



CONTACT:

Leah Gross-Harmon
Story Dept.
626-296-3322
leah@storydept.net

**Executives From the
World Floor Covering Association Take the
Marketplace Fairness Act Campaign to the
Hill on Behalf of Members**

***Retailers Encouraged to Join the Initiative and
Reach Out to Their State and Federal Reps***

**“Industry Efforts Will Have Undeniable
Impact on Decision”**

December 2, 2014 – Anaheim, CA – Chief Executive Officer Scott Humphrey and other key representatives of World Floor Covering Association (WFCA) recently spent two days in Washington, D.C., meeting with the staffs of top members of Congress about the proposed Marketplace Fairness Act (MFA) and other issues of importance to flooring industry retailers.

“The Marketplace Fairness Act will allow states to require online sellers to collect taxes on their retail sales,” Humphrey said. “That will be a vital step in leveling the playing field between those who sell flooring on the Internet, many of whom advertise that they do not charge sales tax, and WFCA’s brick-and-mortar members.”

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Humphrey and his WFCA team, which included general counsel Jeff King and the Association's public affairs agency of record, LobbyIt, met with the offices of Senators Dick Durbin (D-Illinois), Mike Enzi (R-Wyoming), Tim Scott (R-South Carolina), and Lamar Alexander (R-Tennessee), as well as Representatives Jason Chaffetz (R-Utah), Steve Womack (R-Arkansas), and Cathy McMorris Rodgers (R-Washington).

Humphrey said that brick-and-mortar retailers are at a stark disadvantage until the Marketplace Fairness Act becomes law. "Consumers today go into stores, identify and gather information about the products they like, and then go home and order those products from an online seller," Humphrey explained. "In addition to not collecting sales tax, Internet retailers save the property taxes and other significant expenses of operating those stores that serve to inform consumers—making it next to impossible for brick-and-mortar businesses to compete with Internet pricing."

Humphrey went on to say WFCA represents "Main Street retailers who sponsor local little league teams and place advertisements in high school football programs, and whose taxes go to support the local police and fire departments. Until the retailers' playing field is leveled by Congress, those crucial contributions to local communities will be at risk."

The MFA has been characterized by its opponents as a "new" tax. "In reality most consumers owe tax on the goods they buy, whether from a local store or online." explained Humphrey. "Currently, local brick-and-mortar retailers are required to collect tax on sales. This law only requires those same rules apply to online retailers. The MFA

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will not create a 'new' tax at all, but instead puts both traditional brick-and-mortar and online sellers on equal footing.”

Humphrey said WFCA is urging retailers to contact their federal and state representatives immediately and urge them to support the MFA. “Time is of the essence with respect to this issue,” he said. “And a ‘no’ vote on this legislation is a vote against an important and historic part of our local communities—the brick-and-mortar retail business operator.”

Senators Durbin, Alexander, and Enzi, along with Representative Womack, are the main Congressional sponsors of the MFA. While in Washington the WFCA delegation also met with the Small Business Council regarding unnecessary burdens being placed on small business by current government policies, and with the Environmental Protection Agency about issues related to lead paint and crystalline silica.

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, Premier Flooring Retailer. On the consumer end, in addition to an ongoing consumer focused flooring awareness public relations program, it operates the highly successful and award-winning premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members' retail stores. The WFCA also influences public policy affecting the floor

covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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