



Leonard C. Britten inducted into the MFMA Hall of Fame

Arlington Heights, IL, (PRWire) April 14, 2010—Connor Sports Flooring is pleased to announced the induction of a long-time Connor Sports Flooring employee into the Maple Flooring Manufacturers of America’s Hall of Fame

For nearly 40 years Leonard C. Britten (Lynn) was Sales Manager of Connor Forest Industries. Mr. Britten started working as a teenager on weekends at the mill in Laona, WI loading boxcars with lumber and flooring for \$.25 an hour. Later Mr. Britten would go on to College in Wausau for accounting and finance.

Mr. Britten’s career would span the rough days of early logging, the depression, World War II and perhaps some of the most important periods in the sports flooring industry as new systems based on performance were first implemented. As the MFMA now seeks to articulate those standards today it is important to acknowledge the important strategies that brought them to market by inducting Mr. Britten to its Hall of Fame.

“We are pleased that the MFMA has accepted our nomination of Mr. Britten.” said Jon Isaacs, VP and GM of Connor Sports Flooring “He has been a key piece in the growth and development of Connor and the sports flooring industry”

After college he was called upon to help build the Sawmill near Wakefield, MI in what would become Connorville, MI in March of 1933. He worked closely with Gordon R.P. Connor during this period living behind the company store in Connorville. Every fall he would drive Connor from the company headquarters in Marshfield, WI down to Arizona where the two would discuss a variety of issues not the least of which was sales. Every spring he would drive Connor back to Marshfield and discuss the action plans they had set out on the drive to Arizona.

It was on account of these trips that Connor came to appreciate his keen sense and aptitude for sales strategy. In 1936, Connor asked Mr. Britten to move to Marshfield and work with then Sales Manager Gus Bulgrn. Mr. Britten worked with Gus for 2 _ years before taking over as Sales Manager for all Lumber and flooring for Connor Forest Industries a position he would hold until his retirement in 1975.

Mr. Britten was responsible for many strategic moves. Mr. Britten was a part of Connor’s first patent acquisition (the padded sleeper system). He was also partly responsible for defending that

patent within the industry many times. Mr. Britten would also be involved in the purchase of Connor's Channel System patent. Also, he was responsible for some of Connor's important marketing strategies including the branding of "Connor 'laytite'" and the slogan "Three little words: Connor 'laytite' flooring". A slogan based upon a popular song of the 1930s.

Mr. Britten served the MFMA Board of Directors on behalf of Connor Forest Industries in the late 1950s and 1960s. He served on the Board of Connor Forest Industries. He would assist Gordon R. P. Connor with the founding of Peoples State Bank and would become Chairman of the Board in the 1990s and still today is active as an Honorary Member of the Board of Directors. Over the years Mr. Britten would oversee the sales force of Connor's legendary sales team: Hank Tank, Ross Donhauer, Ken Peshaw, Fred Taylor, John Hill and Rudy Zulke.

About Connor Sport Court International

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Connor sports floors have established themselves as the standard for professional and elite sports since the company was founded in 1872. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance. Connor Sport Court is proud to be the only sports surfacing company in the world that is independently audited and verified as "Zero Waste" and fully ISO 9001:2008 certified.

For more Connor Sport Court information contact:

Jeff Morton, Marketing Manager, Connor Sport Court

801-712-6411

jmorton@sportcourt.com

www.sportcourt.com.