



**WORLD FLOOR COVERING
ASSOCIATION**

Contact:
Freida Staten
VP of Marketing, Communications
& Membership
706.217.1183
fstaten@wfca.org

World Floor Covering Association Announces Bruce Jones as Recipient of Inaugural Tom Jennings Champion Award

***Annual award, created in honor of esteemed career of Tom Jennings,
recognizes contributions and impact of retail owners and managers
setting the new standard for exemplary customer service***

January 18, 2023 - Dalton, GA – The World Floor Covering Association (WFCA) is pleased to announce that Bruce Jones is the first recipient of the Tom Jennings Champion Award. This new award celebrates and recognizes an individual in the retail flooring community who captures the spirit of Tom Jennings' commitment to excellence in customer service.

Throughout his long career, Tom Jennings has profoundly impacted the retail flooring industry through his conviction and commitment to raising the professionalism of flooring individuals and placing the highest value on the customer experience. He is best known for his mantra, "They say that champions don't do one thing 100% better, they do a hundred things 1% better."

Bruce Jones, co-owner of Carpet Mart, an independently owned store in Louisville, Ky, has been with the company for nearly 30 years and purchased the store in 2017. His business philosophy is ingrained throughout the company and is rooted in hard work, commitment to excellence, and the guiding principle, "Do the Right Thing." Among other things, his standout success is attributable to his people. The company prides itself on being not just a flooring store, but a company committed to its customers, staff, and community.

A key aspect of the company's commitment to its staff is adjusting their hours to give them more family time. Bruce has created a company culture that prioritizes both customers and their staff. His emphasis on staff physical and mental wellness ensures that his team comes to work rested and recharged to provide the best customer service to their patrons.

Community involvement has been a cornerstone of the business since its inception. Each quarter they partner with a new organization, including the YMCA LiveStrong Program, Habitat for Humanity, Scarlet Hope, and Dare to Care, to name a few.

"Bruce has embedded first-rate customer experience into the very fabric of the organization," said Freida Staten, WFCA VP of Marketing, Communications & Membership. "Through his non-commissioned sales representatives and stellar installers, he ensures customers receive the highest quality products and services. He is committed to his business, community, team, and team members' families. Bruce embodies the spirit of the award by understanding that the only truly unique offering a company has to sell is the people in its organization."

According to Mark Mulliniks, Shaw Industries Group Inc. Regional Vice President, “I have worked with Bruce for 30+ years, and he has always strived for excellence in customer service through constant improvement and constant change. His interactions to please his customers, nourish relationships and support those who have helped with his success are seen by all who know him. He has created a habit within the Carpet Mart workplace, not just an act, and this is what sets him and his employees apart from most.”

“Tom Jennings sets such a high bar for customer service in this industry. It is a tremendous honor to be chosen as the recipient of this award,” said Jones. “I would also like to acknowledge my business partner, Aaron Kinser, as none of this would be possible without his support and providing me the time and opportunity to serve.”

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floorcovering industry's largest advocacy organization, representing floorcovering 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 floorcovering industry and consumers. For more information about the WFCA, visit WFCA.org.

###