



## *News Release*

# Mitchell Dancik Joins the Floor Covering Institute

**St. Louis, MO – August 12, 2010** -- [Mitchell Dancik](#), president of [Dancik International, Ltd.](#), the leading provider of software and B2B solutions to the floor covering industry, is now a member of the [Floor Covering Institute](#) LLC, the international consulting group formed to serve the flooring industry.

Dancik International specializes in software solutions for the hard surface flooring industry with systems that provide solutions for running the entire business from accounting and inventory management to sales and logistics, claims and CRM, among others. Dancik has spent the past 25 years working with over 130 leading flooring companies specializing in systems for the entire supply chain. Today more than half of all hard-surface flooring sold in North America is processed by Dancik software at some point on its journey from the plant to the home.

"Mitch takes a holistic approach when he consults with a business and that approach is reflected in his software products as well as his strategic planning. He not only understands the technical side but also the marketing and business aspects of the flooring industry. I know he will offer that same broad approach to our clients," said Jim Gould, founder and president of the Floor Covering Institute, who was one of the first adopters of Dancik's software. His former distribution company, Misco Shawnee, began running operations on Dancik software in the early 1990s.

"The floor covering industry is entering an era of global thinking and management, not just global product sourcing," said Mitch Dancik. "The Floor Covering Institute is a unique resource to flooring companies looking to expand their capabilities. I was honored to be asked to join their distinguished team of experts."

Dancik makes the 10<sup>th</sup> member of the international consulting group based on three continents whose expertise spans every facet of the industry, including: Ruud Steenvoorden (South Africa), Carl Ruland (Germany), David Wooten (Great Britain/USA) and Christine Whittemore, Chris Ramey, Lew Migliore, Stuart Hirschhorn, Donato Pompo, and Jim Gould in the US.

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