

**Subject:** FW: News from the WFCA!

**Date:** Wednesday, July 25, 2018 at 5:48:25 AM Pacific Daylight Time

**From:** Freida Staten

**To:** Anthony King

**CC:** Kathryn Baird

Tony,

Please add to the website if you haven't already.

Thank you.

Freida

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**From:** Katherine Leah Gross <leah@storydept.net>

**Sent:** Friday, July 20, 2018 11:08 AM

**To:** Scott Humphrey <shumphrey@wfca.org>; Freida Staten <fstaten@wfca.org>; Tom Jennings <tjennings@wfca.org>

**Cc:** Tony King <tony@tkfusionllc.com>; Kathryn Baird <kathryn@tkfusionllc.com>; Leah Gross <leah@storydept.net>

**Subject:** News from the WFCA!



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **WFCA Empowers Members with Tool Kit for Success Through 2018 Educational Conference**

***Expert Lineup of Speakers Provides Insights on Critical Issues  
Business Owners Care About Most***

## Members Can Attend Free-of-Charge Using WFCA Scholarship

July 20, 2018 – *Dalton, GA* — The World Floor Covering Association has announced its plan to host an Educational Conference entitled Empower 2018. The program will provide attendees with new and refined strategies and peer-to-peer connection opportunities designed to propel their companies to new levels of success.

WFCA is offering Empower 2018 as part of its core initiative to ensure members access to the best professional training and a second-to-none professional tool kit. The destination conference is scheduled to take place September 20<sup>th</sup> and 21<sup>st</sup> at the La Cantera Resort & Spa in San Antonio, TX.

The stellar speaker lineup is a veritable “Who’s Who” of current stars on the professional business executive circuit. Empower 2018 will kick-off with a keynote presentation delivered by Steve Hillis, Chief Executive Officer of Empower Partners, LLC in Canton, GA. He has been in the flooring industry for more than 30 years and has spent portions of his career fulfilling senior roles at Milliken & Company, Floor Focus Inc, Beaulieu Group, LLC, and The Mohawk Group. His presentation at Empower 2018 will focus on management leadership and the impact that best practices can have on employee retention, gains in efficiencies, and team empowerment.

Jon Newman, Owner, JLN Business Development based in Atlanta, Georgia, will lead a discussion entitled *The Way to Wealth*. His focus will be on the positive effects of increasing both close rates and average tickets. As foot traffic continues to decline in retail stores, it is imperative that sales executives maximize opportunities with every customer who does come through the door. Newman will shed light on how many dollars actually leave with those customers - even when you make the sale – and how to optimize in-store sales by identifying and addressing the needs and wants of those customers.

Additional speakers include: Debra Trueman, President of Manitzas Trueman Consulting Services based in San Antonio, who will be talking with audience members about the rapidly changing landscape of workplace sexual harassment and effective methods for the prevention of abusive behavior by supervisors and co-employees. Steve Abernathy, WFCA’s own Chief Financial Officer, will shed light on how to prepare for succession planning. His presentation is entitled *Next Steps in Building Your Business for the Future*.

Additional roundtables, panels and discussions will include: *Why Certification Matters* moderated by Robert Varden, Vice President, Certified Floor Covering Installers Association and Tom Jennings, Vice President Professional Development, WFCA; and *Managing Your Online Reviews*, presented by Jon Newman and Sam O’Krent, Owner, O’Krent Floors. Many other speakers and panel discussions are scheduled as well.

WFCA members can utilize their trade scholarship funds for 100% of the registration fee to attend this event. For more information on Empower 2018 please visit

<http://events.r20.constantcontact.com/register/event?llr=vr5uzprab&oeidk=a07eff7qeon158d3211>.

The WFCA has confirmed a discounted room rate that will be available at La Cantera Resort & Spa – use link above to access it.

## **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 runs fcB2B, an organization committed to helping business 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).

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