

Our purpose.  
Your passion.

2017-18 ANNUAL REPORT

nwfa  
National Wood  
Flooring Association





## MISSION STATEMENT

To promote the use of wood flooring in residential, educational, and commercial environments and to provide members with the education and training necessary for personal and business success.



BUSINESS  
SAVINGS



CONTINUED  
EDUCATION



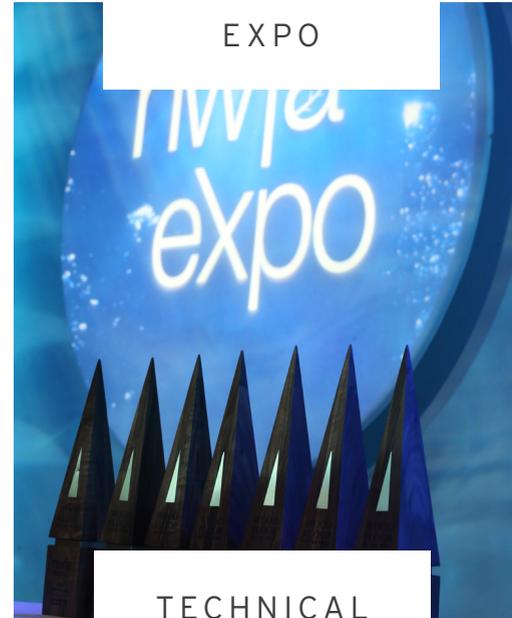
ANNUAL  
EXPO



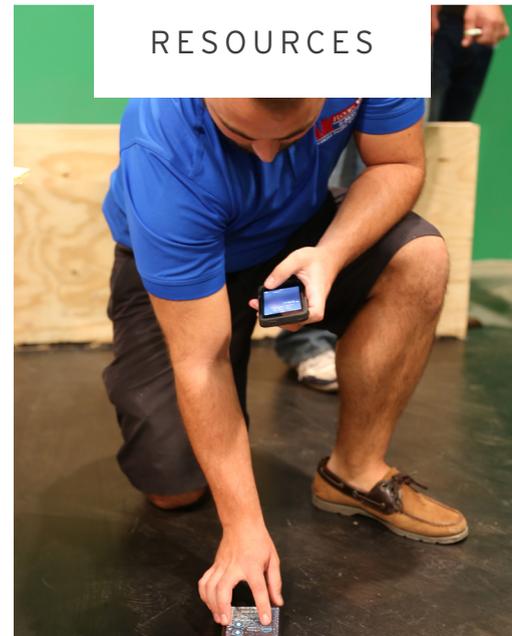
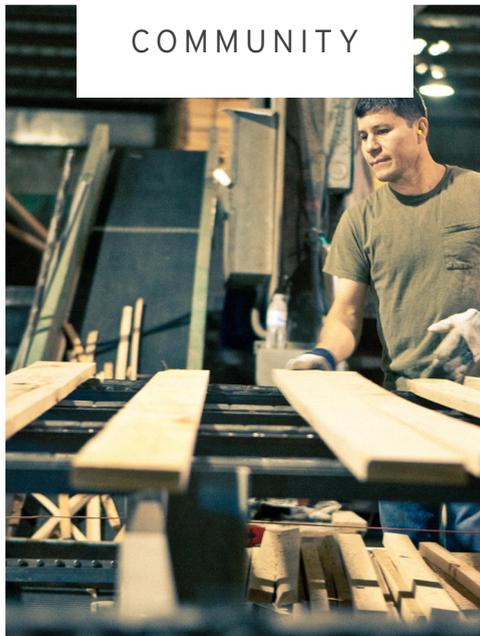
GROWTH  
OPPORTUNITIES



NETWORKING  
COMMUNITY



TECHNICAL  
RESOURCES



# FROM OUR PRESIDENT AND CEO

MICHAEL MARTIN



Just like every wood floor has a story, so does every business. Maybe yours is part of a multi-generation company that has been harvesting lumber since before you were even born. Maybe yours is the result of friends getting together after graduation because you had some organizational and sales skills, and thought working together would be fun. Or maybe yours started at the kitchen table, with nothing more than a few tools and a dream.

No matter how your business started, or when, your passion is our purpose. We know that different businesses have different needs, which is why we are constantly implementing and revising programs for businesses of every type, shape, and size.

Through technical resources, training, and networking, we provide the opportunities and tools you need to reach your unique personal and professional goals.

Most importantly, NWFA is about promoting and supporting your passion: wood flooring. No other material provides the timeless durability, value, and beauty that will help your customers tell their family's story. Nor does any other material provide the sense of craftsmanship and pride that will help you tell your company's story.

NWFA is about building community, together, one floor at a time. We're honored to be part of your story.

*Michael Martin*

▮▮ Chances are, you didn't grow up thinking you wanted to work in the wood flooring industry, yet here you are. There's just something about wood that draws you in and takes hold of you: the look, the texture, the smell, and yes, the art. Our purpose is to connect you with people who share that passion, and to help you find success for your business and your family. ▮▮



*Stephanie Owen*  
*Education & Member Engagement Director*

"I'm impressed with the NWFA's commitment to education and by the ease with which members of this organization collaborate to grow, thrive, and improve their businesses."

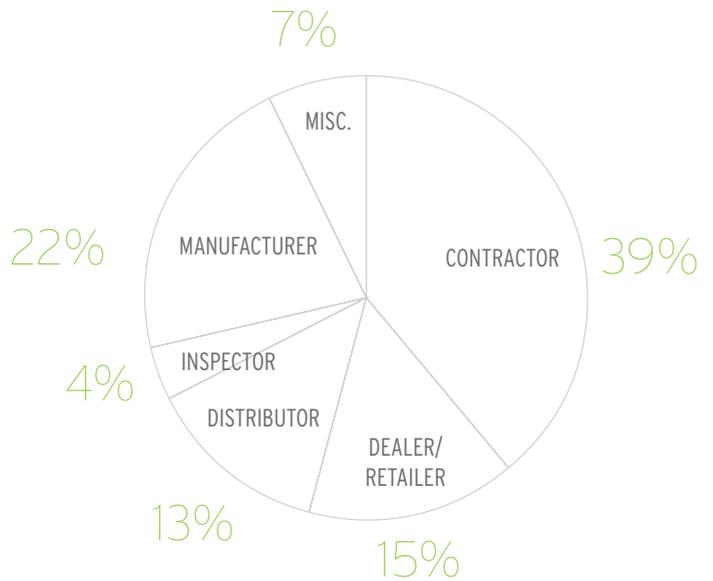
*Kevin Plumacher*  
*LeBlanc Floors, Seattle, Washington*





NUMBER OF MEMBER COMPANIES

3,569



NUMBER OF COMMITTEES & TASK FORCES

30

NUMBER OF COUNTRIES SERVED

49

NUMBER OF NEW MEMBERS

478

\$ 58,069

AMOUNT OF MONEY MEMBERS SAVED THROUGH NWFA SAVINGS PROGRAMS



MEMBERS WHO RENEW AT THE END OF THE YEAR

9/10

For every \$1 spent on membership dues, you can save \$100 through NWFA savings programs.

\*These numbers reflect July 1, 2017 through June 30, 2018.



Education is important at every stage of life. Each of us should strive to further our knowledge and expertise to stay at the top of our game and become a better version of ourselves. At the NWFA, we have developed educational opportunities that accomplish that for craftspeople who are passionate about wood because we share that passion. 



*Brett Miller*

*Vice President of Education & Certification*

"I have been certified through the NWFA for just a brief time now. There has been a huge shift in my business since receiving my certification. One HUGE change we are making is focusing solely on high-end retrofitting of existing floors. The move would not have been possible without the education I have received through the tireless instructors at the NWFA."

*Jesse Sample*

*Wichita Floor Specialists, Wichita, Kansas*



1,016



NUMBER OF STUDENTS WHO ATTENDED HANDS-ON TRAINING

NUMBER OF NWFA CERTIFIED PROFESSIONALS

1,842

46

NUMBER OF HANDS-ON CLASSES OFFERED



NUMBER OF ONLINE COURSES AVAILABLE

124

NUMBER OF ONLINE COURSES COMPLETED

24,368

NUMBER OF ONLINE BADGES EARNED

3,129

NUMBER OF MEMBERS WHO HAVE VIEWED SPONSORED WEBINARS

517

INDIVIDUALS WHO ARE NEW TO EDUCATION THIS YEAR



75%

\*These numbers reflect July 1, 2017 through June 30, 2018.



## BEN SUER

*Diamond Wood Floors | Dearing, Georgia*

When I started in the wood flooring industry in 2002, I had no idea how passionate I would become about my career. To be able to realize the fullest potential of an existing floor - there's a lot of satisfaction there.

After working in the industry for a few years, I ventured out on my own, starting Diamond Wood Floors in 2005. I desired to do better work, to grow, and to go beyond the skill level I was at during that time. However, I didn't know how to do that until I came across the NWFA and got involved in their education program.

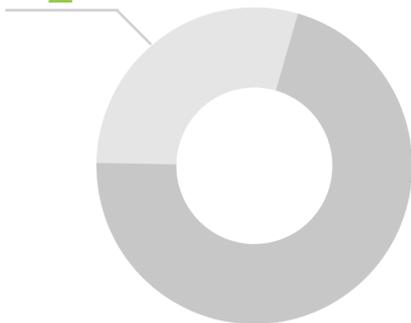
This education has been pivotal in helping me to develop my understanding of wood and wood properties. By understanding how wood floors relate to the building and its environment, I can provide a better product and know the limitations of the material I'm providing.

Aside from the education, the networking opportunities the NWFA provides are unparalleled. Not only have I built relationships with other industry professionals during the Expo or hands-on training, but I've also been able to develop relationships with the manufacturers of the products I use.

The NWFA has a role all the way around truly from the forest to the floor and beyond that to long-term maintenance. NWFA is always my go-to resource. I couldn't be more grateful for the programs they provide and what they've been able to do for my business and my career. I look forward to the years to come and to seeing where this career takes me, with the help of the resources the NWFA provides.

### CERTIFICATIONS EARNED

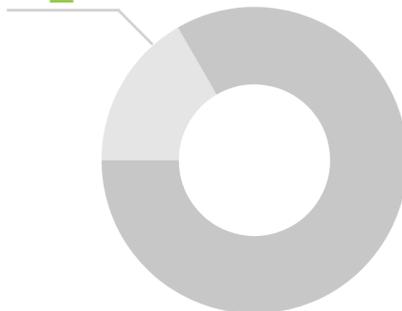
2



\*There are 6 certifications that can be earned.

### CLASSES ATTENDED

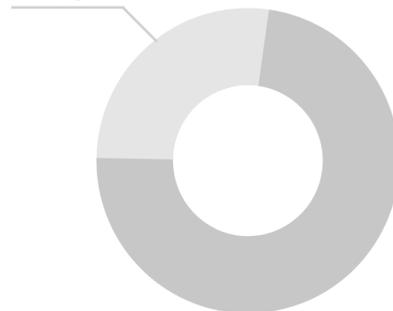
2



\*There are 12 classes that can be attended, with multiple dates and locations each year.

### DIGITAL BADGES EARNED

13



\*There are 51 digital badges that can be earned.





# KELLIE HAWKINS-SCHAFFNER

*Waterlox Coatings Corp. | Cleveland, Ohio*

In 1910, my great-grandfather founded Waterlox in Cleveland, Ohio, and began manufacturing coatings products for wood flooring. For four generations, our family has worked tirelessly to make what we feel is the best handmade Tung oil varnish around.

One thing that has remained the same throughout the years is the company's motive. We are truly passionate about what we do and we strive every day to provide the best products for our customers and their flooring needs.

Since joining the NWFA in 1989, our company has always taken advantage of, and benefited from, the numerous resources the NWFA offers. The resource that has proven most valuable to Waterlox is the NWFA Wood Flooring Expo.

Exhibiting at the NWFA Expo allows us to further develop relationships with current

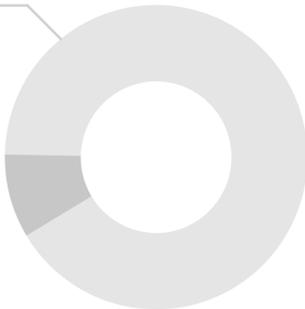
and potential customers, as well as showcase and answer questions about our latest products. We meet with old friends and make new acquaintances at every show. It's an annual event that we won't miss!

The platforms the NWFA provides to help us educate contractors about our products are another great benefit of being a member. Through attending hands-on training events or sending Waterlox representatives, we are able to demonstrate how to properly use our products, let students try them out with our guidance, and be there to answer any questions our users might have. It's an excellent way for us to get our products out there and help our customers feel confident using them.

We are very appreciative of all the NWFA provides to help our company continue achieving success for many years to come.

YEARS EXHIBITED AT EXPO

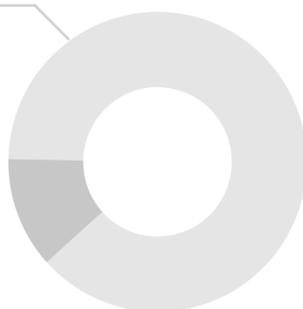
29



\*The first NWFA Wood Flooring Expo was held in 1986.

YEARS OF MEMBERSHIP

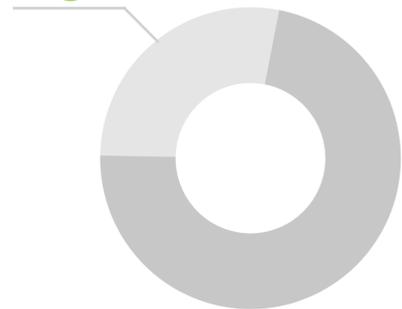
29



\*The NWFA was founded in 1985.

YEARS AS PARTNER IN EDUCATION

5



\*The Partners in Education program started in 2002.



Our industry requires professionals to combine a unique blend of artistry with a keen business sense. *Hardwood Floors* magazine is about sharing stories and learning from each other to advance the craft. From the latest industry news, to business best practices, to installation techniques, we strive to ensure the right information is available to our members when and where they need it most. 



*Stacy Brown*  
*Vice President of Publishing & Communications*

"*Hardwood Floors* magazine is a valuable resource, no matter what part of the wood flooring industry you specialize in. It's obvious from the quality of the content that the contributors are hardwood flooring industry veterans that have real-world experience they can speak from when writing about specific topics."

*Toby Merrill*  
*DuraSeal Contractor Specialist, McHenry, Illinois*





NUMBER OF PRINT SUBSCRIBERS

25,500+



NUMBER OF ARTICLES  
ACCESSIBLE VIA THE  
APP OR WEBSITE

905

NUMBER OF DIGITAL  
NEWS SUBSCRIBERS

13,755

NUMBER OF  
SEASONED WRITERS

46

NUMBER OF  
ADVERTISERS

102

632

NUMBER OF PRINT PAGES FOCUSED  
ON IMPROVING YOUR CAREER



NUMBER OF  
APP ARTICLE VIEWS

22,646

NUMBER OF  
WEBSITE PAGE VIEWS

221,274

NUMBER OF  
WEBSITE USERS

108,349



It is rewarding to plan and manage an event that impacts so many people and businesses. Each year, we get to see Our members' eyes light up when they run into an old friend, or find a product on the showfloor that will improve their business. It's very gratifying to know how this event brings our industry together to network and grow. 



*Penny Key*  
*Meeting & Trade Show Director*

"I learned new things about the wood flooring industry and met amazing people, as well. Attending Expo has been business-changing in a major way. I am not only equipped with more knowledge to do the work, but have begun looking at new equipment to further grow my business."

*Joe Signorelli*  
*COTU Hardwood Flooring Services, Ashland, Virginia*



NUMBER OF EXHIBITORS



278



NUMBER OF ATTENDEES

2,914

NUMBER OF NETWORKING OPPORTUNITIES

62

NUMBER OF TRADE SHOW HOURS

11

NUMBER OF EDUCATION SESSIONS

40

✓ 95%

SURVEY RESPONDENTS WHO SAID THEIR GOAL IN ATTENDING OR EXHIBITING AT EXPO WAS ACCOMPLISHED



SURVEY RESPONDENTS WHO SAID THE QUALITY OF ATTENDEES WAS ABOVE AVERAGE

98%

SURVEY RESPONDENTS WHO FELT THEY WERE BRINGING BACK VALUABLE TOOLS OR KNOWLEDGE TO THEIR BUSINESS

97%



## BILLY SIMMONS

*ITAC International | Bay Minette, Alabama*

In 1993, I started installing floors with my dad and brother at the company we started, Simmons Installation Services. We prided ourselves on having the necessary skills to get the job done right, something that has stuck with me throughout my entire career.

After a disagreement with a contractor about how to install, I felt inclined to learn more about becoming a wood flooring inspector. Since joining the NWFA in 2004, education has always been the most valuable resource for my career. As an inspector, it's crucial to understand the installation, and sand & finish processes so you are equipped to figure out what is wrong with the floor.

I've continued my education with the NWFA, taken as many classes as I can, and I'm so grateful for that. The more I've

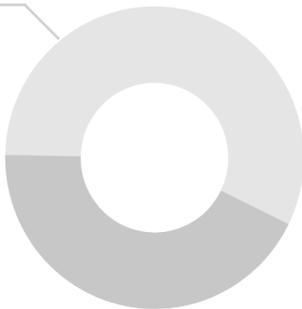
gotten involved with the NWFA, the more exposure my business has gotten and the more successful I've become.

As an organization, the NWFA has a good reputation and sets a great standard. The standard that the NWFA holds its Certified Professionals to adds a lot of weight to the credential, which is especially helpful as an inspector when testifying in court.

I'm forever appreciative of what the NWFA has done for my business and for me personally. I take great pride in using my business and skill set to help wood flooring installers become successful and reduce error, as well as developing successful flooring systems in situations that weren't otherwise conducive to wood flooring. I truly love what I do.

### CERTIFICATIONS EARNED

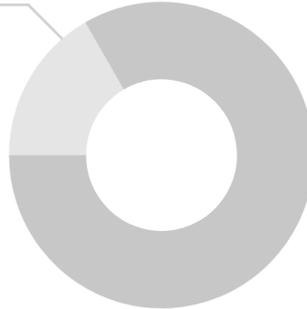
4



\*There are 6 certifications that can be earned.

### COMMITTEES & TASK FORCES SERVED

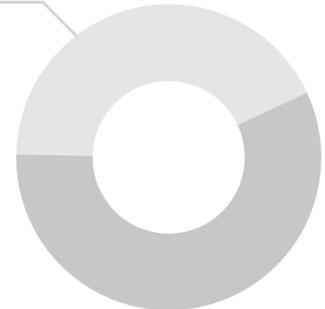
8



\*The NWFA has 30 committees and task forces.

### YEARS OF MEMBERSHIP

14



\*The NWFA was founded in 1985.





## MARLENE REDUS

*Lockwood Flooring | St. Louis, Missouri*

Since starting in the flooring retail industry more than 17 years ago, I've learned a lot about flooring.

Every day I learn something new about the hardwood business - it's a gratifying challenge to understand every scenario. My favorite thing about my career in wood flooring and my passion behind what I do, is being able to help customers find their dream floor.

I love to learn new things so I can give my customers the best information possible and help them make the best decision for their floor.

When I started working at Lockwood Flooring nearly three years ago, I naturally became more involved with the NWFA, specifically the Certified Professional program.

Because of the extensive training and certification requirements that NWFA Certified Inspectors abide by, they are without question our go-to resource for our hardwood claims.

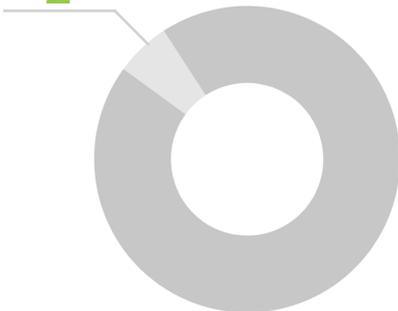
Our sales reps go out to consumers and do the initial inspection. However, if we need a more in-depth inspection, an NWFA Certified Inspector will be commissioned to give us his or her findings.

As a distributor, we admire the hard work and dedication that the NWFA Certified Inspector program requires of its inspectors. It's no quick or easy task!

I look forward to getting more involved with the NWFA in the years to come and to continue taking advantage of the services they offer to help better educate my customers.

### YEARS OF MEMBERSHIP

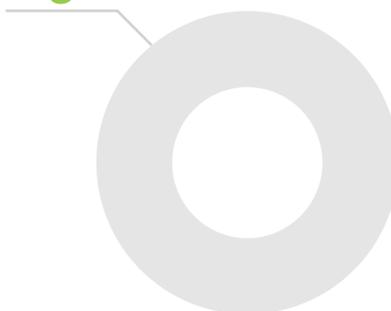
2



\*The NWFA was founded in 1985.

### INSPECTORS HIRED THAT ARE NWFACP

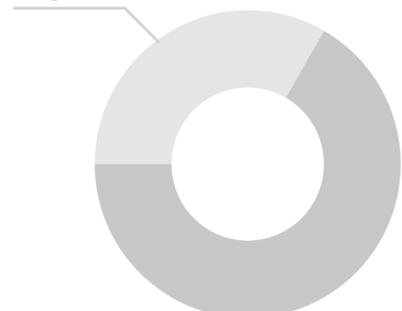
6



\*Of the inspectors Marlene has hired, all 6 have been NWFA Certified Inspectors.

### MEMBER-SPONSORED EVENTS ATTENDED

1



\*Lockwood Flooring has hosted 3 member-sponsored events since Marlene started in 2016.

▮▮ Ours is an industry motivated by something beyond a paycheck. Sure, everyone needs to make a living, but our members are generous with their time, talent, and resources: traveling hundreds of miles to help a colleague install floors, donating flooring to someone in need, establishing scholarships to help train someone they've never met. This is what NWFA does. It creates community. ▮▮



*Anita Howard*  
Chief Operating Officer

"I can't thank the NWFA enough for creating opportunities to work on community service projects with organizations like the Little Bit Foundation and the Gary Sinise Foundation. It's simply amazing and gratifying - the best chicken soup for the soul I have ever had."

*Chris Zizza*  
C & R Flooring, Westwood, Massachusetts



\$14,000

DOLLAR AMOUNT OF SCHOLARSHIPS AWARDED



NUMBER OF SCHOLARSHIPS AWARDED

27

2,000

NUMBER OF SOCKS DONATED TO THE LITTLE BIT FOUNDATION



DOLLAR AMOUNT OF PRODUCT AND LABOR DONATED FOR GSF

\$4M

57

NUMBER OF NWFA MEMBERS INVOLVED IN GSF ACTIVITIES

1,000

NUMBER OF HOURS VOLUNTEERED WITH GSF

50

NUMBER OF GSF RISE HOMES COMPLETED OR IN PROGRESS

*\*These numbers reflect July 1, 2017 through June 30, 2018.*



National Wood Flooring Association  
111 Chesterfield Industrial Boulevard, Chesterfield, Missouri 63005  
EM [membership@nwfa.org](mailto:membership@nwfa.org) | PH toll-free: 800.422.4556 local: 636.519.9663