



WORLD FLOOR COVERING
ASSOCIATION

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CALL TO ACTION:

All Industry Installation Summit Committee to Reconvene at Surfaces

***- Make Sure Your Voice Is Heard -
Join Industry Leaders to Help Pave Path to Resolve
Installation Crisis***

January 12, 2017 – *Dalton, GA* — Today Tom Jennings, Vice President, Professional Development, WFCOA, and Task Force Committee Chair, announced the All Industry Installation Summit's Task Force will hold their next meeting on location at TISE in Las Vegas. By way of a unanimous vote at the group's last meeting in fall 2016, the Task Force members decided to open the upcoming meeting to all interested flooring industry dealers and press representatives in the hope of learning specific suggestions and recommendations that they may have. Industry leaders from all facets of the flooring industry will be in attendance at the gathering which will be held at the Mandalay Bay Convention Center in the Mariner A Room, on Thursday, January 19th from 10:00 – 11:30 a.m. All industry representatives are invited to attend - no RSVP is necessary.

Agenda items for the meeting include: assessing progress, identifying next steps and allocating a timeframe for implementation of action plans intended to help resolve the industry-wide installation shortage issue.

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PAGE 2

For more information, please contact Tom Jennings at tjennings@wfca.org.

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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