

EMPLOYEE NEWSLETTER

The latest news and updates.

Summer Recap 2018

WE'RE THE BEST OF THE BEST!



This year Dalton Carpet One won the title of "Best Flooring Store in Athens" in Athens Banner-Herald's First Annual Best of the Best awards. In addition to winning this title, DCO was also nominated for "Best Place to Work" in Athens. On August 23rd, JR and Kristin attended the award banquet with their significant others to accept this award.

Thanks to the entire Dalton Carpet One family for your hard work so that we can continue to win this award year after year and for nominating us as "Best Place to Work" this year!

In This Issue

Summer Recap.....	2-5
DCOCF News.....	6-7
Upcoming Events.....	7
Milestone Anniversaries.....	8
Work Anniversaries.....	9
Birthdays.....	9
New Employees.....	10
Reviews.....	11
Employee Recognition Program.....	12
Focusing on Customer Impact to Destroy Silos.....	13

TUNNEL TO TOWERS (JUNE 30TH)



We are so glad we could help support this amazing organization and to continue to be involved in their events. A big thank to all of those who came out and made the climb!

On June 30th at the Westin Hotel in Atlanta, Dalton Carpet One sponsored the Tunnels to Towers Tower Climb event to commemorate Stephen Siller, fire fighters, and other service members who tragically lost their lives on September 11th, 2001. Several DCO employees, alongside firefighters and police officers decked out in their full gear, climbed to the 72nd floor of the Westin Hotel to retrace the steps that countless first responders made on 9/11.

Our #BeLikeMike team was honored with the National Follow The Footsteps award for our support and commitment to the organization. We are so honored to work with this wonderful foundation!

Tunnels To Towers Mission:

The Stephen Siller Tunnel to Towers Foundation honors the sacrifice of firefighter Stephen Siller who laid down his life to save others on September 11th, 2001. The foundation also honors our military and first responders, who continue to make the supreme



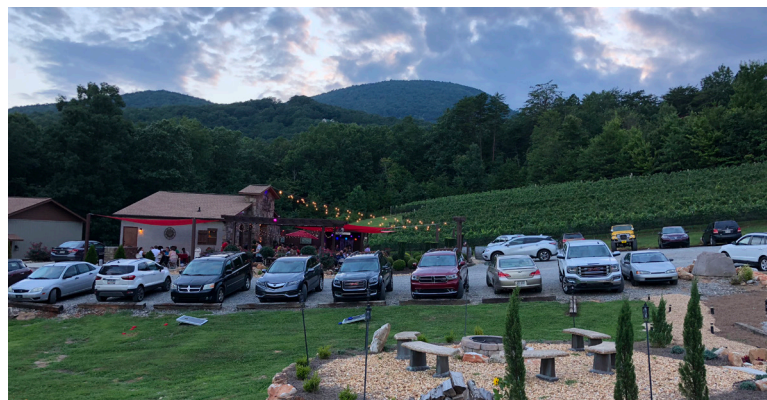
GIRLS WEEKEND (JULY 27 - 29)



📍 Helen, Georgia

The ladies of Dalton Carpet One enjoyed a relaxing time away in Helen, Georgia for the weekend of July 27th. The ladies visited local wineries, Yonah Mountain Winery and Serenity Cellar, and used the weekend get-away as a chance to connect with some of the women they don't get the chance to work with very often.

Thanks to all of the ladies who came to hangout! We had a blast!



PET ADOPTION EVENT (AUG. 18)

On August 18th, the Athens and Lake Oconee stores opened their doors to some furry friends for our Pet Adoption Event! The Athens Area Humane Society came out to our Athens Store and the Oconee Regional Human Society came out to our Lake Oconee store with several adoptable pets searching for their FURever homes!

We are happy to announce that several pets were adopted at our Lake Oconee location! We're so glad we had so many customers and employees come to see out pets!



FAMILY PICNIC (SEPT. 8)



On September 8th, Dalton Carpet One hosted our annual Family Picnic at our 300 Warehouse location to celebrate all of our wonderful employees and their families. The event featured a screening of the UGA vs. USC game - go dawgs - and a fun afternoon with coworkers and family. Attendees enjoyed competing amongst one another in cornhole matches, giant jenga, and games of oversized connect four. There was also a bouncy house and obstacle course at the event for the kids to play on. Holy Crepes, with their amazing food truck, and King of Pops provided guests with yummy treats throughout the event. JR also used this afternoon of fun to announce the new Employee Recognition program.

Thanks to everyone who came out with their families!

GREENE COUNTY HABITAT FOR HUMANITY (SEPT. 22 & 25)



On September 22nd and 25th DCO employees volunteered their time and effort at the Greene County Habitat for Humanity Home Build in Greensboro. Our staff helped the Habitat team build out the framing for the homes that will be completed in December. We are thankful we had the opportunity to help support this organization and look forward to installing flooring donated by DCO in these home this fall!

DCOCF FEATURE PROJECT: MORGAN MEMORIAL HOSPITAL

INDUSTRY:

Healthcare

LOCATION:

Madison, GA

COMPLETION DATE:

October 5, 2018

ACCOUNT EXECUTIVE(S):

Ezra Peterson + Jeremy Friedman

PROJECT MANAGER(S):

Meghan Blanchard

CONTRACT ADMIN:

Terri Fields

PROJECT COORDINATOR:

Taylor Walker

SITE SUPERINTENDENT(S):

Jay Halvorsen + Kenny Hughes

MATERIALS USED :

Carpet Tile: Mannington and Shaw

Broadloom Carpet: Shaw, Mohawk,
and Atlas

Tile: Daltile

Linoleum Tile: Forbo

LVT + LVP + Sheet Vinyl: Mannington

Poured Resinous Floor: Stonhard

Painted Concrete: Sherwin Williams

Ceramic Wall Tile: Daltile

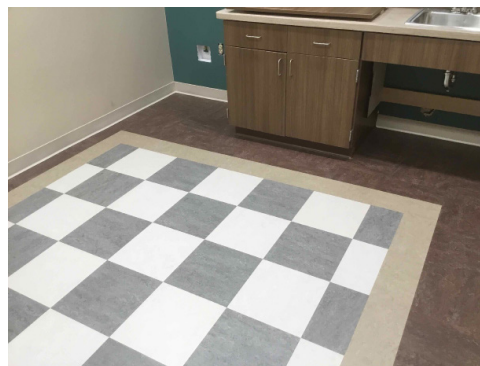
Glass Mosaic Wall Tile: Specialty Tile

Morgan Memorial Hospital is a 25-bed non-profit Critical Access Hospital located in Madison, Georgia. In addition to offering a 24-hour emergency room and a wide array of diagnostic outpatient services, they serve patients through their acute care and swing bed program.

Established in 1960, Morgan Memorial is dedicated to providing quality care and exceptional service to the people it serves. Whether it's a life-threatening emergency, scheduled surgical procedure, physical therapy or any other health care service, Morgan Memorial's healthcare team is prepared to respond quickly and effectively with a wide range of medical specialties and diagnostic and rehabilitative support services.

In the most recent renovation, DCO Commercial Floors served as the flooring contractor for the project, working closely with Earl Swensson Associates, Inc. (architect) and Brasfield & Gorrie (general contractor).

As leading experts in healthcare flooring, we understand the critical role floors play in calming and comforting the patient, staff, and visitors' experience. Our flooring solutions address cleanliness, comfort, performance, and ease of maintenance. This project required multiple flooring solutions, patterns, colors, and installation methods.



Tile picture frame with glass tile
on the inside



Herringbone Pattern LVP



Many colors, patterns, and installation
methods were used in the project

DCOCF CLIENT BASEBALL GAMES



Choate - August 10th
Hodges & Hicks - August 14th



DCOCF hosted Choate Construction Company and Hicks & Hodges at Suntrust Park for a game of baseball and socializing. Steve Avery joined the group on Aug. 10th. These are both great partners for us and we are happy to continue building relationships such as these!

UPCOMING EVENTS

Fall Private Sale / 40th Anniversary Sale

October 18th-20th

Athens & Lake Oconee Stores

DCO Commerical Floors Austin Open House

October 25th

Chili Cook-Off:

October 31st, 12 - 1 PM

An email with more information will be sent out soon!

Thanksgiving Potluck:

November 20th, 12-1 PM

A sign-up sheet will be sent out for each location - be on the lookout!

Thanksgiving Holiday

November 22nd

DCO Holiday Party:

December 8th, at the Foundry

RSVP requests will be sent out soon.

MILESTONE ANNIVERSARY: TOM HOLT, 5 YEARS (NOV. 13)

Tom Holt was hired in 2013 as a Tile Specialist for the Residential Division after spending 37 years in the ceramic tile business. In this position, he was responsible for helping the company avoid failures in ceramic tile installations. It took about six months for Tom to start working in the installation department of the Commercial Division working to manage tile installations and as a site superintendent. Five years later, Tom is still working as a Site Superintendent on jobs, like Golden Nugget in Lake Charles, LA. He loves working for DCOCF because of the passion everyone has throughout the company. He feels this is evident by the many strong personalities of all the workers who take what we do seriously.

MILESTONE ANNIVERSARY: CHRIS BOYD, 5 YEARS (DEC. 9)

Chris Boyd is hitting his five year anniversary working for Dalton Carpet One. Chris first considered joining the DCO team when his Father and Brother-In-Law would discuss the culture and family feel of DCO. When it was time to make a career change, DCO was the first place Chris applied. His favorite thing about working at DCO is the ability to see the direct results from the hard work you put in by being a part of the sale team. Chris has also always enjoyed working with customers and his current position puts him on the front lines to make a difference for each person he works with. Chris has been married to his wife, Alyssa, for ten years and has two daughters, Ansley and Chloe.



WORK ANNIVERSARIES

Tim Gilliam - Sep 08, 15 Years
Caleb Steiner - Sep 08, 3 Years
Paul Deaton - Sep 24, 4 Years
Chris Brock - Sep 28, 3 Years
Todd Minish - Oct 01, 3 years
Dave Connell - Oct 03, 6 years
Chad Craven - Oct 03, 2 years
Paul Weagle - Oct 10, 2 years

Alton Berry - Nov 14, 2 years
Jeff Mitchell - Nov 16, 9 years
Starr Tillman - Nov 18, 33 years
Terri Fields - Nov 22, 13 years
Casey Hall - Nov 28, 2 years
Bill Forrester - Dec 01, 4 years
Ezra Peterson - Dec 06, 19 years
April Scott - Dec 08, 4 years

Antuan Andrews - Oct 16, 4 years
Fabien Dumas-Pierre - Oct 18, 2 years
John Saye - Oct 20, 4 years
Vicki Hirsch-White - Oct 24, 2 years
James Conner - Oct 26, 3 years
Jack Gilliam - Nov 01, 25 years
David Muench - Nov 07, 2 years
Tom Holt - Nov 13, 5 years
Kristine Ewing - Nov 10, 14 years

Rob Rossi - Dec 09, 4 years
Chris Boyd - Dec 09, 5 years
Tom Krieger - Dec 11, 6 years
Ben Eldridge - Dec 13, 14 years
Zabeau Small - Dec 13, 12 years
Evan Hicks - Dec 13, 2 years
Danny Seckinger - Dec 18, 6 years
Lenny Minter - Dec 19, 2 years

BIRTHDAYS

Keri Adams - Sep 01
Carlos Willingham - Sep 16
Tim Gilliam - Sep 18
Paul Weagle - Sep 18
Angel Talavera Parra - Sep 21
Ken Taylor - Sep 21
Melanie Gibbs - Sep 23
Douglas Hunt - Sep 30
Toby Jones - Oct 06
Kelley Blanton - Oct 07
Sabrina Porterfield - Oct 11
Dave Newman - Oct 21
Amon Deuley - Oct 22
Antuan Andrews - Oct 22
Dee Hall - Oct 27
Michael Epps - Oct 28
Casey Jo Hanson - Oct 30
Taylor Walker - Nov 01
Lindsay Cooper - Nov 05

Lee Stinchcomb - Nov 10
Dayton Strickland - Nov 11
Heath Baxter - Nov 11
Fabien Dumas-Pierre - Nov 14
Bailey Lapalme - Nov 21
Daniel Hooper - Nov 27
Robert O'neal - Nov 30
Summer Brittain - Dec 01
David Muench - Dec 03
Shaun Nelms - Dec 09
Caleb Steiner - Dec 16
Joseph Taylor - Dec 18
David Webb - Dec 21
Michael Jose Epps - Dec 23
Jeremy Friedman - Dec 26
Chris Long - Dec 29
Chris Boyd - Dec 30
Justin Aldridge - Dec 31
Paul Dennis - Dec 31



NEW EMPLOYEES

**Kim Eldridge**
Outside Sales, Residential

Kim has over 15 years' experience in selling. Her career has spanned from several different companies. Her most recent position was as the Marketing Manager for Bone-Dry Roofing. Kim also sold directly to Dalton Carpet in the early 2000's as a rep for the William M. Bird company. Kim is married to Ben Eldridge, DCOCF Account Executive, they have two children, Camden and Sawyer. Kim is a graduate of the University of Georgia and is an avid Bulldogs fan! Kim has been in or around Dalton Carpet for years and we are so truly excited for her to finally join the team!

Not Pictured


Tiaan Schutte
DCOCWT Project Manager

Tiaan Schutte was born in Cape Town, South Africa, where he lived for nearly 32 years before coming to the states. Tiaan is married to Letetia and they have two children, Sebastian and Mila. While living in South Africa, Tiaan was a professional Rugby player. He moved to the United States in 2002 and has had a varied career. Most recently, he worked with a large roofing contractor as a Superintendent over multiple projects. He joined the ranks of DCO Commercial Window Treatments in August of 2018 in the role of Project Manager. While not at work, Tiaan enjoys golfing, tennis, and spending time with his family.

**Corbin Mintz**
DCOCF Project Manager

Corbin has nine years experience in increasingly responsible roles within project management at several companies. Corbin is an Atlanta Falcons and Braves fan, but his college team is The University of Michigan. He is to be married in April to his fiancée, Donna, who is a construction attorney.


REVIEWS

 **scott overcarsh** ★★★★★

Claudio and his team did an excellent job with our install! My wife and I could not be happier with the finished product and the process. Claudio literally treated our job like he was installing it in 'his house'. They stayed late to finish in one day. Claudio offered suggestions on treatment around our hearth that created a better finished look than we originally had planned on. His team obviously enjoys and takes pride in their work. They even sang throughout the day, the entertainment was a unexpected bonus! We will definitely recommend Dalton Carpet and Claudio's installation crew to our neighbors!

 **Robby Ward** ★★★★★

The care and service we've received from Dalton One has been top notch. Robert has been incredibly patient, helpful, and informative...even when we changed our mind on tile AFTER it had been delivered 💎 The delivery team is professional, courteous, and incredibly hard-working. They have carried every ounce of our tile, backerboard, and thinset to the second floor, by hand, in the GA Summer heat, with nothing but a smile. We have used several big box stores during our construction process and none of which have shown the care and appreciation that we've received from Dalton One. We will use them for all of our flooring and decor needs in the future!

 **Ray Aiello** ★★★★★

The sales staff was knowledgeable and very helpful. All my questions were answered completely. The installation crew was professional, courteous and considerate. My expectations were met and then some. I am totally pleased with the final results. I definitely would recommend Dalton Carpet to my friends.

 **Mark Garland** ★★★★★


Rosemary has been so much fun to work with on our various home design projects, including new floors, kitchen backsplash, and kitchen island. She has such a fresh and refined aesthetic. She has entertained all of our different ideas and led us in the best direction while being respectful of our budget. Looking forward to more projects with her. Thank you, Rosemary!

 **Rhonda Blevins** ★★★★★

Excellent job. Great customer service from Melanie G. helping with the choice of tile to Alex Fajardo installing the tile in such a professional and craftsman like manner. Can hardly wait to get the bathroom done.

 **Kathy Colgan** ★★★★★

Awesome service ! They did such a good job on my carpets,they are polite and real helpful! I will be back in the future 😊

 **Reggie Perry** ★★★★★

The installers were Excellent!!! They represent your company well!!!

EMPLOYEE RECOGNITION PROGRAM

DCO is rolling out a new program in an effort to recognize employees who go beyond the call of duty. These awards, along with gift card prizes, will be given to employees showing exceptional drive to live out our Core Values: Focus on The Customer, Do Whatever It Takes, and Always Get Better.

Making It Easy Award

We strive to make it as easy as possible for our customers to work with us and want to encourage every employee to help us continue to "Make It Easy" for our customers to do business with us, time and time again. We want to recognize employees who embody our core values to make this a reality.

What Qualifies Someone To Receive The Award?

1. Employee must exhibit one of our three core values
2. Employee went above and beyond their job requirements to embody one of our core values

Thanks For Making It Easy

Date: ____ / ____ / ____




Acknowledgment To: _____

Recognized By: _____

Value Displayed: _____

 Focus On The Customer
  Do Whatever It Takes
  Always Get Better

Thanks For Focusing On The Customer

Date: ____ / ____ / ____

Acknowledgment To: _____

Recognized By: _____

Value Displayed: _____

Focus On The Customer Award

In an effort to acknowledge employees who "Focus On The Customer" to make sure a job goes smoothly, we will be selecting a job each month that will reward all team members involved.

What Qualifies Someone To Receive The Award?

1. Employee must exhibit one of our three core values in an effort to ensure the customer has the best experience working with DCO
2. Turning an obstacle on a job into a win for DCO
3. Executing phenomenal work on a project

How Do I Nominate An Individual Or A Team For an Award?

You can nominate your coworkers by emailing awards@daltoncarpetone.com for residential or awards@dcocf.com for commercial. Managers will then review the nominations and present them to the company and the winners each month.

FOCUSING ON CUSTOMER IMPACT TO DESTROY SILOS



Silos, it's business speak for caring only about your department, and not connecting with the larger whole. In most cases, it doesn't happen by design. It just happens by default, and virtually every organization has some degree of siloing. Unfortunately, what starts as a silo, ends up as a turf war. That's the last thing you want. Communicating inter-departmentally is easier said than done. Departments have different goals, metrics, hiring standards, and they can even have their own culture. How do you break down silos? There're a few things you can do.

Like any good relationship, regularly communicating is the key. Imagine if your spouse only talked to you when they wanted you to do something for them. Over time you'd probably become angry and accuse them of being self-absorbed. The same thing happens at work. Usually we only go to other departments if we want them to do something for us instead, try to do a weekly huddle, or find another ongoing way to connect. The more of a relationship you have with these other departments, the more open their doors will be when you do need something.

When you do need that something, frame your request in terms of impact. I'm sure you're a nice person, but Jenny from accounting isn't going to be motivated to fix your expense report just because she likes you. When you make an ask, tie it back to how the other person's effort will help the customer, even if neither of you are customer facing. For example, say you work in IT, and you need accounting to approve a charge for cyber security. Follow that with, "Our customers trust us with their information. I want to be sure we don't betray that trust, and you can help me." Much more likely to result in action.

When someone needs something from you, you still have the opportunity to build a culture of service. Just ask with curiosity and kindness, "I'm happy to help. Just out of my own curiosity, how does this impact our customer experience?" or "What problems will this help our customer solve?"

You'll both leave feeling positive. And of course, always say, "Thank you," when someone helps you or answers a question. You can say, "Thank you," even if you were the one helping. Thank them for their time, their assistance, the work they do for customers, even if they were just nice through the process. Find something. Our brains respond really positively to thank you. It makes us feel good, and it helps us be nicer and more motivated for the rest of the day. Focusing on customer impact is the pull-through thread that breaks down those silos.

It's the great unifier that can extend from the CEO, to the IT guy, to the marketing team. It helps individuals in departments be in service to each other, because everyone is in service to the customer.



"I like to compare teamwork to a sail and an anchor. You're either a sail helping the boat go in the right direction or an anchor unwilling to work with others. By helping your coworkers when they're in a tough spot advances the whole team's mission."