

Curriculum Vitae

Joe Denman

Expert in Determination of the Causation of Flooring Product Failures

About

Joe Denman is a flooring industry expert, specializing in determining the causation of visual and latent defects in flooring products. He began his career in the flooring industry in 1988 as a sales representative for Florstar Sales in Chicago, IL. He continued over 35 years in the industry with the following manufacturers and companies:

Galaxy Carpet Mills	Territory Sales Manager
Shaw Industries	Territory Sales Manager
Aladdin Carpet Mills	Territory Sales Manager
Mohawk Industries	Territory Sales Manager
Executive Vice President Carpet Weaver's	Top 50 Specialty Flooring Retailers
Founder – FloorX Carpet Care, Inc	Textile cleaning operation
Founder – Installerz Network LLC	Online Network for Flooring Installers in Central Illinois
Founder – Joe Denman & Associates, Inc	Full Time Residential and Commercial Flooring Inspector
Floor Covering Inspection & Training Services (FCITS)	Technical Director and Instructor
Founder – Report-Review.Com*	Technical Review of Written Inspection Reports
Founder – FlorTek Academy*	Publisher of Technical Flooring Manuals

Previous Floor Types Inspected:

Joe Denman maintains certifications related to the inspection and maintenance of almost all flooring types including the following:

- Commercial Broadloom Carpet
- Commercial Carpet Tile
- Residential Carpet and Cushion
- Solid Hardwood
- Engineered Hardwood
- Laminate Flooring
- Luxury Vinyl Tile and Planks
- Rigid Core Vinyl Tile and Planks
- Mixed Media Flooring Products
- Sheet Vinyl
- Vinyl Composition Tile (VCT)

Previous & Current Certifications:

Joe Denman is committed to the flooring inspection and correction industry and spends hundreds of hours, on an annual basis, keeping up with the latest product manufacturing information and installation requirements. It's difficult to find someone with more relevant credentials – holding up to seventeen certifications:

1. World Floor Covering Association (WFCA) - Certified Flooring Executive
2. Former North American Laminate Flooring Association (NALFA) - Certified Laminate Inspector

3. Former National Wood Flooring Association (NWFA) - Certified Wood Flooring Inspector
4. Former Certified Flooring Inspector (CFI) - Certified Installation Inspector
5. Former FCITS - Certified Hard Surface Inspector
6. Former FCITS - Certified Carpet Inspector
7. Former FCITS – Certified Commercial Carpet Inspector
8. Former FCITS - Concrete and Vapor Emissions Testing
9. IICRC - Certified Master Textile Cleaner
10. IICRC - Certified Journeyman Textile Cleaner
11. IICRC - Certified Carpet Cleaner
12. IICRC - Certified Flooring Technician
13. IICRC - Certified in Color Repair
14. IICRC - Certified in Odor Control
15. IICRC - Certified in Carpet Repairs & Re-Installation
16. Former Carpet & Rug Institute (CRI) - Seal of Approval Service Provider
17. Former Inspector Training Services (ITS) – Commercial Carpet Inspector

Continuing Education:

Joe Denman believes that constant education is necessary to keep abreast of the flooring inspection and correction industry. That's why he re-invests thousands of dollars a year on keeping himself well educated on the latest flooring trends, methods, standards, and issues.

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| - IICRC Carpet Repair & Reinstallation | January 2010 |
| - Surfaces Flooring Trade Show | January 2011 |
| - Floor Covering Inspectors Symposium | January 2011 |
| - NALFA Laminate Certification Class | October 2011 |
| - National Institute of Certified Floor Covering Inspectors (NICFI) Convention | October 2011 |
| - Surfaces Flooring Trade Show | January 2012 |
| - Floor Covering Inspectors Symposium | January 2012 |
| - CFI Installation Inspector Certification | June 2012 |
| - National Wood Flooring Association Inspector Certification | September 2012 |
| - Surfaces Flooring Trade Show | January 2013 |
| - Understanding and Ending Moisture-Related Problems | January 2013 |
| - Proper Substrate Preparation for Hardwood, Bamboo & Laminate | January 2013 |
| - Avoiding Problems with Floor Covering | January 2013 |
| - Installation Failures & Solutions: Carpet & Vinyl | January 2013 |
| - Installation Failures & Solutions: Hardwood | January 2013 |
| - Installations Failures & Solutions: Ceramic Tile | January 2013 |
| - Certificate of Completion for Commercial Inspections | July 2013 |
| - FCITS Inspectors Expo | July 2013 |
| - NWFA Utilizing Testing Laboratories | November 2013 |
| - NWFA Engineered Wood Flooring | November 2013 |
| - NWFA Bamboo Workshop | November 2013 |
| - Surfaces Flooring Trade Show | January 2014 |
| - Floor Inspectors Educational Guild | March 2014 |
| - NICFI Continuing Education Conference | October 2014 |

- NWFA Environmental Effects on Wood Flooring	November 2014
- NWFA Moisture Testing Workshop	November 2014
- NWFA Real World Inspection Scenarios	November 2014
- NWFA Legal Responsibilities	November 2014
- Surfaces Flooring Trade Show	January 2015
- Floor Covering Inspectors Symposium	January 2015
- FCITS Recertification Class	January 2015
- Color Correction Class	February 2015
- NICFI Conference	October 2015
- Surface 2016 Trade Show	January 2016
- FCITS Continuing Education	January 2016
- 10 Steps to Ending Moisture-Related Flooring Problems	January 2016
- A Look at the Latest Flooring Failure Case Studies	January 2016
- Do It Right or Do It Over - Preparing Concrete to Receive Flooring	January 2016
- Floorcovering Inspector's Symposium Part 1	January 2016
- Floorcovering Inspector's Symposium Part 2	January 2016
- Avoid an Installation Headache: Tile Installation Failures & Cures	January 2016
- The Latest in Effective Flooring Claims Management	January 2016
- Handle with Care: Guide to Wood Floor Care & Maintenance	January 2016
- Contractor & Installer Forum: Exploring 's Challenges & Opportunities	January 2016
- Floor Educational Guild – Carpet Conference	April 2016
- Inspector Training Services - – Commercial Carpet Inspection Training	April 2016
- FCITS Inspectors Expo	July 2016
- Surfaces Flooring Trade Show	January 2017
- FCITS Inspectors EXPO	July 2017
- Director, Technical Services and Training at FCITS	December 2017
- Surfaces Flooring Trade Show	January 2018
- Surfaces Flooring Trade Show	January 2019
- Surfaces Flooring Trade Show	January 2020
- Surfaces Flooring Trade Show	January 2021
- Surfaces Flooring Trade Show	January 2022
- Surfaces Flooring Trade Show	January 2023

FCITS Instructor and Technical Director

Joe Denman is responsible for developing the curriculum used at FCITS, formally located in Dalton, Georgia – the Carpet Capital of the World! He created the specifications, designed the layout, and content of the company's online report writing system. Additionally, Joe wrote and created all the testing material content used in their online testing program.

Class Instructor

- Hard Surface Inspection Course (5 Day Class 40 Hours)	August 2017
- Carpet Inspection Course (5 Day Class 40 Hours)	October 2017

- Hard Surface Inspection Course (5 Day Class 40 Hours)	December 2017
- Resilient Inspection Course (3 Day Class 24 Hours)	December 2017
- Carpet Inspection Course (5 Day Class 40 Hours)	February 2018
- Commercial Flooring Inspection Course (5 Day Class 40 Hours)	March 2018
- Hard Surface Inspection Course (5 Day Class 40 Hours)	April 2018
- Master Class Course (3 Day Class 24 Hours)	May 2018
- Carpet Inspection Course (5 Day Class 40 Hours)	June 2018
- Concrete Moisture Testing Course (1 Day Class 8 Hours)	July 2018
- Hard Surface Inspection Course (5 Day Class 40 Hours)	August 2018
- Advanced Hardwood (3 Day Class 24 Hours)	September 2018
- Carpet Inspection Course (5 Day Class 40 Hours)	October 2018
- Canada Combined Inspection Course (5 Day Class 40 Hours)	October 2018
- Advanced Resilient Course (3 Day Class 24 Hours)	November 2018
- Hard Surface Inspection Course (5 Day Class 40 Hours)	December 2018
- Carpet Inspection Course (5 Day Class 40 Hours)	February 2019
- Commercial Flooring Inspection Course (5 Day Class 40 Hours)	March 2019
- Hard Surface Inspection Course (5 Day Class 40 Hours)	April 2019
- Master Class Course (3 Day Class 24 Hours)	May 2019
- Carpet Inspection Course (5 Day Class 40 Hours)	June 2019
- Concrete Moisture Testing Course (1 Day Class 8 Hours)	July 2019
- Hard Surface Inspection Course (5 Day Class 40 Hours)	August 2019
- LVT Inspection Course (2 Day Class 16 Hours)	August 2019
- Advanced Hardwood Course (3 Day Class 24 Hours)	September 2019
- Carpet Inspection Course (5 Day Class 40 Hours)	October 2019
- LVT Inspection (2 Day Class 16 Hours)	November 2019
- Hard Surface Inspection Course (5 Day Class 40 Hours)	December 2019
- Carpet Inspection Course (5 Day Class 40 Hours)	February 2020
- Commercial Flooring Inspection Course (5 Day Class 40 Hours)	March 2020
- Hard Surface Inspection Course (5 Day Class 40 Hours)	April 2020
- Hard Surface Inspection Course (5 Day Class 40 Hours)	August 2020
- Carpet Inspection Course (5 Day Class 40 Hours)	October 2020
- Hard Surface Inspection Course (5 Day Class 40 Hours)	December 2020
- Carpet Inspection Course (5 Day Class 40 Hours)	February 2021
- Tile & Stone Course (5 Day Class 40 Hours)	February 2021
- Commercial Flooring Inspection Course (5 Day Class 40 Hours)	March 2021
- Hard Surface Inspection Course (5 Day Class 40 Hours)	April 2021
- Master Class Course (3 Day Class 24 Hours)	June 2021
- Concrete Moisture Testing Course (1 Day Class 8 Hours)	July 2021
- Hard Surface Inspection Course (5 Day Class 40 Hours)	August 2021
- Carpet Inspection Course (5 Day Class 40 Hours)	September 2021
- Shaw Service Tech Report Writing Course (1 Day Class 8 Hours)	October 2021

- Canada Combined Inspection Course (5 Day Class 40 Hours) October 2021
- Hard Surface Inspection Course (5 Day Class 40 Hours) November 2021
- Combined HS/Cpt Inspection Course (5 Day Class 40 Hours) March 2022
- Master Class Course (3 Day Class 24 Hours) April 2022
- Commercial Flooring Inspection Course (5 Day Class 40 Hours) June 2022
- Concrete Moisture Testing Course (1 Day Class 8 Hours) July 2022
- Combined HS/Cpt Inspection Course (5 Day Class 40 Hours) August 2022
- Tile & Stone Inspection Course (5 Day Class 40 Hours) September 2022
- Combined HS/Cpt Inspection Course (5 Day Class 40 Hours) November 2022
- Hard Surface Inspection Course (5 Day Class 40 Hours) February 2023

Total Hours of Instructing Classes: 1,800

***Subsidiary of Joe Denman & Associates, Inc.**