



**WORLD FLOOR COVERING
ASSOCIATION**

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

World Floor Covering Association Introduces Premium Plus Membership for Enhanced Professional Support

***Empowering flooring professionals with expanded benefits, exclusive access,
and tailored support***

April 1, 2024 – Dalton, GA – The World Floor Covering Association (WFCA) is excited to announce a significant enhancement to its membership model with the launch of the Premium Plus Membership. This announcement follows the successful implementation of free membership for Primary members—professional flooring dealers, inspectors, cleaners, designers—for the first time in 2020, a move that vastly expanded its advocacy and influence within the industry. This new tier aims to further empower flooring professionals by providing exclusive benefits and tailored support.

Premium Plus Membership: Strategic Advantages for Just \$299 Annually

Designed for professionals seeking to distinguish their business and achieve peak performance, the Premium Plus Membership is an investment in success, offering exclusive benefits beyond the foundational support of the complimentary Premium Membership. For an annual fee of \$299, Premium Plus members unlock a suite of strategic advantages:

- **Increased Exposure:** Gain a competitive edge with prime listing placement on our Dealer Locator and special recognition on the WFCAs website, enhancing visibility.
- **Exclusive Access:** Access premium content, legal advice, specialized resources, educational opportunities with access to the WFCAs University, and members-only events tailored to the unique challenges and opportunities of the flooring industry.
- **Tailored Guidance:** Benefit from direct engagement with WFCAs executives through our quarterly mentorship program, designed to provide personalized support in navigating industry challenges.
- **Special Discounts and Offers:** Enjoy additional savings on essential industry programs such as the fcB2B Program, CFI Technical Certificate Program, and the SEAL Leadership Academy, and exclusive rates on hotels located in Dalton, Ga.

"Transitioning to Premium Plus for just \$0.82 per day is an investment in your business's future, offering unparalleled value," states Freida Staten, VP Marketing, Communication and Membership at WFCAs. "We're providing a platform for growth, visibility, and advocacy crucial for success in today's competitive marketplace. Our goal is to ensure every member can leverage these tools for their advancement."

Premium Membership: Foundation for Success at No Cost

WFCAs's Premium Membership, provided at no cost, has been a cornerstone of its commitment to the flooring industry, offering key benefits such as educational webinars, discount programs on business services training, complimentary registration to The International Surface Event (TISE), and comprehensive communication tools, including monthly newsletters, email blasts, and the quarterly magazine, *Premier Flooring Retailer*. This foundation supports a broad range of professional development and business expansion needs.

In today's competitive marketplace, seizing opportunities for growth and advancement is essential. By joining the Premium Plus Membership, you'll gain access to exclusive benefits and resources tailored to elevate your business to new heights. Together, we'll pioneer new paths of excellence and leadership within the flooring sector. Visit the [WFCAs Membership](#) page today to discover more and be a part of our journey.

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), 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 Flooring 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 floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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