



FLOOR COVERING EDUCATION FOUNDATION

**Jim Aaron**  
**Executive Director**

# THE BLACKSTONE REPORT



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- ❖ Study conducted in 2018
- ❖ The average age of the flooring installer in North America is 56.
- ❖ The industry loses 5,000 – 6,000 flooring installers per year.
- ❖ “A shortage of floor covering installers has characterized the floor covering industry for several decades. In the absence of a concerted industry effort to change the situation, the shortage is likely to continue.”

# WHY SHOULD YOU CARE?

The independent retailer model is built on:

- **Professional Sales**
- **Professional Installation**





# FACTORS CONTRIBUTING TO TRADE LABOR SHORTAGE

- ❖ The removal of “shop class” in most high schools in the US
  - High schools began being judged on “college preparedness” instead of “job readiness”.
- ❖ Societal pressure that college was the only ticket to a better life.
- ❖ Tradespeople stopped passing down their craft.
  - “I want more for my kid”. When, in reality, what they had wasn’t all that bad!





# FACTORS CONTRIBUTING TO OUR LABOR SHORTAGE

## ❖ Awareness

- Our industry has an enormous awareness issue

## ❖ Lack of presence in technical and community colleges

- The trades we compete with for talent are very present

## ❖ Lack of ownership at the local level

- The future will belong to those that prepare for it today.



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# THE FCEF MISSION



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## Recruitment

Finding the right talent for flooring careers is imperative. We search for hard-working individuals who want to take pride in their work.



## Placement

We provide support to the flooring industry to match qualified workers with job opportunities and continue to help them grow their careers.

## Scholarships

Our scholarships reward those individuals looking to improve their lives and trade up to a more fulfilling career.



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# OUR PRIMARY AUDIENCES

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## TRADE UP

### RECRUITS

This group encompasses the entire audience of potential flooring installers.



### ADVISORS

This group includes all those that may be influencing a person's career decisions - guidance counselors, parents, teachers, etc.



## STEP UP

### RETAILERS

The current floor covering installation community as well as retailers and suppliers will also play into our strategy as we will utilize this network to share our message.



### PARTNERS

As with any non-profit, ongoing funding is always a concern.





# BEAUTIFUL FLOORS DEPEND ON SKILLED FLOORING CRAFTSMEN

The Floor Covering Education Foundation Provides  
Recruitment, Scholarships & Placement for Tomorrow's  
Flooring Craftsmen.

[SUPPORT FCEF](#)



# READY TO START A CAREER AS A FLOORING CRAFTSMAN?

The Floor Covering Education Foundation wants to help you get started. Scholarships are available now!

**APPLY TODAY**







# FLOOR YOUR FUTURE!

TRADE UP TO A BRIGHTER, MORE CREATIVE FUTURE AS A FLOORING CRAFTSMAN OR CRAFTSWOMAN

The same path isn't right for everyone. You can build a long and successful career without four years of college. You can make real money working with your hands. Your future could be right underneath your feet.

If you're already thinking about a career in the trades, a future as a flooring craftsman or craftswoman may be in store for you. Unlike many trades, flooring provides a career that is both functional and creative. You'll get to see your work in homes, businesses, and public spaces.

Flooring installation is a craft that takes time to master, but you can be job-ready in a matter of weeks, not years. That means you can be making money while you learn and grow your expertise.



## READY TO TRADE UP?

Visit [FloorYourFuture.com](https://FloorYourFuture.com) to learn about training and scholarship opportunities.

"I enjoy the rewards of providing my artistry to others, knowing they will enjoy my work for years to come."

**KEN BALLIN**  
Skyro Floors  
Westcreek, NJ  
FLOORING CRAFTSMAN



"The flooring industry changed my life. And now, I'm helping my family change theirs."

**MARQUIS WRIGHT**  
Mr. Wright Flooring  
Jacksonville, FL  
FLOORING CRAFTSMAN

"I hope I can inspire other women to learn and grow in their company and take on a new challenge."

**MIREYA ZAMORA**  
Pro Floor Sanders  
Woodstock, GA  
FLOORING CRAFTSWOMAN



# FLOORING SPECIALTIES

There are four primary types of flooring. You can learn them all, but most installers specialize in one or two product categories since there are unique skills needed for each.

## Carpet

Softness, warmth, comfort, and affordability make carpet a popular choice for many homeowners. Carpet installers measure and calculate how to best fit pieces of carpet in the space. They prepare the subfloor, install a cushion layer and skillfully seam together different sections of carpet creating a beautifully finished floor.



## Hardwood

Solid hardwood floors (made from solid pieces of wood) and engineered hardwood floors (made from layers of wood) are the two primary types of hardwood flooring. For pre-finished hardwood, flooring installers glue or nail down floors making sure to keep boards lined up and tight. Sometimes floors are installed unfinished, sanded, and finished for a custom floor.



Visit [FloorYourFuture.com](https://FloorYourFuture.com) to learn about training and scholarship opportunities.

## Vinyl/Resilient

There are many types of vinyl flooring, but they have similar installation techniques allowing a craftsman to master them all. Sheet vinyl comes in rolls like carpet. It is then cut to fit a space and glued down. Much of today's installed vinyl, however, is luxury vinyl tile (LVT) and luxury vinyl plank (LVP). These planks and tiles mimic the look of wood, stone, or tile.



## Tile

Tile is used in flooring but also for kitchen backsplashes, walls, and showers. Tile can be mixed, matched, and installed in different ways to create drastically different looks. Tile craftsmen are artists that put their skills to practical use. Basic tile installation includes preparing the surface, cutting the tile, spreading a layer of mortar to adhere the tiles to the surface, and finally grouting the set tiles.



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# SCHOLARSHIPS



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- ❖ FCEF will provide scholarships for 50% of the tuition of an approved training course (beginner & intermediate) from an approved training provider.
- ❖ \$2,500 lifetime maximum



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# The Basic Floor Covering Installation 10-Week Technical College Program



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- ❖ FCEF in collaboration with Certified Flooring Installer, Intl. (CFI), Ceramic Tile Education Foundation (CTEF), and National Wood Flooring Association (NWFA) created a 10-week basic floor covering installation program.
- ❖ The first program began January 10<sup>th</sup> at Georgia Northwestern Technical College in Dalton, GA.
- ❖ Second One Starts May 16<sup>th</sup>
- ❖ Fall Semester Starts in August
- ❖ **NOW ACREDITED!!!**



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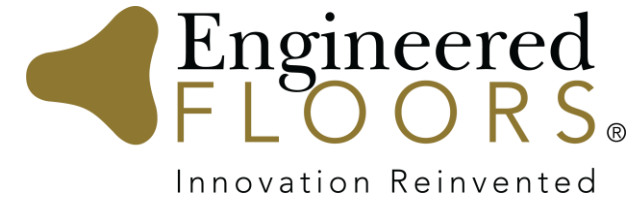


# FINANCIAL SUPPORTERS





# SUPPORTERS – MATERIALS & SUPPLIES





# THE FINANCIAL NEED

5,000 installers needed per year  
x \$2,500 average scholarship award

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**\$12,500,000 needed yearly**



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# WHAT'S NEXT

- ❖ Replicate tech school program nationwide
- ❖ High School program – embed within construction program
- ❖ High school program implementation nationwide
- ❖ Recruit for approved basic training for CFI, NWFA, CTEF
- ❖ Facilitate short term training opportunities in local communities
- ❖ Create new programs that support the purpose and mission of the FCEF.
  - Afghan Refugees







# CHALLENGES WILL BE CONSTANT

❖ Awareness

❖ Shrinking labor pool

❖ Competition for talent with other trades is fierce





# CALL TO ACTION

- ❖ Commit to supporting FCEF with a financial donation
  - ❖ Commit to support the duplication of the technical college program by supplying materials, tools and supplies.
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- ❖ Commit to bring awareness to the trade
- ❖ Follow and share all social media
- ❖ Sign up for the FCEF Newsletter





# The future belongs to those who prepare for it today.





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