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Excitement Builds as Talent Lineup Falls in Place for 25th Anniversary Celebration of the Certified Flooring Installers Association Convention

Registration for Industry's Leading Installation Showcase Climbing!

Secure Your Spot at This Industry Leading Event **FOR FREE** Right Now!

June 5, 2018 – Forney, Texas – This year, Certified Floor Covering Installers Association is celebrating over a quarter century of bringing the very best talent, products, tools, techniques and, of course, training, together at their annual convention. The showcase which draws professionals from across the globe is taking place August 15th through the 17th at the Rosen Shingle Creek Resort in Orlando, Florida.

The annual CFI Convention has been drawing crowds and showcasing the best the industry has to offer since the early '90s. If you are a World Floor Covering Association member you can attend the highly sought show for FREE by using your available WFCA Scholarship Funds towards your ticket!

There is no other event that offers the insights, networking and more business growth opportunities than the CFI Convention! This year's lineup for Keynote Speaker is the renowned business coach and consultant, Josh McGinnis from Unlock Your Biz. Josh will be sharing business insights and growth strategies with the crowds in attendance! His presentation takes place Thursday, August 16th from 9:30am to 10:30am.

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Posted below are just a few of the standout agenda items planned for this year's show:

- "Practical Leadership- Your Key to Success," Scott Humphrey, WFCA
Scott will be sharing practical advice on how you can energize the leader within you and positively influence the performance of your entire team. He will share how he has used his leadership influence to positively impact the WFCA and the flooring industry, touch on leadership traits that impact you both personally and professionally, share real life scenarios of those who have taken on the challenge of leadership and succeeded, and then show you how to apply their principles and success to your situation.
- "Steps to Successful Installation," Don Styka, Tarkett
Presenting how to select the best product given the site and environment, site conditions, pre-installation moisture testing, product acclimation, subfloor prep, adhesive selection, installation, floor protection, and initial maintenance.
- "Piecework," Jeffrey King, WFCA Counsel
Paying a piece-rate is one of the most common practices for compensating flooring installers. This compensation method is perfectly legal if properly executed and documented. It is often assumed, however, if a retailer's pay is a piece-rate, they do not have to worry about minimum wage or overtime pay. To the contrary, the requirements of the federal Fair Labor Standards Act (FLSA) and state wage and hour laws requiring minimum wage and overtime pay still apply.
- "AIR.O- Innovation in Soft Floor Covering," Andrew Smith, Mohawk
Mohawk's Technical Team presents an informational and technical presentation of their newly re-engineered broadloom carpet.
- "Commercial Made Easy," Rod Von Busch & Roland Thompson, CFI
The class will cover tips and best practices for establishing a good working environment on large commercial job sites. Speakers will focus on how to defend your portion of the schedule and building relationships with the people that matter.
- "The Evolution of Resilient Wall Base," Don Styka and Dick Shmidt, Tarkett
Everyday Installers finish floor installations with miles of resilient wall base. Learn about the origin, construction, and proper installation of the various types of resilient wall base. This session will review adhesive options, recommended tools, and demonstrate proper installation techniques that provide successful results.
- "Industry Requirements: Fair or Unrealistic?" Paul Pleshek, NAFCT
Presentation will provide an overview of some of the more controversial requirements of installers, a discussion about whether the requirements are reasonable and if not, what needs to be done to change them.
- "Pattern Matching/Identification Workshop," Dwyane Pruitt, CFI
Coverage of proper identification and measuring of patterned goods as well as corrective procedures for pattern deviation.
- "Tools of the Industry," Corey Dickerson, Tools 4 Flooring
Will be discussing some of the new and innovative tools on the market from prep, to installations, to finishing. Tools from Wolff, Bullet, D-Cut, FastneMasters, DeWalt, and much more will be presented.

and many more to come...

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Over the past 25 years thousands of companies have recognized the CFI Convention as the perfect platform to launch new products, services and make new business connections and you can too! If your company is interested in hosting a seminar or being a part of the Associate Showcase contact CFI now at (816) 231-4646.

To register for the convention please visit www.cficonvention.org. Additionally, CFI has secured a room block with discounted rates that are locked in for a limited time at the Rosen Shingle Creek Resort. Information can be found using the link above. We look forward to seeing you there!

ABOUT CFI:

The International Certified Flooring Installers Association, Inc (CFI) is a non-profit organization dedicated to improving flooring installation in the residential and commercial fields through training and certification. Since 1993, CFI has been recognized as one of the flooring industries most prestigious and beneficial platforms for not only flooring installers, but flooring professionals world-wide.

CFI provides educational resources for the flooring community, such as “hands-on” training in all recognized installation applications. Supporting the professional development of the flooring industry by hosting training courses for installers at all levels, certifications for those looking to continue education, seminars for all the flooring pros as well as job placement.

CFI has committed its purpose to revolutionize, encourage and benefit the people of the flooring industry.

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