



Jim Gould is President and Founder of the Floor Covering Institute LLC.

A 38 year floor covering entrepreneur recognized as "One of the Industry's 20 Most Influential Men" (Floor Covering News, October 2006), Gould's ability to see opportunity where others do not has seeded many enterprises of his own and others. His fair dealing and consultative approach earned the respect of manufacturers, distributors, and retailers alike. Gould now offers his experience to the industry through the Floor Covering Institute, a unique institution dedicated to helping flooring industry businesses solve problems, improve their competitiveness and identify new business opportunities.

For more than three decades, Gould owned and operated national and international floor covering enterprises beginning with Misco Shawnee, a full-line Midwestern floor covering distributor once ranked as the nation's 8th largest. His professional ties to Europe piqued interest in global markets and in 1991 he founded Distribution Services, Inc. (DSI) to provide logistics and administrative services to international customers. Gould used DSI as a channel to bring new products and manufactures to the U.S. including Pergo which he discovered at a European tradeshow in 1992. Misco Shawnee subsequently became Pergo's first U.S distributor. He repeated this with Unilin's Quick Step and many others.

Recognizing the potential growth of ceramic in the USA, in the early 1990's Gould founded the ceramic line, Casa Italia, and formed a network of flooring distributors to market the line exclusively in their territories. The line helped several full-line floor covering distributors and retailers break into the specialty ceramic market. In 1997 Gould purchased the intellectual assets of failing Color Tile, Inc. from Chapter 11 bankruptcy and reorganized it into a buying group with franchised retail units.

After selling his companies in 2004, Gould was recruited to fill the newly created position of Chief Product Officer at CCA Global Partners and oversee 2,500 retail outlets. From 2004 to 2007, Gould dramatically expanded the company's worldwide sourcing and hard surface sales. He also created Global Direct, CCA's first direct import division.

Gould has held numerous leadership positions in the industry including past president of the National Association of Floor Covering Distributors (NAFCD) in 1994, Board of Directors of the World Floor Covering Association from 1981 to 1987; Chairman of the Floor Covering Consumer Credit Association (FC CCA) from 2003 to 2005 and the Board of Directors of the Floor Covering Industry Foundation (2001-2005). Gould and his companies have been recognized as "Distributor of the Year 1988" by the National Congress of Floor Covering Associations; "Top 25-St. Louis Small Business Award" by the St. Louis Business Journal 1988 & 1989 ; "Entrepreneur of the Year" by NASDAQ, Ernst & Young, Sprint, USA Today 1996; "1997 People of the Year" by Flooring Magazine; "Top 150 Privately Owned Businesses" by St. Louis Business Journal 1998, 1999; "Jerry Fisher Memorial Award" Spanish Government Ceramic Tile Association, Ascer 2002; and "Top 20 Most Influential Men in the Industry" by Floor Covering Weekly 2006.

Gould has been a member of the Board of Trustees at the St. Louis Children's Hospital for over 16 years and currently serves as its Vice Chairman. Other Board positions, past and present, include G.S. Robins and Co., Tarleton Construction Co., Rohan Woods School and the A.J. Bitker Memorial Charitable Foundation. He is a past member and Chapter Chairman of the Young Presidents' Organization (YPO). Jim Gould can be contacted at jgould@floorcoveringinstitute.com.