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Alliance Flooring had a menu of breakout sessions and member-led forum discussions that were very well attended.

Alliance Flooring Strives to 'Innovate' in 2026

Focused on networking, training, education & member experience guides group forward

By Mallory Cruise-McGrath

[San Antonio, Texas] Alliance Flooring's annual convention — this year themed "Innovate" — kicked off late last month with co-presidents and CEOs Ryan Dunn and Kevin Logue sharing that three key initiatives guide the group this year including a renewed focus on education, training and networking.

These focuses, Logue explained, are areas members were asking for more of specifically.

"We are committing ourselves to listening to members and really working with them face-to-face determining what their needs are, fulfilling those needs and growing in 2026," he said. "When things are moving quickly you really have to enhance communication and networking, and that's why we're here, to collaborate, lean on each other and improve — that was one of our key messages." In total, Alliance Flooring membership was up 5.68 percent in sales in 2025, according to Logue.

Convention indeed saw strong attendance. "We have 130 members in attendance and three prospective members," shared Dunn. "We also have 15 members here who've never seen Perfect Home. Of those 15, 13 signed onto the program — they're all in. It's been a grand slam."

The last time Alliance had Innovate as a theme the industry was coming out of the Great Recession. This year, Innovate reflects the need to create new ideas and apply them to already successful businesses, Dunn shared with FCW here. "Through our travels, Kevin and I saw how fast things are changing," he said. "We are all about

innovation from technology, networking, our product strategy with manufacturer placements on the showroom floor."

There is also increased focus on servicing the memberships' needs and here at convention, Rachel Stanley was introduced as the group's new vice president of member experience. In her new role, Stanley, who is second generation of Alliance Flooring, will lead the group's Member Experience strategy by serving as the voice of the member at the executive level, strengthening program adoption and improving engagement and retention among the membership.

As well, added Logue, "Be it the ERP programs we have available, AI initiatives, Alliance Central, dealer websites and bringing on Rachel to lead all this — that speaks to our renewed commitment to not only enhancing but improving the member experience. We want to do a better job of creating venues where members are networking and those peer-to-peer dynamics are created."



Perfect Home Hardwood was shown at convention with 8 different collections to choose from.

As well, Alliance made significant updates to its Perfect Home selling system, including eight new wood programs. "We had the wood showcase last year in Utah but delayed it until 2026 because we wanted to do it the right way," said Logue.

Indeed, further expansion into hardwood was a key focus here at convention. "We innovated and evolved Perfect Home in the wood category. We made it more modular and customizable with the product assortment and merchandising," Logue shared, adding, "And the assortment is region specific because it's the category that's probably the most regionalized."

Logue continued, "We let members pick and choose what's most appropriate for them and their stores with looks, price points and species."

Education was central to convention this year. "We put together 12 member-led breakout ses-



Alliance's Kevin Logue & Ryan Dunn

sions with an entire day of education and training," Logue said. "Content ranged from how to better use AI to add efficiency to your business, grading systems for hardwood, all the way to ERP applications like QFloors and Floorzap."

RSA training too was a focus. "We encourage members to bring their RSAs to dive deep into the nuts and bolts of RSA-specific training. We had a menu of breakout sessions for RSAs well."

And this, said Logue, is something that the group will continue to grow and expand upon at future conventions. "Those sessions were full. It's clear the members are hungry for that content, and 90 percent of member attendees showed up."

As to what contributes to Alliance's secret sauce, "We allow members to be the owner — it's full autonomy. We're giving them a menu of options from marketing solutions to breakout sessions," Dunn said. For instance, "We talked about breaking through the \$3M wall — these walls are paper [thin]." Another part of Alliance's value proposition, said Dunn, is leveraging the family-owned business aspect.

Indeed, embracing the next generation of owners is a key part of its strategy for growth, Logue shared. "From my perspective, what I'm seeing at convention, are those second and third generation owners are much more willing to share ideas and mentor younger generations. I'm really seeing openness and willingness to mentor because they're trying to pay it forward and that's an interesting dynamic." In fact, Logue and Dunn's own sons — Ethan Logue and RJ Dunn — are both working alongside their dads at Alliance Flooring.

Added Dunn, "We're passing along the idea of 'I want my ceiling to be your floor.'"



Here on Alliance Flooring's expo floor, Josh Wittrock and Adam Arnquist of Arnquist Flooring met with Paul Lanz and Mark Casper of Hallmark Home, one of the group's newest supplier partners.