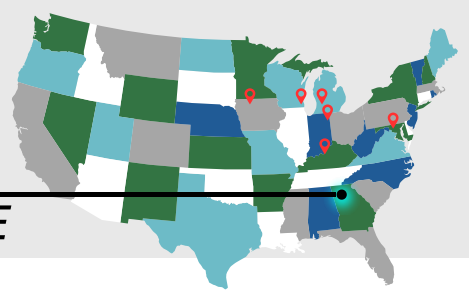


CHAPTERS

QUICK START GUIDE



CFI Mission Statement

CFI exists to elevate, promote and represent the professionalism of flooring installation.

Why have CFI Chapters?

- Chapters are and always have been the backbone of CFI.
- Promote CFI to the local installers.
- Provide opportunities to local dealers.
- Build relationships with local distributors.
- Educate consumers on proper installation standards.

How to start a Chapter.

- Contact the CFI office and chapter chairperson on starting a local chapter.
- Set up officers, president, vice president, secretary and treasurer.
- Choose a chapter name, example *CFI Delmarva Chapter*.
- Determine the main location for the chapter.
- Set up a meeting with the CFI office, chapter chairperson and the local chapter board.
- Schedule one training or educational event every quarter.
- Advocate chapter membership to local installers.
- Promote CFI programs.
- Promote CFI annual convention.

What makes a strong Chapter?

- Select dedicated individuals as officers for the chapter board. The board should be comprised of individuals that work well together and are supportive. One person cannot manage a chapter alone.
- Invite at least one local dealer and one local distributor to be on the chapter board. This will help build support and strengthen local industry relationships.
- Share CFI's mission to educate and elevate installation standards with dealers and distributors.
- Join the local floor covering association if available.
- Join the builders association, inform members of the benefits of utilizing CFI installers.
- Include chapter members in determining meeting activities that are of interest.
- Hold fun events, examples *grill out or manufacturer tours*.
- Establish chapter as the leading local resource for installers and dealers.
- CFI is always looking for local and nationwide instructors. Getting involved with the local chapter can provide many opportunities for the future.
- *Disclosure - We do not discuss pricing or allow recruiting at Chapter events.*

Together We Are CFI Strong!

Thank You

Roland Thompson, *CFI Chapter Chairman*