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TWO NAMED TO WFCA HALL OF FAME ***MUNZINGER AND PIRNER TO BE INDUCTED***

January 24, 2013 - Anaheim, CA – The latest industry icons to be inducted into the World Floor Covering Association (WFCA) Hall of Fame have together dedicated nearly 100 years of their lives to the flooring industry. Following up last year's trifecta induction, the WFCA recognizes two industry leaders who will receive the prestigious honor this year. Each is recognized for groundbreaking achievements and has placed his indelible stamp on the industry as a whole.

The two new inductees are Fritz Munzinger and LaVone Pirner. The formal induction for both gentlemen will take place on May 9, 2013 as part of the WFCA's Annual Meeting and Board of Directors Meeting in Asheville, NC.

The paper trail of industry accomplishments by Mr. Munzinger could very possibly circle the globe more than once. Most notably, Mr. Munzinger is recognized for his merchandising and selling skill-set in the retail sector.

During his career at Gulistan, Mr. Munzinger changed the game completely by revamping the sales organization from one that called on distributor size accounts to one that called on key dealers in each market. He then helped to expand Baker Brothers from a 4-store retailer in Phoenix, AZ to an 11 store giant that ultimately grew into one of the 50 largest retailers in the U.S.

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Being a true visionary, Mr. Munzinger went on to become a pilot dealer for the Dupont Stainmaster Flooring Center Program — an organization of Stainmaster Carpet's largest customers. He experienced tremendous success in this endeavor and in time developed a groundbreaking selling system for the program that continues to be one of the industry's best.

With a growing reputation for retail mastery, Mr. Munzinger launched Munzinger Consulting. His namesake firm worked exclusively for INVISTA with manufacturers and retailers of all sizes to improve the mills' and retailers' over-all business model. Through this collaboration, he helped build the SFC dealer network. He also guided the organization in their development of breakthrough yarn systems and developed many of Stainmaster® Carpet's phenomenally successful marketing programs.

In 1984, Mr. Munzinger was named *Flooring Magazine's* Merchandiser of the Year and in 1989, *Western Floors* magazine gave him the Outstanding Retailer Contractor Award. He also received the NFA Retailer of the Year Award in 1996.

In addition to his professional achievements, Mr. Munzinger has donated much of his time and financial success to a multitude of community and non-profit endeavors. He, along with his wife, are large supporters of Friends of the Orphans — an organization that provides resources for homes for orphaned, abandoned and disadvantaged children in Mexico, Haiti, Dominican Republic, Nicaragua, Honduras, Guatemala, Ecuador, Peru, and Venezuela. He has also worked to raise funds to have homes and buildings built for those in need, as well as victims of disasters in various parts of the world.

To say that Lavone Pirner is a true industry visionary is a serious understatement when you consider how things started out for him. It all began back in 1967, when he was approached by a friend and a family member about investing in a company called "Discount Carpet Center" — now known as CAP Carpet. Needless to say, he soon found himself immersed in the flooring world and for someone that had never run a business or encountered a balance sheet, he learned quickly how to swim with the big fish.

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Starting with an inventory of just 6 rolls of carpet – all on consignment – Mr. Pirner grew his tiny business into 19 different business units that span the industry in the areas of retail, wholesale, transportation (aircraft interiors) and manufacturing. According to *Floor Covering Weekly*, his company is ranked as the 14th largest flooring retailer in America today. He employs over 180 dedicated staff members and the business has experienced double-digit annual growth since the early 90's.

By 1971, Mr. Pirner knew that in order to grow CAP, he would have to see how others were succeeding in the industry. This desire drove him to join the Retail Floor Covering Institute (RFI), where he served on various committees and in every officer position, including President and Chairman of the Board, from 1982-83. Through this organization he met Howard Brodsky and Alan Greenberg. His relationship with them resulted in the founding of the Carpet Cooperative of America (CCA) in 1985. CAP was one of the founding members of CCA. To this day, Mr. Pirner serves on the CCA Board of Directors and acts as an outspoken advocate for dealers.

In addition to his notable professional achievements, Mr. Pirner is well known within the industry for nurturing and helping to strengthen and grow other flooring businesses. Sharing knowledge about the flooring industry and fostering professional growth in others are among Mr. Pirner's greatest contributions. Whether it's developing training models for employees or creating new relationships, Mr. Pirner is firmly committed to helping those around him in the same way that he was supported by his peers and those he respected. Mr. Pirner's mentoring spirit can be seen far and wide throughout the industry and in the leaders that he has cultivated, including his son Aaron Pirner.

Along with his industry contributions, Mr. Pirner has dedicated substantial time and money to a multitude of non-profit and civic causes, including: Interfaith Ministries, Senior Citizen Centers, The Lords Diner, Trees for Life, Wichita Sexual Assault Center, Battered Women's Shelters, Guadalupe Clinic and Feed My Sheep, just to name a few.

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ABOUT WFCA:

The WFCA, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors, cleaners, inspectors, installers, manufacturers, distributors and allied service providers throughout North America and the world.

The association is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, WFCA.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org and WFCA-PRO.org.

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