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WORLD FLOOR COVERING ASSOCIATION ALIGNS
WITH INTERNATIONAL CERTIFIED FLOORING
INSTALLERS ASSOCIATION TO SPONSOR
INSTALLTION TRAINING WORKSHOPS
ACROSS THE COUNTRY

Courses Available at Over 70% Off to Qualified Professionals

October 22, 2013 – Anaheim, CA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), today announced the launch of the first nationwide flooring installation-training showcase underwritten by WFCA and overseen and taught by the Certified Flooring Installers Association (CFI). This collaboration was born out of the WFCA's long-standing relationship with CFI dating back to 1998.

As part of the coordinated effort, the WFCA is sponsoring six regional training programs offering complete installation coursework on every category of flooring. The CFI team of over 80 instructors, comprised of some of the most knowledgeable trainers in the industry, will provide the instruction.

Students will participate in hands-on training in the areas of carpet (in accordance with the upcoming ANSI S600 Carpet Installation Standards), carpet installation inspection (including application, demos and problem solving), ceramic, resilient, laminate, and wood. Training in the program will also include material presented by Tom Jennings, WFCA Vice President, Member Services, who will instruct students on client service and customer relations.

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At the conclusion of the training, installers who successfully complete the coursework will receive entry-level CFI certification in the surfaces for which they register, as well as a CFI identification badge, a completion certificate, and a listing on the CFI website.

In order to qualify for this training and CFI certification, installers must have completed at least two years of active installation work. Standard program fees for the certification training is \$495.00, however, as an incentive for WFCA members, association sponsorship of the program reduces the rate to \$295 for member participants. In addition, members may be eligible for greater discounts through the WFCA Scholarship Fund - for more information on this program go to www.wfca-pro.org. Space in the installer program is limited so interested individuals and companies are encouraged to sign up soon. WFCA membership is required to receive the discounts.

** Final pricing is based on guideline compliance and the availability of WFCA Trade Scholarship Funds.*

For more information on locations, coursework and/or registration, visit www.CFIinstallers.org or call the CFI national office at (816) 231-4646.

“Just like many other industries, our reputation rests on the final product,” said Humphrey.

“Second-to-none products and exceptional customer service are essential but if the flooring is not installed correctly and does not perform as expected, no amount of initial legwork is going to fix the problem.”

“The WFCA is known for developing and supporting programs that help raise the bar and add value to this industry,” Humphrey continued. “Sponsoring this training and tapping CFI to oversee it was a natural and obvious choice for both of us. I have no doubt that the industry at all levels will benefit from this venture.”

“I am also pleased to announce that our first program sponsors, filling four of the six slots, are our own dedicated WFCA affiliates – exact dates are pending with sessions expected to take place starting Q1 2014. Chicago Flooring Covering Association has confirmed participation; the Seattle Floor Covering Association along with Mason Contracting has committed to a program; Maryland Northern Virginia Floor Covering Association and the Delmarva CFI Chapter have also confirmed; and Wichita has been added to the schedule hosted by Star Lumber. The remainder of cities will be made available soon,” stated Humphrey.

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“WFCA is to be commended for their commitment to professional flooring installation by providing opportunities for installers to enhance their skills and knowledge,” said Jim Walker, Chief Executive Officer, CFI. “We appreciate the involvement and commitment of the WFCA to provide installation training at such an affordable cost. I am confident the classes will fill-up quickly.”

About CFI

The International Certified Floorcovering Installers Association, Inc. (CFI) is a nonprofit, trade organization devoted to flooring installers, both independent installers and members of other organizations. Since 1993, the CFI Team of Trainers has volunteered their time, money and knowledge to help others help themselves. The enthusiasm for doing this continues to grow.

The organization 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.

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.

The WFCA is a recognized leader in marketing research and industry programs, and operates the premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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