



CONTACT:

Leah Gross

Story Dept.

818-864-6363 or leah@storydept.net

Don't Miss the Networking, Professional Seminars, New Product Workshops and Educational Opportunities That Only Come Around Once a Year

With a New Location and Expanded Educational Opportunities, the 24th Annual CFI Convention is Not Only an Inspiring Event for Retailers and Installers, But a Great Venue for Manufactures' and Distributors to Showcase Their Products

April 27, 2017 – Forney, TX – The event like no other in the industry - CFI Convention and Expo - is back with a punch this year taking place August 16-18 at the Rosen Shingle Creek in Orlando, FL. The three-day educational event, designed for both retailers and installers, will kick off with a welcome reception sponsored by Personna.

Launched back in 1993, CFI Convention and Expo is the #1 trusted source and destination for the latest in new products, tools, training and networking! Historically attendees have come from countries spanning the globe to soak up all the event offers.

-MORE-

PAGE 2

This year's program line-up features:

Leadership Strategies that Work | Scott Humphrey, CEO of the World Floor Covering Association, delivers proven leadership strategies designed to engage your team as you lead them through the competitive and ever-changing business landscape.

Third-Party Inspections: Biased or Beneficial? And How to Tell | Paul Pleshek of the National Academy for Floor Covering Training (NAFCT) provides insight in to the often-perplexing world of flooring inspections - defining proper inspection procedures, common reporting issues and tips for identifying objective and knowledgeable inspectors.

Are You Ready for an Immigration Raid or Audit? With the election of President Trump, flooring retailers, contractors and installers need to begin preparing for increased enforcement of the immigration laws. The law imposes strict documentation requirements and significant fines to ensure your employees are legal immigrants. Jeffrey King, General Counsel for the World Floor Covering Association, will explain the requirements for employee documentation, and provide practical guidelines to ensure you are prepared for an audit or workplace raid.

LVT Installation & Repair | The CFI Team of professionals, representing leading manufacturers in resilient flooring, present a demonstration of the latest installation techniques for LVT including plank replacement, and tips for common repair issues.

#marketingtomillennials: It's About Life-stage, Not Age | Tony King & Kathryn Baird of TK Fusion will share pro insights that will change the way you market to the millennial generation going forward.

Is My Business Ready for New Technology? | Phil Zolan, Executive Director of fcB2B, identifies technology trends to grow your business in 2017 and beyond.

Getting Unruly Subfloors Clean, Flat, Dry, and Sound | The CFI Team of professional's present techniques for quality subfloor prep and tips for common repair issues.

-MORE-

PAGE 3

“We’ve been doing this for nearly a quarter of a century and given the positive feedback and the thousands of industry professionals that return each year wanting more I guess it’s safe to say we’re doing something right!” commented Robert Varden, Vice President, CFI. “No doubt that our industry has changed and evolved substantially over the years but I challenge you to find another conference that packs in the training, education and networking opportunities that are offered through the CFI program. I, along with hundreds of the CFI family look forward to seeing you there.”

Our seminars and workshops are designed to help improve your business practices, product knowledge and hands-on skills. To see the full line-up and get more info, **[register today at cficonvention.com](http://cficonvention.com) or call 816-231-4646.**

ABOUT CFI:

The International Certified Floorcovering Installers Association, Inc. (CFI) is a division of the WFCA that is devoted to installation training and certification through a team of dedicated trainers who share their experience and knowledge to help others help themselves. The enthusiasm for doing this continues to grow.

CFI provides educational resources for the industry through inspection, installation, estimating, product knowledge, and patterned and woven carpet, hardwood, ceramic, laminate and resilient flooring training. CFI provides teams of skilled craftsmen to assist when called upon for installations by dealers and manufacturers.

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