



CONTACT:

Leah Gross

Story Dept.

818-864-6363 or leah@storydept.net

25th Anniversary of Annual CFI Convention Drawing Crowds from Across the Globe

Certified Flooring Installer's Association Offers Limited-Time Reduced \$35 Entrance Fee to Trade Show as Part of Their Quarter-Century Anniversary Celebration

July 23, 2018 – Forney, Texas – Today, Robert Varden, Vice President, CFI, announced additions to the stellar line-up of training seminars, hands-on workshops and presentations at the upcoming CFI Convention running August 15th through the 17th at the Rosen Shingle Creek Resort in Orlando, Florida.

Already recognized as the one destination drawing people from across the country and overseas, CFI Convention continues to grow, offering up a “who’s who” line-up of industry talent and bountiful business growth opportunities each year. The hundreds that attend, recognize the CFI Convention as the venue where all of the business that surrounds flooring and installation is done!

-MORE-

PAGE 2

This year's show opens with a Welcome Reception on the evening of August 15th where attendees will be able to mingle with CFI trainers, presenters as well as representatives from many influential companies in the trade such as Gundlach, Measure Square, HPS Schönox and more. Thursday, August 16th includes a jam-packed schedule starting with Keynote Speaker – the renowned business coach and business consultant – Josh McGinnis, of Unlock Your Biz. McGinnis' agenda will focus on "Why Most Business Plans Are Worthless". In addition to multiple other showcases, workshops and new product demos, visitors will be the first to hear the unveiling of the anticipated research on *The Installation Crisis* by the FCLC. Thursday night will wrap with the "CFI Event Night" including one of Florida's very own – Dale "The Paint Man" Henry and Band. The last day of the show will include General Sessions and additional opportunities to interface and train with some of the most recognizable names and faces in our industry including Joe Cea of Congoleum, Don Styka of Tarkett and Paul Pleshek of NAFCT. The show will wrap with the Semi-Formal event – The Closing Dinner Awards.

"Along with our 25th Anniversary Celebration, this year's show is going to be unlike any other industrywide," said Varden. "Our convention is recognized as the #1 trusted source destination for the latest information on new products, tools, techniques and training for the flooring professional. Along with educational seminars providing insights on the issues that affect us most; hands-on workshops taught by field leaders showcasing the best tips and tricks; new product demos where you can get your hands on the latest and greatest tools and products before anyone else; and opportunities galore to expand your professional network, we have some surprises in store that are going to forever change our industry and the way we ALL do business! Trust me, you don't want to miss out!"

As part of its anniversary celebration, CFI is offering a one-time registration rate of \$35 for one-day entry to the trade show component of the convention. The limited time promotion is running for just a few more days so don't miss out – get your tickets now! To register to attend the trade show portion or for full-access to the whole convention, please visit www.cficonvention.org. Additionally, a room block with discounted rates is locked in for a limited time at the Rosen Shingle Creek Resort. Information can be found using the link above.

-MORE-

PAGE 3

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.

#