



12.2.2024

To Whom It May Concern,

It is with great respect and admiration that I write this letter of reference for Jim Aaron, the Executive Director of the Floor Covering Education Foundation (FCEF). Having worked closely with Jim, I can confidently attest to his exceptional leadership skills, strategic vision, and unwavering dedication to advancing our organization's mission.

Under Jim's guidance, FCEF achieved remarkable growth and solidified its position as a key player in addressing the skilled labor shortage within the floor covering industry. Jim's ability to develop and implement innovative programs, such as the Basic Floor Covering Installation Program, and secure critical partnerships demonstrated his strategic foresight and commitment to creating long-term solutions for the industry.

Jim's leadership style is inclusive and empowering, fostering a culture of collaboration and accountability. He consistently encouraged the team to think creatively, work efficiently, and strive for excellence. As Director of Operations, I particularly valued his clear communication, his ability to set achievable goals, and his support in ensuring those goals were met.

Among Jim's many accomplishments, his efforts to secure substantial grant funding were particularly noteworthy. His ability to navigate complex funding requirements and align resources with organizational goals resulted in increased opportunities for training and education in our industry.

I wholeheartedly recommend Jim Aaron for any role that requires visionary leadership, operational excellence, and an unwavering commitment to making a difference. I am confident he will bring the same dedication and success to his next endeavor as he has with us at FCEF.

Should you require further information or wish to discuss Jim's qualifications in more detail, please feel free to contact me at (615) 972-7541 or kwhitener@fcef.org.

Sincerely,

Kaye Whitener
Director of Operations
Floor Covering Education Foundation (FCEF)