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Chris Ramey



Lew Migliore

FOR IMMEDIATE RELEASE

Floor Covering Institute Adds Faculty

St Louis, MO, March 30, 2008 ---- The *Floor Covering Institute* has added luxury market and installation resources to its expanding expertise, announcing the addition of two new faculty members; **Chris Ramey**, President and Founder of Affluent Insights, and **Lew Migliore**, President and Founder of LGM Technical Carpet Services and Associates (“LGM”). Ramey, an expert in the luxury market, and Migliore, a veteran expert in flooring installation, quality standards and complaint management, broaden the base of expertise offered by the institute.

Ramey and Migliore

Chris P. Ramey, an expert in the luxury market with 30 years of experience in the floor covering industry. Ramey is president and founder of Affluent Insights, an international business development firm specializing in helping companies penetrate the luxury market. He is Chairman of The Florida Luxury Marketing Council, a think tank for marketers focused on selling to the affluent. With a unique perspective for retailers and manufactures in the floor covering and home furnishings markets, Ramey dispels misconceptions to reveal the right customer target and how to serve those customers. He consults daily with fine luxury brands and advises the industry as a speaker, writer and business consultant.

Ramey’s 30 years of floor covering industry experience includes past president of International Design Guild, a 100 showroom chain of decorative floor covering retailers. He also served as president of Savvi Formalwear, a 200 plus store chain of men’s formalwear and apparel. He has served on the executive committees of numerous floor covering industry groups including the American Society of Interior Designers, the World Floor Covering Association and the American Floorcovering Association.

Ramey writes columns for Floor Covering Weekly’s “Strategic Insights”, and the Greentree Gazette, a business publication for academia. He sits on the advisory

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committee of Aventura Magazine, a lifestyle magazine for the affluent, is a member of the executive committee of the Luxury Marketing Council and is a member of Retail Wire's "Brain Trust". To contact Affluent Insights: www.affluentinsights.com.

Lewis G. Migliore is a 30 year industry veteran recognized for his technical expertise in carpet and vinyl installations and problem resolution. Migliore is president and owner of LGM Technical Carpet Services and Associates ("LGM") with expanded expertise in wood, ceramic, laminate, substrates as well as other flooring materials. LGM deals with a multitude of floor covering problems including manufacturing, specifications, installation, performance, use and maintenance. Technical consulting on commercial flooring materials is also a focus of LGM.

Responding to the increasing demand for better troubleshooting and management of installation processes, Migliore's firm also focuses on educating the industry to aid inspectors, retail salespeople and other professions claims and installation management.

Migliore is highly respected for his unbiased, objective analysis of complaints, problems and performance issues. He lectures, writes and instructs on the subject nationally, in addition to managing LGM whose customers include commercial manufacturers and attorneys. Migliore has written padding and installation specifications, maintenance manuals and claims policies for manufacturers and end users. He is the author and columnist of "The Claims File" for Floor Covering News and publishes "The Commercial Flooring Report" distributed to commercial flooring readers nationwide. To contact LGM Technical Carpet Services and Associates: (706) 370-5888; email lgmtcs@optilink.us; www.lgmandassociates.com

The Floor Covering Institute.

Launched in January, 2008 by industry executive Jim Gould, the institute is the only consulting concern of its kind focusing exclusively on the flooring industry and providing assistance in multiple business disciplines. "Our goal is to help companies in the flooring industry solve problems in a variety of areas and improve their competitiveness by addressing operating issues, finding new business opportunities and synergies," explained Gould .

What makes The Floor Covering Institute unique is its design as a single point of access for clients to tap into a vast, global network of experts inside and outside the industry. Rather than relying on a single person, the Institute uses the experience and network resources of Gould himself and those of the institute's Faculty Members. Ramey, Migliore and others continue to expand the network of resources to allow the Institute to address virtually any issue with experience and expertise.

“All Faculty Members are executives with current, relevant knowledge who understand the challenges of the floor covering industry and what businesses need to do to be successful. The Faculty members bring their experience, resources and business network of entrepreneurs, executives and people working at what they do best. This gives clients access to some of the best minds and resources inside and outside the industry. Chris Ramey and Lew Migliore are examples of true specialists in their respective fields” stated Gould.

Initially Gould envisioned the institute would focus on three major areas: mergers and acquisitions, global sourcing of product for import, and export of domestically manufactured flooring. In the short time the institute has been operating, client needs and the dynamic market expanded the focus to include personnel recruitment, strategic and market planning, logistics and general business operations.

“The world and the market are changing so quickly”, Gould explained, and “that new needs are created each day.” One of their current clients is Hannover Fairs, the controlling investor of Domotex’s shows in Germany, Asia and the Middle East. Currently the Institute is working with the US Department of Commerce exploring export opportunities for American flooring products. “The weak dollar has turned the traditional trading table around so that the US can and should be competing on the world market. We are known for quality and innovation and now people around the world can afford to buy what they want ‘Made in the USA’.”

After working in floor covering for 38 years, Gould says he has never had more fun. “Each client brings a new challenge and an expanded variety of needs. Adding expertise in areas as diverse as the luxury market and installation illustrates that point and”, he adds, “Chris and Lew are true experts in their respective fields.”

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