

# U.S. Wood Flooring Market Post-COVID

Wisconsin Floor Covering Association is proud to present

**Michael Martin is the President & CEO of the National Wood Flooring Association**

The flooring market has changed considerably during the past few years, and for a variety of reasons. Trade wars, COVID-19, labor shortages, supply chain issues, and conflict in other areas of the world all have had a profound, and possibly long-lasting, impact on how consumers research and buy flooring products. Retail sales associates need to have a clear and comprehensive understanding not just of the products they sell, but also of how consumers make their floor-buying decisions. Which products should you be carrying, which products do consumers want, and which products will bring you the most profit?

Michael Martin, President & CEO of the National Wood Flooring Association, will provide insights to these questions, and more, to help RSAs plan for the current market, while anticipating future market shifts, trends, and challenges.

## The Ingleside Hotel

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



Michael Martin is the President & CEO of the National Wood Flooring Association, a not-for-profit trade association serving more than 3,000 wood flooring companies worldwide, representing the entire wood flooring supply chain.

Since joining the NWFA in 2011, Martin orchestrated rebuilding the association's annual Wood Flooring Expo, recognized as one of the 50 Fastest-Growing Shows by Trade Show Executive magazine for four consecutive years.

## Tuesday, November 1 2022

>>Cocktails: 5:30 - 6:30 p.m.

>>Dinner: 6:30 - 7:20 p.m.

>>Speaker: 7:20 p.m.

Martin was named a Top Association CEO by CEO Update, selected based on results for his advocacy efforts, leadership ability, building a positive workplace, raising the organization's profile, managing crisis, and advancing the organization's programs. He also serves on several not-for-profit Boards.

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

RSVP by Friday, October 28th. 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**



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