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Head of World Floor Covering Association's Northwest Regional Affiliate Steps Down

Boeing Veteran Takes Reigns; Plans to Take Flooring Association Northwest to New Heights

October 9, 2014 - Anaheim, CA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), today announced the official retirement of Debbie Tott, longtime leader of the WFCA's Affiliate Flooring Association Northwest (FAN). Tott served as FAN's executive director for 19 years. Her retirement was effective September 11, 2014.

At a time when many regional trade organizations were shrinking – some even fading from existence – Tott ensured that FAN not only grew but thrived as one of the largest affiliates in the WFCA family. With a membership base consisting of inspectors, installers, retailers and distributors in the Pacific Northwest Region, Tott was regularly honored for her guidance and dedication at flooring industry events. She was feted most recently at the Ranier Golf & Country Club Fundraiser on September 9th of this year.

Replacing Tott is a seasoned business operations professional hailing from Boeing Corporation. Tish Gasparich began shadowing and training with Tott for the leadership role on July 8th of this year.

While at Boeing Gasparich worked in business operations and project management. She executed corporate events and logistics globally for the company and oversaw large-scale executive projects. Gasparich comes to FAN and the flooring industry with a reputation for world-class skills in customer relations and strategic planning.

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“Debbie Tott’s mark on our industry will always be remembered,” said Humphrey. “She is not only an exemplary leader but a tireless and devoted professional who stops at nothing to achieve the goals she sets for her organization and herself. We wish her the very best in her future endeavors.”

“I am looking forward to FAN’s continued growth and success under Tish,” Humphrey continued. “She is uniquely qualified through her background in business operations to take on this role and I have no doubt that our membership base in the Northwest will grow and thrive from her contributions and leadership.”

Freida Staten, Vice President, Recruitment & Affiliate Relations, WFCA also commented “We thank Debbie for her dedication to our organization and we welcome Tish who brings a wealth of business experience and who is highly motivated to grow FAN and take it to the next level.”

Tott plans to spend more time with her family and pursue new interests.

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 and WFCA-PRO.org.

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