

# FCW

F L O O R C O V E R I N G W E E K L Y



Ron Dunn, Ryan Dunn, Kevin Logue & Jon Logue

## Coming Together

*Alliance Flooring embraces its culture & path forward*

By Amy Rush-Imber and Mallory Cruise-McGrath

[Orlando] Here at Alliance Flooring’s convention it was a celebration of 25 years in business together but also of its unique culture, business strength and personal touch.

Kicking off convention, Ryan Dunn, co-president, told members, “This is a time for us to band together, take a look at what’s going on in the industry and what’s happened in the last 25 years in our company,” he said. “You are the future of what we are doing today inside this industry, inside this company.”

Ron Dunn, co-founder, took attendees on a journey of lessons learned throughout his career but also defining moments of the group. For example, Dunn has taken to the road, travelling the country each year visiting and spending time with CarpetsPlus, COLORTILE and Carpetland USA members.

“There were a lot of great moments along the way,” he shared. “One of the things we recognized was that each of you have a unique story.” Ron Dunn pointed to obstacles faced that can seem to be a brick wall. But he advised, “We come up against a wall and somebody builds bricks on it and says, ‘you can’t do that.’ The reality is it is a paper wall and can be busted through. There is nothing that can stop us.”

During his presentation on the state of the industry, group co-founder Jon Logue advised members to gear up for a strong year despite challenges facing the industry including price increases, inflation and supply chain struggles.

“I’m very optimistic [for 2022],” Logue shared. “I think we’re going to see a little bit of pull back, but [we] will be just fine. Consumer demand is up, there is strong demand for our products and services, unemployment is low and consumer sentiment is high,” he said, adding, “I think we will be up this year 5 percent to 7 percent, maybe a little more. I think it will be a good year.”

Housing is particularly strong but the bad news is, as Logue pointed out, builders “can’t get material.”

“There were 1.6 million starts in 2021 — that’s a 16 percent increase over the year before — and 1.7 million starts for 2022, up 7 percent. That’s the highest it’s been since the Recession in 2007,” he said. “Interest rates will increase but are still low and there was a flight to the suburbs so inventory is low.”

For more, visit [FCW1.com](http://FCW1.com).

### SPRING CONVENTION KICKS OFF

Alliance Flooring’s — CarpetsPlus, COLORTILE and Carpetland USA — spring convention kicked off here in Orlando with vendors & members coming together in person for the first time in two years to celebrate the group’s 25th anniversary. Here leadership, members and vendors took full advantage of the time together in sessions, on the show floor and at evening events.



Alliance’s Kevin Logue & Ryan Dunn with Shaw’s Ann McDermott & Nicki Rayburn



Ron Dunn, Ryan Dunn, Kevin Logue and Jon Logue



Joe Young and Will Young of Engineered Floors with members at Rush Hour

### CREATING A LEGACY

[Orlando] After founding and leading the Alliance Flooring group Ron Dunn and Jon Logue are passing the torch to the next generation, their sons Ryan Dunn and Kevin Logue.

“In family businesses we invest years together so that one day we can celebrate our leaving and enjoy life in a different way. Jon and I are grateful that for us, this day and passage has come. You never fully leave, there is an ongoing connection, but there is a clear, healthy succession that is necessary for ongoing success,” shared Ron Dunn.