

**INTERNATIONAL**



**CERTIFIED FLOORCOVERING INSTALLERS**

## **PRESS RELEASE - PHOTOS AVAILABLE**

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### **The International Certified Flooring Installers Association**

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*(Kansas City, MO)* From their arrival at the 19<sup>th</sup> CFI Convention to their final departure, those who attended generated excitement and enthusiasm throughout the three-day event. There were met with an abundance of educational information from the CFI Associates, the numerous seminars, speakers and the camaraderie among friends.

Tom Jennings, Chairman WFCA Services, Inc., welcomed a packed room to the WFCA Leadership Conference held this year in honor of D. Christopher Davis, deceased President and CEO of the World Floor Covering Association. He stated, “Chris only missed one CFI Convention; he considered you folks as genuine people who cared deeply for your organization. He saw you as the future of flooring installation. When looking around this room, it is encouraging to see that CFI has so many young people involved. Chris would be proud. It was always his goal; the same as CFI’s, to encourage dealers and flooring installers to work together for customer satisfaction. He believed strongly that this had to occur if the industry was to achieve its full sales potential.”

Jennings continued, “This is a celebration; one that would make Chris proud. One in which we must remember that the skills you have are essential to the growth of CFI. Every day, you must be prepared to satisfy those customers and I agree, sometimes it is not easy. Without the customer, none of us will work. Sometimes, it is just the little things that make the difference. After being in the retail business for many years, I am fully aware of the importance of the flooring installer. Through WFCFA’s sponsorship of this event, our members are saying the same thing. We want CFI to continue training and certifying and upholding the quality of flooring installation; it helps us satisfy our customers. WFCFA believes in what you are doing and we can see that our support is making a difference.”

“The Chris Davis Award given to Bernie Madden of Madden-McFarland Interiors of Leawood, KS really means something special. There is no one more deserving than Bernie for the manner in which he has always promoted quality installation, supported CFI since the early years and been a part of every convention. Bernie could not be with us this year because of illness and we deeply miss both of these men; both very important to this organization.”

Jim Walker, CEO accepted the award on behalf of his friend and colleague, Bernie Madden, saying, “Bernie believes in CFI and will continue to voice his thoughts to friends in flooring sales to use the skills that you possess and to build partnerships with quality flooring installers to enhance their business. I can think of no one more deserving to receive the first Chris Davis Award than Bernie Madden.”

CFI President, Robert Varden who welcomed the large group of First Timers, “This group continues to increase every year. There are fifteen managers from CDI of Louisville, a commercial business who are present. We are excited to see all the young installers and their families also. We thank the twenty-six sponsors of the CFI Convention jacket that is worn proudly advertising you and CFI throughout the year. Sixteen manufacturers conducted seminars bringing the latest information to our members and there were also twenty-one educational training sessions. CFI is all about education; we expect our members to be informed.”

“Alfredo Castanon from Los Angeles is the recipient of the Past Presidents’ Award for 2012. Alfredo has been involved in CFI training events and his communications skills are excellent. Not only is he bilingual, but his hand skills are outstanding,” stated Alan Ellis, recently elected CFI President. “Our associate, Duo-Fast is responsible for Alfredo’s all-expense trip and Glenn Olsen, Chairman of the Committee donated the airfare. Each year this award is given to a CFI Certified Installer who has never attended a convention. We suggest that you start sending nominations to the CFI office for next year.”

“The CFI Associates who presented their products in the small-group sessions this year were: Armstrong, Bond, Carpet Shims, Crain, DRICore, ITW Industrial Fastening/Duo-Fast, Johnsonite, Mapei, Personna, Rejuvenate, Roberts, Seam Master Industries, Spray-Lock, Taylor Tools, TRAXX and Wagner Meters. These sessions are outstanding and offer the attendees the latest information concerning their products. They also serve as a source of contacts when information is required for a specific job. CFI is an organization that believes in supporting those who support CFI installers,” said Ben Boatwright, Secretary of CFI. “The winner of the Associate Seminar Contest was George Johnson of Virginia who won the \$500.00 Home Depot Gift Card donated by Karen Mason, owner of Mason Contracting of Washington.

The individual seminars were presented by Rita Bockrath and Gary Schwebemeyer of ITW Industrial Fastening/Duo-Fast, discussing tools that are necessary for flooring installation; Joe Cea of Congoleum and Trouble-Shooting LVT Installations; Peter Crawford of Spray-Lock Adhesives who explained the economical advantages of using spray adhesives; Tim Provence (Armstrong), Dick Schmidt (Johnsonite), Bill Wiese (Mannington) and Scott Parks of Tri-West provided hands-on training for the welding of flooring and coved walls; Tony Pastrana and Rick Herr (Armstrong) shared repair techniques for laminate and wood flooring products; Jill Sheets, Whitney Robinson and Matt Spieler (FCNews) offered tips involving the use of social media; Jason Spangler of Wagner Meters shared ideas concerning concrete moisture testing and the importance of relative humidity and offered hands-on involvement; Daris Mulkin drove with an abundance of antique tools to display and discuss how they were used many years ago; Robert Varden offered installation tips for carpet backings and how to avoid potential problems; Lee Tindall of Mapei explained the benefits of thin tile systems, including the latest innovations in

the industry and Dave Garden, Jim and Jane Walker shared ideas about operating a successful flooring installation business.

The Floor Covering Industry Foundation and the George Buckhardt Memorial Installer Foundation were the recipients of the donations by attendees to receive a fantastic gift from the CFI associates who donated an abundance of products. Every installer received a gift bag and the attendees had the opportunity many times to donate a minimum of \$1.00 toward the gift of their choice to reach over \$4,000.00. These products were donated by Ardex, Armstrong, Beno J. Gundlach, Better Tools, Bond, Carpet Shims, Clayton Miller Carpet, Crain, DRICore, Home Legend, ITW Industrial Fastening/Duo-Fast Johnsonite, Mapei, Mohawk, Personna, ProKnee, Rejuvenate, Roberts, Seam Master Industries, Shaw, Spray-Lock, Surfaces, Tavy Spacers, Taylor Tools, TRAXX and Wagner Meters.

“The Gress Award is the highest form of recognition available for the flooring installer and is awarded in honor of Charles Gress of Ohio who gave so much of himself during his short life to promote the qualities of CFI. This year’s recipients join numerous others who are proud of their achievements in the advancement of CFI. Gary Goessl, an officer of the CFI Wisconsin Chapter and George Johnson, an officer of the CFI Delmarva Chapter are the recipients for 2012. Both have contributed greatly to the growth of CFI in their areas,” said Bob Gillespie, Past President.

Allan de Wit of Belgotex Flooring traveled from South Africa to be a part of his fifth convention. Allan has been instrumental in the development of carpet standards based on the CFI methods and in the organization of a training school. “We teach the CFI way and this year, the first class is graduating. We also beginning our training in resilient products and I am here to learn more in order to share it back home. The introduction of the CFI methods using the powerstretcher and the deadman did more to lower claims for Belgotex than anything we have done previously. When Jim Walker, Ed Braile, Michael Hetts and John McHale visited our part of the world, the interest in quality installation rose greatly,” said de Wit.

“SURFACES is the premiere flooring show in the nation with more to see and learn than ever available at any flooring event,” said Jennifer Hughes, Conference Manager. “This year we even

more opportunities for learning. SURFACES is the leading floor covering industry event, bringing together thousands of industry professionals for three days of face-to-face networking, education and product sourcing. You can't miss over 600 exhibitors and 300,000 square feet of product displays in every major category, including carpet, tile, hardwood, rugs, laminate, resilient, stone, tools/equipment/machinery, installation products, floor heating systems, underlayment and cleaning/maintenance products. Take the opportunity to increase your know-how and advance your career at more than 75+ professional seminars in the fields of Business, Sales/Marketing, Flooring Installation, Tile Installation, Sustainability and Building Design & Trends, all free to CFI members for a limited time. SURFACES also offers multiple opportunities to receive top-notch education on the floor, with the S2 Main Stage, the new Business Enrichment Center, Tool Alley and in-booth educational offerings.”

“Last year, Dave Garden who won the all-expense paid trip to SURFACES told us he learned more than he ever thought possible and was very appreciative of being afforded the opportunity to attend. We are doing this gift again this year and the winner is..... Kevin Twohig of Wisconsin,” said Jennifer.

“The L. Fishman Chapter Award is given in honor of Pat Fell, CFI Master-II Installer who worked for the company many years,” said Rod Von Busch. “This thoughtful contribution to the CFI Chapters assists greatly in their ability to conduct meetings. This year, the winner for the 7<sup>th</sup> year is the Delmarva CFI Chapters that conducted more educational events than any chapter. They are awarded first prize of \$500.00. CFI Wisconsin and CFI Fort Wayne will each receive \$250.00 for the educational value their chapters provide. We know that the chapters are going to work harder in 2013 to challenge the Delmarva CFI.”

Bob Wagner, President of the L. Fishman and Son Company initiated this award following the untimely death of their valued employee, PATRICK FELL in 2004 stated, “ L. FISHMAN lost a true friend; a man of knowledge who shared this with all in whom he came in contact and never turned down anyone who needed assistance. He was a problem solver and a wealth of information. All who worked with him feel this loss. Pat made an impact in the field of flooring installation and everyone knew of his love of the local CFI Chapter. It is our goal that the CFI

Chapters continue to grow and share knowledge and skill on the local level as Pat wanted to see happen during his time as Chairman of the CFI Chapter Committee. The funds that are made available are to be used for this purpose.”

The CFI Convention Associate Fun Night displayed the competitive nature of the members and many prizes were won. The event ended on Saturday evening with a trip to downtown Nashville to enjoy the sound of the city. The location of Convention 2013 will be near Baltimore and the dates will be announced shortly.

