

Who We Are

ISFA brings countertop and surface fabricators together to learn, work safe, and grow.

Through hands-on education, trusted safety training, real-world advocacy, and strong connections, ISFA helps every shop and surface pro raise the bar, run better businesses, and build a stronger industry.

ISFA
**INTERNATIONAL SURFACE
FABRICATORS ASSOCIATION**

Giving Fabricators an Edge

**Honest Work**

We do what we say and stand by our word.

**Proven Truth**

We back everything with skill, facts, and pride.

**Always Improving**

We keep learning, building, and moving the industry forward.

**Purpose Driven**

We show up for our trade and our people.

**Future Focused**

We're shaping what comes next for every shop and fabricator.



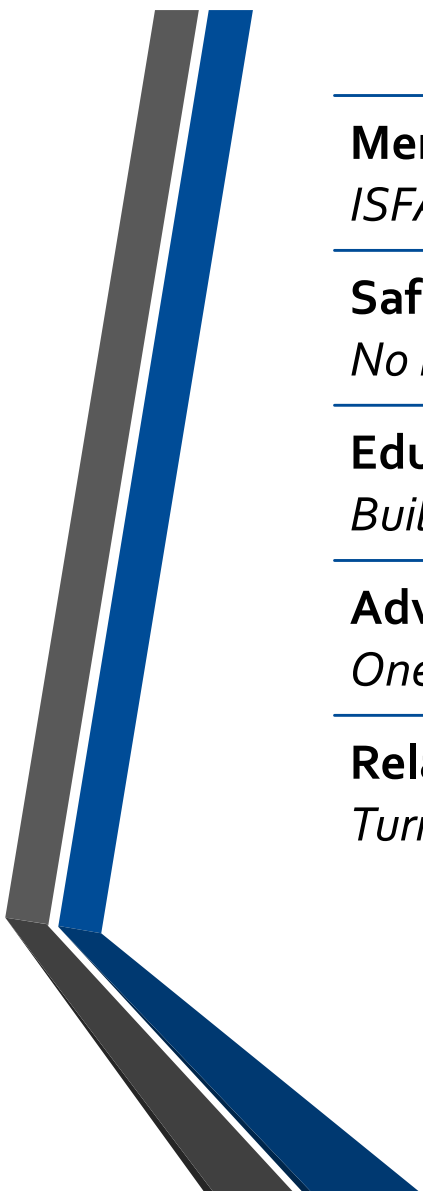
What are our values?

Who do we serve?

ISFA exists to create a stronger countertop and surface fabrication community. We serve the whole trade — fabricators, installers, suppliers, and partners — by connecting people, sharing real-world know-how, and promoting safety and standards.

Together, we're shaping a better future for everyone who creates with surface materials.





Membership & Community Growth

ISFA: Building a Community That Performs.

Safety, Health & Regulatory Compliance

No Excuses, No Shortcuts

Education, Training & Workforce Development

Building People Builds the Trade

Advocacy & Standards

One Voice. One Standard.

Relations & Insights

Turning Insight into Action

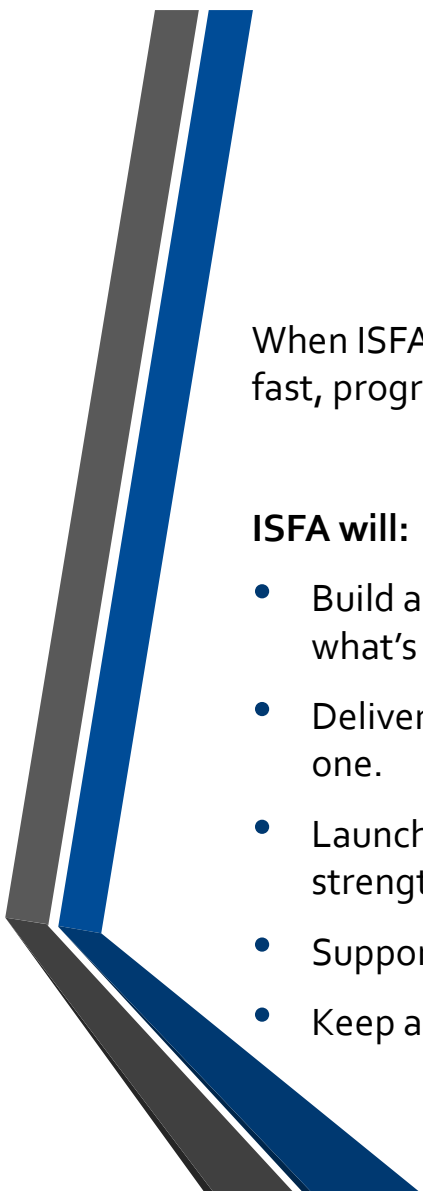
What is our focus?





Giving Fabricators an Edge

2026-2028
Strategic
Framework



Membership & Community Growth

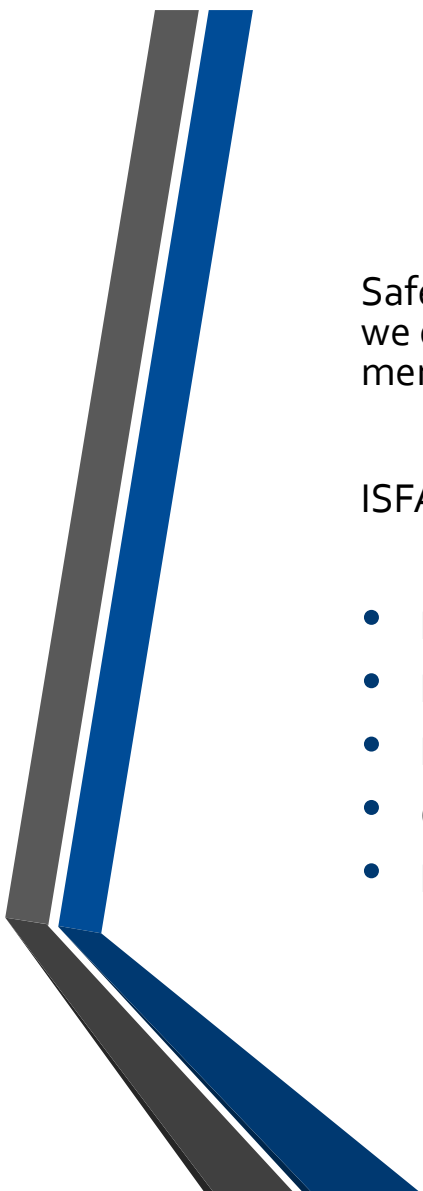
ISFA: Building a Community That Performs.

When ISFA shows up, things start to move—renewals climb, referrals roll in, leaders step up, events fill fast, programs stick, sponsors see their ROI, and advocacy gains real muscle.

ISFA will:

- Build a straightforward communication and marketing plan that connects personally and measures what's working.
- Deliver a no-hassle onboarding and retention experience that keeps members engaged from day one.
- Launch real engagement tracks—regional meetups, peer groups, and volunteer paths that strengthen the fabricator community.
- Support members with tools, benefits, and coaching to grow both business owners and their crews.
- Keep a high-value event calendar packed with purpose and opportunity.





Safety, Health & Regulatory Compliance

No Excuses, No Shortcuts

Safety isn't optional—it's how we protect our people, our shops, and our livelihoods. When we do it right, we cut injuries, lower costs, and protect our license to keep working. ISFA members lead the way with real systems that control silica and RCS risks every day.

ISFA will:

- Publish hands-on safety guides and templates fabricators can actually use.
- Deliver training and toolbox talks built for the shop floor.
- Bring together expert partners to keep members ahead of the curve.
- Create a shop program that qualifies under official accreditation rules.
- Benchmark reporting to measure progress and keep safety improving across the trade.



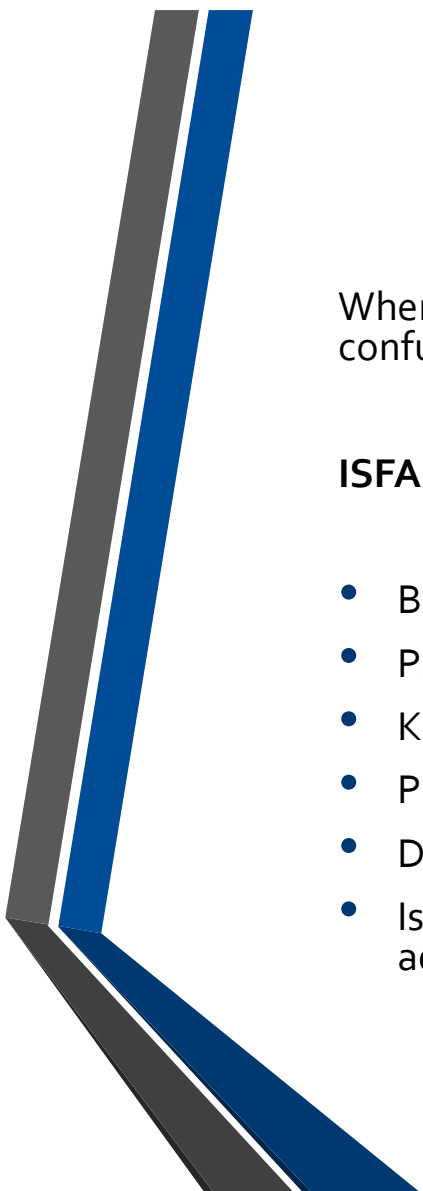
Education, Training & Workforce Development

Building People Builds the Trade

When we invest in people, everything runs better—quality goes up, jobs get done right, and good workers stick around. ISFA is here to give fabricators the training, credentials, and clear career paths that keep shops strong and growing.

ISFA will:

- Expand our learning catalog with role-based, real-world training.
- Operate apprenticeships and trade certificates that build real-world skills.
- Build a network of instructors and mentors who've been there and done it.
- Create employer toolkits to help shops train and retain their crews.
- Develop programs that help fabricator owners build profitable, long-lasting businesses.



Advocacy & Standards

One Voice. One Standard.

When we speak with one voice, the industry gets stronger. Clear standards build trust, cut confusion, and raise the bar for every shop that takes pride in doing things right.

ISFA will:

- Bring the industry together to share real data and shape decisions that matter.
- Partner with alliances and coalitions to make sure fabricators are heard.
- Keep an ANSI/ISO-aligned standards process that builds credibility worldwide.
- Publish best-practice guides that work on the shop floor.
- Develop certifications and compliance programs that mean something in the trade.
- Issue straightforward position briefs focused on education and standards that protect and advance the craft.



Relations & Insights

Turning Insight into Action

Good intel and strong partnerships turn ideas into results. When ISFA listens, tracks trends, and shares what's really happening in the trade, members get the tools to make smart moves and stay ahead.

ISFA will:

- Build clear, structured programs that deliver measurable outcomes.
- Run surveys and benchmarking studies to track what's working in real shops.
- Publish industry outlooks and dashboards that show where the market's headed.
- Host executive roundtables to share lessons and solve challenges together.
- Use these insights to shape education, advocacy, and programs that stay real and relevant.