

YOU ARE INVITED TO THE WIFCA FALL DINNER MEETING

FACING A CRISIS!!!!



Featuring Tom Jennings

We have an installation crisis! See these CFI member survey responses:

1. 40% of the current installation field has over 25 years of service
2. Only 4% of the respondents were in the one-to-five year category of experience
3. It has been estimated within the next 10 years we will lose 65% of the installation labor force.

The industry is suffering a talent drain due to attrition and the lack of organized training. The flooring industry needs to determine how to compete with other construction trades that offer technical school programs, scholarship assistance, and job placement opportunities.

Installation is the only differentiator for independent retailers to compete with the big-box stores since the products they offer are virtually the same to consumers. Tom will address how the WFCAs recognizes this critical problem and will offer some solutions to flooring retailers who are dreading this inevitable installer shortage in the future.

Plus, Tom will discuss the IRS renewed emphasis with independent contractor compliance. Are you in compliance? Do you know where to look for guidance?

Wisconsin Floor Covering Association is proud to host: WFCAs Tom Jennings, Vice President of member services

Tom Jennings, WFCAs Vice President of Member Services, is a lifelong member of the flooring industry. He was literally born into his family's retail business, which he sold in 2006. He has since served the industry in numerous capacities, primarily as an educator and speaker. He is a past-Board Chairman of the WFCAs and currently serves as the Board Chairman of WFCAs Services, Inc.

Country Springs Hotel
2810 Golf Road
Pewaukee, WI 53072
Phone: 262-547-0201
or 800-247-6640

Tuesday, October 20, 2015
>>Cocktails: 5:30 - 6:30 p.m.
>>Dinner: 6:30 - 7:30 p.m.
>>Speaker: 7:30 p.m.

Advance registration \$40 for Members* and \$50 for Non-Members*

***Admission will be an additional \$10 if purchased at the event.**

Please RSVP by Wednesday, October 14 and return the bottom portion of this letter to Stu's Flooring 4820 W Loomis Rd Greenfield, WI 53220 Phone: 414.744.9400 Fax: 414.744.9237 Please contact Jodie with Stu's for any questions: jodie@stusflooring.com

Name: _____ Phone Number: _____

Address: _____

Member or Non-Member (please circle one) Number attending: _____ Total Amount Due: _____

Payment Type (check one): Visa Mastercard American Express Discover Check

Credit Card Number (if paying via credit): _____ * Exp: _____

Signature: _____

*If you are using a credit card, please use your credit card billing address and ZIP code on this registration and include your 3 or 4 digit verification code for your credit card

If faxing credit card information, for security, please call Jodie to confirm receipt 414-744-9400

Make checks payable to the WI Floor Covering Association (WIFCA). Please let us know if you have any special dietary needs.

Business Name: _____ Contact Person: _____

Email Address: _____

Please contact Roger Hegg, Executive Director for membership questions.

Phone: 608-216-9248 Email: rogerh@greatlakesdistribution.com



www.wifca.net