



**WORLD FLOOR COVERING
ASSOCIATION**

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**Nomination Period for World Floor Covering
Association Gold Standard Awards 2019
Officially Kicks Off!**

Coveted Awards Celebrate 12th Anniversary

Dalton, GA – January 16, 2019 – Scott Humphrey, Chief Executive Officer of the World Floor Covering Association (WFCA) announced today that entries for the 12th annual Gold Standard Awards are now being accepted. Awards are available in two categories: Retailers with sales over \$10-million and those with sales under \$10-million annual volume.

The Gold Standard Award is presented each year to WFCA retailer members who exemplify the highest business standards and have created an outstanding retail experience for customers. Applicants must be members in good standing of the WFCA to be eligible.

For both categories, retailers are reviewed and judged based on:

- Knowledge – Offering knowledgeable and well managed staff who remain actively informed about their own inventory as well as news and issues affecting the industry;
- Customer Service – Providing courteous service and customer assistance throughout the selection, purchase and post-purchase processes;
- Quality of Store Image – Making certain that customers experience a clean, professional, and well-maintained store;
- Code of Conduct — Adherence to the WFCA Code of Conduct.

Three awards will be given in each category:

- Over \$10 Million Winners:
 - 1st Place - Choice of: A two-day CFI on-site custom class in carpet seaming (\$5000 value), or a customized two-day on-site sales training (\$5000 value), plus a one-year unlimited access WFCA University tuition for online training
**Classes consist of a one-day class that is repeated on a second day to accommodate dealers with multiple locations, so they can split their staffs*
 - 2nd Place (Both categories) – \$1000 additional WFCA trade scholarship funds, plus a one-year unlimited access WFCA University tuition for online training
 - 3rd Place (Both categories) – \$500 additional WFCA trade scholarship funds, plus a one-year unlimited access WFCA University tuition for online training
- Under \$10 Million Winners:
 - 1st Place - Choice of: A one-day CFI on-site custom class in carpet seaming (\$3000 value), or a customized one-day on-site sales training (\$3000 value), plus a one-year unlimited access WFCA University tuition for online training
 - 2nd and 3rd Place awards are shown above

To enter, applicants must complete the submission form and present multimedia marketing materials and other documents, all of which will be factored into the review process. The deadline for submissions is March 31, 2019. Companies interested in entering or nominating an entrant for the 2019 Gold Standard Awards can visit <https://wfca.org/page/gold-standard-retailer-award> for more details.

NOTE: All entry material will be treated as confidential and reviewed only by the judging panel.

The award winners will be announced April 30, 2019.

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 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 WFCA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. 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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