



# IT'S TIME TO HELP SOLVE THE INSTALLATION CRISIS WE ARE ALL FACING!

Learn how you can make a difference and be part of the solution!

Wisconsin Floor Covering Association is proud to present  
**Jim Aaron from the Floor Covering Education Foundation!**



While there is no magic wand to fix the shortage of flooring installation professionals, we now have a promising program for getting more professionals into the trade. The World Floor Covering Association has created a new organization, the Floor Covering Education Foundation (FCEF). The Foundation has been raising funds from flooring manufacturers to be used for scholarships. Most of them are supporting the Foundation as the shortage has affected the entire industry, manufacturers, distributors, retailers, as well as consumers. Please take a few minutes to read the attached information about FCEF.

## The Ingleside Hotel

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



**Jim Aaron** has spent all of his adult life in the flooring industry. He began his flooring career working for a family member's flooring store while attending the University of South Carolina. Upon graduation, he accepted a role as territory manager with a wholesale distribution company, William M Bird & Co., where he spent twelve years. He then spent a number of years with Mohawk Industries where he gained additional sales and sales management experience. In 2004, he joined CCA Global for the next 17 years where he served as VP of Merchandising for the company's largest division, Carpet One Floor & Home, with 850+ locations. He now serves as the Executive Director of the Floor Covering Education Foundation, a role he has held since March of 2021

## Tuesday, May 10, 2022

- >>Cocktails: 5:30 - 6:30 p.m.
- >>Dinner: 6:30 - 7:20 p.m.
- >>Speaker: 7:20 p.m.

### Members: \$60 Non Members: \$70.00

RSVP by Friday, May 6th. Return bottom portion to: Wisconsin Floor Covering, PO Box 259301, Madison, WI 53725-9301  
Phone: 608-577-0960, Email: rramjet4@msn.com Please contact Roger if any questions at 608-577-0960.

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)..

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



**WORLD FLOOR COVERING  
ASSOCIATION**



[www.wifca.net](http://www.wifca.net)