



NATIONAL WOOD FLOOR CONSULTANTS, INC.

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CURRICULUM VITAE OF ROY REICHOW

REVISED JULY, 2018

SUMMARY

Bringing over four decades of experience in the wood flooring industry as a wood floor contractor, consultant, inspector and educator. Founder of two companies in the wood floor industry. Work with leading wood floor manufacturers to review and revise their installation and warranty guidelines. An internationally recognized expert in the field of wood flooring, often sought after for advice on wood floor manufacturing, applications and trouble-shooting. Conducted investigations for wood flooring distributors, contractors, home builders, manufacturers, attorneys, homeowners and insurance companies. As a free-lance educator, and instructor for the National Wood Flooring Association (NWFA) and Institute of Inspection Cleaning and Restoration (IICRC), bringing knowledge and hands-on training to wood flooring technicians, sales personnel, distributors, designers and architects. Author of numerous articles and blogs published in a variety of technical and flooring magazines.

PROFESSIONAL AFFILIATIONS, ACHIEVEMENTS AND AWARDS

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|-------------|---|
| From: 2001 | National Wood Flooring Association (NWFA) |
| To: Present | International Institute of Cleaning and Restoration Certifications (IICRC) |
| | National Academy of Floor Covering Trainers (NAFCT) |

EMPLOYMENT HISTORY

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|-------------|---|
| From: 1971 | National Wood Floor Consultants Inc., Founder/President, Jan 2001-present |
| To: Present | <ul style="list-style-type: none"> ▪ Independent consultant providing design-build flooring consultations, specification recommendations, forensic investigation, and environmental data analysis. ▪ Developed and implemented a process to provide a full scope investigation in trouble-shooting wood flooring issues. Obtain relevant data regarding job site procedures and conditions to assist in diagnosing cause and providing remedy. ▪ Revise manufacturer’s guidelines for installation and warranty of wood floors. ▪ Developed and led several continuing education seminars to provide knowledge of the wood flooring industry through the advancement in techniques, new products and their applications, along with knowledge of exotic wood species to keep current with trends. |

EMPLOYMENT HISTORY - *continued*

From: 1974

To: 2015

National Wood Floor Consultants Inc., continued

- Certifications with the National Wood Flooring Association as a Certified Wood Floor Installer, Certified Wood Floor Sander, Certified Wood Floor Finisher, Certified Residential Inspector and Certified Commercial Inspector.

Reichow Parquet Flooring, Inc. Founder/President

- Forty years of experience in the wood flooring industry, including manufacturing parquet and plank flooring, installation, sanding and finishing processes.
- Develop and implement training program for new employees on proper installation, sanding & finishing techniques to be in compliance with National Wood Flooring Association's guidelines.
- Manage employees on job site to provide installation, sanding and finishing of wood floors. Responsibilities also include job site inspections prior to the installation of wood flooring to perform inside relative humidity and subfloor moisture content readings to ensure that the inside environmental conditions were within the guidelines provide by the National Wood Flooring Association.
- Schedule sales meetings with prospective clients to listen to their ideas, review design schematics, provide ideas, samples and cost estimates for wood flooring for their project. In applications where project is in preliminary stage, utilize blueprint drawings to obtain layout and square footages.
- Meeting with contractors and/or designers for pre-construction job site inspection, recommendations made for best suitable flooring for the application and to be in concert with design aesthetics.
- Experience working in all stages of projects with Design/Build contractors, sub-contractors, architects, interior designers and decorators.
- Expertise in new construction, remodeling and commercial settings.
- Creativity in designing, manufacturing and installing flooring borders and medallions utilizing a variety of wood species to provide clients with unique accents to their wood flooring project.
- Forecasting growth and writing business plans, goals and objectives to effectively manage a profitable business.

Art Luedtke Wood Flooring Installer 1971-1974

From: 1971

To: 1974

- Employed through a high school on the job training student learning the professional art of manufacturing and installing intricate parquet wood floors. Continued with this company post high school until establishing own wood flooring contracting business.
- Identified a lifetime passion and gift for woodworking through a high school industrial arts class. Obtained knowledge of wood species, grading rules, characteristics and behavior of wood.
- Mastered use of woodworking tools and hand tools that was demonstrated through classroom projects and brought to fruition through employment with this company.
- Obtained the opportunity to use creative skills to manufacture, install and job site finish custom handcrafted wood flooring.

CERTIFIED INSTRUCTOR

From: 2006	Past National Wood Flooring Association (NWFA) Regional Trainer
To: Present	Institute of Inspection Cleaning & Restoration Certification (IICRC) Wood Floor Maintenance Instructor (WFMT)
	American Institute of Architects – Continuing Education Instructor
	American Society of Interior Designers – Continuing Education Instructor
	Mohawk Inspector Summit Instructor

NATIONAL CONFERENCE PRESENTATIONS

From: 2011	National Wood Flooring Association Convention – Marketing Strategies 2011
To: Present	National Wood Flooring Association Convention 2012
	<ul style="list-style-type: none"> ➤ Add Ons – The Art of Upselling ➤ Moisture Maladies ➤ Liability 101 – Are You Truly Covered?
	National Wood Flooring Association Certified Professionals Symposium – 2013
	Checks & Balances – Surfaces East, Miami 2014
	How to Properly Care for Wood Floors – Surfaces East, Miami 2014
	Radiant Heat – NWFA Expo, Nashville 2014
	What You Always Wanted to Know.... – Surfaces, Las Vegas 2015
	NWFA Workshop with Aprilaire – Las Vegas 2015
	Handle With Care – Surfaces, Las Vegas 2016
	Properly Installing Wood, Bamboo & Cork Floors – Surfaces, Las Vegas 2016
	Environmental Effects on Wood, Cork & Bamboo Floors – Surfaces, Las Vegas 2017
	Designed to Perform: How to Select the Best Wood Floor for your Project – Surfaces, Las Vegas 2017
	Sound Ratings & Acoustic Panel: A Look at Risk Mitigation – Surfaces, Las Vegas 2018

PROFESSIONAL PRESENTATIONS

From: 2006	Minnesota Floor Covering Association 2006
To: present	Cap Carpet, Builder Education 2006
	Home Valu, Wood Flooring Summit 2006
	Minnesota Floor Covering Association 2007
	Shelter Supply, HVAC Water/Relationships 2007
	Northwest Loss Association, Insurance Fraud 2007
	Builders Association of the Twin Cities 2008
	Restoration Professionals/Management of Moisture 2008
	T & G Hardwood, Inc./ Clients Expectations and Moisture 2009
	Wood Flooring Instruction/Risk Management 2009
	Flooring Contractor's Exposure to Liability 2010
	Moisture & Wood Floors 2010

PROFESSIONAL PRESENTATIONS *continued*

From: 2006	Radiant Heat & Wood Floors 2010
	Wood Floor Sanding – Problems, Causes & Cures 2010
	Who’s Responsible – Flooring Installation & Manufacturer’s Warranties – 2013
To: Present	Who’s Responsible – Hellmuth & Johnson Law Firm, 2015
	Retail Sales – Shaw Expo 2016
	Understanding Moisture Sensitive Wood Flooring - Northstar Insurance Adjustor Training 2016
	Guilty Until Proven Innocent – Hellmuth & Johnson Law Firm, 2016
	How to Keep the Snap, Crackle, Pop Out of Your Wood Floor – Roseville, MN 2016
	Moisture Testing of Wood Floors – Mohawk Inspector Summit – Danville, VA 2016
	Moisture Testing of Wood Floors – Mohawk Inspector Summit – Muskogee, OK 2016

INSTRUCTED PROFESSIONAL CERTIFICATION TRAINING COURSES

- NWFACP Wood Floor Retail Sales Advisor Training – Cincinnati 2014
- NWFACP Wood Floor Retail Sales Advisor Training – HOM World Floor & Rug, Mpls, MN 2014-16
- NWFACP Install, Sand & Finish Training – Floors NW, Minneapolis 2015
- NWFACP Certified Sales Advisor Training – Florida 2016
- “Specifying the Right Wood Flooring for the Job” – Intersource, International Market Square 2016
- IICRC Wood Floor Maintenance Technician (WFMT)—Summit Hardwood May 2016
- IICRC Wood Floor Maintenance Technician (WFMT) —ARDEX June 2016
- IICRC Wood Floor Maintenance Technician (WFMT) — CFCRA – March 2018

EDUCATION

To: Present

Virginia Tech

- Wood Adhesion Course, July 2018

IICRC 2013-2014

- FCT Certification, Dec 2013
- WFMT Instructor, 2014
- WLFI Certification 2011
- Train the Trainer, Aug 2013
- ISSI Certification, June 2013
- Ardex Certification, June 2013

National Wood Flooring Association 2004-2013

- Certified Wood Floor Installer, Mar 2010 License #441210
- Certified Wood Floor Sand and Finish, Mar 2010 License #521710
- Certified Wood Floor Commercial Inspector, Nov 2009 License #701709CCI
- Certified Wood Floor Residential Inspector, May 2004 License #CP1250204
- Train the Trainer, Dec 2013
- National Wood Floor Association Educational Symposium, 2018

EDUCATION *continued*

From: 1972

To: Present

- National Wood Floor Association Educational Symposium, 2017
- National Wood Floor Association Educational Symposium, 2016
- National Wood Floor Association Educational Symposium, 2015
- National Wood Floor Association Educational Symposium, 2014
- National Wood Floor Association Educational Symposium, 2013
- National Wood Floor Association Educational Symposium, 2012
- National Wood Floor Association Educational Symposium, 2011
- National Wood Floor Association Educational Symposium, 2010
- National Wood Floor Association Educational Symposium, 2009
- National Wood Floor Association Educational Symposium, 2008

National Wood Flooring Technical School Seminars, 2001

- Wood Sales
- Professional Sanding and Finishing
- Installation, The Next Step
- Finishing, The Next Step

National Wood Flooring Association Training Seminar, 1995

- Advanced Custom Unfinished

Alexander Ramsey High School, 1972**RELATED EXPERIENCES**

From: 2006

To: Present

NWFA-CP Committees:

Inspector Committee 2011
 Board of Directors 2011 – 2016
 NWFA- CP Chairman 2014-2016
 Marketing Committee Chairman 2012 – 2014

NWFA Task Forces:

Revise technical Radiant Heat Publication 2018
 Revise technical installation and sanding manuals 2006 – 2007; 2009-2012
 Revise of the technical Ornamental wood floor manuals 2007/2008
 Moderator for Hardwood Floor Magazine Forum 2011- present

IICRC:

Technical Advisory Committee Chairperson 2011 - present
 Wood/Laminate Floor Certified Inspector 2011-present
 Train the Trainer Certification 2013
 Wood/Laminate Flooring Inspector Trainer – 2014 - present
 Wood Floor Maintenance Technician (WFMT) approved instructor – 2014 – present
 S220 Hard Surface Inspectors ANSI Standard Committee – 2015 – present

ADDITIONAL PROFESSIONAL ACTIVITIES AND RECOGNITIONS

From: 2006

To: Present

3M Research and Development Galen Fitzel St. Paul, MN

Assist in job site product testing and provide feedback regarding 3M's development of new products. Provided testing, and performance feedback to technical department to assist in their development and design of sandpaper products for the wood flooring industry.

TASA Expert Witness Program

Member of TASA (Technical Advisory Service for Attorneys) as an expert witness in cases where there is litigation or mediation of wood flooring related lawsuits.

Domotec China Market

- Attended Domotec Symposium in Shanghai, China March 2011
- Met manufacturers and developed relationships with China manufacturers March 2011

Delmhorst Instruments

- Technical Advisor for Research & Development

NWFA Vanguard Award 2011

NWFA Ambassador Award 2013

PUBLICATIONS

From: 1994

To: Present

Better Homes & Gardens Magazine

- An article and photo of a kitchen remodel project featuring random width, white oak pegged flooring. This flooring was manufactured, installed and job site finished by Roy Reichow d/b/a Reichow Parquet Flooring.

American Woodworker Magazine

- Feature story and photos of a whole house remodel project in collaboration with Lake Country Builders, Excelsior, MN, featuring a Reclaimed Eastern White Pine floor completed by Roy Reichow d/b/a Reichow Parquet Flooring.

Parade of Homes Remodeler's Showcase

- NARI Award Winning projects in cooperation with Lake Country Builders, Excelsior, MN

Hardwood Flooring Magazine

- "On the Job Troubleshooting" column entitled "Scratches in the Spotlight," Oct/Nov 2006
- "On the Job Techniques" column entitled "Managing Microclimates," April/May 2010
- "On the Job Techniques" column entitled "Exotics Behaving Badly," Editor assistance for article
- Oct/Nov 2010 Authored article for column "Your Business – Live and Learn" entitled "Friend or Foe".
- Feb/Mar 2014 Authored article How Many Wood Floor 'Failures' Start Before the Sale
- "Shredding the Shake: Quick Buffing Job Ends in a Repair," May 2015
- "Who Was Liable for These Three Real-World Relative Humidity Claims?" August/September 2015
- "Who Was Liable for these Chatter, Color and Squeaky Floor Issues?" Dec 2015/Jan 2016
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PUBLICATIONS - *continued*

From: 1994

To: Present

- "Liability: What Does 'Watch Out for Low Humidity' Really Mean?" February/March 2016
- "Contractor Gambles for a Trendy Look and Pays for Failure," June/July 2016
- "Refinishing Shortcut Could Cost Contractor 'a Bundle'," August/September 2016

Wood Floor Business - Articles Co-Authored with Blake Nelson, PA and published in Wood Floor Business

- "Should Homeowners be Refunded for Splintering Floor?" May 2018
- "Who Will Pay for This Bizarre Wood Flooring Problem?" March 2018
- "Wood Floor Shear or Delamination? And Who's at Fault?" January 2018
- "If This Floor was Nailed Right, How Come it Squeaks?" November 2017
- "Contractor Voids Warranty By Not Changing Out Trowel" September 2017
- "Retailer's Poor Communication Could Lead to a Claim" July 2017
- "Same Color in the Box, Different Colors in the Floor" May 2017
- "Who Pays for This Defect, the Manufacturer or Contractor?" March 2017
- "Does This Retailer Have to Make Good on His Verbal Promise?" January 2017
- "Who Will Pay for This Bubbling Prefinished Floor?" December 2016/January 2017
- "Is the Contractor Responsible for Subsequent Moisture Problems?" October/November 2016
- "Refinishing Shortcut Could Cost Contractor 'a Bundle'" July 2016
- "Contractor Gambles for a Trendy Look and Pays for Failure" May 2016
- "Should This Homeowner be Refunded for Dog Nail Damage?" April/May 2016
- "Liability: What Does 'Watch Out for Low Humidity' Really Mean" January 2016
- "Who Was Liable for these Chatter, Color and Squeaky Floor Issues?" November 2015

Floor Covering Installer Magazine

- "Avoid These Five Common Mistakes Hardwood Flooring Installers Make," January 2014
- "Retailer 'Anomalies' That Lead to Hardwood Flooring Failures," March 2014
- "Preventing Flooring Failures: What Distributors Need to Know to Protect Their Buyers, and Themselves," May 2014
- "Five Common Concerns of Wood Flooring Manufacturers," Aug 2014
- "Five Common Mistakes Hardwood Flooring Inspectors Make" October 2014
- "The Role of All Flooring Industry Parties in Selling, Installing and Inspecting" December 2014
- "Installing Radiant Heating and Effects on Flooring" January 2015
- "Mitigating Moisture in Hardwood Floors" October 2015

The Journal of Cleaning, Restoration & Inspection – IICRC publication

- "Technical Considerations Concerning Hardwood Floor Cleaning and Restoration in Residential Settings" January/February 2014

PUBLICATIONS - *continued*

From: 1994

To: Present

BLOGS

- "Mold Claims in Wood Flooring," *Hardwood Floor Magazine* Jan 2013
- "Glass-Smooth: How to Avoid Burnishing & Picture-Framing," *Hardwood Floor Magazine* Feb 2013
- "Hitchhikers on the Wood Floor Job Site," *Hardwood Floor Magazine* March 2013
- "NWFA's New 'Involved Parties' Definition," *Hardwood Floor Magazine* April 2013
- "To Fill or Not to Fill?" *Hardwood Floor Magazine* April 2013
- "Yes, I Screwed Up My Own Install," *Hardwood Floor Magazine* May 2013
- "Mysterious Plywood Subfloor Moisture...Or Not?" *Hardwood Floor Magazine* September 2013
- "Spot the Problem in the Repaired Wood Floor," *Hardwood Floor Magazine* September 2013
- "Scary Job-Site Scene," *Hardwood Floor Magazine* October 2013
- "Mystery Marks in the Wood Floor," *Hardwood Floor Magazine* October 2013
- "What's the Proper Humidity for Wood Floors?" *nwfcblog.blogspot.com* January 2014
- "What's Wrong With This Power Hookup?" *Hardwood Floor Magazine* February 2014
- "Blending in Wood Floor Repairs," *Hardwood Floor Magazine* February 2014
- "A Simple Solution to Avoid This Inspection," *Hardwood Floor Magazine* August 2014
- "A Great Way to End Up in an Inspection," *Hardwood Floor Magazine* September 2014
- "How Should We Define a Vague Grade?" *Hardwood Floor Magazine* April 2015
- "Easy Tip: Prevention for Floor Scratches from Chairs," *Hardwood Floor Magazine* July 2015
- "What Were They Thinking? Look at this Crooked Baseboard" *Hardwood Floor Magazine* Dec 2015
- "Wood Flooring Installers: Guilty Until Proven Innocent?" *Hardwood Floor Magazine* June 2016
- "The Installer/Final Inspector: What Does That Mean?" *Hardwood Floor Magazine* June 2016
- "Who's Liable When Things Go Wrong?" *Wood Floor Business* Dec 2016
- "What This Cabinet Inspection Has to Do With Wood Floors," *Wood Floor Business* January 2017
- "Avoid Trouble – Or Even Make Money When Covering Your Floor" *Wood Floor Business* Feb 2017
- "An Undercut Leads to Plank Replacement" *Wood Floor Business* May 2017
- "Spreading Dust: The Good, the Bad and the Ugly" *Wood Floor Business* June 2017
- "Straight Talk on RH Control & Wood Flooring" *Wood Floor Business* July 2017
- "Trouble Happens Due to the 'Summer' Humidifier Setting" *Wood Floor Business* July 2017
- "An Interesting Way to Dry Wet Subfloors" *Wood Floor Business* August 2017
- "Engineered Wood Flooring Out in the African Bush" *Wood Floor Business* January 2018
- "Inspection Protection: How to NOT Get Thrown Under the Bus" *Wood Floor Business* Feb. 2018