

# FCW

## FLOOR COVERING WEEKLY

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### Haines members show their 'loyalty'

By Emily J. Cappiello

[BALTIMORE] J.J. Haines held its annual Loyalty Club summit here April 6 to 8 — the first time that Haines held a summit for all of its members at once. "We typically summit in the North and the South but we combined it and had the same number of accounts attend this year as we did last year," said Bruce Zwicker, president, J.J. Haines. More than 60 percent of Southern members made the trip.

With approximately 275 registered attendees and others looking to join the Loyalty Club, the summit was bustling. According to Scott Roy, vice president of sales, Haines sold more than \$500,000 of product and displays in one night — what he believes was a record amount. "Our

suppliers are really generous. They came to the party and they put together some really great deals," he said.

The schedule was packed with workshops, including seminars on dealer websites and marketing and Haines even had two of its own customers conduct a class for other members on how to create a customized sales event. "We like to do workshops and teach our customers; we don't like to have a lot of talk," Zwicker said.

Although the economy has claimed some of Haines' customers, retailers were still signing up to be part of the group. "People are looking for the safe port in the storm and the people who sign up to be part of [our Loyalty Club] are people who want new ideas. They want to be re-energized and they want

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encouragement, but these people also want to learn something; they are more ambitious dealers and they are going to strive to succeed," Zwicker said.

Paul Murfin, Armstrong's vice president of sales, said the summit was encouraging, even though the market has been down during the past year. "There were so many optimistic retailers out there, which just goes to show that J.J. Haines has tremendous support from its customer base," he said.

Armstrong set up a forum at the summit to show off the company's latest products, which received a great response, according to Murfin. "The reaction of the customers to our products, especially our new Alterna premium tile, was great," he said. [FCW](#)