



**For Immediate Release: MILL TOUR AT HERITAGE FLOORS OF GEORGIA**

**Purpose:** To develop knowledge of the custom wood flooring market and to learn about the opportunities this very specialized business offers flooring dealers like The Carpet Shop. Since our first trip to Heritage Floors of GA this past June, Tina has sold three jobs totally close to \$200k with one job alone running over \$160k. According to Danny Williams, there is probably more potential for these types of custom wood flooring jobs available in our area than we realize. It's a simple fact that you can't sell them if you don't know about them.

This second visit to Heritage Floors has been scheduled to coordinate with the actual work/customization on Tina's large order. You will see one of The Carpet Shop's flooring orders being prepared and learn how the material is specified, ordered, and then custom processed for us and our customer. Take a few minutes and visit Heritage Floors of GA's web site for a full gallery of flooring products and information on the mill. <http://heritagefloorsofgeorgia.com/gallery.asp>

**When:** Tuesday October 7

**Participants:** Augusta

Danny Williams - Owner/Vice-President  
Larry Williams: - Vice-President and Commercial Sales  
Beverly Moody: - Retail and Builder Sales  
John Odum: - Builder and Commercial Sales  
Jim Brisson: - Builder Sales (not confirmed that Jim will be attending)  
Steve Hogan: - Installation Manager  
Aiken  
Chuck Robinson - Retail and Builder Sales

**Driving:**

I suggest that you discuss the trip with each other Monday to decide who will drive and where to meet in Augusta. Everyone should be able to make it in two vehicles. The distance is about 56 miles from the Belair Road Exit 194 on I-20, so plan about an hour travel time from Evans. You need to rendezvous at the Union Point/Flying J Travel Plaza at Exit 138 on I-20 & GA 77 about 9:00am. There is a country restaurant at the Flying J, so if you get there early you can enjoy breakfast.

Either Mitch Moran, Leigh Newsome, or I will meet you at the Flying J and lead you on to the Chipman Union Mill just a few miles away in Union Point, GA.

**Where:**

You are going to tour Heritage Floors of Georgia in the historic Chipman Union Mill in Union Point, GA. You will leave the mill and travel a few miles to Mitch's Flooring America Greensboro store for a short break and will also see the Heritage Floors of GA display as well as some of Heritage Floors of GA's custom wood floors installed in the store. From the FA Greensboro, GA store, you will visit Reynolds Plantation Golf Digest Model Home and have lunch outdoors at Gaby's by the Lake at the Ritz Carlton Hotel overlooking Lake Oconee. <http://www.ritzcarlton.com/en/Properties/ReynoldsPlantation/Dining/GabysbytheLake/Default.htm>

**The Unknown:**

With Mitch the unknown and unexpected are a normal part of the day. He may take you to his personal home on Lake Oconee to see more of his custom floors, and you may be treated to a boat ride on the lake to view some of the beautiful homes and golf courses. Don't worry, everyone usually returns safely from one of Mitch's tours. Just to be safe I suggest that you take some sun screen and a cap or hat.

**Return:**

You should finish the tour about 2:30 to 3:00 and be back in Augusta by 4:00 to 4:30. If interested, I'm sure you could squeeze in a few holes of golf after the tour.