



The chief executive of ficer: Richard Catt

You can't rely on luck, but you can count on the CFA

ANYONE with a successful, business, nice house and car is sometimes described as 'lucky'. That may be with a tinge of the green eyed monster or simply admiration.

For some successful people it may have been a significant lucky break, being in the right place at the right time and profiting from it.

I too dream of winning the lottery. However, most successful people have built their companies through good times and bad with a combination of good business practices and hard work.

I remember a radio programme a few years ago featuring Richard Wiseman from the University of Hertfordshire.

He investigated why some people appear to be consistently lucky or unlucky. It's a person's approach to life that matters, he concluded. He devised four principles of luck:

- Expect good fortune, which is often a self-fulfilling prophecy.
- Maximise your chances of something good happening by creating, noticing and acting on opportunities.
- Listen to 'gut feelings' and act on 'hunches' about people or situations.
- Cope with bad luck by imagining how things could have been worse, or by finding positive ways to solve the problem.

This calls to mind the old saying of being a 'glass half full' or 'glass half empty' person. I believe that some of these ideas are not fanciful, but good basic principles for success.

Membership of the CFA helps you plan success for your business, by making your own luck.

Our member benefits that include:

- **Free credit checks:** Ensure the businesses you deal with are in good financial health.
- **Your company details are published in the CFA handbook and on our website:** Many members obtain significant



The CFA delegation pictured at the recent NSCC annual lunch are, from the left, Dave Hibbert, CFA council member and former CFA president, Richard Catt, CFA chief executive; Michael Ryan, former CFA president and former NSCC president; Mary Sillitoe, CFA council member and her colleague from Hillside Contracts, Joanne Singer; and John Butler, CFA vice president

amounts of work through the CFA and tenders increasingly require membership of an appropriate trade association. This is particularly so with local authority work which could become very important in the coming months.

■ **Business support helplines:** If you have a business query, be it taxation, employment or a legal issue, our helplines often provide or lead to solutions.

■ **The CFA Guide to Contract Flooring** gives practical plain English guidelines for good installation of all types of floorcoverings. It is very useful as a reference document to show to clients and specifiers, for example to explain why a surface damp proof membrane is needed. It's free to members and unlike British standards is not bound by copyright.

■ **Technical support:** Access to a network of industry experts who can assist with technical queries.

■ **Site inspection service:** This is available free to contractor members. It provides a written report to assist with negotiations and avoid costly litigation.

■ **FITA training:** This is a joint venture between the CFA and NICF. FITA is the leading training organisation for the industry. CFA members enjoy a 15% discount on all training courses. Make sure your work force have all the necessary skills and use the

latest equipment.

See the www.fita.co.uk website and **CFJ** for all course dates and prices.

■ **Members area of the CFA website – www.cfa.org.uk** Constantly evolving, this provides an invaluable library and resource of information, including guidance documents (e.g. for dealing with anhydrite screeds), templates (e.g. health & safety policy) as well as practical guidelines for dealing with complaints (e.g. support to handle misconceptions or unreasonable customer expectation).

Remember, we recently updated the login system so that every member company can have five logins based on individual email addresses with a password recovery option, so others in the business can benefit.

And of course, it goes without saying, that CFA members receive a free subscription to **CFJ**, the leading journal in the industry.

In view of the current economic climate, we have frozen our membership fees for 2009. So don't leave it to chance, maximise your chances of a lucky break by including CFA membership in your strategy for success. For further details contact the CFA offices.

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Comment

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