



**CONTACT:**  
Leah Gross-Harmon  
Story Dept.  
626.296.3322  
leah@storydept.net

## **The World Floor Covering Association Is Searching Across the Country for One Retailer That Stands Out From the Crowd**

### ***Do You Have What It Takes To Win the Coveted Gold Standard Award?***

Anaheim, CA – October 14, 2014 – Scott Humphrey, Chief Executive Officer of the World Floor Covering Association (WFCA) announced today that entries for the annual Gold Standard Award are now being accepted.

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

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

- Knowledge – A knowledgeable and well managed staff who remain actively informed on their own inventory as well as news and issues affecting the industry;
- Customer Service – Providing courteous service and customer assistance throughout the selection, purchase and post-purchase processes;
- Quality of Store Image – A clean, professional, well maintained store; and
- Code of Conduct — Adherence to the WFCA Code of Conduct.

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

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The winner of this year's award will receive a \$5,000.00 check, a Gold Standard Trophy, press recognition and a customized WFCA 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, 2014. Companies interested in entering or nominating an entrant for the 2014 Gold Standard Award can visit [WFCA-PRO.ORG](http://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 21<sup>st</sup> and 23<sup>rd</sup>, 2015.

**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*. On the consumer end, in addition to an ongoing consumer-focused flooring awareness public relations program, it operates the highly successful and award-winning premier consumer flooring website, [WFCA.org](http://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](http://WFCA.org) and [WFCA-PRO.org](http://WFCA-PRO.org).

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