



HARDWOOD FLOORING SUMMIT
 ATLANTA, GA • AUGUST 2008



ONE OF A KIND

OPPORTUNITY!



{ FOR YOU }

REGISTER TODAY!

WWW.WOODCONFERENCE.COM

SAVE UP TO 50%



1-877-888-1013

EVENT INVESTMENT

Event	Investment
4 day Educational Conference	\$1,195 (after July 1: \$1,395)
2 day Report Writing Class	\$300 <i>(free with educational conference registration)</i>
2 day CFI Installation Class	\$300 <i>(non-installers: \$175)</i>
1 day Plant Tour	\$150 <i>(includes bus and lunch)</i>
NWFA Inspector Certification Test	\$250 <i>(non-NWFA member price: \$350)</i>

SAVE \$500

This educational conference has been approved by the World Floor Covering Association. To award regular members, their \$500 trade scholarship can be applied to this educational conference!

FOR MORE INFORMATION, on the trade scholarship, contact: The WFCA: 1-800-624-6880 ext. 14 or ext. 21
 The Claims Advisor: 1-877-888-1013
www.woodconference.com

THE FIRST 50 PAID REGISTRATIONS RECEIVE:

- VIP seats for ALL general session proceedings
- Round table discussion with an industry expert, and nine other attendees
- Early registration for your 15 breakouts – before they fill up
- Save an additional \$200 on your registration tuition (making the price an incredible \$995)!

BENEFITS:

- Finally: Wood flooring information you can trust
- Hear industry expert's best kept secrets
- Build your business and increase profitability
- Substantially improve your report writing skills
- Learn common mistakes made by sales people and installers
- Answers to hundreds of questions that are not found in writing
- Vital expert witness information
- Identify the cause of new house problems

DON'T MISS THIS ONCE IN A LIFETIME OPPORTUNITY TO BECOME THE PREMIER WOOD FLOORING EXPERT IN YOUR MARKET.

VISIT WWW.WOODCONFERENCE.COM, OR CALL 1-877-888-1013 (ASK FOR DAN OR GREG) FOR MORE INFORMATION.

JOIN 40 WOOD FLOORING EXPERTS

at the **Hardwood Flooring Summit in Atlanta, Georgia, August 2008**, for 4 days of information and training to build your business and increase your profits. This is an opportunity to dominate your competition with solid, indisputable knowledge.

Never before have so many wood flooring experts gathered in one place to share their wisdom, experience, and proven techniques for success.

HARDWOOD FLOORING SUMMIT

Atlanta, GA • August 2008

THIS EDUCATIONAL CONFERENCE WILL KEEP YOU GLUED, STAPLED, AND NAILED TO YOUR SEAT!



As for claims, we are seeing an increase in complaints for wood. One of the primary reasons for this is ignorance on the part of retailers selling the product. Very few are taking advantage of the information available to them...

Lew Migliore, *Floor Covering News* – June 2007



40 EXPERTS GIVE UNBIASED ADVICE

MAXIMIZE YOUR KNOWLEDGE IN WOOD FLOORING

GAIN A LIFETIME OF KNOWLEDGE AND EXPERIENCE IN ONLY 4 DAYS.

LEARN HOW TO to correctly maintain and care for hardwood flooring after it is installed. Choose 15 informative breakouts to attend out of a schedule of 90 outstanding classes.

LEARN ABOUT:

- How to avoid problems before they happen
- Exotics species from around the world
- What's really a defect and what isn't
- The newest moisture meters and inspection tools
- Hundreds of problems, causes and cures
- Manufacturing tolerances, and what they mean to you
- The future of wood flooring
- Get unbiased answers to hundreds of your toughest questions!

OVER 40 HARDWOOD EXPERTS will be in attendance to educate and expand your career opportunity.

- **JON NAMBA**
The CFI Installation Guru conducts his popular wood class with certification (2 day course)
- **CARL WILLIAMS**
How to Write Hardwood Flooring Inspection Reports (2 day course)
- **LEW MIGLIORE**
Floor Covering News Columnist (Claims File), and expert independent inspector
- **DR. BRIAN H. BOND, PH.D**
Department of Wood Science & Forest Products, Virginia Tech University
- **STEVE LIMA**
Technical Director and Claims Manager, Bostik Adhesive
- **JEFF BLAKE**
AP Award-Winning Professional Photographer – *How to Take Claims Photos*
- **MIKE SUNDELL**
Job site sand and finish expert
- **SCOTT BRAZINSKI**
National Sales Manager, BR-111
- **CHRIS DAVIS**
CEO, World Floor Covering Association
- Technical directors and claims managers from top wood manufacturers
- Factory finish experts
- University professors
- Top money making Inspectors
- Business ethics experts
- *And many more!*

TENTATIVE EVENT SCHEDULE:

Day	Event
Sat & Sun	JON NAMBA CFI 2 day course Hardwood Flooring Installation Certification Classes
Mon & Wed	Factory Tour of Hardwood Flooring Plant
Tue & Wed	CARL WILLIAMS Academy of Flooring and Textiles 2 day course <i>How to Write Wood Flooring Inspection Reports</i>
Thur – Sun	Main Convention <ul style="list-style-type: none"> • 17 speakers over 4 mornings • Participate in 15 breakout classes (from a total of 90 choices)

**Note: Dates to be determined – for more information and event updates, visit www.woodconference.com or call 1-877-888-1013 (ask for Dan or Greg)*

The Directors of this conference are **PROUD MEMBERS** of:



YOUR WFCA TRADE SCHOLARSHIP CAN BE APPLIED TO THIS EVENT!