



Education and training for the floor covering industry professional

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It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.

Mark Twain

No truer words than those above have ever been spoken - especially that second part: "It's what you know for sure that just ain't so". The perfect recipe for an expensive learning experience is thinking you know something to be true when it's not.

Time and again I've listened to professionals explain processes, methods, applications and testing that they did not understand. Sure, they believed they understood, but their words said otherwise.

Worse yet are the numerous training programs, presentations and conferences that I've attended over the years that left me disappointed . . . and in a couple instances, angry!

As a consultant and recognized industry expert, I have the pleasure of sitting through numerous pre-project meetings, construction planning meetings, sales meetings, mediation conferences and arbitration proceedings. And too many times, the 900 pound gorilla in the room is the simple eloquence of Mark Twain: "knowing for sure what just ain't so"!

Successful training provides knowledge necessary to bring a person to a certain degree of proficiency. My years of industry consulting have allowed me the opportunity to evaluate industry-specific knowledge and industry-specific training, usually as part of a what-went-wrong review and analysis. Time and time again, the underlying cause of some very expensive mistakes were caused because someone knew for sure what just wasn't so!

With the above as background, I developed a number of individual training modules. Each module, or subject, has at its core an examination of that subject's best practices and the standards of care that have come to be recognized by other professionals within the floor covering industry.

A best practice is defined as the most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large numbers of people. Best practices are not stagnant: they become better practices with the development of new knowledge, understanding and technology.

A standard of care is determined by the care and performance that would be exercised by the reasonably prudent professional in a same or similar line of work. The "standard" is often a subjective issue upon which reasonable people can differ but for the most part, consensus exists.

Each training module is constructed around 3 core principals: a review of state-of-the-art information, to bring you current and up to date; an examination of today's best practices and a review of the standards of care expected to be demonstrated by any professional.

Let's be clear on one thing: these training modules are not a "how to install . . .", though an examination of installation methods is necessary for an appropriate understanding of best practices and standards of care. This training is targeted to the working professional installer, customer service technician or representative, estimator and sales person that wants to reach a new level of personal professionalism.

Becoming familiar with best practices and standards of care within our floor covering industry will move any individual or company into a new realm of professionalism - guaranteed.

Take a look through my current offerings on the opposite page, then give me a call to discuss how a targeted training approach can benefit your professional staff. If you have a training need not represented in my current offerings, a custom-designed program can easily be prepared.

Training Modules

■ Introduction to the Carpet and Rug Institute (CRI) Carpet Installation Standard

Geared to the sales professional, estimator, project manager, project foreman, installer and others responsible for knowing the governing rules of a residential or commercial installation. The standard covers everything from project preparation, minimum installation requirements, and basics of various installation methods.

The CRI Installation Manual has been the governing document of the carpet installation industry since 1986.

■ Introduction to the National Wood Floor Association (NWFA) Installation Guidelines

Geared to the sales professional, estimator, project manager, project foreman and others responsible for knowing the governing rules of a residential or commercial installation. The standard covers everything from project evaluation, what to look for, preparation, minimum installation requirements, and basics of various installation methods.

These hardwood installation guidelines have been the governing document for the hardwood floor installation community for over 50 years - they are reviewed and updated every 5 years.

■ Introduction to the North American Laminate Floor Association (NALFA) Minimum Installation Guidelines

Geared to the sales professional, estimator, project manager, project foreman and others responsible for knowing the governing rules of a residential or commercial installation. This class includes product information (laminate types; edge profile types; different installation methods) as well national installation standards and manufacturer-specific requirements.

■ Wood and Concrete Moisture Testing

This instructional module covers the major testing methods available today as well as the use of meters. The details of how to properly conduct a calcium chloride moisture test, an in-situ moisture test, pH testing, and the effective use of moisture meters will be covered.

This module introduces the nationally recognized moisture testing standards developed by ASTM committees and referenced by most manufacturers, architects and specifiers throughout the nation.

■ Hardwood and Acclimation: Understanding the Water and Wood Relationship

Surprise: Acclimation is a function of moisture content and not of time. And yet, 9 times out of 10 I hear the same refrain: it was acclimated for a week, or 2 weeks, or 3 days. Learn the most detailed explanation of acclimation and the relationship of wood to its environment.

This module is primarily intended for the hardwood (solid and engineered) professional that is faced with the challenge of determining when the hardwood installation can safely proceed.



Don't see what your company needs? No problem. I can design any number of custom courses for your company, based upon your needs. Just call and ask.

About Flooring Forensics

FLOORING FORENSICS® is an independent consulting firm, specializing in the science, analysis and disciplines of floor covering failure. Product performance, product installation and moisture related failures are included within our field of expertise.

Professional services include document review, site inspections, specification development and technical writing, litigation support, claims evaluation and support within the insurance industry, case development, case management and quality assurance inspections.

FLOORING FORENSICS, founded in 1982 by president and CEO Roland A. Vierra, has extensive experience in every segment of the flooring industry: project development & design, manufacturing and product installation.

FLOORING FORENSICS and specifically Mr. Vierra has been retained as an industry expert in numerous arbitration and mediation proceedings. He has assisted in the development of product & installation specifications, performed project management duties for several large floor covering installations, and performed numerous moisture intrusion investigations, including moisture vapor emissions testing of concrete slabs and sub-flooring. Years of extensive field experience, coupled with industry-specific technical knowledge, are the cornerstones of Mr. Vierra's professional practice. Through ongoing formalized training programs and active committee memberships in leading industry associations, Mr. Vierra is able to stay current with new, "state of the art" technologies and materials that drive the floor covering industry.

FLOORING FORENSICS is uniquely qualified to assist with every floor covering issue, problem or complaint and happy to answer questions pertaining to floor covering performance, product selection, specifications, claims, moisture intrusion and product/installation failures.