

# How to OUTSMART the Competition

*Communication*

*4 Easy Communication Strategies  
to Make More Money  
More Easily!*

*Strategies for visibility*

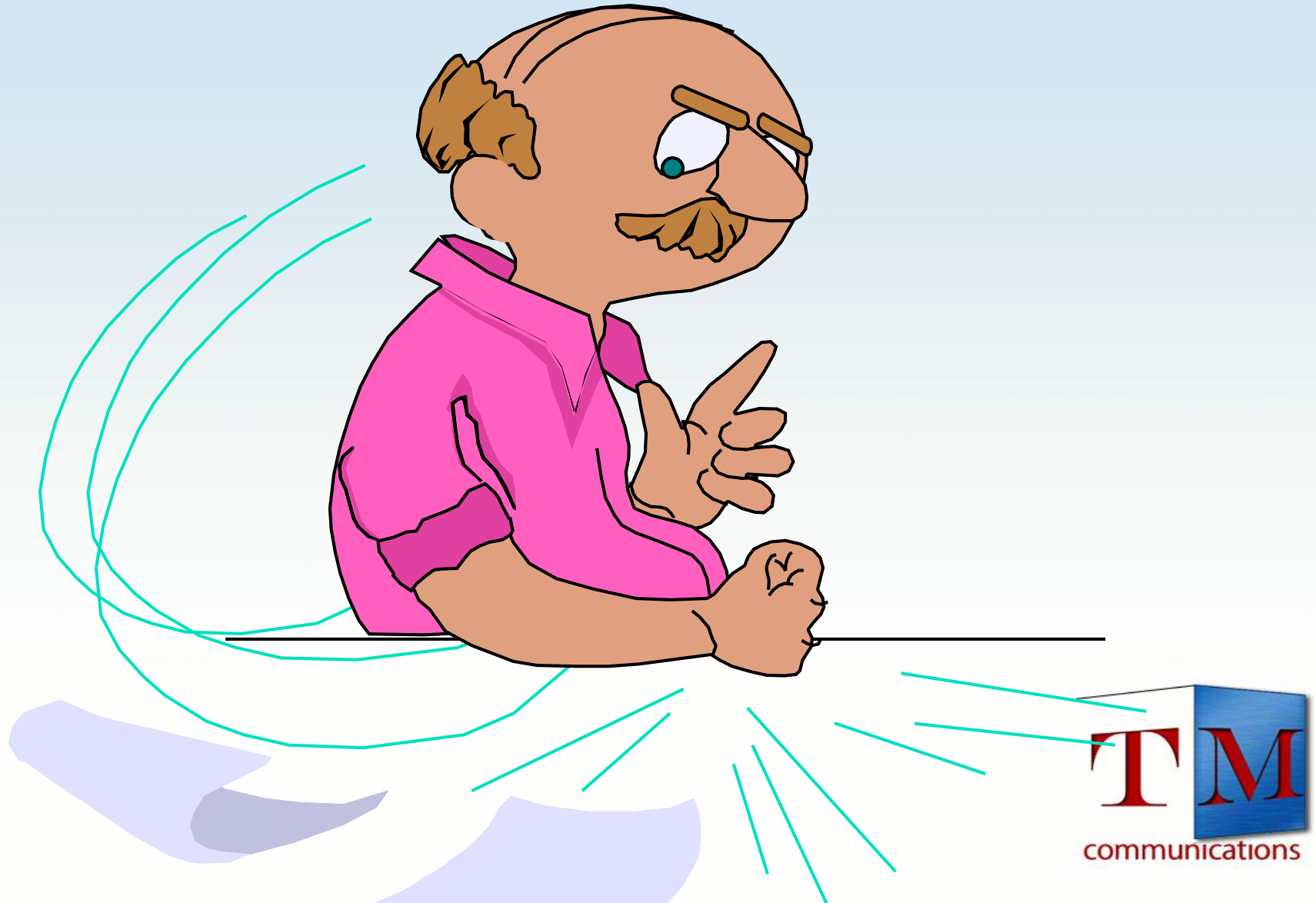



**Terri Murphy**

March 12, 2013



# New Consumer Demands



A hand is holding an iPhone. The screen displays a blue text box with white text. The background of the phone's home screen is a landscape with green hills and a blue sky with clouds. At the top of the screen, the status bar shows 'cingular', a Wi-Fi icon, '12:34 PM', and a battery icon. Below the status bar is a dock with four icons: Phone, Parallels, Web, and iPod. The text on the screen reads: '24/7 REAL TIME Information & Connectivity'.

24/7 REAL  
TIME  
Information &  
Connectivity

Get a new

# Attitude

toward online connection



# Each Generation....

# REBELS & EVOLVES

Keeps their own values  
established during that time



Anything that is in the world....

When you were born is  
**normal and ordinary**  
and is just a  
natural way the world works



Douglas Adams



Anything that is invented...

Between the time when you are  
15 to 35 is new,

**Revolutionary &  
Exciting**

and you can possibly get a  
career in it;



Anything invented AFTER 35...

Is against the  
natural order  
of things.







**Civics**

Before '45

# Civic Traits

Company Loyalty

Conservative

Hard Working

Patriotic

**RESPECT**



**Civics**

Before '45

**Boomers**

1946-1964

# Baby Boomers Traits

Team oriented,  
Personal gratification,  
Youth, Health & Wellness,  
Community

# Optimism



**Civics**

Before '45

**Boomers**

1946-1964

**GenX/Y**

1965-1980

# Gen X-Y Traits

Techno literacy-Creativity

Fun, Self-reliant

No Corporate Alliance

Resourceful

**Skepticism**



**Civics**

Before '45

**Boomers**

1946-1964

**GenX/Y**

1965-1980

**Millennials**

1981-2000

# Gen Y-Millennial-TRAITS

ENTITLED

In control    Diversity

Socially Connected

Take positive action

Achievement & Confidence

**WIFM**











# Participatory Culture

# Hardwood Matters

GENY

Represents more than **70 million consumers in the U.S.**

- Earn a total annual **income of approx \$211 BILLION**
- **Spend** approx **\$172 BILLION** per year...

# Hardwood Matters-GEN Y

“For any company seeking to get its footing for future success must **pay attention** to the next large group of consumers of

**solid-woods** products 

# Hardwood Matters- GEN Y

GenY-consumers who  
research everything,  
including

**Buying Houses**

# Hardwood Matters- GEN Y

They research what makes a house a house, namely the

**Building Materials.**

*“The hardwood industry must consider what these buyers prefer in their homes’ make-up.”*

# Adaptability!





# Connection Formula

Add

Context

Plus

Relevance

With

Voice

Equals

Engagement



**What's  
"Voice"  
Mean?**



**Celebrity  
Authority**



Welcome to the Era of  
**“Social Business”**

Tell me about one of your  
favorite restaurants ....



PR Releases

Social Sharing

You.com

SEO

Community Conversation

Content for Marketing





# Keys to Expanding your Global Presence

# Social Media is about Relationships

View this 02:35 minute video, Socialnomics,  
on YouTube

<http://youtu.be/3SuNx0UrnEo>



LinkedIn



twitter

facebook



WORDPRESS

You Tube



# B2B Connections



**Linked**  **in**

Why would you  
need LinkedIn?



*Grow your business connections  
through the relational capital  
of colleague*

***“Recommendations”***

***Who do you want to do  
business with?***



LUMBER - 521

Company Name or Keyword:

lumber

Industry:

Choose industry...

Location:

Anywhere

Country:

United States

Postal Code:

Search headquarters only

Limit Search to:

All Companies

Only 1st and 2nd Degree

Company Size:

- 1-10
- 11-50
- 51-200
- 201-500
- 501-1000
- 1001-5000
- 5001-10,000
- 10,000+

Hiring:

521 results found. Keywords: lumber

1st - You know someone at company 2nd - Your connection(s) know someone at company

	Company	Headquarters	Employees
2nd	<a href="#">Clearwater Paper Corporation</a>	United States	2,400
2nd	<a href="#">Georgia-Pacific LLC (3 jobs)</a>	Greater Atlanta Area	50,000
2nd	<a href="#">Lafarge</a>	France	10,000+
2nd	<a href="#">Do it Best Corp.</a>		1001-5000
2nd	<a href="#">Kapstone Paper and Packaging Corporation</a>		1001-5000
2nd	<a href="#">Lumber Liquidators (1 job)</a>	Norfolk, Virginia Area	501-1000
2nd	<a href="#">The Westerv...</a>		
2nd	<a href="#">Parr Lumber</a>		
2nd	<a href="#">Dura Suprem</a>		
2nd	<a href="#">The Turman</a>		
2nd	<a href="#">Cordstrap US</a>		
2nd	<a href="#">Mendocino P</a>		
2nd	<a href="#">Computer As</a>		
2nd	<a href="#">Liftech Equipment Companies</a>	Syracuse, New York Area	150

LinkedIn has a great SEARCH option for companies & contacts

Real-Time CIO Platform - Get All The Data You Need From HR, Mktg, IT, Sales, Ops In One Dashboard.



# Jack T. Shannon

1st

President at Shamrock Plank Flooring

Greater Memphis Area | Paper & Forest Products

Current Shamrock Plank Flooring, The Shannon Lumber Group

Previous Shannon Bros Lumber Co

Education University of Mississippi - School of Business Administration

Send a message

258 connections

www.linkedin.com/in/jtshannon

Contact Info

## ACTIVITY

Jack T. Shannon is now connected to Dale Bradicich, Account Manager at US Natural Resources  
1 day ago

Jeff Lassle endorsed the skills and expertise of Jack T. Shannon



Jack T. is endorsed for Building Materials.

Endorse Connections • Like • Comment • 5 days ago

SEE MORE

## MORE SEARCH RESULTS



jack shannon

CEO at Shamrock Plank Flooring

Connect



SEE MORE REASONS TO SWITCH.

MICROSOFT.COM/VERSUS

## PEOPLE ALSO VIEWED



Jack Shannon III

International Sales Manager at I.T.



# IMPLIED Endorsements



**Christi Kelley**  
President

“ Christi and her company have provided webdesign work for our co she delivered an excellent product for what we considered a fair price. I to anyone trying to improve their internet presence.

August 22, 2011, Jack T. was Christi's client



**Holly Chernushin**  
Accounting Clerk

“ Holly could come back to J.T. Shannon and she would have a job. She was an asset to the company and she left a void when she moved away from the area.

June 25, 2011, Jack T. managed Holly indirectly at J.T. Shannon Lumber Company



**F. Norfleet "Fleet" Abston**  
Chief Financial Officer

“ I have had the pleasure of working with Norfleet while employed at two different companies. I have found him to be out going, easy to work with and a results orientated man. Norfleet networks well and has great people skills which has helped his successful business career. I would highly recommend him to any company looking for a man of his skills in accounting and management.

November 16, 2010, Jack T. was with another company when working with F. Norfleet "Fleet" at Old Waverly Investments, LLC

SEE MORE

## Connect

### ADS BY LINKEDIN MEMBERS



**Attn: C-Level Women**  
Apply Now to the National Association of Professional Women.



**One Marketing Dashboard**  
See One Version Of The Truth In A Simple Dashboard. You Know You Want It!



**Chromebooks for School**  
Discover how much your school can save with Google for Education solutions.





Companies *beta* > Forest To Floor



Forest To Floor in Memphis is the premier Hardwood Flooring, Hardwood Lumber and Plywood distributor serving the mid-south market. Please call with all your hardwood needs!! 866-898-4135

FTF Memphis is your new Hardwood Flooring, Hardwood Lumber and Plywood distributor in Memphis, TN serving the

... more

Forest To Floor has 3 followers

Following

How you're connected to Forest To Floor

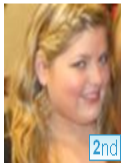
0 1st Connections

1 2nd Employee in your network

1 Employee on LinkedIn

Your Network (1)

Employee (1)



2nd

Referral Marketing Specialist / A&D Development

Leigh Shannon, Greater Memphis Area

How are you connected? (2 shared connections)



LEARN MORE →

Chevrolet Volt, 2011 Motor Trend Car of the Year®

Forest to Floor has a LinkedIn Profile

A world map where the continents are rendered in various colors (brown, green, orange, pink). The map is overlaid with human features: two large, detailed green eyes with long eyelashes are positioned over North and South America, and a pair of pink lips is at the bottom. The background is a deep blue.

Facebook has **1 BILLION** users  
**Get a Business PAGE**





# Facebook

- Spend an average of 6 hours & 35 minutes per month
- **543 million** monthly active MOBILE users
- **700 billion** minutes spent per month
- **58%** of active users log in daily

SEARCH FILTERS

All Results


- People
- Pages
- Places
- Groups
- Apps
- Events
- Music
- Web Results
- Posts by Friends
- Public Posts
- Posts in Groups


All Results

 **Lumber Liquidators**  
Retail and Consumer Merchandise · 24,157 likes

 **Mid-South Lumber Co. of NW FL Inc.**  
717 W. 11th Street · Panama City, Florida · 32401  
Pet Store · Construction Service & Supply · Hardware Store  
18 were here · 3,573 likes · Open until 5:00 pm

 **Lumber City, Georgia**  
Lumber City, Georgia  
City  
1,588 were here · 328 likes

 **Lumber Bridge, North Carolina**  
Lumber Bridge, North Carolina  
City  
2,007 were here · 237 likes


 **Treasure Hunt: The Lumber Room**  
4,400 monthly active users


 **Reclaimed Lumber Products**  
Company · 1,045 likes

 **Jack Lumber**  
9 monthly active users

 **Meadors Lumber Co.**  
218 Commerce Drive · Alma, Arkansas · 72921  
Home Improvement  
23 were here · 2,705 likes · Open until 5:30 pm

Like

Sponsored  Create an Ad

 **AT&T Small Business**  
All for Less with Broadband & Unlimited Nationwide Voice. Starting \$75/mo for 12 months.

 **All for Less Bundles - AT&T Small Business**

Like This Page

 **Natalia Nassar Hazlett**, Mazhar Jamil, and Caryn Terradas like Female Entrepreneur Association.

 **Female Entrepreneur Association**  
Like


 Myra Spano likes PCS-Lodging.com.

 **PCS-Lodging.com**  
Like

Zillow for Agents!  
zillowpremieragent.com

 Advertise on Zillow and get in front of more buyers and sellers! Grow your business!

Class of 1967

 Look Up Your Class of 1967 Friends Now. Browse Photos and Yearbooks from High



WOOD FLOORS FOR LESS  
**LUMBER LIQUIDATORS**  
www.lumberliquidators.com  
1-800-HARDWOOD

### Lumber Liquidators

24,157 likes · 810 talking about this

Like

Message

Retail and Consumer Merchandise

The official fan page of Lumber Liquidators. We encourage comments and discussion. However, posts that include profanity, spam, malicious, false or nonconstructive

About - Suggest an Edit



Photos



Videos



Likes



Daily Deals



Create Page

Sponsored

Create an Ad

Your Business is unique.

att.com



AT&T can help you choose the right communication package for your business.

University of Phoenix

phoenix.edu



Explore our undergraduate and graduate options

success.marketleader...

**2013**  
**Real Estate**  
BUSINESS PLAN

Free Downloadable biz plan for agents and brokers. Worksheets and More.

Highlights

Post

Photo / Video

Write something...



Lumber Liquidators shared a link.

2 hours ago

What do you think of click-together floors? See what HGTV's Flooring Guide has to say!

<http://www.hgtv.com/flooring-guide-home-elements/video/index.html>

Recent Posts by Others on Lumber Liquidators

See All



Mike Tedeschi

So, when placing an order online, how long does the order s...

2 · 3 hours ago



Brittany Burroughs

I am in love with the "Golden Teak Acacia Handscraped har...

1 · 4 hours ago



Bob Younker

I don't know why Lumber Liquidators is sending me unsolite...

1 · 18 hours ago



Loretta Patterson

The variety is great. I love the wood flooring.

1 · 21 hours ago

Now

February

2013

2012

2011

2010

2009

Founded

Chat (Off)



Add to My Page's Favorites

Suggest to Friends

The official fan page of Lumber Liquidators. We encourage comments and discussion. However, posts that include profanity, spam, or nonconstructive comments will be deleted.

Information

Founded: 1994

1,645 People Like This



Dawn Powers



Mathis 'N' Michelle Jenkins



Cheryl Thomas



Marcy Feldt



David Plante



Susan Engel

Links

Lumber Liquidators



- Wall
- Info
- Photos
- Discussions
- Events
- Video
- >>

**Lumber Liquidators** Have you ever considered an engineered hardwood? They are an excellent choice for below grade, over concrete, radiant heat, and in challenging climates. Check out our line of engineered floors to see if it would fit your lifestyle:  
<http://www.lumberliquidators.com/catalog/flooring.jsp?categoryId=614>



Lumber Liquidators: Engineered Hardwood

www.lumberliquidators.com

Engineered Hardwood at Lumber Liquidators

2 hours ago · Share

Glen W Gordon likes this.



**Lumber Liquidators** We have lots of great features on our website. Don't know exactly what you're looking for? Click the "Start Here" tab. Want to "try on" a new floor? Check out our Room Designer. Need help installing your floor? Go to Flooring 101. We're here to help!  
<http://www.lumberliquidators.com/>



Lumber Liquidators: Hardwood Floors for Less!

www.lumberliquidators.com

Lumber Liquidators: Hardwood Flooring for Less! Purchase beautiful hardwood flooring products at extraordinary savings! Our Everyday prices on beautiful hardwood floors start from 89 cents.

5 hours ago · Share



**Lumber Liquidators** Winter is almost here and we want to make sure that you love your floors during every season. Here is a blog post for some tips on how to care for your floor during the cold winter months:

<http://blog.lumberliquidators.com/lumber-liquidators/2010/11/tips-for-hardwood-floors-for-the-cold-weather...>

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Michael Krisa O

Chat (74)



**700** YouTube Videos  
are shared on  
Twitter  
each **minute**





# Twitter

- **140 million+** active users
- **Over 340 million** tweets per day
- **57%** of all companies that use social media for business use Twitter
- **100 million** registered Twitter apps for smartphones
  - 50% of Twitter's users use Twitter Mobile





Search



Home

Profile

Messages



TerriMurphy

# Results for flooring companies

Tweets

Tweets with links

Tweets near you

People



**RyanService** Ryan Service

Guides To Find Colorful Vinyl Fencing From Great Companies

<http://ow.ly/1a2OFU>

1 hour ago



**louisianafloor** Cornerstone Flooring

Come join Cornerstone Commercial **Flooring** on LinkedIn. It's a great way to develop your business online. <http://ow.ly/36ZSe>

17 hours ago



**flooringmanager** TCFManual

We offer a range of services that can benefit all sizes of Contract **Flooring Companies.**

23 hours ago



**ArticlesCounter** Articles Counter

Hardwood **flooring companies** in Atlanta and Alpharetta

<http://goo.gl/fb/nVMR5>

16 Nov



**roberta9900** Roberta Rivera

RE: [@blue234](#) A specialist consultant drew up a repair spec, and this was put out to six **companies.** Two were **flooring c...**

<http://disq.us/s2wiv>

16 Nov



**daniel\_sixecho** Daniel Bradley

## Trends

United States [change](#)

#boomshakalaka Promoted

#slapyourself

#haveuever

Felix Hernandez

Tony Parker

#pissofftheinternet

Oden

Yayo

Ryan Reynolds

Ailes

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Search

Home Profile Messages



TerriMurphy

**LUMBER LIQUIDATORS**  
www.lumberliquidators.com  
1-800-HARDWOOD

We are the largest independent retailer in the United States,

www.lumberliquidators.com

Starting to get frustrated? Relax, take a deep breath...and call our customer care team, 7 days a week: 1-800-366-4204

We're Green! Check out our bamboo and cork flooring options.

Become a fan! Join us on Face-

Follow:  
@AskTheInstaller

Spanish Speaker?  
Siganos en Twitter:  
@pisospormenos

Sea un fan en Facebook:  
Lumber Liquidators Espanol

*Got a problem? We can fix it. This is Juli @ Lumber Liquidators, and we sell the best flooring for your home and/or commercial project, for less! Questions?*  
<http://www.lumberliquidators.com blog.lumberliquidators.com>

+ Follow

Timeline Favorites Following Followers Lists

**hardwoodforless** Lumber Liquidators  
Brrr, it's a chilly morning. Warm up and check out our Room Designer where you can "try on" a new floor: <http://bit.ly/aR9E8F>  
2 hours ago

**hardwoodforless** Lumber Liquidators  
@1kitchen1girl Thanks for the kind words! If you need any help with anything, just let us know!  
2 hours ago

**hardwoodforless** Lumber Liquidators  
Tips for Hardwood Floors for the Cold Weather <http://bit.ly/djB28p>  
23 hours ago

**hardwoodforless** Lumber Liquidators  
Tomorrow Mike Holmes stops in Nashville! Check out where he's going next [http://makeitright.ca/Holmes\\_Magazine\\_US\\_Tour/](http://makeitright.ca/Holmes_Magazine_US_Tour/)  
17 Nov

**hardwoodforless** Lumber Liquidators  
@monicabenavidez Agreed! But we have it tough, two black dogs and a white cat, no way to hide all that fur :-)  
16 Nov

**hardwoodforless** Lumber Liquidators  
What is your favorite flooring for pets? Bellawood, hardwood, bamboo, laminate, engineered, or resilient vinyl?  
16 Nov

**hardwoodforless** Lumber Liquidators  
Follow Mike Holmes' US tour, they just left and are on their way to making stops around the country: <http://bit.ly/holmestour>

Tweets Following Followers Listed

Following 525



Similar to @hardwoodforless · view all

**ACE** AceHardware · Follow  
Ace Hardware

**Lowes** · Follow  
Lowe's

**HomeDepot** · Follow  
The Home Depot

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Businesses · Media · Developers · Resources · © 2010 Twitter





# Instagram

- Over **1 billion** photos
- Searchable & discoverable
- **30 million+** Registered Users
- **5 million+** Photos Per Day
- **575** Likes Per Second
- **81** Comments Per Second



# Pinterest

- 97% of the fans of Pinterests Facebook page are **women**
- Over 80% of pins are **repins**



# Pinterest

- 50% of all Pinterest users have **children**
- Pinterest referrals spend **70% more money** than visitors referred from non-social channels
- 28.1% users annual household **income of \$100,000**

# New Learning Initiatives

- Video Based Training
- Texting Programs





Broadcast Yourself

Over 4 BILLION hours of video  
are watched each month

Filters ▾

About 4,170 results

Terri Murphy

Watch Later

Watch History

Playlists

What to watch


My subscriptions

Social 10

SUBSCRIPTIONS ▾

 Edmundsvideo 22

 Jack Cotton 1

 palmbeachjewelry

 Andy Andrews

 31PhillipLimOfficial

 Patricia Fripp

 Hilton Hollis

 Browse channels

 Manage subscriptions



### American Hardwoods

by americanhardwood • 1 year ago • 775 views

The American Hardwood Export Council (AHEC) is the leading international trade association for the US hardwood industry ...



### American Hardwood Information

by HardwoodInformation • 2 videos

CHANNEL  7



### Green River American Hardwood

by Greenriver3 • 3 years ago • 452 views

Green River American Hardwood Product Video



### American Hardwood Creations 2011 Spring Product

by Chris Chamberlin • 1 year ago • 358 views

American Hardwood Creations introduced a new product line at the Spring High Point Furniture Market. American Hardwood ...



### American Hardwood Creations (Conrad Grebel) Fall 2011 Market Invite

by Chris Chamberlin • 1 year ago • 374 views

We invite you to join us for the Fall 2011 High Point Furniture Market. We will be unveiling a new fabric seat program, new ...



### American Hardwoods: The Natural Choice

Search YouTube  
American  
Hardwood  
Results: 4,170



# American Hardwood

Subscribe

22 subscribers

15,754 video views

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Uploads Likes **Feed** Comments

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### About American Hardwood

The American Hardwood Export Council (AHEC) is the leading international trade association for the U.S. hardwood industry, representing the committed U.S. hardwood exporters and the major U.S. hardwood product trade associations. AHEC runs a world...

[more](#)



americanhardwood subscribed to a channel 1 month ago



**Bouwwideo**

Het videokanaal van Eisma Bouwmedia

Subscribe 15



americanhardwood commented and liked 1 month ago

Many thanks to Robin for his excellent representation and description of AHEC's Life Cycle Assessment Study for American hardwood lumber.



**Eisma Bouwmedia interviewt R Fisher, PR consultant American Hardwood Export Council op de BouwBeurs**

by Bouwwideo · 39 views



americanhardwood uploaded a video 4 months ago



**Out of the Woods: Adventures of 12 Hardwood Chairs - Overview**

119 views

The twelve hardwood chairs and seats produced for Out of the Woods are the fruits of a project that puts credibility into sustainability. As a collaboration between the RCA, AHEC and

15,754 Views  
American  
Hardwood  
YouTube  
CHANNEL



Video Link

**Buyer's Guide**

Warranty

Warranty Registration

The Nature of Wood

Installation

Floor Care

FAQ

Solid or Enviroeneered

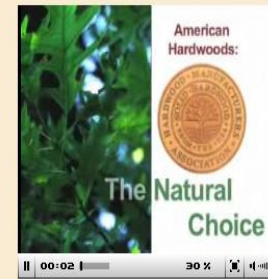
Hardness Rating

**Buyer's Guide**

At Shamrock, we realize that you have a choice in your flooring products. Browse our the Buyer's Guide section to learn more about the value and benefits of hardwood floors, the natural characteristics of wood, how to care for hardwood floors, Shamrock's warranty, hardness ratings, installation instructions, and more. Be sure to check out our Frequently Asked Questions page for answers to the most common hardwood questions.

**Solid or Enviroeneered?**

Shamrock offers two types of hardwood flooring products: Solid and Enviroeneered plank flooring. Click here to learn more about these flooring options and their construction. We hope this information will help you decide which floor is right for you.



American Hardwoods: The Natural Choice



# Set up your own YouTube Channel



Info Favorite Share Playlists Flag

## Installing a Nail Down Floor

From: lumberliquidators | January 26, 2007 | 108,803 views

Lumber Liquidators shows you how to install a nail down floor.



View comments, related videos, and more

### How to Videos

Videos relating to the installation and the upkeep of hardwood flooring.

More Info



#### Installing a Nail Down Floor

lumberliq... - 108,803 views



#### Lumber Liquidators: How to select

lumberliq... - 5,738 views



#### Lumber Liquidators: How to Install

lumberliq... - 402,275 views



#### Lumber Liquidators: How to Prevent

lumberliq... - 10,151 views



#### Installing Hardwood Over Concrete

lumberliq... - 102,750 views



#### Laminate How-To

lumberliq... - 867 views

**Why a Blog  
should be a part  
of your online  
presence?**



**Web** Images Maps Shopping More ▾ Search tools

About 38,700,000 results (0.32 seconds)

### [The Hardwood Flooring Blog](#)

[refinedhardwood.blogspot.com/](http://refinedhardwood.blogspot.com/)

May 3, 2012 – The **Hardwood Flooring Blog**. Great Head's Up Information and How To's About the **Hardwood** Flooring Industry Posted by one of the Most ...

### [Lumber Blog, Hardwoods Inc Exotic & Domestic Lumber in Freder...](#)

[hardwoodsincorporated.com/blog.aspx](http://hardwoodsincorporated.com/blog.aspx)

Feb 11, 2013 – Our official **Hardwoods blog** topic for this post is Peruvian walnut. Also known as juglans neotropica, Peruvian walnut is an exotic hardwood ...

### [Hardwood Floors - Inspector Blog: Craig DeWitt](#)

[hardwoodfloorsmag.com/inspector/blog/](http://hardwoodfloorsmag.com/inspector/blog/)

Mar 4, 2013 – By Roy Reichow Through many of our daily jobs, many of us hold off on a final coat until other all other trades are finished. During your final ...

### [Hardwood Floors Magazine - Blogs](#)

[hardwoodfloorsmag.com/blogs/](http://hardwoodfloorsmag.com/blogs/)

Wayne Lee worked for a sanding machine manufacturer for 24 years before starting his own **wood** floor and tile contracting business, Cardinal **Hardwood** & Tile, ...

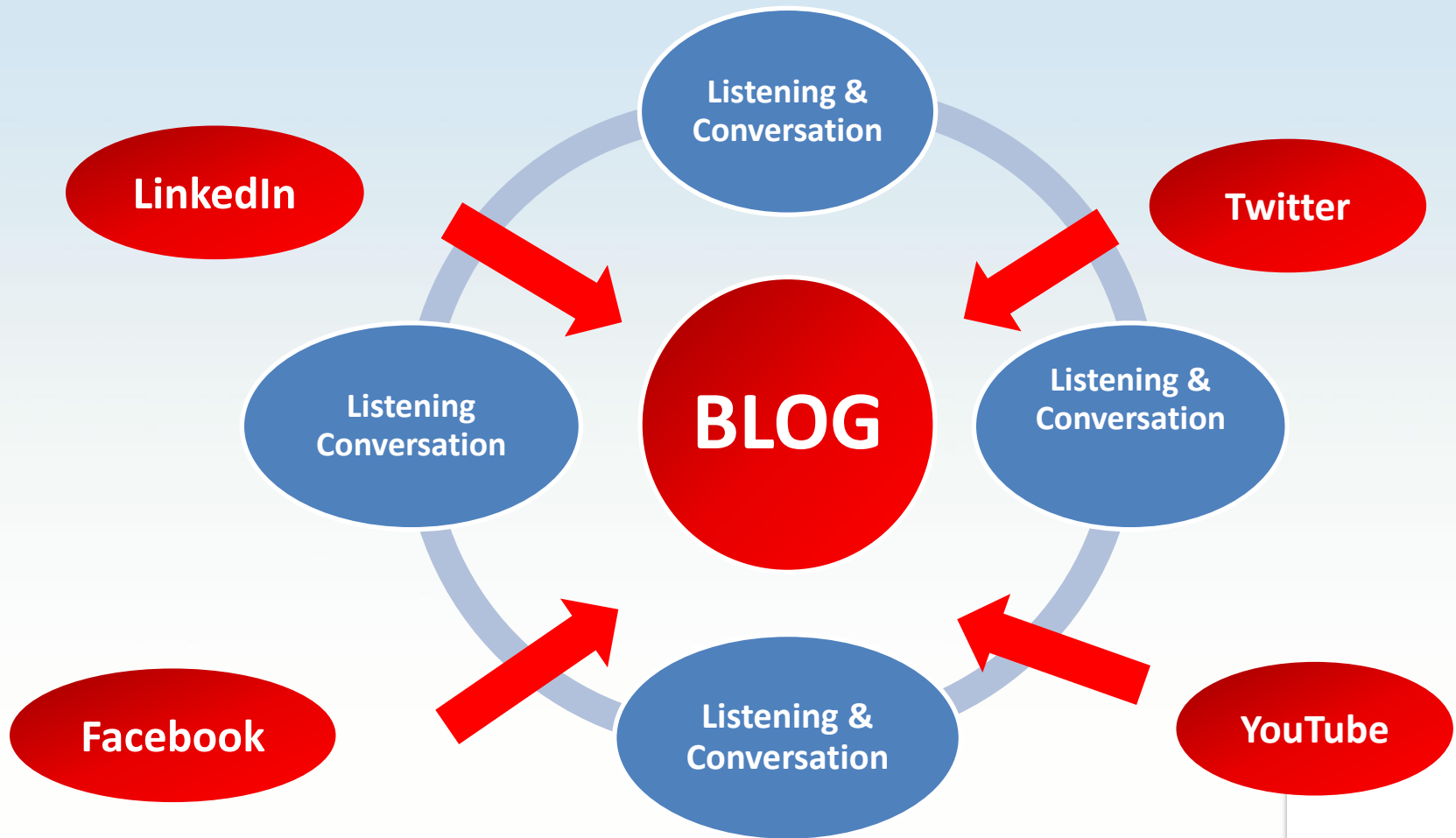
### [How to Refinish Hardwood Floors - Bob Vila's Blogs](#)

[www.bobvila.com/blogs/how-to-refinish-hardwood-floors/](http://www.bobvila.com/blogs/how-to-refinish-hardwood-floors/)

May 3, 2012 – Refinishing **hardwood** floors is unforgiving work. Mistakes are easy to make. Think you're up to the task? Here are some helpful tips for DIYers.

38,700,000  
Hardwood  
BLOGS

# The HUB of your Online Presence





*Walnut Premium Grade with Clear Finish*

### Real Hardwood Flooring by Shamrock: Natural Beauty & Enduring Value

Nothing enhances the beauty and value of a home like Shamrock Plank Flooring.

- **Design Flexibility:** The variety of colors, textures, finishes and wood grains available in our North American hardwood provides infinite design possibilities.
- **Long Life:** The durability of our Solid and Engineered floors makes them ideal choices for any room of the house, including high-traffic areas, kitchens and entryways.
- **Green Building:** Hardwood is completely renewable, recyclable, and sustainable.
- **Improved Air Quality:** Because wood doesn't collect dust or other allergens, many health professionals agree that wood floors are a good choice for a healthy home.
- **Solid Investment:** Real estate agents nationwide agree that homes with hardwood floors sell faster, and for higher prices than homes without.
- **Made in the U.S.A.:** Shamrock Flooring is milled and manufactured in Montezuma, Indiana and Memphis, Tennessee.

### The Finest Floors

Making quality hardwood flooring requires well-trained and dedicated people, modern equipment and high quality lumber, all of which are integral to Shamrock Plank Flooring.

## Buyer's Guide

Warranty Registration

The Nature of Wood

Installation

Floor Care

FAQ

Hardness Rating

## Choosing Solid or Enviroeneered Flooring

Shamrock offers both Solid and Enviroeneered flooring options as pre-finished, unfinished and hand scraped products. Both flooring types are excellent options for ground level flooring and above, depending on the subflooring. Due to the differences in installation methods, Enviroeneered flooring is the best choice for basements and other spaces with concrete or other hard subflooring.

### Solid

Shamrock's Solid Plank Flooring consists of 100% North American hardwood planks that have been milled, kiln-dried, ripped, molded, graded, and finely crafted to meet our exacting quality specifications. Our Solid hardwood floors are a sustainable building resource, and a beautiful addition to any home.

### Enviroeneered

Shamrock's Enviroeneered Plank Flooring is the next generation of sustainable flooring. In an effort to extend Nature's precious resources, we have created a line of engineered flooring designed to be environmentally conservative. Shamrock's Enviroeneered flooring utilizes only 1/4 of the hardwood used in Solid flooring, preserving the same wear life as Solid flooring and extending the use of our hardwood resources. Our core is made from 9 layers of faster-growing plantation grown Birch. This allows us to increase the structural stability of our floors while minimizing the amount of hardwood harvested.

The cross grain construction of our Enviroeneered floors provides inherent structural stability, ensuring decreased expansion and contraction due to temperature and moisture variations. Minimizing movement in each board results in an overall superior installation, and will help preserve the beauty and integrity of your floor. Thicker than most engineered flooring.

### Solid



### Enviroeneered



# AMERICA'S FORESTS ARE RENEWABLE, ABUNDANT AND SUSTAINABLE



## AMERICA'S FORESTS ARE RENEWABLE

- Six trees are planted for every one harvested in the US.
- Harvesting large, mature trees lets sunlight reach the forest floor to stimulate new growth.
- Hardwood trees regenerate naturally. Most softwoods are replanted.
- Forest products companies and private timberland owners plant 80 percent of these seedlings – almost 4.8 million trees a day, 1.7 billion trees a year. That's 2.6 million acres – the size of Connecticut. Even more lands are regenerated naturally.

## AMERICA'S FORESTS ARE ABUNDANT

- The U.S. still has more than 70 percent of the forestland it had in 1600 – 745 million acres. There is enough forestland in the U.S. to cover every square inch east of the Great Plains.
- Despite a 165 percent increase in population, the U.S. has about the same amount of forestland as it did in 1920. The decline in forestland stabilized in the 1900s with the end of widespread agricultural clearing.
- Forest growth has exceeded harvest since the 1940s. Today, growth exceeds harvest by 47 percent.
- 271 million acres – 36.7 percent of total forest lands – are reserved from harvest by law or are unsuitable for commercial timber production.
- In the early 1900s, 20 to 50 million acres were lost to fires each year. Today, wildfire losses are between two and seven million

## AMERICA'S FORESTS ARE SUSTAINABLE

- Sustainable forestry involves managing for multiple benefits – clean air, clean water, recreation, wildlife, habitat, and timber – without depleting the ability of future generations to manage the forests for their needs.
- Besides meeting state and federal regulations, professional loggers adhere to Best Management Practices to minimize the environmental impact of harvesting operations.
- The volume of growing stock and sawtimber could only increase if less timber were harvested than is available. Thus, for the last 50 years, North America's forests have been managed sustainably.
- Foresters are trained to determine when and how trees should be harvested, ensuring healthy and productive forests. Different harvesting methods are employed to reach specific goals.
- Investments in research ensure that industry lands will be even more productive in the future. Likewise, the industry continues to improve the yields of finished products from each tree. These advances allow fewer trees to be harvested to produce the same amount of product.

## WOOD IS THE NATURAL CHOICE

Wood products come from a resource that grows, matures and is regenerated for future generations. How do other building materials compare?

STEEL



# INDUSTRY FACT SHEETS / PUBLICATIONS

STRONG ROOTS. GLOBAL REACH.

## Why North American Hardwoods

Why North American Hardwoods has been created for the specific role of assisting NHLA members answer questions regarding sustainability. The publication gives detailed information about the legality of hardwood forests, hardwood tree inventory, growth rates, carbon sequestration and a list of hardwood facts.

To download an Adobe PDF of this publication, click [here](#).

## NHLA Grading Rules For North American Hardwoods

To download an Adobe PDF of this publication, click [here](#).

## Forest Fact Sheet

Learn the Truth About Trees from this fact sheet.

To download an Adobe PDF of this publication, click [here](#).

## Wood Handbook, Centennial Addition

To download an Adobe PDF of this publication, click [here](#).

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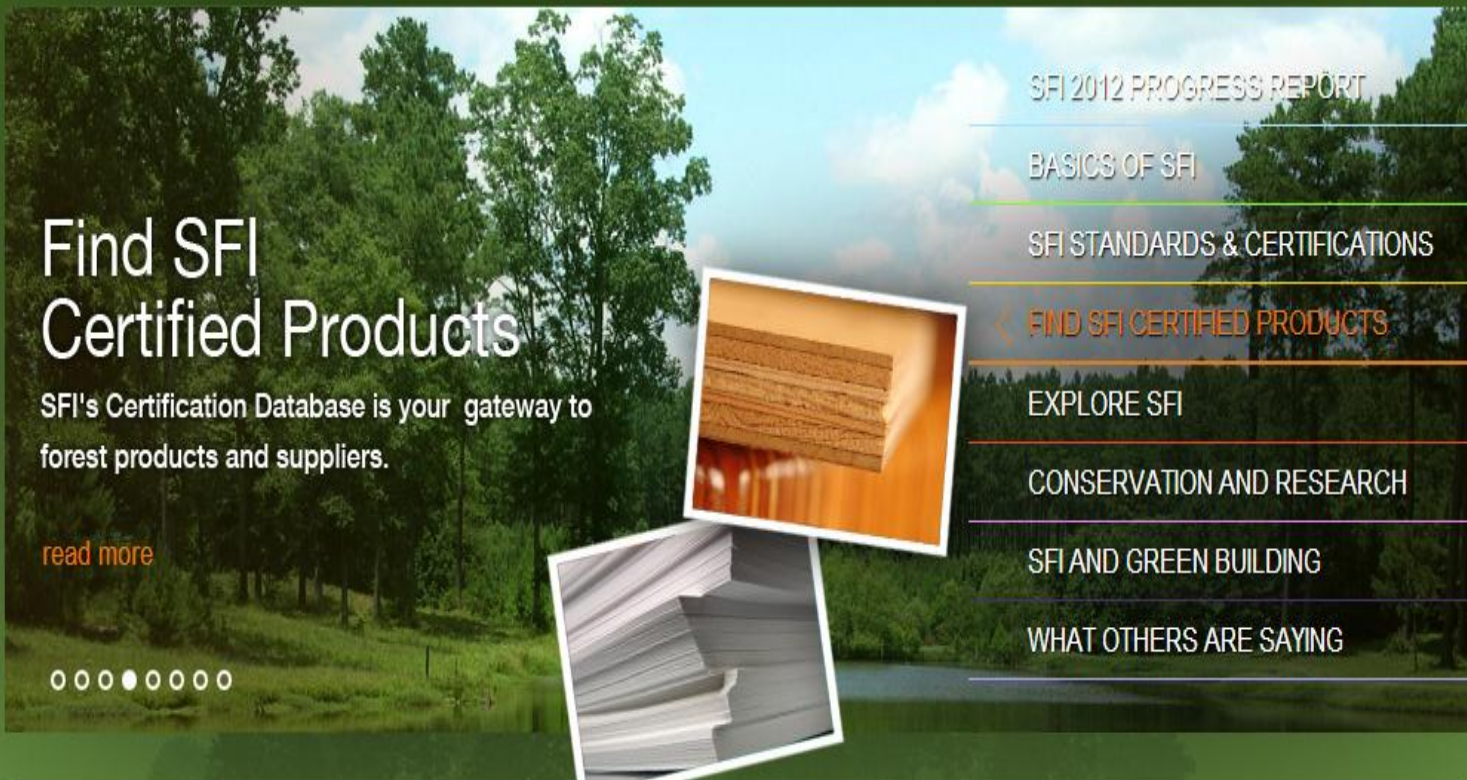
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**New SFI Vice President to Promote Forest Conservation**



chemical issues with bamboo flooring



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### [Bamboo Flooring- Is It Really Treehugger Green? : TreeHugger](#)

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by Lloyd Alter - in 264 Google+ circles - More by Lloyd Alter  
Sep 12, 2005 – Tipster Brad installed a **bamboo floor** and says "The environmental benefits ... Before we look at the environmental **issues**, let's look at its utility- is it all it ... manual or **chemical** weeding and periodic tilling of the land to keep the ...

### [bamboo floor fumes--anyone else have this problem?? - Flooring ...](#)

[ths.gardenweb.com/forums/.../flooring/msg1117314013190.ht...](#)

40 posts - 28 authors - Nov 12, 2006

If this is a known health **issue** with these **floors**, though, and not "just us" (I do have a type of migraine that makes me sensitive to **chemicals**) ...

### [Bamboo Flooring Reviews |](#)

[bambooflooringreviews.org/?page\\_id=5](#)

Not all of **bamboo flooring's problems** arise from the inherent qualities of bamboo. ... However, bamboo companies add **chemical** fertilizers and pesticides to ...

### [Is bamboo flooring with aluminum oxide finish considered a green ...](#)

[greenhomeguide.com/.../is-bamboo-flooring-with-aluminum-...](#)

Jan 28, 2010 – The building provides **bamboo flooring** with aluminum oxide? ... to be concerned about possible indoor air quality **issues** from wood flooring finishes. ... from a **chemical** outgassing standpoint, depending on a few variables.

### [8 Bamboo Flooring Problems to Avoid | DoItYourself.com](#)

[www.doityourself.com/.../8-bamboo-flooring-problems-to-av...](#)

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# Congressman visits Shannon Lumber Co.

*Horn Lake just one stop on Childers' First District tour*

By Chris Van Tuyl

Posted April 9, 2010 at midnight

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PHOTO BY STAN CARROLL // BUY THIS PHOTO

# Positive Sentiment

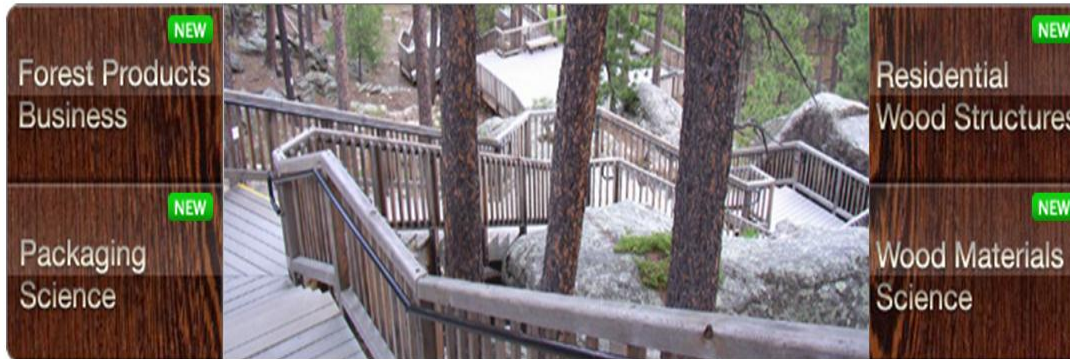
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## J. T. Shannon Lumber Company Scholarship

J.T. Shannon Lumber Company is a manufacturer and distributor of hardwood lumber, with locations in Kentucky, Pennsylvania, Indiana, and Arkansas. This scholarship is offered to an outstanding undergraduate student in the Department of Wood Science and Forest Products to provide financial assistance, allowing the recipient to gain work experience and anticipation for employment in the wood products industry. The \$1000 will be used toward the tuition of the recipient.

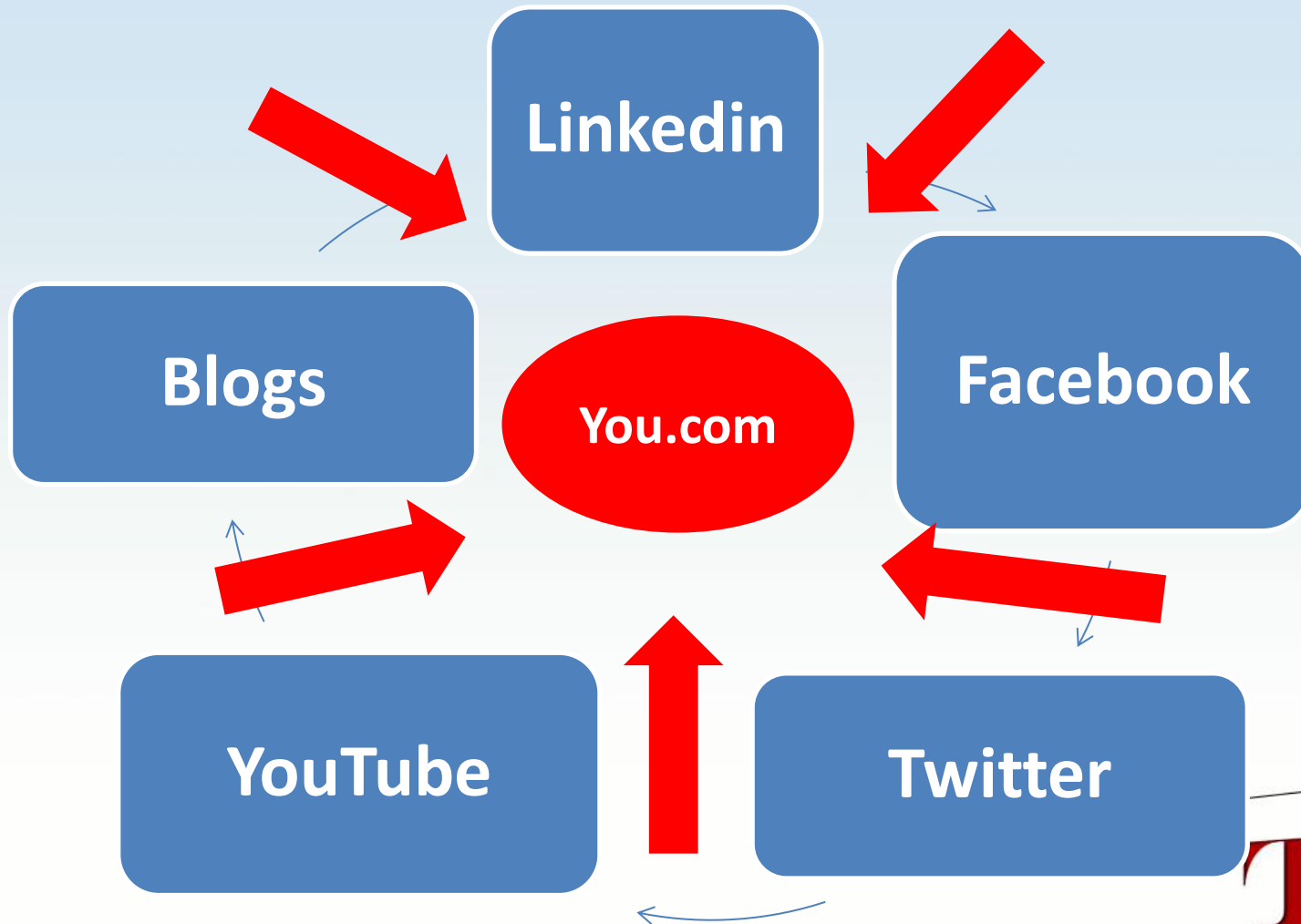
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# Social Media CONVERGENCE



# What to do next.....



#1 Question from Businesses is...

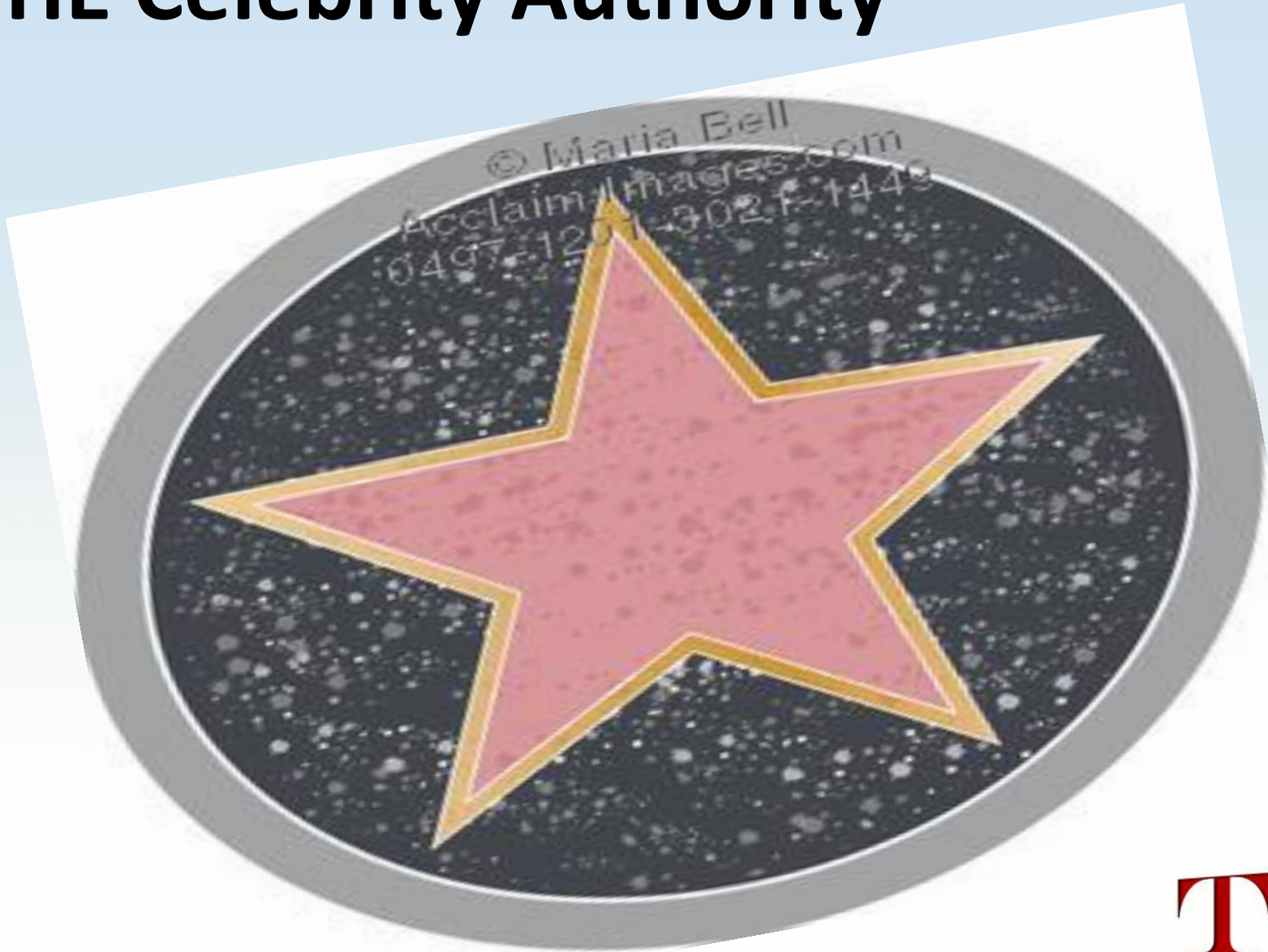
What is my ROI using  
Social Media?



communications



# THE Celebrity Authority



The FUTURE is  
MOBILE APPS and  
24/7 connectivity



# Tell Your Story or Someone Else Will...

**TM** Twitter, Facebook, YouTube **are** NEWS

**TM** PR is 24/7 and VIRAL

**TM** Digital is mobile

**TM** Media is tuned into social

– Journalism includes social media



# 4 Strategies Create Community

1. Set up a Professional  
 LinkedIn Profile

2. Set up a Facebook BIZ Page 

3. Develop a YouTube Channel

4. Use TWITTER as a  
Newsfeed 



# Need Strategy?

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