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For Immediate Release
October 21, 2009

NAFCD Announces Leadership in Action Award Recipient

CHICAGO – The North American Association of Floor Covering Distributors (NAFCD) announced the winner of its Leadership in Action award during the association’s 38th Annual Meeting in Glendale, Ariz.

The award was developed to recognize intuitive individuals who bring positive ideas, contributions and change to the flooring industry. It also recognizes the role their respective companies play in supporting these innovators.

The 2009 Leadership in Action award was presented to Renz Verbeek of FlorStar Sales, Inc., in Romeoville, Illinois. In a recommendation Verbeek received for this award, FlorStar President Scott Rozmus wrote, “Renz Verbeek is the consummate relationship seller. He rolls with the punches, remains positive in the face of adversity, and has spent his 40-year-plus career at many levels in the flooring supply chain. He brings a leader’s fresh perspective and positive attitude to FlorStar.”

Leading by example, Renz does not do the selling for his people, but shows them how to sell and instills in them accountability procedures. “Renz is an ideal recipient of this honor,” NAFCD Education Chair David Williams said.

FlorStar Sales CEO Wade Cassidy and President Scott Rozmus were recognized as representatives of the award-winning company.

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NAFCD is a North American, not-for-profit trade association serving distributors and suppliers of floor covering materials and related products. Its purpose is to enable wholesale floor covering distributors to be the most efficient, professional and profitable vehicle for bringing their suppliers’ product to market resulting in the highest degree of dealer satisfaction.