



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association's New Membership Structure Resonates with Industry

Organization's Enrollment Numbers Continue to Climb

May 1, 2017 – *Dalton, GA* — Today Freida Staten, Vice President Marketing and Communications, WFCA, announced that both new memberships and renewals are on the rise following the association's recent move to a tiered membership structure.

"The WFCA kicked off 2017 with the greatest number of post-TISE membership sales in our history," said Staten. "TISE is an important platform for us, as it is where we pick up the lion's share of our member renewals each year." She said WFCA saw many familiar faces coming back for renewals as well as a lot of newcomers. "Interestingly, we had a lot of former members coming back to take another look at WFCA membership," Staten reported. "We attribute this to our ongoing efforts to evolve the organization to better meet the needs of constituents in the ever-changing business landscape."

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The WFCA's tiered membership structure launched in January of this year. The new format allows companies to select a level of membership that is conducive to their individual business needs. Staten explained that the three tiers include Sustaining, Leader, and Advocate. Sustaining members have access to all entry-level benefits, including signage on WFCA Dealer Locator, WFCA Trade Scholarship reimbursement, the Association's Financial Benchmarking Report, WFCA University, Public Affairs, Savings4Members business services, complimentary access to legal and business primers, a 20% discount on fcB2B programs, and additional scholarship reimbursements. Leader-level members get all benefits of Sustaining membership, plus unrestricted trade scholarship reimbursements up to \$500 and a 25% discount on fcB2B services. Advocate membership, the highest tier, includes all of the preceding benefits as well as a 30% fcB2B discount, CFI Associate Membership, a 20% discount on all WFCA/CFI training programs, CFI technical services support, access to the CFI installer database, and a company listing on cfiinstallers.org.

"The WFCA has become an essential part of our organization," said Maryanne Adams, President and Chief Executive Officer, Avalon Flooring in Cherry Hill, NJ. "We find ourselves tapping into the WFCA's vast pool of resources—including business tools, training programs, research materials, resource networks and many more." Adams said WFCA exists to serve its members and is truly aligned with the current and evolving business landscape. "I cannot imagine running my business without them," she added. "We reap rewards from our membership every day."

In addition to a rise in membership, the WFCA has seen significant growth of their magazine, *Premier Flooring Retailer*, published by Margo Locust, who also publishes *Fabulous Floors*. The most recent issue of the magazine contained 30 pages more than the previous issue. WFCA attributes this to Locust's strategic redesign and the magazine's new, easy-to-read format.

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For more information on the WFCA or to enroll as a member contact Ashley Welch at awelch@wfca.org or by calling 706-217-1183.

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 also runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. On the consumer end, WFCA operates the highly successful and award-winning premier consumer flooring website, 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.

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