

**FLOOR COVERING INSTALLATION CONTRACTORS ASSOCIATION
MEMBERSHIP COMMITTEE
AGENDA**

DATE: Monday, May 11, 2026

TIME: 1 PM – 2 PM ET

LOCATION: [Ring Central Link](#)

MEMBERS: [Click here](#) for the list of Committee Members

COMMITTEE CHAIRMAN: Mike Forcade, Membership Committee Chairman

GOALS FOR THIS MEETING:

- Review progress and identify next steps to increasing membership in 2026.
- Discuss status of the goal to promote FCICA to the buying groups and identify next steps.
- Discuss status of this goal to engage Powerhold and identify next steps.
- Discuss the Regional Meeting goals and identify a central ambassador as well as committee members and the next steps.

ITEM DESCRIPTION	TIME (M)	PERSON
1.0 CALL TO ORDER AND OPENING REMARKS FCICA Staff will take attendance	1	Forcade
1.2 Review Antitrust Policy Attendees are reminded of the Policy on Laws Promoting Competition need to be followed during this meeting	1	
1.3 Minutes of the Previous Meeting Click here to review the minutes of the April 21, 2026. Action: Approve minutes.	1	Forcade
2.0 2026 COMMITTEE GOALS	50	Forcade
2.1 Increase membership by 10% (31 new members) by December 2026 Click here to view the membership status report detailing current members by type, dues paid as well as dropped members. <ul style="list-style-type: none"> • Goal: 31 new members in 2026 <ul style="list-style-type: none"> ○ 6 new members as of 04202026; they included: 		

	<ul style="list-style-type: none"> ▪ DalTile ▪ Lighthouse Adhesives, LLC ▪ Oakerds Hardwood Floor Refinishing ▪ Bobyard ▪ E.C.S. Floor Covering ▪ Real Floors Inc. <ul style="list-style-type: none"> ○ Prospect List - Review list for potential new members ○ New Member Mentor Assignments – Review list and assign mentors. For previously assigned mentor assignments – confirm the new member was contacted <p><i>Action: Review progress and identify next steps to increase membership in 2026 and assign mentors to new members.</i></p>		
2.1.1	<p>Aggressively promote FCICA focusing on FUSE, Starnet and Commercial USA Members with a goal of doubling members from those organizations by December 2025. <i>(Membership Committee) 2025</i></p> <ul style="list-style-type: none"> a. List the top 40–50 target companies by size and likelihood, Assign committee members 5–10 each for direct outreach calls, Offer “Buy 1 year, get 2 CIM registrations at 50% off” for group members (or similar). <p><i>Action: Discuss status of this goal to promote FCICA to the buying groups and identify next steps.</i></p>		
2.1.2	<p>Engage Powerhold to promote FCICA membership to distributors. Add 2 Distributor members by December 2025 and 4 Distributor members by December 2026. <i>(Membership Committee) 2025</i></p> <ul style="list-style-type: none"> b. Contact Michael Halebian and/or Fishman to help get a meeting with Powerhold to Partner with Powerhold as an official distributor recruitment channel. <p><i>Action: Discuss status of this goal to engage Powerhold and identify next steps.</i></p>		
2.1.1	<p>Hold an in-person membership drive at the 2026 Convention to have members renew their 2027 dues early and to get new members to join now paying 2026 dues with two months for free (November - December).</p>		

	<i>Action: No action necessary.</i>		
2.2	<p>FCICA Regional Meetings</p> <p>The goals related to regional meetings from the strategic plan are:</p> <ul style="list-style-type: none"> • Create a Regional Meeting Committee to focus on the implementation of regional meeting goals in 2025 and 2026. <i>(Regional Meeting Committee) 2025</i> • Target 2 different regional meetings at distributors utilizing all of our associate members to promote the meetings with a minimum of 30 participants and 4 associate members per meeting, add 1 new distributor, 1 new associate and 12 new contractor members by December 31, 2025. <i>(Regional Meeting Committee) 2025</i> • Create regional ambassadors to recruit and focus on new contractors. <i>(Regional Meeting Committee) 2026</i> <p>2 Regional Meetings have been held in thus far in 2026:</p> <ol style="list-style-type: none"> a. Regional Meeting Stockton, March 20; host - ARDEX Americas; 10 attendees b. Regional Meeting Suwanee, February 6; host - Atlanta Flooring Design Centers; 38 attendees <p>Possible Future 2026 Regional Meetings</p> <ol style="list-style-type: none"> c. Regional Meeting St. Paul/Mpls, Inside Edge host - pending d. Mr. Forcade is looking into distributors in Texas and West Coast as possible host/location site for future Regional Meeting e. Milliken/Russell Cleveland – pending <p><i>Action: Discuss the Regional Meeting goals and identify a central ambassador as well as committee members and the next steps.</i></p>		
2.3	<p>Monthly Virtual Member Meet Ups 2026 with Increased Participation</p> <p>The topics for 2026 are:</p>		

	2026 Dates	Member Meet Up Topic	Expert to Participate /Lead Meeting									
	Wednesday, January 7	The Biggest Mistakes of 2025—and How We Avoid Them in 2026	Mike Forcade									
	Wednesday, February 4	Understanding Sustainability Specs: LEED, HPDs, and EPDs — A Contractor's Guide	Brittany Storm bstorm@mapei.com									
	Wednesday, March 4	Turning AI Ideas into Action	Daniel, Jose, Paul									
	Wednesday, April 1	Contract Language Red Flags	Sloan Baily									
	Wednesday, May 6	No Meeting	NA									
	Wednesday, June 3	Communication Breakdowns on the Jobsite	Rod Von Busch									
	Wednesday, July 1	No Meeting	N/A									
	Wednesday, August 5	The Next Generation: Workforce, Leadership & Growth	TBD									
	Wednesday, September 2	No Meeting	N/A									
	Wednesday, October 7	You Have Insurance But Are You Covered?	Federated Insurance, Patrick Cunningham									
	Wednesday, November 4	Motivation and Accountability: Leading Your Team	Jim Lockwood									
	Wednesday, December 2	Reducing Callbacks: A Contractor Roundtable	Mike Kelly									
	<p>Identify Meet Up Leader/Presenter for August Meeting.</p> <p>Click here for the 2026 calendar/topics and attendance tracking.</p> <p>Action: Identify Meet Up Leader/Presenter for August Meeting and provide any feedback regarding the monthly member meet ups.</p>											
3.0	OTHER BUSINESS		5	Forcade								
4.0	<p>FUTURE MEETING INFORMATION</p> <p>The committee will meet approximately every other month in 2026; the dates are listed below. All meetings will be at 11 AM CT/ 12 PM ET.</p> <table border="1" style="margin-left: 20px;"> <thead> <tr> <th colspan="2">Membership Committee 2026 Meeting Dates</th> </tr> </thead> <tbody> <tr> <td>Wednesday</td> <td>July 8</td> </tr> <tr> <td>Wednesday</td> <td>September 9</td> </tr> <tr> <td>Wednesday</td> <td>November 11* TBD</td> </tr> </tbody> </table>		Membership Committee 2026 Meeting Dates		Wednesday	July 8	Wednesday	September 9	Wednesday	November 11* TBD	1	Forcade
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Wednesday	July 8											
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Wednesday	November 11* TBD											
5.0	<p>SUMMARY</p> <p>Review the Committee's actions.</p>		4	Forcade								
6.0	ADJOURNMENT		1	Forcade								
	Total Estimated Minutes		60									

