



For further information contact:
Leah Gross
Story Dept.
818-330-9839 or leah@storydept.net

23rd Annual CFI Convention Is Drawing Professionals from Across the Country

***Event Promises Stellar Lineup of Seminars, Training
Sessions, New Products and Networking Opportunities***

Early Bird Pricing Available Through June 15th!

June 2, 2016 - Dallas, TX – The annual CFI Convention is the “go to” event for information on new products, tools, techniques and installation training. There is no other show that packs everything that installers need to know in to two days like the CFI Convention. This year’s highly anticipated program kicks off August 3rd in Dallas, TX, and continues through the 5th.

The CFI Convention attracts professionals from every sector of the flooring industry. CFI is the show “where all of the business surrounding installation happens”—a uniquely dedicated launching pad for companies debuting the latest products, tools and techniques.

Posted below are just a few of the standout agenda items planned for this year’s convention:

- **Custom Vinyl Inset Workshop** Leading technical trainers from Tarkett, Congoleum and Armstrong team up to present this hands-on workshop where the attendee will create a custom vinyl inset that they will be able to take home.

-MORE-

PAGE 2

- **Hand Sewing Workshop** *presented by the CFI Training Team* - Stations will be set up for various hand sewing stitch demos that the attendee will be able to complete and take home as a reference for future installations.
- **Inspection Trends Roundtable** Manufacturers, retailers, installers and inspectors will be present to discuss and answer questions and concerns about the latest trends in inspections.
- **Understanding How You Are Wired - The DISC Behavioral Profile** - *presented by Scott Humphrey, CEO WFCA* – Understand yourself and those you work and live with. Scott will identify possible friction points between different personality types and give practical advice on improving every relationship: Work, Family, etc.

CFI has secured special discounted rates at the Marriott Grapevine facility that includes both the Courtyard and the TownePlace Suites. For more information, as well as a full convention program please visit the CFI website at <http://www.cfiinstallers.org>. If you have further questions about the convention, please call 816-231-4646.

ABOUT CFI:

The International Certified Floorcovering Installers Association, Inc. (CFI) is a division of the WFCA that is devoted to installation training and certification through a team of dedicated trainers who share their experience and knowledge to help others help themselves. The enthusiasm for doing this continues to grow.

CFI provides educational resources for the industry through inspection, installation, estimating, product knowledge, and patterned and woven carpet, hardwood, ceramic, laminate and resilient flooring training. CFI provides teams of skilled craftsmen to assist when called upon for installations by dealers and manufacturers.

#