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## **The World Floor Covering Association Now Accepting Nominations for Annual Gold Standard Award**

### ***Join the Top Ranks of the True Industry Retail Players***

Anaheim, CA - August 27, 2013 – Scott Humphrey, Chief Executive Officer of the World Floor Covering Association (WFCA) announced today that entries for the coveted annual Gold Standard Award are now being accepted.

The Gold Standard Award is presented each year to one WFCA member retailer who exemplifies the standards of a WFCA member and has created an outstanding retail experience for customers.

To receive the award, retailers are reviewed and judged based on:

- Knowledge – A knowledgeable and well managed staff who remain actively informed on 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 – A clean, professional, well maintained store;
- Code of Conduct — Adherence to the WFCA Code of Conduct.

In addition, companies must also be members of the WFCA, have been in business for at least 3 years, and have favorable Better Business Bureau reports.

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The winner of this year's award will receive a \$5,000.00 check, a Gold Standard Trophy, press recognition and a customized WFCA seal for their store entrance.

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 December 31, 2013. Companies interested in entering or nominating an entrant for the 2013 Gold Standard Award can visit [wfca-pro.org](http://wfca-pro.org) or call (800) 624-6880 for more details.

NOTE: All entry material will be treated with complete confidentiality and will be reviewed only by the judging panel.

The award winner will be announced at Surfaces in Las Vegas, NV between January 28<sup>th</sup> and 30<sup>th</sup>, 2014.

The World Floor Covering Association, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing flooring retailers, contractors and allied service providers throughout North America. The WFCA is a recognized leader in marketing research and operates the premier consumer flooring website — [wfca.org](http://wfca.org), providing unbiased information about every type of floor covering and connecting customers to member retail stores.

The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [wfca.org](http://wfca.org) and [wfca-pro.org](http://wfca-pro.org).

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