



**CONTACT:**

Leah Gross

Story Dept.

818-864-6363 or [leah@storydept.net](mailto:leah@storydept.net)

**CFI Convention Draws Attendees from Across the Country and Overseas**

***Action Packed Show Delivers Non-Stop Education and Networking Opportunities***

September 14, 2016 – Forney, TX - There was a buzz of excitement felt by all in attendance at the 23<sup>rd</sup> Annual CFI Convention in Dallas, TX which took place August 3-5, 2016. The three-day educational event kicked off with a welcome reception sponsored by Traxx, Tarkett, Tools4Flooring, DriTac, Mapei and Ardex.

In his welcoming address, CFI vice president, Robert Varden stated “the CFI Convention has been somewhat of a family reunion for some, an educational experience for others but more than anything a time to refresh, renew and turn our attention to the future. There are many great things on the horizon for CFI, the installation community and the flooring industry as a whole. Just being here shows that you are committed to our industry and your business.”

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The highly anticipated CFI Member Jacket was sponsored this year by Personna, Traxx, Royal Adhesives, Tools4Flooring.com, WFCA, Wagner Meters, Roberts/QEP, Tarkett, Better Tools, Ardex, Futura Industries, Mohawk, FCICA, Warmup, Armstrong, Crain, HPS Schonox, Congoleum, Informa, Mapei, Taylor Tools, NAFCT, DriTac, Duo-Fast and Armorlock. In recognition of the support Varden commented, "We thank all of the sponsors of the CFI Member Jacket which is worn proudly throughout the year. It is because of your support that we are able to provide professional training and education to flooring installers and those new to our trade."

The opening session on Thursday morning featured Scott Wheeler from CCA Global announcing a partnership created between CCA and CFI that would allow CFI to service all technical calls for the Flooring American and Carpet One stores across the U.S. Keynote speaker, Robb Overholt, concluded the session with a motivational presentation that led into the Associate Showcase which featured new products and tools from numerous flooring manufacturers. Attendees had early access to the tools and products and were able to get acquainted with highly sought contacts and resources that will serve as their point people if they run into issues on a job. Next, an all-expense paid trip to TISE 2017 was awarded to lucky attendee Kevin Twohig from Twohig Flooring America.

The day continued with a variety of seminars including: product knowledge, hands-on installation skills and business topics. The last sessions of the day consisted of seminars on Implied Warranties by Jeff King, WFCA, Legal Counsel; Hand Sewing Stitches by the CFI Team of Trainers; Moisture Mitigation by the Traxx Tech Team; Understanding How You Are Wired by Scott Humphrey, CEO, WFCA; and an Inspection Trends Town Hall and Subfloor Challenges presented by HPS Schönox. Tom Jennings, Vice President, Professional Development, WFCA, commented, "A highlight of any CFI Convention for me is the quality of the individual breakout sessions. This year attendees were able to learn topics ranging from the latest updates on legal matters to hands on instruction in hand sewing carpet and custom resilient flooring. Always a great way for anyone interested in flooring installation to spend a couple of days." The night concluded with an on-site party featuring a dueling pianos group and a hand-rolled Cuban cigar station sponsored by Traxx and Mapei. The Better Tools gorilla made an appearance and helped dance and sing the night away.

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On the last day of the conference, Jeff King, Legal Counsel, WFCA, gave an insightful and informative update on new laws and pending legislature that affect those in the flooring business and Scott Humphrey, CEO, WFCA, addressed the group about the future of installation and the specific actions WFCA is taking to improve our industry. Humphrey stated, "This year's CFI Convention has been an amazing success. The feeling of unity we have felt here is unlike anything in the industry. Two things are certain: The value of quality installation has never been as high as it is today, and it all starts with CFI."

The conference ended with an awards and recognition ceremony where Tony Buckhardt was presented with the President's Plaque for his service as CFI President from 2014-2016. The Chris Davis Award was also given in memory of Chris Davis, past CEO of the WFCA, to Lane West of Personna.

Varden stated, "I met Lane over 10 years ago and I very quickly recognized his passion for his company, his family, and the industry as a whole. As I spoke with Lane about CFI and our mission he immediately asked how he and his company Personna could help. It was clear to me that Lane was not inquiring about it because he was looking to get ahead – he genuinely wanted to know how he and his company could contribute - no strings attached - to the greater good. Our gratitude goes out to individuals like Lane that enable CFI to continue to deliver the best training and education programs this industry has to offer."

The Gress Award, the highest form of recognition available for the flooring installer, awarded in honor of Charles R. Gress of Ohio, was given to Jay Zurn of Precision Surfaces, LLC in Slinger, WI. During the presentation, Bob Gillespie stated, "Jay has volunteered countless hours assisting CFI and he generously shares his skills and knowledge with other floor covering installers. It is not in his DNA to just be part of an organization, for his true aspiration has been to contribute his energy, knowledge and skills to always raising the bar and making certain everyone is involved in some capacity."

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Following the awards gala, winners of the great raffle prizes donated by CFI Associates were drawn as well as the grand prize winner of the CFI Convention for participating in all events. This year's winner of the \$500 gift card was Luke Hammond of P & H Flooring. Monies raised from the raffle are donated to The Floor Covering Industry Foundation and the George Buckhardt Memorial Installer Foundation.

The next CFI Convention will be held in Orlando, FL in 2017. For more information on CFI please visit [www.cfiinstallers.org](http://www.cfiinstallers.org).

## **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.

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