



**WORLD FLOOR COVERING
ASSOCIATION**

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WFCA University Adds Additional Destination Training Programs and Broadens Online Offering for Members

Enrollment Climbs as Word About Professional Education and Coaching Program Spreads

May 24, 2017 – Dalton, GA — Today Freida Staten, Vice President Marketing and Communications, World Floor Covering Association, announced the next phase of expansion of the association's WFCA University training program.

WFCA University is the association's own professional training program, geared exclusively to the needs and interests of members. In response to a recent membership drive and member demand, WFCA has expanded course offerings with extended online training modules and destination camps across the country.

The professional development tool, which is available as a subscriber service for WFCA members, consists of primers, research, online training and seminars as well as on-site regional training programs to help retailers reach the top of their game. Just a few months after its launch, WFCA University has expanded training programs by nearly 20 percent, with 46 training modules available online through the subscription program and 11 new destination camps planned in seven locations across the U.S.

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PAGE 2

“As we predicted, WFCA University is resonating with our membership,” said Staten.

“Professional growth opportunities always ranked high on the list when we were evaluating the benefits and services most wanted by our existing and future members.” Staten said designing and implementing an educational platform to meet that demand became WFCA’s paramount objective. She continued, “We are very excited about the successes we have achieved with WFCA University as well as what lies ahead for our members.”

The extensive training program offers educational courses for professionals in a wide variety of functions including sales, merchandising and human resources. The coursework is broken down based on the career path and professional stage. “Upon initial launch of the WFCA University program we saw many middle, senior and owner-level executives tapping into the training program,” Staten said. “Since that time, the adoption rate of our program has broadened to include many professionals in the early and middle stages of their careers.” WFCA attributes this interest to a positive word of mouth from key industry influencers who have taken advantage of the program, she added.

“The WFCA University ‘Sales Management Training Camp’ is by far the most hands-on, comprehensive workshop I have ever attended,” said Brian Lewis, Director of Retail Sales & Marketing, Columbo’s Floors To Go. “The workshop provides sales management professionals with tools and ideas that are straightforward and deployable, providing a true path toward increased sales, and sustainable success.” Lewis said he “highly recommends” this camp to all management professionals.

Josh Edlund, another participant, said the Sales Management Camp was “a great training experience that I would recommend to all flooring sales managers.” Edlund is Sales Manager, Sandpoint Carpet One. “WFCA University training is presented by top notch professional instructors that offer insightful, relevant material that truly resonates with audiences,” he said. “WFCA’s training program has opened my mind to ideas that I would have never thought of, but that make perfect sense when you see them in motion.”

For more information on WFCA University destination camps or to access online training visit WFCA.ORG or contact Tom Jennings, Vice President, Professional Development, WFCA, 816-231-4646 or tjennings@wfca.org.

PAGE 3

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.

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