



FCICA 2021 Convention & Commercial Flooring Trade Show

Date	Function	Location
Monday, September 13, 2021		
10:00 am – 6:00 pm	Registration	Meeting Registration Desk
1:00 pm – 5:00 pm	Optional event – Distillery tour	Front Door
6:00 pm – 7:30 pm	Welcome Reception	Tejas Conference Dining + Patio

Tuesday, September 14, 2021

6:30 am – 4:00 pm	Registration	Meeting Registration Desk
7:00 am –8:30 am	Membership Committee Meeting with Breakfast	Zlotnik 5/6
7:00 am –8:30 am	CIM Steering Committee Meeting with Breakfast	Zlotnik 1/2
7:00 am –8:30 am	Attendee Breakfast	Zlotnik Ballroom Pre-Function and 3/4
8:45 am – 9:45 am	Opening Keynote Session: Success in Challenging Times, Keynote Presentation from Harold Chapman Commercial Flooring Executive and Past President and CEO of Bonitz, Sponsored by RFMS	Zlotnik 3/4
9:45 am – 11:15 am	Business Meeting including Silent Auction Product Presentations	Zlotnik 3/4
11:15 am – 11:30 am	Networking Break	Zlotnik Ballroom Pre-Function
11:30 am – 1:45 pm	Trade Show Setup (Exhibitors Only)	Grand Ballroom
11:30 am – 12:45 pm	Educational Session 1: How do High Moisture Resistant Products Work in High Moisture Conditions and How Can They Still Fail with All the Claims Made? presented by Jeffrey Johnson, FCIS and Retail Business Marketing Manager, MAPEI Corporation	Zlotnik 3/4
12:45 pm – 1:45 pm	Attendee Lunch	Tejas Conference Dining + Patio
12:45 pm – 1:45 pm	Education Committee Meeting with Lunch	Zlotnik 5/6
1:45 pm – 3:00 pm	Product Demonstrations: 1:45 – 2:15 pm - MAXXON 2:30 – 3:00 pm -- Bona US	Zlotnik 1/2
2:00 pm – 6:00 pm	Commercial Flooring Trade Show	Grand Ballroom
6:00 pm – 7:00 pm	Trade Show Break Down (Exhibitors Only)	Grand Ballroom
7:00 pm – 9:30 pm	Themed Dinner Event	Zlotnik 3/4

Wednesday, September 15, 2021

8:00 am – 10:00 am	Trade Show Break Down (Exhibitors Only)	Grand Ballroom
7:30 am – 4:00 pm	Registration	Meeting Registration Desk

7:30 am – 9:00 am	Attendee Breakfast	Zlotnik Ballroom Pre-Function and 3/4
7:30 am – 9:00 am	Associates Committee Meeting with Breakfast	Zlotnik 5/6
9:15 am – 10:15 am	Educational Session 2: What Went Wrong in 2021 and How are We Going to Move on From It? presented by Ron Nash, President of LATICRETE North America, LATICRETE International, Inc.	Zlotnik 3/4
10:15 am – 10:45 am	Networking Break	Zlotnik Ballroom Pre-Function
10:45 am – 12:00 pm	Product Demonstrations: 10:45 – 11:15 am - ARDEX 11:30 – 12:00 pm - LATICRETE	Zlotnik 1/2
12:00 pm – 1:15 pm	Attendee Lunch	Tejas Conference Dining + Patio
12:30 pm – 1:15 pm	Contractor Meeting and Silent Auction Product Presentations	Zlotnik 5/6
1:30 pm – 2:30 pm	Educational Session 3: Ceramic Tile in the Commercial Environment, presented by Daniel Grant, CIM, Technical Field Representative, ARDEX Americas	Zlotnik 3/4
2:30 pm – 3:00 pm	Networking Break and Silent Auction Closes	Zlotnik Ballroom Pre-Function
3:00 pm – 4:30 pm	Educational Session 4: Managing Customer Expectations for Polished Concrete Floors, presented by Shane Jenkins, Senior Technical Coordinator, Schönnox, HPS North America, Inc.	Zlotnik 3/4
6:00 PM	Unofficial Event: 6th Street Bar Crawl	Meet at Front Door

Thursday, September 16, 2021

8:00 am – 10:00 am	FCICA Board of Directors Meeting	Classroom 103
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