



**WORLD FLOOR COVERING  
ASSOCIATION**

**FOR IMMEDIATE RELEASE**

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## **TISE 2020: Join the World Floor Covering Association for Free and Be a Part of a Unified Voice**

***World Floor Covering Association (WFCA) has announced free primary membership to encourage retailers to be a part of the solution addressing the imminent installation crisis that affects the entire industry.***

January 20, 2020 – Dalton, Ga. With its sights set on solving the installation crisis, the World Floor Covering Association (WFCA) is urging all independent retailers to join forces and become a member to support the “Be a Part of the Solution” initiative during The International Surface Event (TISE) in Las Vegas, Jan. 28 to 30, 2020.

This historic industry-wide initiative is a collaborative effort involving manufacturers, trade associations, distributors, retailers, and industry partners. The singular focus is to combat the largest issue affecting our industry today by creating a unified approach to solving the installation crisis through an industry wide focus on recruitment, education, and training. “As our membership grows, our voice is magnified, in our communities and in Washington D.C.,” states Scott Humphrey, CEO of the WFCA. “Whether we address issues within our industry or go to advocate on Capitol Hill, we have an unwavering commitment to the success and profitability of the specialty flooring dealer. TISE is a perfect platform to take our message to the masses and challenge all industry members to be a part of the solution.”

The WFCA has also spearheaded the formation of the Floor Covering Education Foundation (FCEF). The Foundation's initial purpose will be to recruit new talent, scholarship their trade education, and place these new artisans into floor covering industry careers. The WFCA has committed an initial seed fund in alliance with several major players in the industry, with more coming onboard to support the effort every week. This initiative will capitalize on the combined voices of our increased membership to solve the installation crisis.

In addition to opening membership, the WFCA will host a series of Lounge and Learn educational sessions in Booth #2157 that will focus on important member and industry issues. These will be held on Tuesday and Wednesday at 10:30am and 2:30pm:

- **Solving the Installation Crisis - Be a Part of the Solution**

Scott Humphrey, CEO of the WFCA, will share the vision of the newly founded, industry-wide effort to solve the installation crisis and the newly formed foundation, the Floor Covering Education Foundation (FCEF), that will carry out the vision.

- **Technology and Your Store**

Lewis Davis, Sr., Director of Technology and Research for the WFCA, will show you how adding efficiencies through technology will add dollars to your bottom line.

- **The Law, the Floor, and You - Legal Issues that Impact Your Business**

Jeff King, General Counsel for the WFCA, will share his expertise and discuss pressing legal issues that will impact your business now and in the coming year.

- **Cyber Liability/Data Breach for the Flooring Retailer - Am I at Risk and How do I Protect Myself?**

Stacy Eickhoff from Risk Strategies will provide an overview of the risk's retailers face, common misconceptions surrounding what constitutes a breach, who is responsible, and steps you can take to protect yourself.

## **ABOUT WFCA**

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), 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, WFCA 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 oversees the Floor Covering Business to Business (fcB2B) program, helping companies 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](http://WFCA.org).

## **ABOUT FCEF**

The Floor Covering Education Council (FCEF) exists to lead a collaborative network of industry and educational partners aligned to support student development, training, certification, and transition into the flooring industry workforce.

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