

David Flood

Md, Techfloor Services

■ **Did you get into trouble at school?** Apparently, on my first day at infant school I was made to sit on the naughty step. To this day I still don't know why...

■ **What was your first part-time job?** Like most young people, I did a paper-round. My first 'real' job was washing up in a restaurant kitchen. It cured me of any ambition I might have had to enter the catering trade.

■ **What was your first full-time job?** When I was 17 I joined my dad's business as an apprentice floor-layer. The rest, as they say, is history.

■ **What did you spend your first pay cheque on?** I can't remember, but it was probably music – a Madness or Specials single.

■ **What was the best piece of advice you have been given?** If something's worth doing, it's worth doing well.

■ **What was your worst business mistake?** Believing a client's QS when he said 'trust me'. We ended up with thousands of pounds-worth of surplus flooring material which the contractor refused to pay for.

■ **What was your greatest business achievement?** That's probably the one I want to keep to myself! But we've negotiated some great contracts and are involved with LG Chem's product development in Korea, and I'm proud of that.



David Flood showing how to paddle your own canoe (in New York's Central Park)

■ **What car do you drive today and what does it say about you?** I don't have a car. I borrow my wife's Ford to go to the gym, but then I walk to work as we only live 100m away. If I need a car I can use a company pool car – a Mercedes E-Class – but if I'm going any distance I'll usually take the train. I think that probably says that I'm not particularly interested in cars.

■ **If you could have invented any product what would it have been?** It's got to be the personal computer. Where would we all be without it?

■ **What do you most like about the flooring industry?** The people – no question about it.

■ **What do you least like about the industry?** Er, the people – or rather, a minority of them.

■ **Name one change you would make to the industry.** I'd like to see a bit more respect for our people on site. Our lads often get pushed from pillar to post and they deserve better.

■ **Which company in the flooring industry, other than your own, do you admire?** I admire anybody who chooses to work in the flooring industry!

■ **Where should we have a flooring show?** Birmingham. It's a no-brainer: it's in the middle of the country and has good facilities and communications.

■ **Which single possession would you rescue if your house caught fire?** The family photographs – especially the older ones. They can never be replaced.

■ **Do you have any pets?** My wife loves animals, so we have two dogs. We've had all sorts over the years – rats, frogs, guinea-pigs – I try not to get involved!

■ **Do you have any hobbies?** Nothing I'm fanatical about; but I enjoy cycling and walking and I'm always tinkering with the computer.

■ **How do you relax?** Walking and cycling!

■ **What is your favourite tippie?** I'm not a big drinker and I'm no connoisseur, but I like a drop of beer now and then.

■ **What is your idea of hell?** Boarding a long haul flight and not being able to check my email!

■ **What is your idea of heaven?** Peace, white sand, cool breeze and a cold beer.

■ **How many times a year do you take a holiday and what is your favourite destination?**

We try to get away at least once a year. Anywhere in the USA usually suits me.

■ **Which one record and book would you take to a desert island?** *Bushcraft* by Ray Mears, would come in handy, as for a record I have *Jamiroquai* on my ipod right now, but for a desert island, perhaps something classical.

■ **Who would you like to be stuck in a lift with?** A lift engineer!

■ **If you could be anyone (living or dead, fictional or real) who would it be?** I'd like to see the world through Bill Gates' eyes. It must be great to have been so successful and to know you've changed the world. And now, to be able to do good works that improve the lives of less fortunate people must be totally satisfying.

■ **Choose five words that describe yourself.** Reliable, trustworthy, diligent, hardworking, self-effacing (no, seriously, folks..!)

■ **Any regrets?** What good are regrets? It's better to learn from your mistakes.

■ **Any unfulfilled ambitions?** I'd love to learn to fly. (But I've just rumbled a secret plan by my wife to get me flying lessons, so it looks like I might actually realise my ambition!)

■ **What was your most embarrassing moment?** Ask my wife! I'm a typical bloke, I guess: more likely to embarrass my wife than feel embarrassed myself!

■ **If you had to choose another career what would it be?** A pilot. **CFJ**

www.mapei.co.uk

MAPEI
ADHESIVES · SEALANTS · CHEMICAL PRODUCTS FOR BUILDING

MAPEI TOUR 2010 - coming to a Town or City near you!

See existing and new products demonstrated.

Call now to find your nearest venue and register to enter our Prize Draw!

Next stop: Bristol City Football Club, Thursday 25th March 2010

T: 0121 508 6970 press 'Option 4' for Marketing F: 0121 508 6960
E: ukmarketing@mapei.co.uk