



**WORLD FLOOR COVERING
ASSOCIATION**

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**WORLD FLOOR COVERING ASSOCIATION
BEGINS PREPARATIONS FOR
60TH ANNIVERSARY CELEBRATION IN 2019!**

***New WFCA Board Leadership Team to Put Plans in Place for
Diamond Anniversary at Annual Board Meeting this Fall***

October 22, 2018 - Dalton, GA – As part of her regular duties as new Chair-Woman of the WFCA, Maryanne Adams, President and Chief Executive Officer of Avalon Flooring in Cherry Hill, NJ, will be overseeing a momentous occasion for the industry group next year as they celebrate 60 years in the business of strengthening, increasing profitability and advocating on behalf of the flooring industry and its dealers.

“I have taken the helm of this esteemed organization at a very exciting time in our history,” said Adams. “When you take a step back and look at what we have accomplished and how we have evolved since inception it is truly breath-taking. Under Scott Humphrey’s leadership, WFCA has transitioned into an organization that truly serves the needs of its constituents. It will be such an honor to plan and to celebrate the accomplishments of this association which has stood as a pillar in our industry since opening its doors in 1959! I have no doubt that in 2019 and 60 years after that we will continue to forge our path towards greatness and new heights.”

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The fall 2018 WFCA Board Meeting will take place on October 25th and 26th at the Hilton Dallas Southlake Town Square in Southlake, TX. Thirty board members and past chairmen and women are expected to attend the event. Additional discussions will be had on strategic plans for the WFCA in 2019.

“We were thrilled to welcome Maryanne into the role as Chair-woman of the WFCA earlier this year,” said Scott Humphrey, Chief Executive Officer of the association. “Maryanne is a true leader and a seasoned executive with over 31-years in the flooring industry. Together with Maryanne, I am looking forward to continuing to serve our constituents in the most effective way possible.”

“The WFCA team is very excited to collaborate with our new Executive Board in the execution of a memorable anniversary celebration for our esteemed organization,” said Freida Staten, Vice President, Marketing and Communications, WFCA. “Our in-house staff has already hit the ground running preparing ideas for an anniversary event befitting of all the WFCA has done to improve our industry!”

The first official WFCA Anniversary celebration will take place at Barnsley Gardens Resort in Adairsville, GA on September 19, 2019. Plans for the event will be determined and announced over the next few months. Additional anniversary themed events will continue sporadically throughout the year. The daylong celebration will also include a board of directors meeting providing a view of the current efforts of the World Floor Covering Association.

The next WFCA Board of Directors meeting will take place on March 28th and 29th at the Loews Ventana Canyon in Tucson, AZ.

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.

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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. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. 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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