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## **CFI Reschedules Annual Convention & Expo to 2021**

### **Unveils New Initiatives to Recruit and Train the Next Generation of Installers**

October 26, 2020 - Forney, Texas - The International Certified Flooring Installers Association (CFI) announced today its Annual Convention & Expo previously set for December in Orlando, Florida has been rescheduled to 2021. The date will be announced soon.

The decision was made after taking several factors into account. Aside from the ongoing risks of COVID-19 and the uncertainty surrounding the lifting of travel restrictions and bans on large gatherings, favorable market conditions for installers have allowed members an opportunity to make up ground lost during the quarantines as demand surges.

“The safety and vitality of our installer community is our top priority,” said Robert Varden, CFI Executive Director. “We consulted with our members, sponsors and CFI Board, monitored all the leading sources of health information and made the tough decision to reschedule our convention. As well, many installers are looking at making up the financial losses they suffered during the peak of the pandemic over the next few months. So asking them to take time off now is almost irresponsible on our part. While it’s disappointing that we can’t all come together in December, we believe this change serves the best interests of our community and will ultimately result in a more meaningful, rewarding, and safe event next year.”

While there is a need to postpone large gatherings in 2020, CFI is not pushing off the need to seize opportunities wherever it can to recruit and train the next generation of installers. The

organization unveiled several new initiatives that will increase exposure and participation in the floor covering installation field, including:

- Partnership with Goodwill Industries International - Goodwill®, known across the country for its thrift stores and donation drives, also support communities by helping people prepare for jobs giving them work readiness training. The collaboration will consist of a 12-week floor covering installer platform designed to recruit, train and place new installers into the field. The program kicks off in Augusta, Georgia in November and expands to Chattanooga and Dalton shortly thereafter.
- Alliance with the various high schools to add floor covering and the CFI curriculum to their current construction program.
- Collaboration with numerous vocational and community colleges to launch career pathway programs that includes curriculum and certification.

CFI is also solidifying its 2020/21 hands-on training for their schools in Detroit and Forney, as well as in various locations throughout the country. See their [website](#) for the latest schedule.

“We’re thrilled to collaborate with these organizations and institutions, as they break new ground to open up opportunities to careers in floor covering installation for students and build a strong pipeline of talent,” stated Varden. “We are sad not to meet our family face to face at the convention this year, but we are very excited to see the direction and impact CFI is making on the industry. We look forward to seeing everybody in 2021. Stay tuned for some incredible things happening with your CFI.”

#### **ABOUT CFI:**

The International Certified Flooring 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.

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