

This World They Call Floors

WIFCA & WFCA presents: A close look at today's Floor Covering Industry

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

Tuesday, May 8, 2018
>>Cocktails: 5:30 - 6:30 p.m.
>>Dinner: 6:30 - 7:30 p.m.
>>Speaker: 7:15 p.m.

Discussion Topics:

- WFCA Training & Educational Member Benefits. How to Be Prepared to Sell to the Next Generation.
- Installation Crisis "Ready or Not". What programs are in place for our future?
- Why your local Affiliate Association is so important to your continued success? Working together to grow stronger.
- Introduction to Today's Revolutionary System. What is this new Magnetic underlayment system? How will it affect our business? What is the WFCA's involvement?
- Magnetic Installation Demonstration.



Kaye Whitener
World Floor Covering Association
National Manager Member Relation

Bio:

Kaye Whitener is a lifetime veteran of the flooring business, focusing primarily on educational training, sales and installation. Originally from Dalton Georgia, Kaye now resides with her family in Nashville Tennessee. Working for major manufactures in commercial and residential flooring and becoming a highly successful high-end retail, commercial and builder account manager has provided her a unique perspective on the flooring industry.

A strong background in management, installation and measuring combined with her selling strengths, personality, and product knowledge has positioned her as one of today's leading experts in the flooring industry. In her role as National Manager Member Relations, Kaye works closely with WFCA members to help educate and train in this ever-changing industry, to develop new benefits and programs.

These are special **HALF-PRICE** dinner rates to encourage you to bring your entire staff!

Advance registration **\$25** for Members* and **\$30** for Non-Members*

Please RSVP by Wednesday, May 2 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 (Note: American Exp. 4 digit security code is on front of 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: 608-577-0960 Email: rramjet4@msn.com



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