

Hardwood Floors

■ The magazine of the National Wood Flooring Association

NWFA

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>>chairman's message

NWFA



NWFA ROI

By Rick Holden

Chairman, NWFA

If you could invest just \$425 in your business, and get back \$19,100 in real value, would you consider that a good return on your investment? That is the value NWFA members placed on their membership during a recent membership valuation process meeting held during the NWFA's convention in San Diego.

During two separate sessions with NWFA members of all business types—manufacturers, distributors, dealers, contrac-



tors, inspectors—speaker Ed Rigsbee presented "NWFA Membership: What's In It for You." Rigsbee worked with NWFA members to determine the yearly, sustainable, real dollar value for various components of their membership. Here is what they said:

- *Hardwood Floors* E-News: \$500
- Listing in the *Hardwood Floors* Annual Resource Book: \$100
- Opportunities for involvement & leadership: \$200
- Access to NWFA office staff: \$250
- Technical advisory staff through the Tech Hotline: \$1,500
- Professional technical training opportunities: \$300
- Peer referrals: \$2,000
- Peer support and mentoring: \$2,500
- NWFA certifications: \$5,000
- Research materials: \$100
- NWFA logo use: \$500
- Convention attendance discount: \$150
- Web referrals: \$1,000
- Networking opportunities: \$5,000

These items represent a return on investment of more than 44 times the value of the original investment. At a time when many businesses are evaluating every expense in an effort to cut costs, it just makes sense to recognize the true value that the NWFA brings to your company. Think about it ... just one call to the NWFA's Tech Hotline when you are facing a problem on the jobsite could literally save you thousands of dollars, not to mention your reputation. And one referral from your listing on the NWFA's "Find a Professional" website could literally pay for your membership dues many times over. That's an investment in your company you can't afford to miss. ■