



**WORLD FLOOR COVERING
ASSOCIATION**

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FOR IMMEDIATE RELEASE

World Floor Covering Association Recognizes Customer Service Excellence with Inaugural Tom Jennings Champion Award

Nominations to honor the contributions and impact of retail owners and managers setting the new standard for exemplary customer service will be accepted through December 15

September 7, 2021 - Dalton, GA – The World Floor Covering Association is seeking nominations for its newly created Tom Jennings Champion Award, which celebrates and recognizes an individual in the flooring retail community who captures the spirit of Tom's commitment to excellence in customer service.

The annual award recognizes Tom Jennings' life's work and commitment by encouraging and rewarding retail owners and principal managers who share his vision of raising the professionalism of flooring individuals, place the highest value on the customer experience, and who seize the responsibility for making that vision real.

Renowned for his insights and expertise in retail operations, Jennings made his mark in the floor covering industry by focusing on his mantra, "They say that champions don't do

one thing a 100% better than their competitors, rather they do a hundred things 1% better.” This motto stems from his belief that the only truly unique offering a company has to sell are the people in its organization and that the only differentiators between a great business and the average ones is that the great ones keep improving.

Nominations for the Tom Jennings Champion Award must be a WFCA member and should embody the same qualities of the award’s namesake -- an individual who goes above and beyond by displaying a positive attitude, eliminates barriers for customers by effectively and efficiently communicating, collaborating, and addressing customer needs, has been “caught in the act” of delivering exceptional service above and beyond the call of duty, and serves as a role model to coworkers.

Each recipient will be nominated by peers within the industry and selected by a committee made up of retailers throughout the country. For more information or to submit a nomination, visit the WFCA [website](#). Nominations will be accepted through December 15. The award will be presented at TISE in February 2022.

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, 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) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, a program committed to helping businesses 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.

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