



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Debuts Multiple Initiatives Designed to Help Core Member Constituents Achieve Profitability and Success

Organization Continues to Evolve to Better Meet the Needs of Their Members in the Changing Business Landscape

December 12, 2016 – Dalton, GA — Today Scott Humphrey, Chief Executive Officer, WFCAs, announced a series of initiatives to enhance the Association’s services to members in the rapidly evolving business environment. The multi-pronged program includes a new membership structure that allows retailers to select a membership tier level conducive to their business needs; a revamped and redesigned easy-to-read member magazine; striking innovations for the WFCAs booth at TISE 2017; a streamlined, easy-to-navigate member website; and WFCAs University, an educational program designed to keep retailers at the top of their game.

“The WFCAs has made many changes over the past few years,” Humphrey said. “Some might say that we have reinvented ourselves to better suit the needs of our primary members – the independent flooring dealers of America.” He said the WFCAs board, officers, and personnel have worked tirelessly to create new opportunities, refresh existing programs and remove efforts that no longer served the needs of those member retailers. “We see ourselves as the voice of the independent flooring dealer,” Humphrey said. “It is our goal to continually ensure the profitability of our members by evolving with the market and creating the change our members say they need.”

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For the first time since the WFCAs was established in 1959, the organization is offering a tiered membership program with three levels of membership: Sustaining, Leader and Advocate. Sustaining members have access to all entry-level options, including signage on WFCAs Dealer Locator, WFCAs Trade Scholarship reimbursement, the Association's Financial Benchmarking Report, WFCAs University, Public Affairs, Savings4Members business services, complimentary access to legal and business primers, a 20% discount on fcB2B programs, and additional scholarship reimbursements. At the Leader level members get all of the Sustaining level benefits, as well as unrestricted trade scholarship reimbursements up to \$500 and a 25% discount on fcB2B services. Retailers at the Advocate level, the fourth and highest tier of membership, receive all of the preceding benefits as well as a 30% fcB2B discount, CFI Associate Membership, a 20% discount on all WFCAs/CFI training programs, CFI technical services support, access to the CFI installer database, and a company listing on cfiinstallers.org. The scope and benefits of WFCAs Associate Membership program will not change under the new membership initiative.

In line with the organization's mission to help members achieve success and profitability, WFCAs has completely redesigned their booth for TISE 2017. The new layout of the space will showcase all that WFCAs has to offer its members using the organizations own *Six Pillars of Relevance and Success*. The segmented areas, which are color-coded include: Research, Education, Member Benefits, Philanthropy, Advocacy and Technology. As visitors move through the booth they will acquire a complete overview on all of the ways that WFCAs enhances the businesses and the lives of its constituents, their employees, and their customers through targeted projects and programs. In addition to refreshing the space for existing members, WFCAs hopes the new booth concept will resonate and draw the attention of the next generation of professionals for membership.

The organization also has commissioned a stunning redesign of its national four-color magazine, *Premier Flooring Retailer*, to better meet the needs of members. As part of the new roll-out, WFCAs has partnered with Margo Locust, publisher of *Fabulous Floors*, who has been charged with giving the book a new look and feel. The new magazine will debut at TISE 2017. It will publish quarterly and will be almost three times its previous size. For the first time, *PFR* will also be available online and through a digital app.

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Through *PFR*, WFCAs members and other retailers will discover an easier to read format filled with outstanding photography and fresh, insightful articles about current flooring successes and new flooring trends. The updated version is designed to serve as an industry resource, an educational reference point and an information trove that is topical as well as timeless.

The new *PFR* will continue to offer practical in-depth content on issues facing retailers today. Upcoming stories will address strategies for improving margins, how to get the most out of an advertising budget, case studies on retail success stories, professional strategies for recruiting and retaining top-notch staff, and both time-proven and innovative selling techniques.

Another vehicle the WFCAs use to communicate with its members, the WFCAs.ORG website is undergoing an extensive renovation. Historically the association has supported two websites, one for members and another to reach consumer audiences in an effort to educate them about flooring options. As part of an effort to simplify and streamline communications, WFCAs has transformed WFCAs.ORG into a site geared towards both the industry and consumers. Key components of the consumer site, including the retailer locator tool, have been folded into a site that is designed to draw members in with new design and continually fresh content. In addition to containing all of the resources previously available through WFCAs-PRO.ORG, the new site will also allow existing and new members to join or renew online with all forms necessary to complete the process. WFCAs.ORG will debut at TISE 2017.

WFCAs has also launched their own retailer education program called WFCAs University. The platform, which is available as a subscriber service, consists of primers, research, online training and seminars as well as on-site regional training. It is designed to give professionals a competitive edge and keep them current on the latest business practices. Through WFCAs University, there are learning opportunities available for every member of an organization including sales associates, managers, accountants, merchandizers, operations staff, human resources, even owners. The program modules are both live action and animated and provide testing and certification upon completion. In total there are currently 40 training modules available.

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“We are at a turning point in our industry,” Humphrey said. “Independent flooring dealers are encountering critical challenges in today’s business landscape.” He stated that the industry has powered through great changes in the past and that the best way for retailers to thrive and prosper in the current evolution is to come together and level the playing field. “We are all continually evolving. I am certain that existing and potential WFCA members will see our inward and outward changes as a positive evolution,” Humphrey continued. “We look forward to hearing your feedback about our new initiatives and additional ways that we can enhance your business!”

For more information or to renew or enroll as a member contact Ashley Welch at awelch@wfca.org or by calling 706-217-1183.

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) in an effort to resolve the industry’s largest issue – the shortage of qualified installers. The WFCA also runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. On the consumer end, WFCA operates the highly successful and award-winning 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. and WFCA-PRO.org.

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