



## Serving Our Communities

By Ed Korczak, CAE

Executive Director/CEO

Nelson Henderson is someone you probably have never heard of before. His family left Ireland during the famine and settled in Ontario where he worked hard his entire life, farming the land and raising his large family. His life was unremarkable, but his legacy survives in a quote that was delivered to one of his sons on the occasion of the son's graduation day: "The true meaning of life is to plant trees under whose shade you do not expect to sit." Nelson understood that despite his modest means, charity defined his character.

NWFA members recognize this as well. This past year, despite some of the worst economic times our industry has experienced in more than two decades, 32 NWFA member companies found the time, the means, and the inclination to give to others. The range of their volunteerism is astounding, from replacing all the flooring in a home-away-from-home for families with children undergoing cancer treatment, to providing the flooring for disabled soldiers returning from war, to donating materials and labor for Habitat for Humanity, to refinishing floors in senior citizen homes, to volunteering time for children in need, to repairing floors in historic buildings.

Member companies recognized this year with an NWFA Community Service Award at the 2009 Convention in Long Beach, Calif., include:

3M in Long Beach, Calif.; 3M in Annandale, N.J.; Accent Hardwood Flooring in Durham, N.C.; Allegheny Hardwood in Emlenton, Pa.; Avi's Harwood Flooring in Martinez, Calif.; BR-111 Exotic Hardwood Flooring in Medley, Fla.; Costen Floors in Henrico, Va.; Custom Hardwood Floors in Reno, Nev.; DriTac Flooring Products in Clifton, N.J.; Dura Seal in Cedar Hill, Texas; Erickson's Flooring and Supply in Ferndale, Mich.; Erskine Interiors in Hudson, Wis.; European Flooring Company in Upper Montclair, N.J.; Finishing Touch Hardwood Floors & Remodeling Company in Charlton, Md.; Flooring Designs in Madison, Wis.; Floors Etcetera in Houston; Fortifiber Building Systems Group in Reno, Nev.; Golden State Flooring in San Diego; Goodwin Heart Pine Company in Micanopy, Fla.;

John Griffiths Hardwood Flooring in Charleston, S.C.; Johnson Premium Hardwood Flooring in City of Industry, Calif.; L&L Hardwoods in Milford, Ohio; Maruhon in Hamamatsu City, Japan; Mullican Flooring in Johnson City, Tenn.; Ogle's Hardwood Flooring in Huntersville, N.C.; Powernail Company in Lake Zurich, Ill.; Rode Bros. Floors in Las Vegas; Seneca Millwork in Fostoria, Ohio; Sheoga Hardwood Flooring & Paneling in Middlefield, Ohio; Stauf Adhesives USA in Memphis, Tenn.; W.D. Flooring in Laona, Wis.; and Woodpride Flooring in Littleton, Colo.

These members have all made our communities better places by exemplifying the philosophy that charity defines us as individuals, as communities, and as companies. The NWFA salutes them. ■

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