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World Floor Covering Association Sets Sights on Resolving Largest Issue Affecting the Flooring Industry Today

Under Auspices of the WFCAL Certified Flooring Installers Association Moves Forward on Plans for National Expansion

August 24, 2015 - Dalton, GA – Today Scott Humphrey, Chief Executive Officer, WFCAL announced that his organization will add CFI under the WFCAL umbrella and provide the infusion of capital necessary to continue and expand CFI's installation training and certification programs. The decision to make the investment and add CFI to WFCAL was unanimously voted on by the WFCAL Board and CFI Executive Committee at recent meetings.

"At the WFCAL, our main purpose is to ensure the success and profitability of the specialty flooring dealer," said Humphrey. "We recognize that it is our duty to identify and improve areas of our industry that touch the retailer and one vital way to do this is to ensure the future of professional installation."

WFCAL and CFI are longtime partners with a relationship extending back more than two decades. Historically WFCAL has helped spread awareness of CFI's training programs and has funded hundreds of installation classes and workshops across the country. Taking the organization under its wing at a critical time in its history was a natural move for WFCAL.

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"Where would we be without CFI and all of the blood, sweat and tears that the CFI leadership team and its members put into this vital field?" Humphrey asked. He explained that the evolving business environment and the critical shortage of certified installers made this the right time for CFI and its crucial programs to be brought front and center. "For decades, we as an industry have stood on the sidelines and watched all of the professionals at CFI work their magic," Humphrey said. "I can't begin to articulate my excitement about what we have in store with our new venture together with Robert Varden and his CFI team."

Humphrey said that the CFI name will be retained and used for the expanded programs. Robert Varden, who recently agreed to act as the CEO of CFI, will take on the role of Vice President of the CFI Division, which will oversee the existing and expanded certification training programs.

To accommodate its growing divisions, WFCA opened an office and training facility in Lenexa, KS that will house staff from both organizations including Tom Jennings, WFCA's Vice President of Professional Development and many CFI employees. "This new facility represents the first of many doors that will be opened in the field of installation," said Jennings. "Everyone at CFI should be very proud of their multiple contributions to the flooring industry. It is because of them that this initiative has been set in motion. It is a very exciting time in our industry and I am very proud to be a part of it."

"CFI was built on a solid foundation and through our new association with WFCA, we are now equipped to maximize our background and expertise and truly reach our potential while we work towards a solution to the installation issue faced by everyone in our industry," said Varden.

In addition to the new Lenexa facility, CFI will be opening a brand new 10,000 SF installation training facility in Dallas, TX that will be able to accommodate workshops and classes for all types and levels of installation training and certification. The school is slated to open its doors in late September this year. Students from as far away as Brazil are already enrolling in the school. The Dallas location is projected to be the first leg of a larger plan to bring CFI training and certification to other markets across the U.S.

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In addition to expanding breadth and reach of training courses, which will also include classes for sales professionals, CFI will enhance focus on recruitment efforts from a number of sources. "We have an aging population of installers," Varden said. He explained that many younger workers and trainees fled the industry as the job market shrank during the recession. "We are tapping into targeted demographic groups such as veterans and high school vocational groups who we feel would be great candidates for this field."

News regarding the upcoming CFI Convention in cooperation with TISE-EAST in Orlando this Fall will be forthcoming.

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. On the consumer end, in addition to an ongoing consumer-focused flooring awareness public relations program, it 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.

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.