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“Do Your Customers Sing Your Praises?”

***If the Answer is ‘Yes’ Then the
World Floor Covering Association
Is Looking for You!***

***Now Accepting Nominations for the
Annual Gold Standard Award***

Anaheim, CA - October 1, 2012 – It’s that time of year again. No, you’re not going to hear “Winter Wonderland” play for the 40th time at the local supermarket . . . yet. Instead, it’s time for the annual, highly coveted WFCA Gold Standard Award nominations.

The Gold Standard Award is presented each year to one WFCA member retailer who exemplifies the standards of a WFCA member and has created an outstanding retail experience.

Do you have what it takes? Well consider the following and if you can answer ‘yes’ to at least a few questions, then you’re definitely a candidate. Are your customers happy? Do tiny bluebirds sing at your doorstep? Do your employees smile from ear to ear when they walk in the door each day? Do little ones beg their parents to take them to the floor store with the bounce house outside? Do you get new business from customer referrals?

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To receive the award, retailers are reviewed and judged based on:

- Knowledge – Ensuring a knowledgeable management and staff who work to remain actively informed on the industry;
- Customer Service – Providing courteous service and offering customers help throughout the selection, purchase and after-purchase processes;
- Quality of Store Image – A clean, professional, well maintained store must be presented at all times;
- Code of Conduct — The facility must adhere to the WFCAs Code of Conduct

In addition, companies must also be members of the WFCAs, have been in business for at least 3 years, and have favorable Better Business Bureau reports.

The winner of this year's award will receive a \$5,000.00 check, a Gold Standard Trophy, press recognition and a customized WFCAs seal for their store entrance.

To enter, applicants must complete the submission form and present multimedia marketing materials and other documents, all of which will be factored into the review process. The deadline for submissions is December 31, 2012. Companies interested in entering or nominating an entrant for the 2013 Gold Standard Award can visit wfca-pro.org or call (800) 624-6880 for more details.

NOTE: All entry material will be treated with complete confidentiality and will be reviewed only by the judging panel.

The award winner will be announced at Surfaces in Las Vegas, NV between January 29th and 31st, 2013.

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The World Floor Covering Association, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing flooring retailers, contractors and allied service providers throughout North America. The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website — wfca.org, providing unbiased information about every type of floor covering and connecting customers to member 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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