



World Floor Covering Association
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FOR IMMEDIATE RELEASE

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JIM WALTERS LEADS WFCA

New Executive Committee, Board Members Elected

Anaheim, CA. June 7, 2011. Jim Walters becomes Chairman of the Board of the World Floor Covering Association (WFCA) effective July 1, 2011. Walters, President, Macco's Floor Covering, Green Bay, WI, takes over from Nick Freadreacea, CFE, The Flooring Gallery, Louisville, KY, who becomes Immediate Past Chairman, replacing Scott Steel, CPA, CFE, My Flooring America, Webster, TX.

At their Spring Board of Directors Meeting in New Orleans, LA, directors of the organization also elected Harold Chapman, CFE, President, Bonitz Flooring Group, Greenville, SC as Chairman-Elect; confirmed Paul F. Johnson, CFE, President, Interiors One, Inc., Carpet One, Tulsa, OK as Treasurer/CFO; Janice Clifton, Partner/Owner, Abbey Carpets Unlimited, Napa, CA as Corporate Secretary; Dennis Blake, CFE, President, Better Floors & Restorations, Placentia, CA and Scott Walker, President, Walker's Carpet One Floor & Home, Bellingham, WA as Vice

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Chairmen. D. Christopher Davis continues as the WFCA's President and Chief Executive Officer. These individuals will comprise the association's Executive Committee for the 2011-12 fiscal year ending June 30, 2012.

The WFCA elects a third of its Board of Directors each year for three-year terms. Directors in New Orleans confirmed the selection by the membership of directors of the Board to serve terms beginning July 1, 2011. In addition to re-electing Clifton, WFCA members also re-elected Phil Koufidakis, President, Baker Bros., Phoenix, AZ and Mark Weaver, President, Carpet Weavers, Bloomington, IL to three (3) year terms: newly elected directors include:

- Maryanne Adams, President, Avalon Carpet, Tile & Flooring, Cherry Hill, NJ
- Bob Caputo, Owner, Carpetland of Dothan, Inc., Dothan, AL
- Kelby Frederick, CEO, My Flooring America, Denton, TX
- Howard Partridge, President, Clean As A Whistle Inc., Sugar Land, TX was elected to fill out a two (2) year unexpired vacancy ending June 30, 2013.

Directors also re-elected Keith Campbell, Chairman of the Board, Mannington Mills, Salem, NJ to a three (3) year term as an Associate Director.

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Jim Walters has worked in flooring his entire adult life, beginning part-time while attending school, he worked in the warehouse at Macco's Carpet Warehouse, as it was then known, pushing a broom and cutting carpet. In 1978, after graduating from Northeast Wisconsin Technical College in Green Bay, WI, he went to work full time at Macco's and over the next twenty-one years held a variety of positions in sales, became a store manager and was involved in marketing and buying.

In 1999, Walters joined Chicago-based distributor Florstar Sales as the Armstrong Sales Manager in Michigan. In 2002, founder James J. Macco was ready to sell his now six-retail store namesake business and Walters along with three of Macco's children as partners bought it. Macco's Floor Covering Center stores are full lime flooring retail outlets targeting all markets. The firm is a Stainmaster Flooring Center, and a member of the National Floorcovering Alliance (NFA). They also operate a commercial division, Macco's Commercial Interiors.

Walters's involvement with the WFCA began in earnest in 2007 when he was first elected to the Board of Directors and simultaneously was asked to serve on its Long Range Planning Committee. He has since served on numerous committees and as a member of the Executive Committee since 2008, serving terms as Secretary and Treasurer/CFO.

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“I’m very comfortable with the direction the WFCA is moving. The organization can and will focus its efforts on enhancing and improving the entire floor covering industry first, and any benefits it derives from that will be incidental. I see my role as helping to steer that course and aiding to achieve our big picture goals ensuring we continue to be a viable component of the industry and focus on moving it forward,” Walters said. “The WFCA is committed to providing its industry partners and members leadership and resources that will raise the level of professionalism, increase industry profitability and enhance consumer satisfaction,” he concluded.

Walters, 53, resides in Green Bay, WI with his wife, Sue and their two children.

About WFCA

The WFCA, official sponsor of Surfaces, is the floor covering industry’s largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

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The association is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, wfca.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WWW.WFCA.ORG and WWW.WFCA-PRO.ORG.

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