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## **FOR IMMEDIATE RELEASE**

### **Floormasters Launches Public-Private Partnership to Support Trade Skill Training Program for Northern California Job Seekers**

#### **Qualified Participants Eligible for Full-Time Positions with Competitive Salaries and Fully Paid Healthcare**

HAYWARD, CA, January 12, 2015 – Floormasters, Inc. today announced the launch of a new training program for job seekers throughout Northern California. The first training session will be held in San Joaquin County in partnership with San Joaquin County Office of Education, Human Service Agency, Housing Authority of San Joaquin, Habitat for Humanity of San Joaquin, California Human Development, San Joaquin County WorkNet, Neighborworks, Visionary Homebuilders, and YouthBuild San Joaquin. Floormasters is working with several other counties and, conducting outreach to others, to make this program available across Northern California. Participants will receive apprentice-level training for installing both hard-surface flooring and carpet. Qualified participants will be eligible for full-time installer positions with the Floormasters team in Hayward, Peninsula, North Bay, Tri-County, East Bay, San Francisco, Greater Sacramento as well as Napa, Yolo, El Dorado, San Joaquin and Stanislaus Counties. Training will be led by Floormasters at no cost to participants or the partner organizations. All materials have been donated by Floormasters' partners, including Armstrong, Bigelow, De Soto Diamond W, Engineered Floors, Gallaher, Leggett and Platt, Mannington, Mohawk, Osborne Lumber and Patcraft.

“Training programs are an important part of the services that San Joaquin County offers,” said Chris Kleinert, director at San Joaquin County Office of Education (SJCOE). “We are excited about the opportunities that this program will open up to local job seekers. The Floormasters program not only provides job seekers with an opportunity to learn a trade, but also gives them a chance to secure a full-time job at the end of the training with a competitive salary and fully paid healthcare.”

“The Floormasters training program is a great example of how public-private partnerships create exponential value,” said John Solis, executive director at San Joaquin County WorkNet. “Everyone wins. The County adds a high-quality course to its education offerings; job seekers have an opportunity to learn a trade and secure a job; and the corporate partners gain access to a new pool of skilled labor.”

“Community involvement has always been a priority for Floormasters,” said Don Lau, president and chief executive officer of Floormasters, Inc. “In addition to working with a number of organizations to support affordable housing programs, we are committed to providing opportunities for local job

seekers. This training program gives us an opportunity to reach a wider group and helps them learn a trade in a space that is understaffed and develop skills that will allow them to earn a good salary.”

### **Details About the Floormasters Installer Training Program**

The Floormasters Installer Training Program will consist of classroom instruction for two weeks followed by hand-on training the third week. Participants will work on installations at five units for an affordable housing non-profit organization, Visionary Home Builders. Training will focus on core competencies and best practices for flooring installation, including:

#### ***Apprentice-level hard surface installation training for vinyl and VTC tile***

- Material handling
- Proper lifting techniques
- Demolition of existing floor coverings
- Surface preparation
- Underlayment installation
- Measuring
- Flooring materials Layout
- Cutting
- Adhesive application
- Installation
- Sundries application – cove base, cove base adhesives and terminations (transitions, mouldings and metals)

#### ***Apprentice-level carpet installation training***

- Material handling
- Proper lifting techniques
- Surface preparation
- Measuring
- Carpet seam layout
- Cutting
- Seaming
- Stretching
- Cove base installation
- Wood base removal and replacement
- Terminations (metals)

#### ***Learn more about the Floormasters Installer Training Program***

Floormasters is actively pursuing partnerships with public organizations throughout Northern California. To learn more about the program and how to organize training sessions, please contact Loren Geiger at [LGeiger@Floormastersinc.com](mailto:LGeiger@Floormastersinc.com) or 916-990-2719.

#### **About San Joaquin County Office of Education**

The San Joaquin County Office of Education (SJCOE) is a regional agency whose mission is to provide educational leadership, resources and services to assist school districts to be effective facilities of learning for all pupils. SJCOE has set an organizational philosophy and culture that ensures students come first and every San Joaquin County student, regardless of circumstances, has the opportunity for a

quality education. To learn more about the San Joaquin County Office of Education (SJCOE), please visit [www.sjcoe.org](http://www.sjcoe.org).

**About San Joaquin County WorkNet**

San Joaquin County WorkNet Center Services provides job search assistance, supportive services and the necessary tools needed to obtain employment. WorkNet services include Internet access, CalJOBS, job matching, labor market information, training and education information, career counseling, community resources, application and resume writing assistance and fax and telephone access for job search purposes. Staff members are on hand to assist customers with all of their job search needs. To learn more about San Joaquin County WorkNet, please visit [www.sjcworknet.org](http://www.sjcworknet.org).

**About Floormasters**

Floormasters, Inc. provides multi-tenant buildings in Northern California with expert flooring installation and service. Since 1989, Floormasters' team of certified installers has efficiently and cost-effectively delivered a wide variety of flooring, including carpet, vinyl, tile laminate, planks and VTC. Floormasters' commitment to performance and innovation is demonstrated through its product selection, training, technology and environmental initiatives, which include green products and a comprehensive recycling program. For more information about Floormasters, please visit [www.floormastersinc.com](http://www.floormastersinc.com).

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