



# Employee Newsletter

We exist to make it easy for customers to confidently create functional and beautiful environments.



## DCO celebrates its 40th year in business

A History of Unparalleled Service and Selection

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Our beloved Mike Blanton's mother started a carpet business from their home in 1964. They eventually moved it to the back room of his dad's service station in 1965. Then in 1966, they moved to a storefront in Chamblee, Ga. Shortly after graduating from Bible College in 1976, Mike worked for his mother's company as an installer.

Just two years later, on July 5, 1978, Mike opened Dalton Carpet Outlet at the corner of Oglethorpe and Hawthorne, where CVS is today. He had only one other part-time employee. The DCO Gainesville store opened its doors in 1980. DCO moved in December 1984 to the Beechwood Shopping Center where the Post Office and the joining building are now. Dalton Carpet Outlet eventually became part of the nationwide Carpet One cooperative in 1988 and changed its name to Dalton Carpet One. In April of that same year, DCO moved into the existing building on Atlanta Hwy. Then, we only occupied the retail office, warehouse, and half of the basement. In 2000, the Lake Oconee branch was opened. It moved to its current location in 2004. In 2007, the commercial division was added as a separate division, with its own managers and sales teams dedicated to commercial business. In 2017, DCO Athens expanded and took over the 2,000 sf of remaining retail space, adding Tile, Cabinet, and Kitchen & Bath to our showroom. 27,500 sf of warehouse space was also added in 2017, which is located on 300 Commerce Blvd (Warehouse 300).

With a sales goal of more than \$65 Million, 2018 will prove to be our biggest year yet. Cheers to 40 years strong! #BeLikeMike

5 DIAMOND  
CUSTOMER EXCELLENCE CERTIFIED

2018

## DCO earns 5 Diamond Customer Excellence Certification for 2018

Dalton Carpet One Floor & Home has recently earned the designation of 5 Diamond Customer Excellence Certified through Carpet One Floor and Home University for the 12th year in a row. This award for 2018 recognizes the store's dedication to providing customers with the highest level of expertise in the flooring industry. When sales and installation work together, they create a positive and enjoyable customer experience. Always seeking improvement is one of our core values, and it is great to see that our improvements are being recognized. Congrats, team!

## DCO Employees Volunteer at Food Bank of Northeast Georgia

On December 12, nine employees volunteered at the Food Bank of Northeast Georgia. Together, they packed up 1,100+ bags of food that was distributed throughout northeast Georgia to children who would have otherwise gone with little to no food over the holidays.

Thank you to all of those who volunteered their time! You made more than 1,100 kids very happy!



thank you!





# Christmas Parties





# Annual Warehouse Clearance Sale



This year was the first time we held our Annual Clearance Sale across all three stores, and it proved to be successful! We had over 31% YoY growth in Net Sales and the Average Order increased 15% YoY. We could not have accomplished this growth without the strong team we have here at Dalton Carpet One. Across all stores, everyone pulled together to make sure we were prepared for a successful sale. Thank you!



## The BIG Event

Dalton Carpet One attended the Big Event in Greensboro on Saturday, March 17th. The Big Event Home Show is organized by the Lake Oconee Area Home Builders Association every year. In our booth we highlighted our new Shop at Home Van, our Cabinet & Countertop lines, as well as Mannington's Luxury Vinyl flooring. At the event, we had a prize wheel where attendees could spin to win promo items and we also had a drawing for a \$100 Gift Certificate to our Lake Oconee store. We had so much fun at the event and were so pleased the weather held off for us!



# Bailey Power Plant: Turbine Hall Flooring Redo

DCOCF Team takes "Focus on the Customer" to a whole new level

The Bailey Power Plant project was completed just after the turn of the year. The installers had left, the team was packed up and sent home. Then, less than two weeks after the carpet was completed, there was a special request to remove the previously installed carpet tile area and replace with a new, 2,200 sf carpet layout. This was double the original area, with five carpet types and complex cuts. The best part- they wanted it done in just two weeks. A project that took months to complete was now to be accomplished in two weeks, with double the square footage. How could this be possible...?



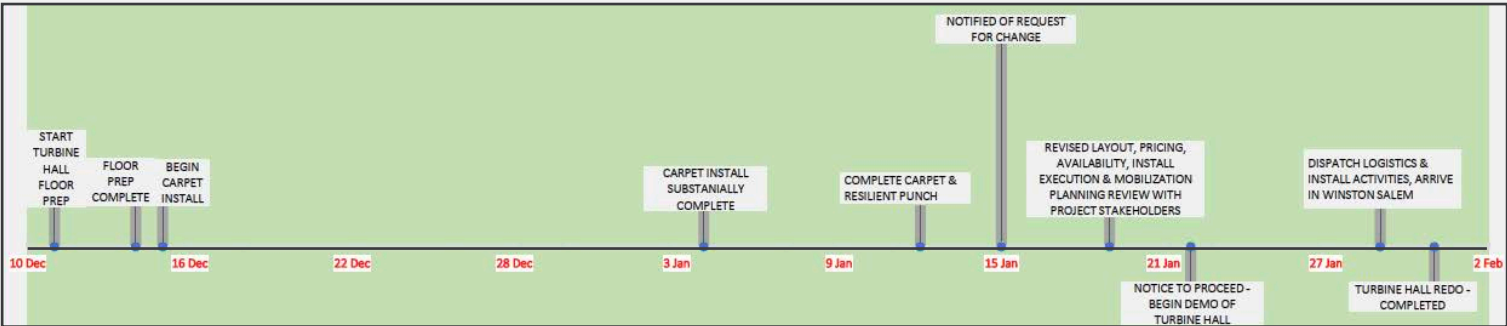
Original Contract Work for Turbine Hall in Bailey Power Plant

Doug Coombs and Jeremy Kozup are no strangers to such challenges. There were multiple stakeholders involved in the planning, coordination, logistics, and installation activities, but it was the great efforts by the DCOCF team that exceeded customer expectations. In just two weeks, the new design was created, the old contract work was pulled up, and the new carpet was installed.



Carpet Installation Redo by DCOCF

## Operation Bailey Power Plant: Turbine Hall Flooring Redo Project Timeline



### REVISED LAYOUT

- Surface Area Doubled to 2200sf
- Floor Preparation
- Five Carpet Colors
- Two Carpet Tile Dimensions
- Layout and Cut Complexity
- Work in Finished Areas

Team consisted of Account Executive, Jeremy Kozup; Project Manager, Doug Coombs; Estimator, Jeff Mitchell; Site Superintendent, Paul Weagle; and Contract Administrator, Lana Browning.



### About Bailey Power Plant

Winston-Salem and the R.J. Reynolds Tobacco factories used to be home of a vibrant tobacco district, now through the vision of Wake Forest University and the help of Wexford, Wake Forest Innovation Quarter is a hub for innovation in biomedical science, technical research and information technology. A part of this innovation quarter is Bailey Power Plant. Dormant for almost 20 years, the complex features more than 110,000 square feet of inspiration office, retail, and entertainment space.



## DCOCF Attends FCICA Convention

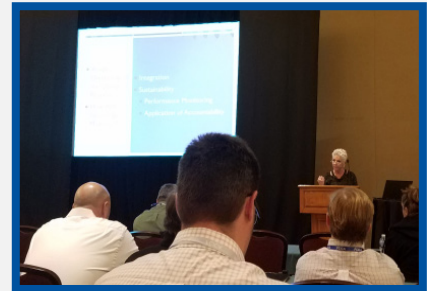


the  
**Flooring Contractors  
Association**

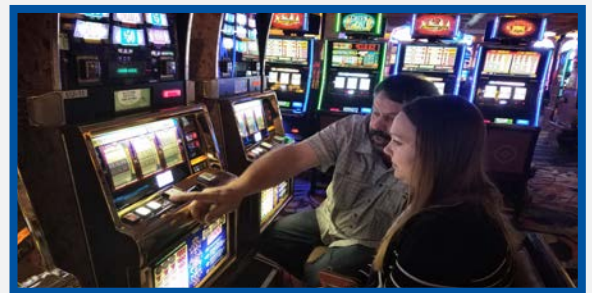
Nine employees from DCOCF (Curtis Blanton, JR Allred, Raymond Goodspeed, Erik Klassen, Tom Krieger, Douglas Coombs, John Saye, Adrienne Dean, and Summer Brittain) attended the Flooring Contractors Association (FCICA) convention on March 18 - 21. The 2018 Convention and Commercial Flooring Trade show brought together top commercial contractors, manufacturer technical representatives, consultants, and those serving the commercial flooring industry. Exceptional educational sessions and networking opportunities were offered at the Beau Rivage in Biloxi, Mississippi. It was as enjoyable as it was educational!



Enjoying Team Dinner with our colleagues at Half Shell Oyster House.



Our very own, Rhonda Robinson, gave a powerful talk on implementing change in the workplace.



Tom and Summer getting in on the slot machine action.

## DCOCF's Escaping Estimators

The estimating team at DCOCF completed a team-building exercise at Escape the Space in Athens on Feb. 9th. They escaped with two minutes to spare! Way to go, estimators!



# Curtis Blanton awarded Young Professional in Floor Covering

One of 10 recipients nationally recognized as a young leader in the flooring industry for 2018

FLOOR

F O C U S

Curtis Blanton, Vice President of DCO, Inc., is one of ten winners nationally for the 2018 Young Professional Award of *Floor Focus* magazine. The award honors professionals under the age of 40 who have proven themselves to be leaders within the flooring industry.

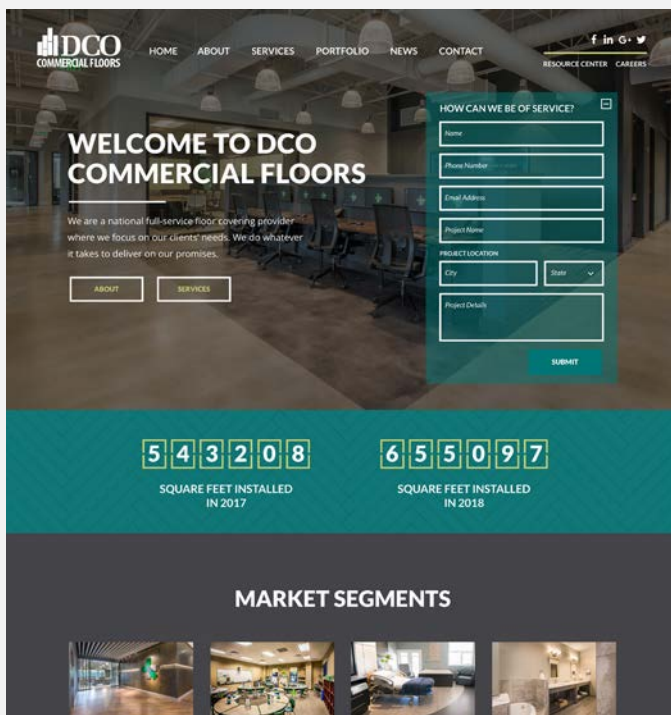
*Floor Focus* covers the residential and commercial flooring industries, offering an in-depth look at the latest trends and issues in the marketplace.

Judges for the 2018 competition were Ralph Boe, president of ArrowStar and past president of Beaulieu Group, and Paul Friederichsen, flooring industry marketing consultant, creative director, and marketing strategist.

Congratulations, Curtis! We can't imagine a person more deserving!



## New DCOCF.com



DCO Commercial Floors website, DCOCF.com, is getting a new look. The new design has been created to make the site more user friendly for visitors, as well as to increase our brand awareness, visibility, and credibility.

The goal of the website is to be a place where potential and existing clients can come to know DCOCF, its people, and its work. It will eventually accommodate potential customers who are seeking a commercial flooring contractor for their flooring needs.

We hope that this new website will be an improvement on the first impression many of our customers receive through online channels.

Take a look and see our improved portfolio, services page, team profile, and much more.



## New Hires: Dec. 1 - March 23



Becky Richard, Inside Sales

Becky grew up in Metairie, La., a suburb of New Orleans. So naturally, she is a big fan of the New Orleans Saints and LSU football. In her free time, Becky enjoys cooking and experimenting with new recipes. She also enjoys antique shopping with her sister. Becky has two daughters still living in New Orleans and also has two rescue dogs that she enjoys playing with. Becky has been a kitchen & bath designer for 30 years and was certified as a kitchen designer from Becky the NKBA. Designing is her passion. Becky feels blessed to be a part of Dalton Carpet One Floor & Home!



Maureen McKercher, Customer Service Representative

Maureen was born in Bogota Colombia and came to the US when she was an infant. She lived in New York for most of her life. Maureen went to SUNY Delhi and studied Veterinary Science. She loves all animals, especially cats! She also has 10+ years' experience in countertop fabrication and 20+ years' experience in Customer Service. She is a single mom and has been trying to teach herself to play the guitar for many years. Maureen also loves going to concerts and in her mid 20's was a DJ.



Caty DeLaigle, Inside Sales

Caty graduated from The University of Alabama in 2009 in Interior Design, with minors in Art and Spanish, and received Master's Degree in Historic Preservation at UGA in 2012. She has worked as a graphic designer, events coordinator and in furniture sales. Before joining Dalton Carpet One, Caty was working independently as an interior designer at Lake Oconee under the business Modern Classic Interior Design. When not designing, she enjoys painting pet portraits, planning weddings, and hanging out with landscaper husband Daniel, their golden retriever Mable and baby Rush, born in August 2017.



Jake Porter



JC Caldwell, Inside Sales

JC is originally from Las Cruces, New Mexico. She attended Abilene Christian University, where she got her BS in Interior Design. JC was also Summa Cum Laude and a University Scholar at Abilene. In her free time, JC like to hike, bike and get involved in anything that lets her explore her creativity. She is also a Mixed Media Artist.



Patrick Bradshaw, DCOCF Estimator

Patrick attended both Georgia College and State University. His hobbies include hunting and fishing. Favorite sports team is the Georgia Bulldogs.



Image Not  
Available

Jonda Sedlack, DCOCF Assistant  
Project Manager (Austin)

Jonda was born in Alabama and has spent the last 30 years of her life in Texas, or traveling as a military spouse. She has an AAS in Construction Management and is also a licensed insurance agent. She comes to DCOCF with some flooring background, previously working in residential flooring from 2000-2004. Jonda is married to her husband of 25 years. They are proud parents to two kids, Kayla and Tristan. Kayla will soon marry Shawn, who brings to the family her first grandson, Sawyer. She is also a motorcycle enthusiast. Her most favorite thing to do is to travel cross country on her Softail Slim.

The longer the ride, the better! She says that she is most excited about learning and being a part of growing the Texas region. "This sound silly but... I'm also excited about learning Procore, it's such a valuable tool!"

Image Not  
Available

Courtney Huber, Marketing Intern

Courtney is currently senior at the University of Georgia majoring in Advertising and German. She was born in Atlanta, Ga., and has lived in the Peach State her entire life. When Courtney isn't attending classes, she enjoys running, watching soccer, reading, and cooking. She also loves to travel and has visited Australia, New Zealand, Switzerland, and some other really cool places. Courtney hopes to plan a trip to Japan to visit her brother.

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Christian Asare-Tuah, Database  
Support Specialist

Christian is originally from Ghana, but he lived in New Jersey for most of his adult life. He came to Georgia in May 2016. He earned his undergraduate degree in 2008 from the University of Cape coast in Ghana, majoring in Accounting and Economics. In 2015, he obtained his MBA in Information Systems from the Keller Grad. School of North Brunswick, NJ. He has been a Microsoft Certified Technology Associate in Database Admin since 2017. He likes to play and watch soccer, with his favorite soccer team being Manchester United. He also enjoys cooking. Christian says, "For the few months that I have been here, I have seen that each associate is willing to go the extra mile to help the other. This, I believe is very important in every organization."

#### Other New Hires:

Lee Rider, Human Resources  
Bryan Turk, IT  
Mike Kerrigan  
Bethany Henderson  
Sean Harrison

James Walker  
Mark Hand  
James McCullough  
Alex Fajardo  
Thomas Richardson Jr

Welcome

# Top Reviews for Dalton Carpet One



## Lake Oconee



**Roy & Gay Morris**

2 reviews

★★★★★ 2 months ago

We had contact with both the Eatonton and Athens locations; everyone was wonderful truly living by their promise to guarantee our complete satisfaction. Charlene, Rosemary, April, Sam, Jack, Brian (hardwood) and the Brazilian tile installers were all wonderful! Very impressed by their arriving on or even before their scheduled time. We're still spending time just standing and gazing at our new floors.



**T Richard**

7 reviews

★★★★★ a month ago

Since relocating to Lake Oconee a year ago, I have used Dalton One for five different jobs in my condo. April Scott, designer, was instrumental in helping me select the appropriate tile for the area. Lennie installed the tile professionally; the whole place looks great; I receive compliments every time I have a visitor. The favorite of everyone is the stainless steel subway tile installed in the bottom half of my dining room walls.

Everything, including cleanup was completed as scheduled with follow-up.

( I am very picky and hard to please but they sure did the job!!!!)

## Gainesville



**John Rood** reviewed Dalton Carpet One Floor & Home — 5★

February 5 · 🌐

Very pleased with my carpet. From getting an estimate, coordinating the delivery, and getting installed everyone was extremely friendly, professional, and most importantly efficient. I had my carpet installed in under two weeks from the date I made selection. The guys installing were very careful to not mess up my newly painted walls. The only negative thing I have to say is that my wife now wants all the rest of the carpet in the remainder of the house replaced. That's a good problem to have.



**Harriette Taylor**

4 reviews

★★★★★ 4 months ago

From Vanessa in sales to Carlos and Oscar in installation, my experience was great. The carpet looks wonderful.



**Joy Harvey**

1 review

★★★★★ 3 weeks ago

From the start of looking at tiles all the way to completion of a major home renovation, I could not be happier. Suzy was very patient as I struggled making all the various choices. Her suggestions ended up with having our shower footprint re-shaped. Our installer, Victor was awesome as well. He went way beyond in everything,



## Athens



**Eleanor Howington**

1 review

★★★★★ a month ago

We are extremely pleased with our new oak floors. Your designer, Suzanne Basham, came out and matched the existing floors perfectly and was a joy to work with.

Heath and Jim installed the floors and we have never seen more hard working , polite young men.

Thanks to all for a great job!!!



**Jack Percy**

1 review

★★★★★ 2 weeks ago

Have used Dalton carpet for my dining room, bedrooms and new hardwood flooring in my living room and have been very pleased with the quality, service and prices in all cases. Can't say enough about the A1 service given by Donna.



**Dave Braid**

2 reviews

★★★★★ 3 weeks ago

The install team was outstanding, workmanship and cleanup was excellent.

From the original design help to the install team to the sealing person, all was excellent and all very professional. Highly recommend all of people involved.



**Jaimi Goss** reviewed Dalton Carpet One Floor & Home — 5★

20 hrs · 🌐

Jamie Ivester has been great through the entire process. We LOVE our new floors and they are beautiful !! We have had so many compliments on them so far by our friends and family. We would definitely refer Mr. Ivester to anyone and if the need arises we will definitely be using him and Dalton Carpet One of Athens hands down, no questions asked. If you are looking for beautiful floors and a great price give them a call and ask for Mr. Ivester !! He will take great care of you.



**Victor Wilson** reviewed Dalton Carpet One Floor & Home — 5★

January 2 · 🌐

Very professional staff from the moment I walked in the door - particularly Tiffany Greene. The carpet installation man was very good at what he does. I decided to add carpet runners on two different staircases and the person who put in the carpet was beyond amazing. He was thorough, knowledgeable, and he was good about keeping me up to date on his progress.

All in all, I'm a big fan of the work that was done by this company and definitely will be using them again when the need arises.



**Marilyn Collari** reviewed Dalton Carpet One Floor & Home — 5★

December 7, 2017 · 🌐

Had out door carpet installed on our deck and it was done beautifully. Tiffany was our sales person and let us know that the carpet was on back order and put us on the priority list to have it installed as soon as it came in. Would not hesitate to use this company again.

Way to go!

# Work Anniversaries

## December 2017

Name	Years	Anniversary
Lauren Harrell	8	Dec 01
Bill Forrester	3	Dec 01
Ezra Peterson	18	Dec 06
April Scott	3	Dec 08
Chris Boyd	4	Dec 09
Rob Rossi	3	Dec 09
Zabeau Small	11	Dec 11
Tom Krieger	5	Dec 11
Ben Eldridge	13	Dec 13
Evan Hicks	1	Dec 13
Dan Seckinger	5	Dec 18
Leonard Minter	1	Dec 19

## January 2018

Name	Years	Anniversary
Chad Patrick	6	Jan 01
Joel Menefee	1	Jan 01
Marcos Rivera	1	Jan 01
Sabrina Porterfield	15	Jan 02
Jeremy Friedman	2	Jan 05
Michael Shinall	11	Jan 15
Luke Canup	6	Jan 16
Sonya Dills	1	Jan 16
Jamie Ivester	2	Jan 18
Mallory Cash	3	Jan 21
Daphne Watson	17	Jan 22
Jeffrey Thomas	11	Jan 23
Chris Saye	7	Jan 25
Heath Baxter	2	Jan 28
Kevin Brownlee	5	Jan 31

## February 2018

Name	Years	Anniversary
Paul Dennis	38	Feb 01
Chase Dahlstrom	2	Feb 01
Angel Parra	2	Feb 01
Bennett Bryant	1	Feb 01
David Newman	3	Feb 02
Justin Aldridge	12	Feb 06
Dan Beard	5	Feb 07
Ken Fenton	2	Feb 08
Samuel Stephens	4	Feb 11
Summer Brittain	2	Feb 15
Ashley Huffman	2	Feb 15
Billy Joe Smith	2	Feb 15
Doug Hunt	3	Feb 16
Chris Whitehead	4	Feb 17
Mike Boyd	12	Feb 27

*Happy Anniversary*

## March 2018

Name	Years	Anniversary
Ashley Howington	2	Mar 07
Ryon Shehee	7	Mar 10
Jay Halvorsen	6	Mar 13
Adrienne Dean	2	Mar 14
Danny Thompson	33	Mar 18
Tiffany Greene	11	Mar 19
Brian Birch	13	Mar 24
Adriana Deuley	1	Mar 27
Ken Taylor	8	Mar 30
Nixon Bunch	1	Mar 30

## April 2018

Name	Years	Anniversary
Keri Adams	7	Apr 11
Casey Hanson	14	Apr 12
Jocelyn Paxson	11	Apr 16
Lindsay Cooper	1	Apr 17
Anthony Flaherty	1	Apr 17
Quintavio Livingston	1	Apr 17
Kristin Hash	1	Apr 20
Carlos Willingham	1	Apr 24
Andrew Rhodes	14	Apr 27

## May 2018

Name	Years	Anniversary
Roger Giacin	2	May 02
Vanessa Churco	1	May 02
Russell Holt	1	May 08
Rosemary Lukasiewicz	1	May 08
Jessica Harrison	1	May 09
Melanie Griffin	20	May 11
Matt McCloskey	3	May 11
Amon Deuley	3	May 18
Dharis Thomas	4	May 19
Joey Taylor	4	May 20
Toby Jones	1	May 25



# Milestone Work Anniversaries

## Kevin Brownlee, Jan 31, 2013 (5 Years)

Kevin started as a delivery driver for eight months in 2013. He was then transferred to Lake Oconee store to manage the warehouse for 14 months. He then took the Delivery Manager position in December 2014. Kevin has his OSHA30 certification and is a NWFA Certified Wood Flooring Consultant. His favorite memory is Mike Blanton. He says that the one thing he has learned while working here is patience. The other employees here at DCO are what he loves most and what keep him here.



## Dan Beard, Feb 7, 2013 (5 Years)

Dan has been a Site Superintendent since he started with DCO. He is usually on site at a different project anywhere from 6 months to a year. "It's been a fantastic journey so far and I look forward to see what every day has to offer." Dan is OSHA 10 and 30 certified. He is also a certified Concrete Slab Moisture Technician with the ICRI. His favorite memory is the employee appreciation barbecue and Braves baseball game because he's on the road so much he never had a chance to meet a lot of the other team members. "It was a great time and nice to put a face to people that I've heard about over the years." He also enjoyed being a part of the team on the Golden Nugget Project. It was a team effort and I couldn't have been as successful as I was without the support of the office and the team members that they provided me.

Dan says, "I love what I do and enjoy learning new things. Plus, I enjoy helping installers and our team members with some of the things that I've done and learned over the years." Being on the road, he is away from his family. He looks forward to every 9-10 weeks spending time with his wife and little dog. He also has two wonderful daughters and enjoys spending time with all of them every chance he gets.

## Sabrina Porterfield, January 2, 2002 (15 Years)

Sabrina was hired in as builder/outside sales. It took her four interviews, but after begging Mike brought her on board. She is a member of the Barrow Co Home Builders Association. Her favorite DCO memory is always going to be one where Mike Blanton was in the room. Doesn't matter which one. She always loved private sale dinners with him! She says she also loves the progressive, always changing, and growing perspective of DCO. "It allows us as salespeople to do what we do best: To see the need and offer it – DCO will figure out how to meet it." We put our promises out there every day to our customers, DCO stands behind us 100% of the time. As Mike used to say, "I'm gonna see that customer at the grocery store – I want to be able to hold my head up high and know we've done the right thing by them."



## Melanie Griffin, May 11, 1998 (20 Years)

Melanie started as a designer, then moved into retail sales after six months. In 2001, she was offered an outside sales position and took it. She then took over the insurance business in 2006. She missed retail sales, so she moved back in 2012. She is a Carpet One Certified Flooring Consultant and a Flooring Design Certified. She has been a member of DCO's President's Club since 2013. She was a member of the Jackson County Builders Association and served on the Board of Directors from 2001-2011. She has been a member of the Athens Area Home Builders Association since 2008 and has been the recipient of the Presidential Award and the Associate of the Year Award. Melanie says that her favorite memory would probably be the first Home & Garden Show booth she did for DCO. We won every award imaginable! Mike Blanton was SO proud! He couldn't believe the new girl pulled it off!

"In my time at DCO I have learned how to live life, which includes balance, respect for others and myself, patience – a LOT of patience. I was a 24 year old baby when I started, so I was a blank slate, ready to learn whatever. This is where I have grown up. My own family is four hours away; DCO became not only my friends and co-workers, but also my family." Melanie loves working with customers and helping them see potential in their existing space selecting products, and finally a beautiful installation! "If it weren't for DCO I wouldn't have my awesome dog Miss Sunshine Griffin! She was found early one morning in the bushes – thank you James Conner – almost two years ago."

# Happy Birthday!

## December

Dec 01 Summer Brittain  
Dec 01 Marla Herbert  
Dec 03 David Muench  
Dec 04 Jacob Porter  
Dec 16 Caleb Steiner  
Dec 17 Amberlee Malcom  
Dec 18 Joey Taylor  
Dec 21 David Webb  
Dec 26 Jeremy Friedman  
Dec 26 Angela Patton  
Dec 29 Chris Long  
Dec 30 Chris Boyd  
Dec 31 Justin Aldridge  
Dec 31 Joshua Bolz  
Dec 31 Paul Dennis

## March

Mar 01 Meghan Blanchard  
Mar 04 Ben Eldridge  
Mar 08 Raymond Goodspeed  
Mar 09 Quadre Castleberry  
Mar 12 Mary Kim  
Mar 14 Sonya Dills  
Mar 17 Marcos Rivera  
Mar 22 Rheagan Conner  
Mar 24 Kevin Brownlee  
Mar 24 James Walker  
Mar 25 Alton Berry  
Mar 25 Paul Deaton  
Mar 26 Russell Holt  
Mar 29 Ken Fenton  
Mar 31 Brian Birch

## Janaury

Jan 02 Suzanne Basham  
Jan 03 Jamie Ivester  
Jan 05 Keith Guest, Sr  
Jan 05 Sean Harrison  
Jan 05 Danny Newman  
Jan 08 Andrew Rhodes  
Jan 08 Michael Shinall  
Jan 09 Lee Rider  
Jan 10 Mark L. Hand  
Jan 11 Sara Beth Cummings  
Jan 12 Chad Patrick  
Jan 13 Michael Gregory  
Jan 14 Starr Tillman  
Jan 17 Todd Minish  
Jan 18 Tom Holt  
Jan 19 Jeffrey Thomas  
Jan 22 Melanie Griffin  
Jan 25 Ashley Howington  
Jan 28 Matt Carawan  
Jan 28 Oswaldo Herrera  
Jan 29 Jason L. Smith  
Jan 30 Jack Gilliam  
Jan 30 Jeremy Kozup

## April

Apr 03 Curtis Blanton  
Apr 03 Nixon Bunch  
Apr 12 Scotty Chatham  
Apr 14 Billy Joe Smith  
Apr 15 Doug Coombs  
Apr 15 Mike Kerrigan  
Apr 17 Robert Jay Halvorsen  
Apr 19 Danny Thompson  
Apr 20 Dan Seckinger  
Apr 21 April Scott  
Apr 22 Daphne Watson  
Apr 24 Rob Rossi  
Apr 30 Rosemary Lukasiewicz

## February

Feb 02 Lana Browning  
Feb 02 Chad Craven  
Feb 04 Samuel Stephens  
Feb 05 Thomas Richardson Jr  
Feb 08 Mark L. Hayes  
Feb 10 Anthony Flaherty  
Feb 12 Amanda Manley  
Feb 13 Jana Caldwell  
Feb 15 Jessica Harrison  
Feb 15 Kristen Taylor  
Feb 19 Maureen McKercher  
Feb 22 Kris Smoot  
Feb 24 Matt McCloskey  
Feb 25 Joel Menefee  
Feb 26 Lauren Harrell  
Feb 27 Chris Whitehead

## May

May 01 Chris Saye  
May 04 Caty DeLaigle  
May 05 John Eisele  
May 07 John Saye  
May 08 David Connell  
May 08 Zabeau Small  
May 12 Bill Forrester  
May 12 Evan Hicks  
May 14 Erik Klaasen  
May 16 Jocelyn Paxson  
May 19 Layla Green  
May 24 Ryon Shehee  
May 25 Dylan Betts  
May 26 Gary McWaters  
May 27 Suzanne Taylor  
May 29 Roger Giacin  
May 30 Bennett Bryant  
May 30 Tiffany Greene  
May 31 Luke Canup



## Upcoming Events

### March 29: State of the Company



Join us Thursday, March 29, at 6 pm in the Athens SuperCenter or remotely for a review of 2017 and a look forward at our 40th year in business, 2018.

## Spring 2018 Private Sale

OUR ANNUAL SPRING PRIVATE SALE WILL TAKE PLACE AT ALL THREE LOCATIONS FROM APRIL 20 - 21. ONLY PREVIOUS CUSTOMERS WILL BE INVITED TO THIS EXCLUSIVE SALE, SO PREPARE TO SEE SOME FAMILIAR FACES!

The 2018 Mike Blanton Memorial Golf Tournament will take place at Callaway Gardens on Saturday, May 12th. Golf will be played at the Mountain View course that hosted the PGA Buick Challenge for more than 10 years. We will be staying Friday night, May 11th, in the Mountain Creek Villas right on the golf course and lake. We have a limited number of openings so this will be on a first come basis. RSVP to Mike Boyd ASAP if you haven't already and let him know your handicap or average score.

### DALTON CARPET ONE FLOOR & HOME

#### Mike Blanton Memorial Golf Tournament

Saturday, May 12th  
Callaway Gardens  
9am Shotgun Start

Overnight accommodations will be at the Southern Pine Cottage at Callaway Gardens.



It's time for a weekend away with our DCO girls! We are planning the weekend for July 27-29. Be sure to RSVP to Kristin by March 30th to secure your spot. Accommodations are pending and will be contingent upon how many people sign up.

The goal of 5 Diamond Excellence Certification is to provide the best flooring purchase experience in your market. We will use this program to develop standards and drive team performance for our sales and installation staff. When these groups work together, they create an enjoyable customer experience. Driving consistent service quality at every customer touch point reflects positively on our brand. When implemented correctly, DCO can increase our customer base through powerful customer testimonials/reviews.

10 hours of professional development are required for the 5 Diamond Excellence Certification. To meet this requirement, each sales person and installer must attend 10 of the monthly meetings.



#### Upcoming Meeting Dates and Sponsors:

Friday, April 6 (Dreamweaver)  
Friday, May 4 (DCO)  
Friday, June 1 (Bona)

# How to build accountability into your corporate culture

Accountability – that quality of personal responsibility and ownership – can be difficult to establish and easy to lose.

Nobody can be “sort of accountable.” It requires a commitment from the top and adoption throughout the organization.

The term “accountability” often carries the negative connotation of the person who is to blame when something goes wrong. I see it differently:

*It's the ability of a person to provide focus on an initiative, make the necessary decisions and garner support from their organization to achieve success.*

Accountability must be built into a corporate culture. It's in the operating rhythm of how high-performing companies work. Everyone must trust that their colleagues will complete projects and to a high degree of quality for everyone to be successful.

Let's look at some ways to make accountability part of your business world:

**1. Be reliable and consistent.** Simply put, do what you say you're going to do. And, expect the same of others. The path to accountability is through consistency, predictability and follow-up. As leaders, we need to be accountable in terms of providing interim guidance throughout the project and not just at the end.

**2. Communicate your expectations clearly.** Don't assume someone can fill in the gaps. For people to succeed, they need to know what the successful completion of a project looks like. This includes key metrics, dates, costs, etc. It's important to give team members the opportunity to ask questions to get a full understanding before starting their projects. It's then that they can take full ownership.

**3. Empower employees.** Once everyone understands the expected results, they should be empowered to get the job done. They should have adequate resources and structure to allow them to succeed. They shouldn't have to circumvent process or continuously fight upstream as a means to achieve successful outcomes.

**4. Foster collaboration and mutual accountability.** Ensure everyone knows what major initiatives are on each other's plates. It's amazing how effective a business can be when people talk to each other and hold each other accountable.

**5. Create a learning environment.** It would be nice if everyone completed everything right on the first attempt. That's just not realistic, though. Rather than overreact when someone drops the ball, try to create an environment where people learn from mistakes. Likewise, take responsibility for your own decisions, good or bad, to model the behavior.

In the end, accountability can't feel forced. It must be authentic, consistent and organic. It's not something that you can just mandate and it happens.

While holding others accountable, you have to be accountable as well. *Accountability comes when a workplace operates as a high-functioning team, where colleagues understand their expectations and help and depend on each other.*

In these environments, you can see constant progress taking place in a positive, predictable way.

- Adapted from Biz Journals by Sam Reese