



For further information contact:
Leah Gross
Story Dept.
818-864-6363 or leah@storydept.net

fcB2B Announces 2017 Annual Meeting

Organization Plans to Unveil Ground-Breaking B2B E-Commerce Standards

July 17, 2017 - Dalton, GA - Today Scott Humphrey, Chief Executive Officer, WFCA, announced formal plans for the fcB2B Annual Meeting, to be held August 15-17 at the Rosen Shingle Creek Resort in Orlando, FL. The event will coincide with the CFI Convention and other industry events.

According to Phil Zolan, Executive Director, fcB2B, this year's meeting is a game changer for the industry. "I am urging all flooring manufacturers, distributors, software companies, along with retailers and industry groups interested in advancing their businesses electronically, to attend," Zolan said. "This year's conference will include an unveiling and implementation of an all new set of floor covering B2B standards." Zolan said the new and improved standards address a laundry list of issues and "pain points" that exist with the current standards. "In many cases, outdated business-to-business transaction systems have been hindering trading partners across industries that have adopted more advanced B2B platforms," Zolan explained. "The new standards will move our whole industry from one based on 1997 technology to current 2017 standards that are now fully compatible with standards used in all major industries around the world."

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“What we are looking at with our new upgraded e-commerce standards is the most significant undertaking within the flooring industry B2B sector in years,” said Humphrey. “No one can deny the arrival of the digital age, and as an organization committed to the success of the independent flooring retailer we must ensure that we are laying the groundwork to help our members thrive in today’s digital landscape.” Humphrey said he is confident that WFCA and fcB2B together will be able to increase the adoption rate, maximize efficiencies and help flooring businesses across all categories move seamlessly into the new age.

In addition to the new standards, the meeting will include presentations on industry metrics, updates on the new web services being developed and implemented by Association members, and discussions on advancing the adoption of B2B by manufacturers, distributors and retailers.

Members and non-members are welcome to attend the meeting. To register or for more information please visit: www.fcB2B.org. Cost of attendance is \$650 per person, which covers all meeting events, including the welcome reception, breakfast, lunch and breaks throughout the meeting. Discounted room rates at the Rosen Shingle Creek Resort are available Aug 12-19, but only through the registration link on the fcB2B website.

ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

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The WFCFA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCFA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue – the shortage of qualified installers. The WFCFA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. The WFCFA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCFA, visit WFCFA.org.

ABOUT fcB2B

The Floor Covering Business To Business Association (fcB2B), part of WFCFA, is a non-profit, community of business leaders working together on the development of B2B technology designed to benefit all entities in the flooring industry. fcB2B acts as an advocate for the continual development and adoption of a standard language that allows software management systems (utilized in the flooring industry) to communicate seamlessly with one another.

fcB2B has developed a comprehensive strategic plan to lead the organization into the future. This plan increases an aligned mission and vision for fcB2B; increases utilization, awareness and connectivity for the flooring industry; and assures increased relevancy and impact for the organization.

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