell, CEO  
NFCA

**Our Board Members are true “fans” of flooring, with a passion to use their knowledge, expertise and voice to serve the floor covering community and help build a culture of collaboration and communication across all construction parties so that everybody wins.**



Thomas Foreman,  
Executive Director, NFCA



Brent Coleman, Beatty Floors



Eric Klaassen, Treasurer  
Atmosphere Interiors and Flooring



Candace Hahn, Centura



Bob Hunter, Milliken Design Inc.



Brent Johnsen, Mapei Inc.



Jason Parachnowitsch,  
Mohawk Industries



Fred Rabiner, VIFLOOR



Dean Stamper, Shaw Industries



Don Styka, Tarkett North America

# ABOUT NFCA - THE STORY SO FAR

## Old habits die hard

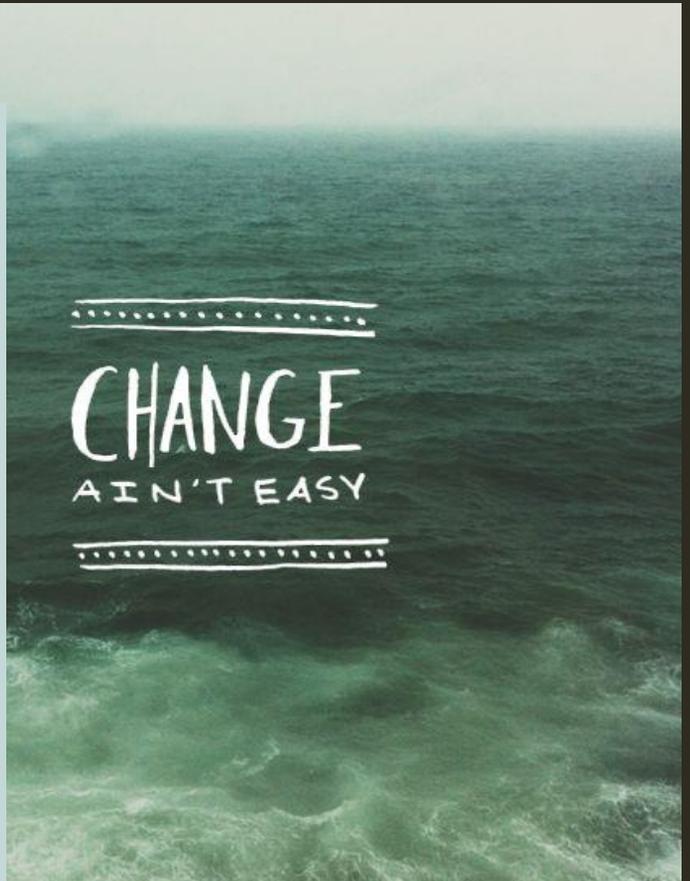
From the beginning, in 2015, we've worked to build trust and a safe, unbiased place to go for information and support for all involved in a floor covering installation.

And as is often the case when introducing something new or challenging to the mix, we've met with our fair share of rejection, non-compliance, deletion from specs for any number of reasons, including timeline issues and budget.

We get that. Change is not easy. But we absolutely stand behind the message and believe in its ability to be a game changer for the floor covering industry.

Our objective remains to help prevent floor covering failures and reduce claims by supporting everyone on the construction team.

For example, supporting our immediate customer, the General Contractor, with timely, good information, helps them to plan ahead and provide the necessary site conditions needed to meet the challenges of modern-day floor covering products. This results in warranties left in place, products lasting for decades as they were designed to do and most importantly...satisfied clients.



# WE ARE MEETING OUR OBJECTIVES

## What we planned to do

- ❑ Continue expanding our education reach to multiple provinces.
- ❑ Increase membership (2018 to 2019) by 30%.
- ❑ Increase awareness and use of NFCA specification in project documents across Canada.
- ❑ Increase QAPs by 50% (2018 to 2019).
- ❑ Bring inspector certification to multiple provinces.
- ❑ Engage and work with floor contractors to educate and gain support.
- ❑ Engage and work with general contractors to support with education.

## What we've done

- ❑ We've gone from delivering education primarily in BC to Alberta, Saskatchewan, Manitoba and Ontario. More to come.
- ❑ Membership increased by 40% for the 2018-2019 year.
- ❑ NFCA specs showed up in Montreal, Toronto, Edmonton, Calgary, Winnipeg and Vancouver.
- ❑ QAPs grew by 100% over the past year.
- ❑ Inspector Certification Training has now been delivered in Alberta, B.C. and Ontario.
- ❑ We've hosted flooring contractor round tables in Edmonton, Calgary, Saskatoon and Regina, and will add Toronto to that list in the new year.
- ❑ This is one area requiring much more work. We're only scratching the surface, but it will remain a key priority.

# AWARENESS. UNDERSTANDING. ACTION.

## FOUR AREAS WE FOCUS ON



## COMMON LANGUAGE. COMMON UNDERSTANDING. COMMON GOALS

In talking with people - organizations, groups and trades - around the country, it's clear that there is frustration on all sides, but also an appetite for improvement. The solution lies in being able to work together effectively, something we're helping to facilitate by raising the issues floor coverers have had to contend with every day for decades. The overall message underlines the importance of planning the floor covering portion of any project properly, and how not doing so causes delays, conflict on site, holdbacks, unnecessary claims, brand damage and ongoing repairs.

This requires a multi-faceted approach that includes ongoing conversations, attending trade shows, providing education and training, visiting contractors, speaking at conferences and other special events as well as working with a variety of organizations such as the Canadian Standards Association with their committee addressing CSA A23.1 concrete finishing and helping to provide recommendations.

### Talking to people

- We worked with the Federal Government to get the NFCA manual and QAP included in the resilient section of NMS.
- We consulted with a design team on a new hospital build to assess sub-floor needs and ensure floor covering installers' needs were met.
- We have hosted roundtables with floor contractors, met with project managers in municipalities, and spoken with Construction Specification Canada's chapters.
- We've presented at Buildex, and are currently putting together a panel for the 2020 conference in February.
- NFCA will be speaking at the upcoming Buildings Show in Toronto in December 2019.
- We regularly meet with potential members and work to engage our existing ones.

### Connecting online

- We connect daily through our LinkedIn page with over 12,000 followers.
- Each post is viewed between 1,000 and 20,000 times.
- Over 200 posts per year.

### And in print

- NFCA has been a regular contributor to Coverings Magazine.

TALKING WITH AND  
LISTENING TO PEOPLE

Common Language. Common  
Understanding. Common  
Goals

**MAKING GOOD INFORMATION AVAILABLE AT THE RIGHT TIME** The Quality Assurance Program brings a voice to the specifications on site and draws attention to critical preparatory needs early enough in the construction process that budgets, schedules and actions combine to equal success. Without this support, simple details are easily missed that often lead to significant problems.

Moisture testing, removal of surface contamination, slab correction and indoor environmental conditions, to name a few, all need to be planned well in advance of the flooring installers arrival on site.

Independent, Quality Assurance inspectors work to support the general contractor with good information, who in turn can support the sub-trades. Facilitating timely, good information and transparency helps foster trust and collaboration. Inspectors facilitate discussion early enough that construction teams can be pro-active when planning to deal with the many issues that add to the chaos of construction.

Good companies start with good intentions and best practices in mind. Fast track construction challenges these intentions every step of the way.

Working better together to find the best solutions to the inevitable problems is the only way forward when planning to satisfy the all-important client. This is good for everyone involved and for the construction industry in general.

## QUALITY ASSURANCE PROGRAM (QAP)

Making good information  
available at the right time

**EVERYTHING STARTS WITH A SPEC** NFCA's specification tools, the Floor Covering Reference Manual and the Quality Assurance Program, work best when everyone understands them and puts them to use together.

Specs are contractually binding, describe process and drive actions on site. They must be correct! Spec writers can't be expected to know what processes are needed on site because installation work is not what they do. They need support with up-to-date, independent, accurate and relevant specs that guide the right activities.

Manufacturers' installation guidelines are often left to guide actions on site. While these are helpful, they don't address who should execute certain key aspects of the work such as concrete slab correction, testing requirements, preparation. The result is ambiguity in the specs, and doubt during late stage construction as to who should do what and when regarding sub-floor remediation, critical testing and more. The result is conflict, pulled bonds and delays.

We see a lot of old specs, cut and pasted into new documents. This devalues the spec in the eyes of the trades. NFCA is working hard to bring awareness to available specs to support Construction Specifications Canada and the spec writing community. This is what our industry's Reference Manual is for. Correct process and assignment of duties on site.

As a result of the last four years of presenting these resources to the various construction parties, we are starting to see NFCA specs in projects across the country – Montreal, Toronto, Edmonton, Calgary, Winnipeg and Vancouver – with more to follow.



## NFCA FLOOR COVERING REFERENCE MANUAL

Everything starts  
with a spec

**A UNIFIED UNDERSTANDING OF THE FLOOR COVERING PROCESS** It's important that industry professionals have the same understanding of the standards and scope of work that guide the floor covering trade. A unified understanding of key elements of any installation helps to send a consistent message and in turn helps other construction parties plan and schedule accordingly. This helps set the stage for trained installers to arrive on a site that's ready, start and finish work time. The result a more positive experience, efficiency, improved collaborative process, and ultimately, fewer claims.

Through both formal and informal education – whether it be a workshop, seminar, meeting, lunch and learn or speaking engagement, building a strong foundation of learning and awareness is at the core of what we do.

We deliver courses and workshops that include explaining national standards and how its specification supports best practices and qualified installers. Courses also include inspector certification, leveling training, architectural lunch and learns, moisture testing certification and more.

*“The secret in education lies in respecting the student.”*  
- Ralph Waldo Emerson



## TRAINING & EDUCATION

A unified  
understanding of the  
floor covering process

# BOARD MEMBERS — IN THEIR OWN WORDS

Candace  
Hahn



On any given commercial or industrial project, floor covering is typically one of the last products to be installed. By this time, many other tradespeople and products have been on site. Concrete subcontractors (Division 3) are long gone, leaving behind irregularities that impact heavily on our trade.

Having worked in the flooring industry for many years, I know the struggles that occur on most projects. The standard question - “who’s responsible?”. Without guidelines in place, the conditions of the subfloor and costs associated with making it “acceptable for floor coverings”, are often left to flooring contractors to deal with.

The NFCA is striving to close the gap between all construction parties, specifically in relation to floor coverings. This starts at the beginning - from specs through to bidding and installing.

Change starts with awareness. So when NFCA asked that I represent Saskatchewan, I didn’t think twice! I could not be prouder to be part of the flooring industry family that Saskatchewan has built over the years. Most importantly, I believe in the NFCA and the changes it’s implementing into floor covering standards. I look forward to continuing to build Saskatchewan’s footprint with NFCA through membership, product workshops and education for our A&D and construction community. I wholeheartedly welcome challenge and change and am extremely passionate about and proud to be sitting on the NFCA Board of Directors!

Fred  
Rabiner



After a lifelong career in the floor covering industry, I retired from my position as Regional Vice President of Shaw Industries, Commercial Sales.

I had been on the NFCA Board since the organization was brought back to life in 2015. After retirement, I was asked to stay on the Board - it was a privilege.

I have since become a consultant to our industry and have clients that I regularly work for. For some of us, retirement isn’t a desire to do very little. For me, I wanted the ability to stay involved with the business I grew up with.

The NFCA represents the best of our industry. We strive to improve, professionalize and protect our members and their customers. As a Board member, I have been able to maintain a level of currency with our members and the industry in general.

I am hopeful that I can still contribute to our organization for a long time. It’s everything I believe in.

# WHAT'S NEXT?

**We have been hard at work with the federal government** to get the NFCA Floor Covering Reference Manual and Quality Assurance Program included in the National Master Specification of Canada (NMS). The work is paid off. We are very happy to announce that it is due to be published in November 2019. This is a big deal. Design authorities will begin to see NFCA and QAP specifications on projects across the country.

**There is an ongoing need for testing agencies** like Metro Testing in every province across our Canada. For this reason, we are prioritizing bringing training and certification to Canada from the U.S. in 2020.

**We want to begin working with manufacturers** to bring Product Qualification training for installers to our members throughout Canada.

**There is still lots of work to do** meeting with and speaking to specifiers and design authorities. This will be an ongoing effort.

**General Contractors have the toughest job...** we will be increasing efforts to connect with and support them with lunch and learns and Quality Assurance.

Federal Government Spec  
for Resilient Flooring

Moisture Testing  
Certification

Product Qualification  
Training for Installers

Continued efforts to  
connect with Specifiers,  
Design Authorities and  
General Contractors.

# A SINCERE **THANK YOU** TO ALL OUR MEMBERS, SPONSORS AND PARTNERS ACROSS CANADA

This is how we work, how stuff gets done, and how the floor covering industry, working with other construction parties, will get better.

Through ongoing efforts to build awareness, reach understanding from everyone's perspective and act on that knowledge, a vision for a robust and connected construction community that embodies good practices becomes more and more possible.

We are making continued and measurable progress. And this can only happen with the support of our exceptional members, sponsors and partners.

**The National Floor Covering Association promotes industry standards for resilient, carpet, hardwood, laminate, cork and bamboo floor covering installations.**

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